MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A II Year I Semester Regular Examinations, March 2024
Management Information System
(MBA)

Roll No										

Time: 3 hours   **Max. Marks: 60**

Note: This question paper contains two parts A and B
Part A is compulsory which carries 10 marks and Answer all questions.
Part B Consists of 5 SECTIONS (One SECTION for each UNIT). Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 10 marks.

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PART-A (10 MARKS)
(Write all answers of this part at one place)

1	A	Define MIS.	**[1M]**
	B	What are the types of information in MIS?	**[1M]**
	C	Name two features of e-commerce.	**[1M]**
	D	Define Business Intelligence (BI).	**[1M]**
	E	Describe system implementation.	**[1M]**
	F	What is cybercrime?	**[1M]**
	G	Define ERP system.	**[1M]**
	H	List the emerging trends in ERP?	**[1M]**
	I	Name one functionality of the Materials Management module in ERP.	**[1M]**
	J	Define Plant Maintenance	**[1M]**

PART-B (50 MARKS)

SECTION-I

2	A	Discuss the significance of MIS in modern organizations.	**[5M]**
	B	Explain in detail the nature of Management Information Systems.	**[5M]**
		OR	
3	A	Discuss how different types of information systems can be utilized to gain a competitive advantage in the market.	**[5M]**
	B	Explain the importance of Management Information Systems (MIS)?	**[5M]**

SECTION-II

4	A	What is the role of Decision Support Systems (DSS) in organizations?	**[5M]**
	B	Describe the components of Decision Support Systems (DSS).	**[5M]**
		OR	
5	A	Elucidate the concept of E-commerce types.	**[5M]**
	B	Explain the significance of Business Intelligence (BI)	**[5M]**

SECTION-III

6	A	Explain the process of system acquisition.	**[5M]**
	B	Discuss the importance of Information System Planning (ISP) in organizations.	**[5M]**

OR

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A II Year I Semester Regular Examinations, March 2024
Logistics & Supply Chain Management
(MBA)

Roll No										

Time: 3 hours   **Max. Marks: 60**

Note: This question paper contains two parts A and B
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PART-A (10 MARKS)
(Write all answers of this part at one place)

1	A	Importance of supply chain management	**[1M]**
	B	What are the Internal challenges of SCM ?	**[1M]**
	C	What do you mean by Fourth-party Logistics (4PL)?	**[1M]**
	D	Briefly discuss about Cross Docking	**[1M]**
	E	Mention any two factors that influence the design of distribution networks	**[1M]**
	F	What is the role of distribution network design	**[1M]**
	G	Define Supply Chain Agility	**[1M]**
	H	Describe the concept of Total Cost of Ownership (TCO)	**[1M]**
	I	Explore the challenges of achieving coordination in a global supply chain	**[1M]**
	J	Evaluate the role of technology in enhancing supply chain coordination	**[1M]**

PART-B (50 MARKS)
SECTION-I

2	A	Explain in detail the Principles of SCM	**[5M]**
	B	Explain the components of supply chain	**[5M]**
		OR	
3	A	Discuss the Role of manager in supply chain.	**[5M]**
	B	What are the five dimensions of SCM	**[5M]**

SECTION-II

4	A	Define logistics management and explain its primary functions in supply chain management.	**[5M]**
	B	Define outsourcing and explain its primary objectives.	**[5M]**
		OR	
5	A	Describe the primary functions of transportation in logistics management.	**[5M]**
	B	Explain third party logistics and fourth party logistics.	**[5M]**

SECTION-III

6	A	Discuss the primary services offered by each type of logistics provider.	**[5M]**
	B	Discuss the implications of emerging technologies on supply chain efficiency and customer satisfaction.	**[5M]**
		OR	
7	A	Discuss the significance of designing an efficient distribution network in modern supply chain management.	**[5M]**

	B	Provide examples to illustrate your points.	**[5M]**

SECTION-IV

8	A	Discuss the importance of collaboration in supply chain management.	**[5M]**
	B	Explain how collaboration can enhance supply chain performance.	**[5M]**

OR

9	A	Explain the difference between supply chain efficiency and supply chain effectiveness.	**[5M]**
	B	Discuss the role of technology in improving supply chain performance.	**[5M]**

SECTION-V

10	A	Describe the Bullwhip Effect and its implications for supply chain coordination.	**[5M]**
	B	Define supply chain coordination and explain why it is important for achieving supply chain goals.	**[5M]**

OR

11	A	Discuss the role of information sharing in supply chain coordination.	**[5M]**
	B	Provide examples of information that could be shared among supply chain partners.	**[5M]**

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MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A II Year I Semester Regular Examinations, March 2024
Data Analytics
(MBA)

Roll No										

Time: 3 hours   **Max. Marks: 60**

Note: This question paper contains two parts A and B
Part A is compulsory which carries 10 marks and Answer all questions.
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Choosing ONE Question from each SECTION and each Question carries 10 marks.
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PART-A (10 MARKS)
(Write all answers of this part at one place)

1	A	Define Analytics.	**[1M]**
	B	Distinguish Information from Data.	**[1M]**
	C	Provide two examples for nominal data.	**[1M]**
	D	Express the need of Data Transformation.	**[1M]**
	E	Discuss the meaning of word 'Big Data'.	**[1M]**
	F	Express the purpose of Data Visualization.	**[1M]**
	G	Provide the other names of measures of location and spread.	**[1M]**
	H	List out any two examples of Continuous Distribution.	**[1M]**
	I	Distinguish One-way ANOVA and Two-Way ANOVA.	**[1M]**
	J	Distinguish Simple linear regression from Multiple linear regression.	**[1M]**

PART-B (50 MARKS)
SECTION-I

2	A	Elaborate the Significance of Business Analytics.	**[5M]**
	B	Explain the importance of Descriptive Analytics with examples.	**[5M]**

OR

3	A	Discuss the role of Diagnostic Analytics in real world with examples.	**[5M]**
	B	Provide examples to explain the utility of Predictive Analytics in real world.	**[5M]**

SECTION-II

4	A	Describe different types of digital data and explain different methods of collecting data.	**[5M]**
	B	Elaborate the significance of Data Cleaning in Data Analytics.	**[5M]**

OR

5	A	Discuss the elements involved data pre-processing.	**[5M]**
	B	Explain the significance of Data transformation and its types in detail.	**[5M]**

SECTION-III

6	A	Elaborate the discussion on 5Vs of Big Data.	**[5M]**
	B	Discuss any three instances where and why the Big-Data is applicable.	**[5M]**

OR

7	A	Is the Data Visualization a boon or bane? Discuss in detail.	**[5M]**
	B	Elaborate the tools and methods available for Data Visualization.	**[5M]**

SECTION-IV

8	A	Illustrate examples for any four measures of variability.	**[5M]**
	B	List out the key features of Data Modeling.	**[5M]**

OR

9	A	Provide instances where the measures of Association are applicable.	**[5M]**
	B	Discuss the application of any two discrete probability distributions.	**[5M]**

SECTION-V

10	A	List out the assumptions and their doing procedure of Multiple Regression.	**[5M]**
	B	Assume a scenario where the company would like to analyze the impact of location (Guntur, Vijayawada, Hyderabad) and Social Status (lower, Middle, Upper) on the Sales of their product. Illustrate how Anova method used for analyzing the above scenario and justify them.	**[5M]**

OR

11	A	A School would like to test the relationship between the students' Attendance and Marks but in the preliminary testing, it is found that the data of Marks is not Normal. Identify the test(s) and justify them.	**[5M]**
	B	Discuss the Assumptions and the associated tests of Two-way ANOVA in detail.	**[5M]**

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R22

Roll No										

Time: 3 hours   **Max. Marks: 60**

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Choosing ONE Question from each SECTION and each Question carries 10 marks.

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PART-A (10 MARKS)
(Write all answers of this part at one place)

1	A	Define Investment.	**[1M]**
	B	Expand SENSEX	**[1M]**
	C	List the factors of economic analysis.	**[1M]**
	D	Write the three forms of EMH.	**[1M]**
	E	Define Risk.	**[1M]**
	F	What is APT?	**[1M]**
	G	Write the meaning of YTM.	**[1M]**
	H	What do you mean by Bond Immunization?	**[1M]**
	I	State any four types of Mutual funds.	**[1M]**
	J	Define NAV.	**[1M]**

PART-B (50 MARKS)

SECTION-I

2	A	Explain the process of investment undertaken by the investor.	**[5M]**
	B	What are Negotiable & Non-negotiable Securities?	**[5M]**

OR

3	A	Discuss Indian Financial System.	**[5M]**
	B	Explain Primary Market.	**[5M]**

SECTION-II

4	A	Why is industry analysis important? Why should it follow the economic analysis?	**[5M]**
	B	Explain in detail Dow theory.	**[5M]**

OR

5	A	Explain in detail the fundamental analysis and how it is useful in selection of securities.	**[5M]**
	B	Describe the concept of Random walk theory.	**[5M]**

SECTION-III

6	A	Find the portfolio return and risk with an investment proportion of 60% and 40% respectively, from the following information	**[5M]**

Year	2017	2018	2019

	14%	16%	20%
Stock-X	14%	16%	20%
Stock-Y	12%	18%	15%

B Discuss the assumptions and applicability of Capital Asset Pricing Model (CAPM) under present situation. **[5M]**

OR

7 **A** Explain the significance and application of Markowitz portfolio theory. **[5M]**

B Calculate Single period Return from the following information. **[5M]**

Period	P0	P1	P2	P3	P4	P5	P6	P7
Price (Rs.)	55	65	54	58	52	58	65	69

SECTION-IV

8 **A** Discuss the active and passive bond portfolio management strategies. **[5M]**

B Calculate the duration of a bond that has a face value of Rs. 1,000, an 8% annual coupon rate and 4 years until maturity. The bond YTM is 11%. **[5M]**

OR

9 **A** Explain briefly about various bond pricing theorems with imaginary data. **[5M]**

B A bond with a 12% coupon rate issued 3 years ago at its face value of Rs.100 is redeemable 5 years from now, at a premium of 5%. The interest rate prevailing in the market in 14%. Find bond's modified Macaulay's duration. **[5M]**

SECTION-V

10 **A** What do you mean by mutual fund? Explain benefits of mutual funds. **[5M]**

B Mr. Wise is having units in a mutual fund for the past three years. Assume you are the fund manager Evaluate its performance and Comment, by using i) Sharpe's Index ii) Treynor's Index- R_f=10% **[5M]**

	Rp	σp	β
XYZ Fund	70.6	41.31	1.12
Market (Nifty)	41.4	19.44	1

OR

11 **A** Write about Jensen's differential index. **[5M]**

B What is the difference between ETF and mutual fund? **[5M]**

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Code No: **R22MBAH1**

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A II Year I Semester Regular Examinations, March 2024
Talent & Performance Management Systems
(MBA)

Roll No										

Time: 3 hours   **Max. Marks: 60**

Note: This question paper contains two parts A and B
Part A is compulsory which carries 10 marks and Answer all questions.
Part B Consists of 5 SECTIONS (One SECTION for each UNIT). Answer **FIVE** Questions,
Choosing ONE Question from each SECTION and each Question carries 10 marks.
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PART-A (10 MARKS)
(Write all answers of this part at one place)

1	A	What is Employee engagement?	**[1M]**
	B	Define Role Clarity.	**[1M]**
	C	Define performance rating.	**[1M]**
	D	Discuss about Performance Information	**[1M]**
	E	Define Management skills.	**[1M]**
	F	Explain about employee development.	**[1M]**
	G	Define managing team.	**[1M]**
	H	Explain about compensation system.	**[1M]**
	I	Define Bench Marking.	**[1M]**
	J	Define balance score card.	**[1M]**

PART-B (50 MARKS)
SECTION-I

2	What is performance management? Explain the strategic importance of performance management in an organization**.**	**[10M]**

OR

3	Performance management is a key to success. Do you agree?	**[10M]**

SECTION-II

4	Discuss on Mid Cycle Review Process.	**[10M]**

OR

5	What is measurement strategy and discuss the parameters for Performance measurement.	**[10M]**

SECTION-III

6	Explain the process of Performance Planning with corporate examples**.**	**[10M]**

OR

7	Discuss in detail about Performance Targets and Performance Agreement.	**[10M]**

SECTION-IV

8	What is reward Management? Discuss the objectives of reward management.	**[10M]**

OR

9	Explain about Linkage of Performance Management to Rewards and Compensation System.	**[10M]**

SECTION-V

10   "Competency is linked to performance planning". Do you agree?   **[10M]**

OR

11   Differentiate between Coaching and mentoring.   **[10M]**

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MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A II Year I Semester Regular Examinations, March 2024
Consumer Behavior
(MBA)

Roll No										

Time: 3 hours   **Max. Marks: 60**

Note: This question paper contains two parts A and B
Part A is compulsory which carries 10 marks and Answer all questions.
Part B Consists of 5 SECTIONS (One SECTION for each UNIT). Answer **FIVE** Questions,
Choosing ONE Question from each SECTION and each Question carries 10 marks.
***
PART-A (10 MARKS)
(Write all answers of this part at one place)

1	A	Define Consumer Behavior.	**[1M]**
	B	Outline Segmentation.	**[1M]**
	C	Recall Culture.	**[1M]**
	D	Identify Social class.	**[1M]**
	E	Illustrate Motivation.	**[1M]**
	F	Summarize Attitude.	**[1M]**
	G	Rephrase Problem.	**[1M]**
	H	Spell the gist of Decision making.	**[1M]**
	I	List various types of Ethics.	**[1M]**
	J	Interpret the meaning of responsibility.	**[1M]**

PART-B (50 MARKS)
SECTION-I

2	A	Explain the consumer research process.	**[5M]**
	B	Outline the main elements of targeting.	**[5M]**

OR

3	A	Appraise the Branding in rural markets.	**[5M]**
	B	How does companies defend economically instable situations? Explain with examples.	**[5M]**

SECTION-II

4	A	Assess the Influence of culture on consumer behaviour.	**[5M]**
	B	Dramatise the affect consumer behaviour family traits.	**[5M]**

OR

5	A	Summarize the Cross culture consumer behaviour.	**[5M]**
	B	Differentiate between social class & social group.	**[5M]**

SECTION-III

6	A	Examine the Elements that motivate consumer.	**[5M]**
	B	Conclude on Consumer attitude with respect to quality & price in Indian markets.	**[5M]**

OR

7	A	Explain about consumer learning process.	**[5M]**
	B	List the pattern of changes in Indian consumer attitude in recent years.	**[5M]**

SECTION-IV

8	A	Explain the Steps in purchasing process.	**[5M]**
	B	Compile Types of problems faced by consumer and how do you rectify?	**[5M]**

OR

9	A	Estimate the Post purchase behaviour of consumer.	**[5M]**
	B	Formulate the Innovation process.	**[5M]**

SECTION-V

10	A	Estimate the Responsibilities towards consumer by marketer.	**[5M]**
	B	Outline the ways to respond to consumer issues.	**[5M]**

OR

11	A	Explain the Measures taken by marketer towards consumer safety.	**[5M]**
	B	Defend the Ethics followed by marketer towards consumer.	**[5M]**

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MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A II Year I Semester Examinations, March 2024
Subject Name: DATA ANALYSIS THROUGH KNIME
(MBA)

Roll No									

Time: 3 hours   **Max. Marks: 60**

Note: This question paper contains two parts A and B
   Part A is compulsory which carriers 10 marks and Answer all questions.
   Part B Consists of 5 Sections. Answer FIVE Questions. Choose one Question from each section, and each Question carries 10 marks.

PART-A (10 Marks)
(Write all answers of this part at one place)

1). a	Describe the 5 significant steps in knime installation.	**[1M]**
b	What is the workflow coach?	**[1M]**
c	Write about the console.	**[1M]**
d	What is the use case of error log-in workflow?	**[1M]**
e	How to rename the column?	**[1M]**
f	Define SVM, and when do we use SVM analysis?	**[1M]**
g	Write down the path for identifying the Linear Correlation node.	**[1M]**
h	Write 3 significant differences between Knime 4.7 and 5.2.	**[1M]**
i	Name any 5 nodes in the mining tab.	**[1M]**
j	What is the use of the CSV writer node in Knime?	**[1M]**

PART-B (50 MARKS)
SECTION I

2	Describe the Knime Analytics platform User Interface	**[10M]**
	OR	
3	Discuss various functional use cases of Knime Tool in HR and finance sector.	**[10M]**

SECTION II

4	Explain the I/O node and its functions through suitable examples.	**[10M]**
	OR	
5	Illustrate the Analytics-statastical Node in Knime Interface.	**[10M]**

SECTION III

6	Sort the data as Z to A and perform the filter in knime and get the Emerald Airport, Eagle Airport, Forbes Airport, Bhojpur Airport through airlines data set	**[10M]**
	OR	
7	Explain the Joining node and its subtypes with at least 2 examples of each type.	**[10M]**

SECTION IV

8	Perform the Logistic Regression methodology and visualize the ROC Curve and areas under curve by using the given prediction data set.	**[10M]**
	OR	
9	Visualize the the Shaari, Dell, YOYEE, Lenovo, LOVEVOOK price information through various charts(amazon_top500)	**[10M]**

SECTION V

10	What is decision-making? Write a detailed note on decision tree nodes.	**[10M]**
	OR	
11	Plot the data based on The Pizza name, pizza size, & Pizza category (Data Model - Pizza Sales)	**[10M]**

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MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A II Year I Semester Regular Examinations, March 2024
Strategic Investment & Financing Decisions
(MBA)

Roll No										

Time: 3 hours   **Max. Marks: 60**

Note: This question paper contains two parts A and B
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PART-A (10 MARKS)
(Write all answers of this part at one place)

1	A	Define risk and uncertainty in the context of investment Decisions	**[1M]**
	B	Define probability distribution of cash flows	**[1M]**
	C	Discuss its implications of project evaluation?	**[1M]**
	D	Explain the Lorie savage paradox	**[1M]**
	E	Define discounted pay back	**[1M]**
	F	Define return on Investment	**[1M]**
	G	Explain the concept of risk management	**[1M]**
	H	State any two differences between hire purchase and instalment system	**[1M]**
	I	Explain the concept of Modified internal rate of return (MIRR)	**[1M]**
	J	Explain adjusted net present value	**[1M]**

PART-B (50 MARKS)
SECTION-I

2	A	Discuss the significance of risk investment decisions?	**[5M]**
	B	Explain about Monte Carlo approach to simulation.	**[5M]**

OR

3	A	Discuss strategies for building a diversified project portfolio?	**[5M]**
	B	Explain how certainty equivalents are integrated into decision making process?	**[5M]**

SECTION-II

4	A	Discuss the adjustments made NPV calculation and their rationale	**[5M]**
	B	Analyze the impact of inflation of capital budgeting decisions?	**[5M]**

OR

5	A	Discuss the implications for project evaluation?	**[5M]**
	B	Explain strategies for adjusting NPV calculations in investment decisions?	**[5M]**

SECTION-III

6	A	Critically analyse the strengths and limitations of Discounted Pay Back.	**[5M]**
	B	Analyse the challenges posed by single-period constraints in capital budgeting.	**[5M]**

OR

7	A	Critically evaluate Return on Investment (ROI) as an appraisal technique.	**[5M]**
	B	Explain about single period constraints.	**[5M]**

SECTION-IV

8	A	Explain how leasing can influence the overall financing structure of a project	**[5M]**
	B	Discuss the important of lease risk management in investment decisions	**[5M]**

OR

9	A	Discuss the strategic considerations involved in treating leasing as financing decision	**[5M]**
	B	Critically evaluate the use of hire purchase and instalment decisions in financing	**[5M]**

SECTION-V

10	A	Discuss effective strategies for overcoming challenges and ensuing smooth integration process	**[5M]**
	B	Write about Government guidelines for takeover of the company.	**[5M]**

OR

11	A	Analyse common problems faced during mergers and acquisitions	**[5M]**
	B	Write about types of mergers.	**[5M]**

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Code No: **R22MBAH2**

Roll No										

Time: 3 hours   **Max. Marks: 60**

Note: This question paper contains two parts A and B
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PART-A (10 MARKS)
(Write all answers of this part at one place)

1	A	What is training and why is it necessary?	**[1M]**
	B	Define learning	**[1M]**
	C	Write about organisational needs	**[1M]**
	D	How to do Manpower Analysis?	**[1M]**
	E	Define Simulation.	**[1M]**
	F	Abbreviate JIT	**[1M]**
	G	What do you mean by work Analysis?	**[1M]**
	H	In what way rating scales will helpful to measure the performance?	**[1M]**
	I	What is the role of Innovation in learning	**[1M]**
	J	State about Competency Mapping	**[1M]**

PART-B (50 MARKS)

SECTION-I

2	A	What are the steps are included in the training design model? What step do you think is most important? Why?	**[5M]**
	B	State the significant considerations during designing the training and development plan.	**[5M]**

OR

3	Explain the various trends in Training with suitable examples.	**[10M]**

SECTION-II

4	A	How do you classify Training Needs? Explain with examples	**[5M]**
	B	Training needs analysis involves time, effort and money? Justify the cost benefit perspective of it.	**[5M]**

OR

5	What is the role of Need Analysis in training? Do you think that all training programmes are based on such analysis?	**[10M]**

SECTION-III

6	Explain the training methods of Lectures and demonstrations.	**[10M]**

OR

7	A	Take any three training methods and compare and contrast them on relevant features.	**[5M]**

	B	How Computer based training makes the training activity more interesting?	**[5M]**

SECTION-IV

8		What is training evaluation? Explain the significance of training evaluation	**[10M]**

OR

9	A	Explain the techniques of evaluation. Identify the one closest to your training needs.	**[5M]**
	B	Describe how will you go about if have to measure ROI for a mentoring programme.	**[5M]**

SECTION-V

10	A	Define cross cultural training and explain its importance to various organisations justify with relevant illustrations.	**[5M]**
	B	Explain various stages and advantages of orientation training	**[5M]**

OR

11	A	What is Talent Management ? How training on Talent Management will helpful for succession planning in the organisations?	**[5M]**
	B	Define Team and explain how Team training will help among the employees for better outcomes.	**[5M]**

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MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A II Year I Semester Regular Examinations, March 2024
Services Marketing
(MBA)

Roll No										

Time: 3 hours   **Max. Marks: 60**

Note: This question paper contains two parts A and B
Part A is compulsory which carries 10 marks and Answer all questions.
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Choosing ONE Question from each SECTION and each Question carries 10 marks.

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PART-A (10 MARKS)
(Write all answers of this part at one place)

1	A	Define Servicing Marketing.	**[1M]**
	B	Differentiate service product and physical product.	**[1M]**
	C	what is consumer behavior?	**[1M]**
	D	Define relationship marketing.	**[1M]**
	E	What is customer gap?	**[1M]**
	F	Define servicescape.	**[1M]**
	G	What is blueprinting in the context of service marketing?	**[1M]**
	H	What are the strategies to shift demand of Service?	**[1M]**
	I	What's the main distinction between direct and indirect distribution?	**[1M]**
	J	Define Competition-Based Pricing.	**[1M]**

PART-B (50 MARKS)
SECTION-I

2		Define the services marketing mix and elaborate on strategies for sustaining value-driven relationships	**[10M]**
		OR	
3	A	Explore the concept of the Provider Gap and methods for bridging this gap.	**[5M]**
	B	Analyze the influence of technology on service-oriented businesses.	**[5M]**

SECTION-II

4	A	Discuss about Consumer Perception of Services.	**[5M]**
	B	Discuss about listening to customers through research.	**[5M]**
		OR	
5		Define Customer expectations in services. Explain the concept of customer service expectations.	**[10M]**

SECTION-III

6		Examine the key checkpoints leading up to critical stages in the new service development process, supported by relevant examples.	**[10M]**
		OR	
7		Discuss the objectives and significance of conducting a Customer Service Audit.	**[10M]**

SECTION-IV

8	A	Explain the employee's role in service delivery.	**[5M]**
	B	Discuss about customer's role in service delivery.	**[5M]**
		OR	
9		Can you explain how companies change their capacity to match demand, using real-life examples?	**[10M]**

SECTION-V

10		What are the five categories of strategies to match service promises with delivery.	**[10M]**
		OR	
11	A	How do companies decide on prices for services?	**[5M]**
	B	How does service pricing affect customers differently?	**[5M]**

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R22

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A II Year I Semester Regular Examinations, March 2024
Subject Name: DATA ANALYSIS AND ANALYTICS USING SPREADSHEETS
(MBA)

Roll No									

Time: 3 hours   **Max. Marks: 60**

Note: This question paper contains two parts A and B
Part A is compulsory which carriers 10 marks and Answer all questions.
Part B Consists of Five Sections (one SECTION for each UNIT. Answer FIVE questions choosing one question from each SECTION and each Question Carries TEN Marks.

PART-A (10 Marks)
Write all answers of this part at one place)

1). a	What do you understand by duplicates in data?	**[1M]**
b	How to Freeze panes in Excel?	**[1M]**
c	What is the short cut key for creating table in Excel?	**[1M]**
d	Illustrate a Box and whisker Chart.	**[1M]**
e	Define legend in charts.	**[1M]**
f	Define a delimiter.	**[1M]**
g	What is the difference between COUNTIF and COUNTIFS?	**[1M]**
h	Define HLOOKUP.	**[1M]**
i	What is the use of Data Validation?	**[1M]**
j	Define a macro.	**[1M]**

PART-B (50 Marks)
SECTION I

2	From the given data set arrange the employee's names from Z to A after removing duplicates.	**[10M]**

OR

3	Using the data set provided in sheet Q-3 Answer the given questions in the sheet.	**[10M]**

SECTION II

4	Create a box & whisker chart from the data in sheet Q-4 and analyse top three performers.	**[10M]**

OR

5	Develop a two-level dependent dropdown list for state and city using data from sheet Q-5.	**[10M]**

SECTION III

6	Calculate the total amount of salary paid to MIS EXECUTIVES of the company from the given data and the total number of CONSULTANTS.	**[10M]**

OR

7	Using the given data from sheet Q-7 approve the product IF the horsepower is 200as checked, below 200 as unchecked and no data.	**[10M]**

SECTION IV

8	Using data in sheet Q-8, create PIVOT chart for product and expenses with sales method and date as slicers.	**[10M]**

OR

9	Write in detail how to run a macro for splitting the names in Column-A and how to assign macro to a button using the data given in sheet Q-9	**[10M]**

SECTION V

10   Using Power Query clean the data, remove duplicates, separate countries and create an Employee ID as PR 00017.   **[10M]**

OR

11   What is descriptive analysis? Support your answer with five examples.   **[10M]**

***

R22

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A II Year I Semester Regular Examinations, March 2024
Tax Planning and Management
(MBA)

Roll No										

Time: 3 hours   **Max. Marks: 60**

Note: This question paper contains two parts A and B

Part A is compulsory which carries 10 marks and Answer all questions.

Part B Consists of 5 SECTIONS (One SECTION for each UNIT). Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 10 marks.

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PART-A (10 MARKS)
(Write all answers of this part at one place)

1	A	Define the concept of "Previous Year"	**[1M]**
	B	What is residential status?	**[1M]**
	C	What is section 24 of Income Tax?	**[1M]**
	D	How to valuation rent free accommodation.	**[1M]**
	E	What is the objective of levying Minimum Alternate Tax?	**[1M]**
	F	What is the Dividend Distribution Tax?	**[1M]**
	G	Define the concept of Tax Evasion.	**[1M]**
	H	What is a Refund of tax?	**[1M]**
	I	Find the importance of GST.	**[1M]**
	J	Write a note on the GST Tax Structure.	**[1M]**

PART-B (50 MARKS)
SECTION-I

2 A Mr. Chiru, an Indian citizen, leaves India for the first time on September 20, 2021, for the purpose of employment. He comes to India for a visit of 146 days on April 10, 2022. He finally came back on May 16, 2023. Find out the residential status of Mr. Chiru for the AY 2023-24.   **[5M]**

  B Define the assessment year Income Tax Act 1961.   **[5M]**

OR

3 A Explain the Tax rates applicable to an Individual for the A.Y 2023-24   **[5M]**

  B Mr. Kohli, a citizen of India, is an export manager of Arjun Overseas Limited, an Indian Company, since 1.5.2018. He has been regularly going to USA for export promotion. He spent the following days in U.S.A. for the last five years: **[5M]**

Previous year ended   No. of days spent in USA

    31.3.2019   317 days

    31.3.2020   150 days

    31.3.2021   271 days

    31.3.2022   311 days

    31.3.2023   294 days

Determine his residential status for the assessment year 2023-2024 assuming that prior to 1.5.2018 he had never travelled abroad.

SECTION-II

4 The Following are the particulars of the income of Mr. Jeevaj (an employee of an Individual) for the previous year ended on 31 March 2024.   **[10M]**

1. Basic Salary 12,000 p.m.

2. DA 2,000 p.m. (which enters the retirement benefits as per the terms of employment)

3. Bonus 4,000 p.a.

4. Rent-free accommodation in Delhi. Fair rental value 48,000.
5. Entertainment allowance 500 p.m.
6. His contribution to RPF is 12%.
7. Employer's contribution to RPF is 15,000 p.a.
8. Interest on RPF balance at 12% p.a. is 12,000
9. Free use of a motor car of 1.8 liters. Engine capacity driver using that for official and personal purposes

He meets the expenses for personal purposes from out of his pocket. Compute the Total Income and Tax Liability in the hands of Mr. Jeevaj for the Assessment year 2023-2024.

<div align="center">OR</div>

5   **A**   From the following particulars calculate the tax liability of Mr. Sivaji.   **[5M]**
     1. Income from the salary of Rs.3,50,000
     2. Income from house property Rs.75,000
     3. Income from capital gains Rs.1,56,000
     4. Income from other sources Rs. 84,000
     5. Agricultural income for Rs. 60,000

The following deductions allow as per the income tax act. As per Section 80c Rs.66,000; As per Section 80D Rs.25,000; and section 80G 10,000/- Compute the Total Income and Tax Liability in the hands of Mr. Sivaji for the Assessment year 2023-2024.

   B   Define gross salary? What are the components of salary?   **[5M]**

<div align="center">

SECTION-III
</div>

6   **A**   Explain the provisions of Minimum Alternate Tax (MAT) under section 115 JB of the Income Tax Act, 1961. Is a foreign company also liable to pay MAT?   **[5M]**

   B   From the information given below, compute the total income of the firm and tax payable by it for the Assessment Year 2023-24   **[5M]**

Particulars	Amount
Profit from small scale industrial undertaking	6,50,000
Profit from the animal breeding business	2,20,000
Short term capital loss	2,50,000
Long term capital gain	4,50,000
Interest from bank (Gross)	80,00
Donation to charitable institution (approved) by cheque	1,30,000

<div align="center">OR</div>

7   What do you understand by "Book Profit" in the context of Minimum Alternate Tax? Explain.   **[10M]**

<div align="center">

SECTION-IV
</div>

8   Distinguish between, 'Tax Planning', 'Tax Avoidance', and 'Tax Evasion. Explain the characteristics of Tax Planning and Management.   **[10M]**

<div align="center">OR</div>

9   **A**   What do you mean by Tax Planning? What are the methods of tax planning?   **[5M]**
   B   ''Tax planning is a legal and moral way of tax saving." Discuss this statement and state the importance of tax planning. How does tax planning differ from tax evasion?   **[5M]**

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SECTION-V
</div>

10   **A**   Discuss an overview of GST covering pros and cons and the composite levy scheme of GST.   **[5M]**

   B   Discuss the levy and collection of CGST/SGST/IGST under GST.   **[5M]**

<div align="center">OR</div>

11   **A**   Explain the registration procedure under the GST Act.   **[5M]**
   B   Examine the comprehensive structure of GST in India.   **[5M]**

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MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A II Year I Semester Regular Examinations, March 2024
Compensation & Reward Management
(MBA)

Roll No										

Time: 3 hours   **Max. Marks: 60**

Note: This question paper contains two parts A and B
Part A is compulsory which carries 10 marks and Answer all questions.
Part B Consists of 5 SECTIONS (One SECTION for each UNIT). Answer **FIVE** Questions,
Choosing ONE Question from each SECTION and each Question carries 10 marks.
***
PART-A (10 MARKS)
(Write all answers of this part at one place)

1	A	Define Compensation management	**[1M]**
	B	What to do you mean by reward system	**[1M]**
	C	Outline compensation system	**[1M]**
	D	Label the External Market pay rates	**[1M]**
	E	List out the methods of payments in compensation system	**[1M]**
	F	Tell about the salary progression	**[1M]**
	G	Statutory employee benefit programs	**[1M]**
	H	Voluntary Retirement schemes	**[1M]**
	I	Tell about expatriates	**[1M]**
	J	Executing compensative packages	**[1M]**

PART-B (50 MARKS)
SECTION-I

2	A	Compile the different types of compensation system	**[5M]**
	B	Explain the 3 P concept in compensation Management with examples	**[5M]**

OR

3	A	Appraise the reward management system	**[5M]**
	B	Design the Compensation for Special Groups	**[5M]**

SECTION-II

4	A	Discuss the integrating internal job structure	**[5M]**
	B	How to build Pay structures for individual contributions	**[5M]**

OR

5	A	Assess the building compensation system in Marketing sector.	**[5M]**
	B	Discuss external market pay rates for International courier industry	**[5M]**

SECTION-III

6	A	Compare the Performance based and Pay based structures.	**[5M]**
	B	Discuss the methods of payments in Public Sectors.	**[5M]**

OR

7	A	Assess the different types of pay structures in India.	**[5M]**
	B	Elaborate the Performance based structures in Compensation management.	**[5M]**

SECTION-IV

8	A	Compile the Employee benefit Programs of Statutory in IT Industry	**[5M]**
	B	Develop an Employee Benefit Package in FMCG Industry	**[5M]**
		OR	
9	A	Discuss the Employee benefit Programs of Statutory& Non-Statutory in IT Industry	**[5M]**
	B	Explain the Employee Benefits and services in Deloitte.	**[5M]**

SECTION-V

10	A	Discuss the Compensating the flexible work force with suitable examples.	**[5M]**
	B	Estimate the strategic choices used in Manufacturing Industries	**[5M]**
		OR	
11	A	Discuss the Compensation for Expatriates and Repatriates	**[5M]**
	B	What ate the new trends in compensation?	**[5M]**

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MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A II Year I Semester Regular Examinations, March 2024
Digital and Social Media Marketing
(MBA)

Roll No

Time: 3 hours   **Max. Marks: 60**

Note: This question paper contains two parts A and B
Part A is compulsory which carries 10 marks and Answer all questions.
Part B Consists of 5 SECTIONS (One SECTION for each UNIT). Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 10 marks.
***
PART-A (10 MARKS)
(Write all answers of this part at one place)

1	A	Define Digital Communication.	**[1M]**
	B	Recall any two components of Digital Marketing	**[1M]**
	C	Tell about Conversational Marketing	**[1M]**
	D	What is Audience Segmentation?	**[1M]**
	E	Outline E-mail Marketing.	**[1M]**
	F	Illustrate Search Engine Marketing.	**[1M]**
	G	Define the term Micro-Blogging.	**[1M]**
	H	Compare Scalability & Flexibility in a very brief way.	**[1M]**
	I	What do you mean by Blogging?	**[1M]**
	J	Summarize transactional e-commerce.	**[1M]**

PART-B (50 MARKS)
SECTION-I

2	A	Demonstrate the future of Digital Marketing in next 5 Years.	**[5M]**
	B	Why will you prefer Digital Marketing over Traditional Marketing.	**[5M]**

OR

3	A	Classify the different fields in Digital Marketing.	**[5M]**
	B	List the benefits and Trends in Digital Marketing.	**[5M]**

SECTION-II

4	A	Which type of content make up an effective Digital Marketing campaign.	**[5M]**
	B	Relate Affiliate Marketing with Contextual Marketing.	**[5M]**

OR

5	A	Interpret M-Commerce with e-Commerce.	**[5M]**
	B	Discuss the impact of Social Media on Sales in detail.	**[5M]**

SECTION-III

6	A	Formulate qualities and characteristics for an effective Pay Per Click.	**[5M]**
	B	Discuss in brief about Inbound links in search engine marketing.	**[5M]**

OR

7	A	Justify the most effective ways to increase traffic to your website.	**[5M]**
	B	Evaluate the payment methods of Online Advertising.	**[5M]**

SECTION-IV

8	A	Assess any two strategies that will help you succeed as a Social Media Marketer.	**[5M]**
	B	Explain the need of a Blog for Social Media marketing and which platform is better.	**[5M]**

<div align="center">OR</div>

9	A	Compose the impact of Social networking sites on Marketing.	**[5M]**
	B	Discuss the impact of Social Networking Sites on Society.	**[5M]**

<div align="center">

SECTION-V

</div>

10	A	Distinguish between Instagram and LinkdIn .	**[5M]**
	B	Examine the type of content to be shared on Social media platforms.	**[5M]**

<div align="center">OR</div>

11	A	Explain social sharing using YouTube	**[5M]**
	B	Choose a Strategy to grow Audience on Facebook and which type of posts perform best on Facebook.	**[5M]**

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MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A II Year I Semester Regular Examinations, March 2024
Predictive Analytics
(MBA)

Roll No										

Time: 3 hours   **Max. Marks: 60**

Note: This question paper contains two parts A and B
Part A is compulsory which carries 10 marks and Answer all questions.
Part B Consists of 5 SECTIONS (One SECTION for each UNIT). Answer **FIVE** Questions,
Choosing ONE Question from each SECTION and each Question carries 10 marks.

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PART-A (10 MARKS)
(Write all answers of this part at one place)

1   A   What is Predictive Analytics?   **[1M]**
    B   What is the significance of regression analysis?   **[1M]**
    C   Define Multi-Collinearity.   **[1M]**
    D   Define Non-Regression Model.   **[1M]**
    E   What is Linear Probability Model?   **[1M]**
    F   What is Dummy Modelling?   **[1M]**
    G   What is time series analysis?   **[1M]**
    H   What is Artificial Neutral Network (ANN)?   **[1M]**
    I   What are the uses of simulation.   **[1M]**
    J   What is Data Reduction?   **[1M]**

PART-B (50 MARKS)
SECTION-I

2   A   Discuss various applications of Predictive Analytics.   **[5M]**
    B   Explain the significance of Multiple Regression Analysis.   **[5M]**
OR
3   Estimate the Demand when the Price is Rs. 25 for the following data: **[10M]**

Price (Rs.)	8	10	14	18	20
Demand	55	50	47	45	40

SECTION-II
4   Explain various types of non-linear regression models.   **[10M]**
OR
5   A   Distinguish between Linear and Non-linear Regression Models.   **[5M]**
    B   Explain Autocorrelation.   **[5M]**

SECTION-III
6   Describe various applications of Panel Data Models.   **[10M]**
OR
7   A   Explain Random Effect Model.   **[5M]**
    B   Explain Dummy Independent Modelling   **[5M]**

SECTION-IV

8	A	Explain Model of Random Forest.	**[5M]**
	B	What are the assumptions under Machine Learning.	**[5M]**
		OR	
9		How Neural Network works in building blocks of data analysis?	**[10M]**

SECTION-V

10		Explain Monte Carlo Simulation with an example.	**[10M]**
		OR	
11	A	Explain Cause and Effect Model in data mining.	**[5M]**
	B	What is clustering? Explain different types of clustering.	**[5M]**

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7	A	Explain various types of cyber crimes.	**[5M]**
	B	What preventive measures can organizations take to combat cybercrime?	**[5M]**

<p align="center">**SECTION-IV**</p>

8	A	Explain the challenges faced during the implementation of ERP systems?	**[5M]**
	B	Discuss on various ERP software's which are available in the market.	**[5M]**

<p align="center">OR</p>

9	A	Describe the process of ERP maintenance	**[5M]**
	B	Explain the importance of ERP in ensuring system efficiency.	**[5M]**

<p align="center">**SECTION-V**</p>

10	A	What are the different business modules in an ERP package?	**[5M]**
	B	Discuss the functionalities of Materials Management module in ERP.	**[5M]**

<p align="center">OR</p>

11	A	Describe the role of the Human Resources module in ERP.	**[5M]**
	B	How does Supply Chain Management (SCM) module contribute to ERP?	**[5M]**

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