

Code No: R20MBA21

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, October 2022****Strategic Management****(MBA)**

<b>Roll No</b>										
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**Time: 3 hours****Max. Marks: 70**

Answer Any **Five** Questions  
All Questions carries equal marks.

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- 1 What is strategic management? Explain Porter's 5 force model of strategic management. [14M]
- 2 What is SWOT Analysis? Perform SWOT analysis for any company. [14M]
- 3 Competitive rivalry and dynamics play a very important role in formulation of strategy. Explain. [14M]
- 4 Explain the different strategies for competing in globalising market. [14M]
- 5 What are the steps to be followed to evaluation of strategy of diversified company? Explain with suitable examples. [14M]
- 6 What is acquisition? How too much diversification is a problem for achieving successful acquisition? [14M]
- 7 What are strategic alliances and how are strategic alliances implemented? Are strategic alliances important to the organization explain? [14M]
- 8 Explain in detail about any three types of organisational structure with its features. [14M]

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**Code No: R20MBA22****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, October 2022****Research Methodology and Business Analytics****(MBA)**

<b>Roll No</b>										
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**Time: 3 hours****Max. Marks: 70**

Answer Any **Five** Questions  
All Questions carries equal marks.

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- 1 Define Research, what are the types of Research? Discuss. [14M]
- 2 What are the features of good research design and explain in detail. [14M]
- 3 What are the classifications of data and discuss pros and cons of it. [14M]
- 4 What are the types of sampling designs and methods of sampling with suitable examples. [14M]
- 5 Explain the various types of measurements with suitable examples. [14M]
- 6 Describe the considerations and steps involved in planning report writing work and what are the purposes of Foot notes? [14M]
- 7 Discuss the nature and scope of Business analytics in Research Methodology. [14M]
- 8 Discuss the latest trends of Business Analytics. [14M]

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Code No: R20MBA23

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, October 2022****Security Analysis and Portfolio Management**

(MBA)

<b>Roll No</b>										
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**Time: 3 hours****Max. Marks: 70**Answer Any **Five** Questions

All Questions carries equal marks.

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- 1 What is equity valuation? Discuss the equity valuation models. [14M]
- 2 a) Discuss briefly about P/E ratio. [4 M]  
b) Explain the characteristics of investment and various avenues of the Investment. [10 M]
- 3 Define Technical Analysis. How does technical analysis differ from the fundamental analysis? [14M]
- 4 a) Explain the Efficient Market Hypothesis in detail. [7 M]  
b) Discuss different steps involved in Fundamental analysis. [7 M]
- 5 Write in brief about  
a) Capital Asset Pricing Model [7 M]  
b) Arbitrage Pricing Theory [7 M]
- 6 a) Define risk and distinguish between systematic and unsystematic risk. [7 M]  
b) Explain in detail Markowitz model? [7 M]
- 7 a. What is bond duration? Explain the Macaulay's duration. [7M]  
b. Discuss various types of bonds. [7M]
- 8 Give a brief note on various schemes and types that exist in mutual funds. [14M]

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Code No: **R20MBA29****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, October 2022****Introduction to Business Analytics****(MBA)**

<b>Roll No</b>										
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**Time: 3 hours****Max. Marks: 70**

Answer Any **Five** Questions  
All Questions carries equal marks.

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- 1 Illustrate the role of a Business Analyst and mention the difference between business analyst and data scientist. [14M]
- 2 Distinguish between Data Scientist, Data Engineer vs, Business Analyst in detail [14M]
- 3 What do you mean by Data Science? Elucidate the steps involved in DSPL cycle diagrammatically [14M]
- 4 Where can we apply Data science in real world scenario and provide examples related to automobile industry. [14M]
- 5 Define Machine Learning. Explain its framework for building machine learning systems in detail [14M]
- 6 What do you mean by Data Mining, List out its key merits and demerits. [14M]
- 7 Explain how Sales analytics can be used to enhance the sales of the company with suitable examples. [14M]
- 8 Describe how to maintain the privacy of the businesses with various tools/software from hacking and insider threats. [14M]

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**Code No: R20MBA35****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, October 2022****Consumer Behaviour****(MBA)**

<b>Roll No</b>										
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**Time: 3 hours****Max. Marks: 70**

Answer Any **Five** Questions  
All Questions carries equal marks.

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- 1 Define consumer behavior and discuss its significance in the light of growing social media. [14M]
- 2 Elaborate on targeting and positioning of a product that you are familiar. [14M]
- 3 Discuss in detail the influence of culture and sub-cultures in consumer behavior. [14M]
- 4 Illustrate the cross-cultural consumer behavior with the help of an example [14M]
- 5 Explain the process of consumer motivation with the help of examples. [14M]
- 6 Elucidate the consumer learning and information processing with the help of suitable example. [14M]
- 7 Discuss in detail the purchasing processes and post purchase behaviour of consumer. [14M]
- 8 Give a note on consumer information and security with suitable example. [14M]

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**Code No: R20MBA41****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, October 2022****Performance Management****(MBA)**

<b>Roll No</b>										
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**Time: 3 hours****Max. Marks: 70**

Answer Any **Five** Questions  
All Questions carries equal marks.

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- 1 Write the importance of Performance Management. [14M]
- 2 Explain the evolution of Performance Management. [14M]
- 3 Define Performance, explain their approaches. [14M]
- 4 How can you implement PMS in an organization. Explain in detail [14M]
- 5 Explain the planning and role clarity of PMS. [14M]
- 6 Explain in brief about Performance Management Skills. [14M]
- 7 What are the components of Reward System? Explain in detail [14M]
- 8 Explain in detail about Bench Marking. [14M]

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Code No: R20MBA24

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, October 2022****Financial Institutions, Markets & Services****(MBA)**

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

Answer Any **Five** Questions  
All Questions carries equal marks.

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- 1 Elaborate the financial sector reforms after 1991. [14M]
- 2 What is Role of Financial System in Economic Development? [14M]
- 3 Define mutual fund? Explain its role of AMFI. [14M]
- 4 Explain the nature and objective of life and non-life insurance companies. [14M]  
Explain the role of IRDA.
- 5 What are the methods of raising funds in Primary Market? [14M]
- 6 Explain the innovative instruments in Capital Market. [14M]
- 7 How better Hire Purchasing system in the business in Details? [14M]
- 8 What is the role of merchant banker in issue Management? [14M]

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**Code No: R20MBA30****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, October 2022****Data Visualization and Big Data Analytics****(MBA)**

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

Answer Any **Five** Questions  
All Questions carries equal marks.

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- 1 Explain the structure of visualization in detail with suitable examples. [14M]
- 2 What is Graphics and its importance in Business Analytics along with Visualization process? [14M]
- 3 Define Multivariate Maps, Choropleth Maps, Polygon shapes, Customizing maps with best suited examples in visualizing process. [14M]
- 4 Define Multivariate Charts with suitable Examples? [14M]
- 5 Give a detailed description on Dash Board Preparation, animated visualization preparation. [14M]
- 6 Write the benefits of adding, Drop-down selectors, and Box selector features for visualization. [14M]
- 7 Draw the architecture of Hadoop & explain its various components. [14M]
- 8 Write a detailed note on eco system and their Components  
i) Apache PIG [7M]  
ii) Apache HIVE & HBase. [7M]



Code No: **R20MBA36****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, October 2022****Integrated Marketing Communications and Sales****(MBA)**

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

Answer Any **Five** Questions  
All Questions carries equal marks.

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- 1** Give a note in support of integrated marketing communication as an integral part of marketing. **[14M]**
- 2** Discuss in detail the communication mix with the help of suitable example. **[14M]**
- 3** Explain the advantages and disadvantages of advertising through online and television. **[14M]**
- 4** Explain about various types of direct marketing. **[14M]**
- 5** Give a note on regulations of advertising and promotion imposed in India. **[14M]**
- 6** Whatever that has been advertised is not seen in real. Describe about it in the light of ethical aspects of advertising. **[14M]**
- 7** Elaborate on sales forecasting methods with the help of example. **[14M]**
- 8** Describe the importance of motivation of Sales force. Mention some of the methods used to motivate the Sales force. **[14M]**

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Code No: **R20MBA42****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, October 2022****Compensation and Reward Management****(MBA)**

<b>Roll No</b>										
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**Time: 3 hours****Max. Marks: 70**

Answer Any **Five** Questions  
All Questions carries equal marks.

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- 1** Discuss in detail about internal alignment in compensation administration. **[14M]**
- 2** Give a detailed note on person based structures in compensation. **[14M]**
- 3** Elucidate on competitiveness of pay. **[14M]**
- 4** Elaborate on the pay for performance system with the help of an example. **[14M]**
- 5** Discuss in detail about statutory benefits including health care by taking an example of an organization of your choice. **[14M]**
- 6** Illustrate the various retirement benefits extended to the employees. **[14M]**
- 7** What does an expatriate pay comprise? Discuss in detail. **[14M]**
- 8** Elaborate on the legal issues in compensation. **[14M]**

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Code No: R20MBA25

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, October 2022****Strategic Investment and Financing Decisions****(MBA)**

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

Answer Any **Five** Questions  
All Questions carries equal marks.

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- 1 What is risk? List the types of risk and explain the techniques available to measure risk in capital budgeting decisions. [14M]

- 2 Dream well Company Limited has an investment proposal that requires an investment outlay of Rs. 2,50,000. The following information is available. [14M]

Year1:

Possible Event	Cash Flows (Rs.)	probability
A	1,00,000	0.2
B	1,25,000	0.4
C	1,80,000	0.4

Year2:

Event	Rs. 1,00,000		Rs. 1,25,000		Rs. 1,80,000	
	CFAT(Rs.)	Probability	CFAT(Rs.)	Probability	CFAT(Rs.)	Probability
A	45,000	0.2	1,40,000	0.2	1,90,000	0.3
B	1,20,000	0.3	1,80,000	0.6	2,10,000	0.3
C	1,80,000	0.5	1,90,000	0.2	2,60,000	0.4

You are required to advice the company regarding the financial feasibility of the project using decision tree approach. Company's cost of capital is 10 percent.

- 3 MNR Company Limited is evaluating a project that has the following cash flow stream associated with it: [14M]

Year	0	1	2	3	4	5
Cash Flow	-100000	20000	30000	40000	50000	30000

The cost of capital is 12%. Calculate MIRR (Modified Internal Rate of Return)

- 4 a. Discuss in detail Lorie Savage Paradox and applicability in Net Present Value. [7M]  
b. Explain simple, pure and mixed Investments [7M]

- 5 a. Explain Hiller approach in Mean Variance Analysis. [7M]  
b. Write a note on single period and multi period constraints [7M]

- 6 SK Manufacturing Company uses discounted payback period to evaluate investments in [14M]

capital assets. The company expects the following annual cash flows from an investment of \$3,500,000:

Years	Cash flows
0	\$(3,50,000)
1	900,000
2	900,000
3	900,000
4	900,000
4	900,000
6	900,000
7	900,000
8	900,000

No salvage/residual value is expected. The company's cost of capital is 12%.

Required:

1. Compute discounted payback period of the investment.
  2. Is the investment desirable if the required payback period is 4 years or less.
- 7 How do you differentiate between Hire Purchase and Instalment purchase methods. [14M]
- 8 Describe various types of mergers. What benefits does an organization accomplish with each of these, explain with suitable examples. [14M]

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Code No: R20MBA31

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, October 2022****Data Analysis and Analytics using Spreadsheets****(MBA)**

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**Answer Any **Five** Questions

All Questions carries equal marks.

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1 Define spreadsheet and its salient features? [14M]

2 Define workbook and worksheet. What is the difference between them? [14M]

3 The average monthly attendance of a class is given. [14M]

Month	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Attendance	42	46	30	50	38	20	36	32

a) Draw the bar graph of the data given.

b) In which month the average attendance is minimum or maximum?

c) In which month the average attendance was less than 40?

d) Find the difference between the maximum and minimum average attendance?

4 Draw different types of charts that can be made in a spreadsheet with suitable example. [14M]

5 How is VLOOKUP different from the LOOKUP function? [14M]

6 How can you split a column into 2 or more columns? [14M]

7 What is a Pivot Table? Explain its significance? [14M]

8 What is Excel Solver? Explain with suitable example. [14M]

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Code No: R20MBA37

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, October 2022****Logistics & Supply Chain Management****(MBA)**

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

Answer Any **Five** Questions  
All Questions carries equal marks.

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- 1 Explain, how a firm can achieve competitive advantage through efficient logistic [14M]  
management and brief on the integrated supply chains with illustration?
- 2 Describe the model in logistics management and examine the core areas in supply [14M]  
chain management and narrate the logistics information system.
- 3 Discuss factors that affect the decision to outsource a supply chain function and [14M]  
critically examine the dimensions of supplier performance that affect total cost.
- 4 Illustrate the concept of logistics audit, identify the principles of logistics costing [14M]  
and discuss the element of time frame & formatting in logistics performance.
- 5 How do you define benchmarking? Explain the Uses of supply chain [14M]  
benchmarking process and brief on Step-by-Step Process for the setting  
benchmarking priorities?
- 6 How do you measure performance in logistics and What is the primary logic [14M]  
behind potential separation of marketing and logistics channel structure?
- 7 Discuss how lack of coordination among supply chain elements which leads to a [14M]  
degradation of revenue management and brief on the bullwhip effect.
- 8 What are the biggest challenges of managing global supply chains? Brief on future [14M]  
issues to be considered for new global supply chain management.

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**Code No: R20MBA43****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, October 2022****Management of Industrial Relations****(MBA)**

<b>Roll No</b>										
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**Time: 3 hours****Max. Marks: 70**

Answer Any **Five** Questions  
All Questions carries equal marks.

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- 1** How do you understand by industrial relations? Explain the concept of industrial relations in India? **[14M]**
- 2** What are the important aspects of Trade Union Act 1926? **[14M]**
- 3** Discuss the machinery for prevention and settlement of industrial disputes. **[14M]**
- 4** What is the responsibility of a conciliation officer? Critically evaluate the role played by him. **[14M]**
- 5** Define the term “Workers participation in Management? Explain the different levels of participation. **[14M]**
- 6** What are the Pre-requisites of a grievance procedure? **[14M]**
- 7** Explain the nature and significance of wage and salary administration. **[14M]**
- 8** Discuss the labor market scenario in India. **[14M]**

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**Code No: R20MBA26****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, October 2022****Tax Planning and Management****(MBA)**

<b>Roll No</b>										
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**Time: 3 hours****Max. Marks: 70**

Answer Any **Five** Questions  
All Questions carries equal marks.

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- 1 Explain the following with respect to Income Tax Act 1961
  - A. Previous Year [5M]
  - B. Assessment Year [5M]
  - C. Rates of Tax applicable an Individual. [4M]
  
- 2 Explain about Indian income tax law with suitable examples? [14M]
  
- 3 Explain the difference between admissible expenses and inadmissible expenses while computing Income from Business and Profession.? [14M]
  
- 4 Write a detailed note on income from other sources with suitable examples? [14M]
  
- 5 List out the key differences between MAT and DDT in detail. [14M]
  
- 6 Explain the merger and demerger of companies as per the income tax rules? [14M]
  
- 7 Explain the income tax appeals, revisions with TDS? [14M]
  
- 8 Explain the principles of GST in detail? [14M]

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**Code No: R20MBA32****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, October 2022****Data Analytics Using R and Tableau****(MBA)**

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

Answer Any **Five** Questions  
All Questions carries equal marks.

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- 1 Analyze the concept of Data Structures in R, and creating your own Vector with suitable examples. **[14M]**
- 2 How to read and write the data/CSV file using 'R' explain in detail. **[14M]**
- 3 Analyze the importance of Data Analytics in current business organizations with emphasis on functions of R Programming. **[14M]**
- 4 Explain the various operators of R and Illustrate with your own examples. **[14M]**
- 5 Analyse the concept of statistical Modelling in Data Analysis and it's significance. **[14M]**
- 6 Analyse the concept of Linear Regression and it's applicability in detail in Business Organizations. **[14M]**
- 7 Narrate the ecoSystem of Tableau with examples. **[14M]**
- 8 Explain the concept of Data Visualization and narrate the steps involved in creating a Histogram and Scatter plot using Tableau. **[14M]**

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**Code No: R20MBA38****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, October 2022****Services Marketing****(MBA)**

<b>Roll No</b>										
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**Time: 3 hours****Max. Marks: 70**

Answer Any **Five** Questions  
All Questions carries equal marks.

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- 1 What is service? What is the role of services in modern economies? [14M]
- 2 Explain about the services marketing mix with suitable examples. [14M]
- 3 Discuss about the consumer expectations in service and consumer perceptions of service. [14M]
- 4 Elaborate about how to build customer relationships and how to recover service. [14M]
- 5 Discuss about the types of service innovations and service blueprinting. [14M]
- 6 Explain about the physical evidence and the servicescape and how the customer service is audited. [14M]
- 7 What are the roles of employees in service delivery and how demand and capacity are managed with regard to delivering and performing service? [14M]
- 8 Narrate the approaches to pricing various kinds of services. [14M]

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**Code No: R20MBA44****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, October 2022****International Human Resource Management****(MBA)**

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

Answer Any **Five** Questions  
All Questions carries equal marks.

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- 1 Explain some of the International human resource management activities involved [14M]  
in success of global operations.
- 2 Differentiate expatriation from repatriation. Discuss stages of repatriation process. [14M]
- 3 Explain ethnocentric, polycentric and geocentric approaches of International [14M]  
human resource management and discuss their advantages and disadvantages.
- 4 Explain various factors to be considered during selection process in International [14M]  
human resource management.
- 5 Elucidate language training, post arrival and integrative training imbibed to an [14M]  
employee moving on International assignment.
- 6 Discuss various factors to be considered during designing International [14M]  
compensation package.
- 7 Explain International performance management. Discuss major constraints of [14M]  
multinational performance management.
- 8 “Does cross-cultural differences in the workplace downsize the performance of [14M]  
International organizations “- comment. Discuss how to develop inter cultural  
relationship.

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**Code No: R20MBA27****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, October 2022****Banking and Insurance Management****(MBA)**

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

Answer Any **Five** Questions  
All Questions carries equal marks.

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- 1** Explain the Role of Commercial Banks in Economic Development? **[14M]**
  
- 2** Write short notes on following:
  - A. SMS banking **[5M]**
  - B. Mobile banking **[5M]**
  - C. Smart cards **[4M]**
  
- 3** What are the 4 causes of NPAs? Explain the recovery process of NPAs. **[14M]**
  
- 4** Explain various types of payment and settlement system in banking operations. **[14M]**
  
- 5** What is credit rating agency? Explain functions and importance of credit rating agency. **[14M]**
  
- 6** Discuss different types of risk management in loan policy. **[14M]**
  
- 7**
  - a. Explain the principles of insurance in detail. **[7M]**
  - b. List out various polices of Life Insurance and General Insurance. **[7M]**
  
- 8** What is claims management? Explain claim Settlement procedure in General Insurance. **[14M]**

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Code No: **R20MBA33****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, October 2022****Predictive Analytics****(MBA)**

<b>Roll No</b>										
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**Time: 3 hours****Max. Marks: 70**

Answer Any **Five** Questions  
All Questions carries equal marks.

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- 1 Explain the concept of Association in Predictive Analytics. [14M]
- 2 Discuss Regression analysis? Explain different types of Regression analysis. [14M]
- 3
  - a. Explain about various types of Non-linear regression models. [7M]
  - b. What is the difference between Linear an non linear regression models explain with examples. [7M]
- 4 What is Multi-collinearity in Regression modelling and how to identify and overcome Multi collinearity in regression analysis. [14M]
- 5 Elaborate the concept of Logistic regression in detail. [14M]
- 6 Discuss the various forms of Panel Data model and also elaborate on application of Panel Data model. [14M]
- 7 Calculate 3-Yearly moving total and 5-Yearly moving total and write the inferences about the moving values [14M]

Year	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
%	6.6	1.7	3.5	4.2	3.9	1.8	3.1	4.8	6.4	8.4

- 8 Explain about Simulation and its applications in business domain. [14M]

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**Code No: R20MBA39****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, October 2022****Digital and Social Media Marketing****(MBA)**

<b>Roll No</b>										
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**Time: 3 hours****Max. Marks: 70**

Answer Any **Five** Questions  
All Questions carries equal marks.

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- 1 What do you mean by Digital Marketing? Discuss its components in detail. [14M]
- 2 Explain Digital Marketing Platforms and strategies employed by marketers therein. [14M]
- 3 How different audience segments use Digital Media? [14M]
- 4 It is said that, “Digital Media is used to effectively Reach, Acquire and Retain new customers”. Critically analyse the statement. [14M]
- 5 What do you mean by Search Engine Marketing? Write down its significance in Digital World. [14M]
- 6 Differentiate between Online & Traditional Advertising and explain the payment methods of Online Advertising. [14M]
- 7 Analyse the role of Social Media Marketing in Digitalized world. [14M]
- 8 How does this Blogging /Micro Blogging with platforms like Twitter have been identified as a social Medium? Elaborate your answer with examples. [14M]

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Code No: R20MBA45

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, October 2022****Training and Development****(MBA)**

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

Answer Any **Five** Questions  
All Questions carries equal marks.

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- 1 Training is a set of integrated processes related to a program. Given this, briefly discuss the various phases of the training process model. [14M]
- 2 How do you design a training programme for newly recruited sales team? [14M]
- 3 Explain organizational constraints in the designing process of a training programme with suitable examples. [14M]
- 4 Demonstrate the Training and need analysis model (TNA) and organizational constraints in in developing objectives. [14M]
- 5 Explain the training through games and simulation method. Outline the following techniques. a) Equipment simulators b) In-basket exercise [14M]
- 6 What is meant by apprenticeship training? Describe the stages involved in the job instruction technique (JIT). [14M]
- 7 What is resistance to training evaluation Explain the various types of training evaluation. [14M]
- 8 Explain the rationale behind diversity training. Discuss the following aspects of diversity training  
a) Emotional intelligence [7M]  
b) Cross cultural Training [7M]

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Code No: R20MBA28

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, October 2022****Financial Derivatives****(MBA)**

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

Answer Any **Five** Questions  
All Questions carries equal marks.

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- 1 Explain the different types of financial derivatives along with their features in detail. [14M]
- 2 Define derivative. Explain the merits and demerits of financial derivatives. [14M]
- 3 Explain the relationship between forward and futures prices with examples. [14M]
- 4 Calculate the price of a forward contract using the following data: Price of the share Rs 75 time to expiration 9 months dividend expected Rs 2.20 per share Time to dividend 4 months continuously compounded risk-free rate of return 12% per annum. [14M]
- 5  $S=100$ , Standard deviation =25%,  $r=10\%$ ,  $K=50$ ,  $t=1$  year. Calculate value of call option as per Binomial option pricing model. [14M]
- 6 Explain the distinction between options and futures contracts with an suitable examples. [14M]
- 7 What is currency option market? Explain its features with an example. [14M]
- 8 Define financial swap. Discuss the features of a swap contract with an example. [14M]

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**Code No: R20MBA34****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, October 2022****Data Management and Business Intelligence****(MBA)**

<b>Roll No</b>										
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**Time: 3 hours****Max. Marks: 70**

Answer Any **Five** Questions  
All Questions carries equal marks.

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- 1 Discuss about Data base File-Oriented systems and its importance in an organization? [14M]
- 2 Examine the Database systems in detail, as well as the relationships between their components? [14M]
- 3
  - a. What is the definition of Database Architecture? [ 4M]
  - b. Discuss in detail about data sharing between functional units and different levels of users [ 10M]
- 4 What exactly is the Database development life cycle (DDLC) .What are the various stages of a DDLC? Explain each of them. [14M]
- 5 Assess recent Data Warehousing Trends and Security Issues in detail. [14M]
- 6 Explain the significance of Business performance management planning and monitoring? [14M]
- 7 Define Business Intelligence and also classify the different styles of business intelligence? [14M]
- 8 Describe the impact of social networking sites on Business intelligence systems? [14M]

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**Code No: R20MBA40****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, October 2022****Customer Relationship Management****(MBA)**

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

Answer Any **Five** Questions  
All Questions carries equal marks.

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- 1 Explain about the meaning, importance and the scope of Relationship Marketing. [14M]
- 2 Give an overview of the concept of lifetime customer and customer loyalty. [14M]
- 3 Discuss about the process of building CRM effectively and efficiently. [14M]
- 4 Explain about the CRM Framework and Market Share vs. Share of Customers with appropriate examples. [14M]
- 5 Describe about the customer development process and the customer retention. [14M]
- 6 Elaborate the customer retention strategies and the customer life time value with suitable examples. [14M]
- 7 Explain about the customer databases and information systems. [14M]
- 8 Discuss about the evolution of e-Customer and e-Marketing and e-CRM for personalized services. [14M]

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Code No: **R20MBA46****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, October 2022****Diversity and Change Management****(MBA)**

<b>Roll No</b>										
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**Time: 3 hours****Max. Marks: 70**

Answer Any **Five** Questions  
All Questions carries equal marks.

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- 1 Define organizational diversity? Explain the various organizational perspectives of development. [14M]
- 2 Define cultural diversity? Explain how does work life balance impact on cultural diversity. [14M]
- 3 Explain primary dimensions age, gender, mental and physical challenges in detail. [14M]
- 4 Discuss various .organizational strategies for managing organizational diversity. [14M]
- 5 Explain how strategic level change and individual-level change influence organizational design [14M]
- 6 Why do people resist change? Explain how organizational culture influences the management of change. [14M]
- 7 Discuss how organizations build employee relation for promoting organizational change [14M]
- 8 Explain the aspects of a leader. Discuss how a leader could rejoice in the abilities of the followers [14M]

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