MALLA REDDY ENGINEERING COLLEGE (AUTONOMOUS)
MBA– II SEMESTER (MR 18-2019-20 Admitted Students)
I Mid Examination Subjective Question Bank

SUBJECT: Business Analytics   **Code: 8B207**

Name of the faculty: A.D.Abhinav Swaroop

Instructions:

1. All the questions carry equal marks

2. Answer all the questions

Q.No.	Question	Bloom's Taxonomy Level	CO
MODULE-I			
1.	Outline the importance of analytics in today's business environment?	Understanding	1
OR			
2.	Summarize the evolution of business analytics.	Understanding	1
3.	Explain and provide examples of descriptive, predictive, and prescriptive analytics.	Understanding	1
OR			
4.	Briefly explain about data queries	Understanding	1
5.	Outline the statistical methods used for summarizing data	Understanding	1
OR			
6.	List the ways in which pivot tables are used in exploring data.	Analyzing	1
7.	Illustrate Dashboards used in Data Visualization using an example.	Understanding	1
OR			
8.	Summarize about the usage of Big Data in the current scenario.	Understanding	1
MODULE-II			
1.	Out of the total bulbs manufactured by a company, 5% bulbs are found to be defective. Make use of Poisson distribution to find the probability that in a sample of 100 bulbs none are defective.	Applying	2
OR			

2.	Researchers find that 60% of VCR owners understand how to program their VCR. Make use of Binomial distribution and randomly selecting three VCR owners, what is the probability of exactly 2 successes in 3 trials.	Applying	2
3.	A sample of 100 dry battery cells tested to find the length of life produced the following results: μ =12hours $\quad\quad$ σ =11 hours. Assuming that data are normally distributed, determine the % of battery cell is expected to have life greater than 15 hours.	Evaluating	2
OR			
4.	In a college, the average score on the mathematics portion was 511, with 21.77% of students securing more than 600. Determine the value of σ. $\quad\quad$.	Evaluating	2
5.	List a few details about Discrete Probability distribution techniques.	Analyzing	2
OR			
6.	List a few details about Random sampling from Probability Distribution	Analyzing	2
7.	Compare various Continuous Probability distribution techniques.	Analyzing	2
OR			
8.	Compare various Random sampling techniques from Probability Distribution.	Analyzing	2
MODULE-III			
1.	Explain about Karl Pearson Correlation Techniques.	Understanding	3
OR			
2.	Illustrate Multiple Correlation using an example.	Understanding	3
3.	Discuss on Spearman's Rank correlation	Creating	3
OR			
4.	Formulate Regression by the method of least squares.	Creating	3

Signature of the Faculty $\quad\quad\quad\quad\quad\quad\quad\quad\quad\quad\quad\quad\quad\quad$ **Signature of the HOD**

MALLA REDDY ENGINEERING COLLEGE
(AUTONOMOUS)
DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

MBA II SEMESTER (MR-18) 2019-20 Admitted–I MID -QUESTION BANK

BATCH 2019-2021

BUSINESS ANALYTICS

……………………………………………………………………………………………….

PART-A

OBJECTIVE QUESTIONS

A) Multiple Choice

MODULE-I

1. BA is supported by _____ major components.　　　　　　　　　　　　　　　　[　]
   a) 8　　　　　　　　　b) 3　　　　　　　　c) 7　　　　　　　　d) 4
2. A database file is usually organized in a _____ table　　　　　　　　　　[　]
   a) 2D　　　　　　　　b) 3D　　　　　　　c) 1D　　　　　　　d) 4
3. Data may be classified into _____ groups.　　　　　　　　　　　　　　　　[　]
   a) 5　　　　　　　　　b) 2　　　　　　　　c) 4　　　　　　　　d) 3
4. _____ data are continuous and have a natural zero.　　　　　　　　　　[　]
   a) Nominal　　　　　b) Ordinal　　　　　c) Interval　　　　　d) Ratio
5. Categorical data also called as _____ .　　　　　　　　　　　　　　[　]
   a) numeric　　　　　b) number　　　　　c) nominal　　　　　d) interval
6. A _____ is an abstraction of a real system, idea or object.　　　　　[　]
   a) model　　　　　　b) metric　　　　　c) data　　　　　　d) information
7. A _____ model is a logical or mathematical representation of a problem.　[　]
   a) data　　　　　　　b) decision　　　　c) validity　　　　　d) algorithm
8. _____ is a summary measure of data.　　　　　　　　　　　　　　　　　[　]
   a) Frequency　　　　b) Relative frequency　c) Summary　　　　d) Statistic
9. Express the frequencies as a fraction of the total is called _____.　　　[　]
   a) relative frequency　b) frequency　　　　c) histogram　　　　d) summary
10. _____ allows you to create custom summaries and charts of key info in the data.　[　]
    a) Histogram　　　　b) Line charts　　　c) Graphs　　　　　d) Pivot tables

MODULE – II

1. A _____ is a subset of a population.　　　　　　　　　　　　　　　　　[　]
   a) mean　　　　　　　b) mode　　　　　　c) data　　　　　　d) sample

2. The _____ is the observation that occurs most frequently.   [   ]
    a) mode   b) median   c) mean   d) midrange
3. _____is the difference between the maximum and the minimum value in the dataset.   [   ]
    a) mean   b) mode   c) range   d) midrange
4. The difference between the _____ and _____ quartiles is called inter quartile range.   [   ]
    a) Q1,Q2   b) Q3.Q1   c)Q1,Q4   d) Q2,Q3
5. A standardized value, commonly called a ____ score.   [   ]
    a) z   b) y   c) t   d) m
6. Correlation is a measure of the linear _____ between two variables, X and Y.   [   ]
    a) association   b) dependency   c) relationship   d) mean
7. Probability mass function is denoted by _____.   [   ]
    a) X   b) E[X]   c)[X]   d) f(x)
8. The _____distribution characterizes a random variable having two possible outcomes.   [   ]
    a) Bernoulli   b) Binomial   c) Multinomial   d) Poisson
9. Probabilities of ___ random variables are only defined over intervals.   [   ]
    a) Custom   b) discrete   c) continuous   d) uniform
10. A _____ number is one that is uniformly distributed between 0 and 1.   [   ]
    a) Random   b) continuous   c) discrete   d) custom

MODULE – III

1. ____ is called the coefficient of determination.   [   ]
    a) R-squared   b) ANOVA   c) Z-Score   d) Standard error
2. A multiple R value >0 indicates _____ correlation.   [   ]
    a) Negative   b) no   c) positive   d) uniform
3. For a simple linear regression model significance of regression is simply a ___ test   [   ]
    a) T   b) R square   c) F   d) hypothesis
4. The correlation between more than two variables is called ___ correlation.   [   ]
    a) multiple   b) random   c) simple   d) exact
5. The range of simple and partial correlation coefficient lies between _____.   [   ]
    a) 0 to 1   b) 1 to -1   c) -1 to 1   d) -1 to 0

B. Fill In The Blank

MODULE-I

1. Collection, management, analysis, and reporting of data is called_____.
2. BI has evolved into the modern discipline, which is now called as _____.
3. DSS combines _____ concepts with _____ models.
4. Most analytics starts with _____ analytics.
5. _____ seeks to predict the future by examining historical data.
6. _____ are used to report key performance measures.
7. A _____ is simply a collection of data.
8. _____ are used in virtually every major function in business.
9. A _____ is a collection of related files containing records on people, things or places.
10. The term _____ to refer to massive volume of data.

MODULE – II

1. A _____ consists of all items of interest for a particular decision.
2. The average is formally called the _____.
3. _____ refers to the degree of variation in the data.
4. The _____ is the square root of the variance.
5. _____ is a measure of the linear association between the two variables, X and Y.
6. Excel function used to calculate median is _____.
7. Correlation coefficient is also known as _____ Correlation coefficient.
8. The _____ value of a random variable corresponds to the notion of the mean, for a sample.
9. The _____ distribution models n independent replications of a Bernoulli experiment, each with a probability P of success.
10. The Poisson distribution is a _____ distribution.

MODULE – III

1. _____ characterizes relationships between a dependent variable and one or more independent variables.
2. _____ Regression involves finding a linear relationship between one independent and one dependent variable.
3. The mathematical basis for the best fitting regression is _____.
4. A numerical measure of association between two variables is given by _____ of correlation.
5. _____ Correlation gives the linear relationship between ranks assigned to individual items according to their attributes.

Signature of the HOD   Signature of the Faculty

SUBJECT: FINANCIAL MANAGEMENT   Code: 8B202

Name of the faculty: K.Neeraja

Instructions:

1. All the questions carry equal marks

2. Answer all the questions

MODULE-I			
Q.No.	**Question**	**Bloom's Taxonomy Level**	**CO**
1.	Summarize the objectives and functions financial management.	Understanding	1
OR			
2.	Illustrate Time value of money? Explain how to calculate present and future values.	Understanding	1
3.	Identify Wealth Maximization and explain its relevance.	Applying	1
OR			
4.	Mr. X has to receive Rs. 2000 per year for five years. Calculate the future value of annuity assuming that he can earn interest on his investment at 10 percent per annum.	Applying	1
5.	Compare Wealth Vs Welfare in financial terms.	Analyzing	1
OR			
6.	Analyze about risk return trade off.	Analyzing	1
7.	An investor deposits Rs 100 in a bank account for 5yrs at 8%. Find out the amount which he will have in his account if interest is compounded (a) annually (b) semi-annually (c) quarterly and (d) continuously	Applying	1
OR			
8.	Find out the present value of Rs 2000 received after 10 years hence, if discount rate is 18%.	Applying	1
MODULE-II			
1.	Explain Capital Budgeting Techniques.	Understanding	2
OR			

2.	Explain the similarities and dissimilarities under NPV and IRR method.	Understanding	2
3.	A project requires an investment of 600000 and has a scrap value of Rs. 30,000 after 4 years. It is expected to yield profits after depreciation and taxes during the four years amounting to Rs. 40000, Rs. 60000, Rs. 50000 and Rs. 30000. Calculate ARR on the Investment.	Applying	2
	OR		
4.	A company has on its books the following amounts and specific costs of each type of capital	Applying	2

Type of Capital	Book value	Market value	S
Debt	400000	380000	5
Preference	100000	110000	8
Equity	600000	-	1.
Retained Earnings	200000	1200000	1
	1300000	1690000	

Determine the weighted average cost of capital using (a) Book Value weights (b) Market value weights. How they are different? Can you think of a situation where the weighted average cost of capital would be the same using either of the weights?

5.	Examine various measures of cost of capital.	Analyzing	2
	OR		
6.	Calculate the net present value A and B for the following.	Analyzing	2

Particulars	Project-A	Project
Investment	Rs.20,000	Rs.30,0
Expected life(no salvage value)	4 years	5 years

Project net income after interest, depreciation and taxes

Years	Project-A Rs.	Project-B Rs
1	2,000	3,000
2	1,500	3,000

3	1,500	2,000
4	1,000	1,000
5	-	1,000
total	6,000	10,000

If the required rate of return is12% which project should be undertaken?

7.	Distinguish between Debt Vs Equity.	Analyzing	2

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

8.	XYZ Company Ltd has issued 14% pref.shares of the face value of Rs 100 each to be redeemed after 10 years. Flotation cost is expected to be 5% determine cost of preference shares.	Analyzing	2

MODULE-III

1.	Explain briefly about EBIT-EPS Analysis.	Understanding	3

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

2.	Summarize leverage? Explain different types of leverages.	Understanding	3
3.	A company has sales of Rs 5,00,000, variable costs of Rs 3,00,000,fixed costs of Rs 1,00,000 and long-term loans of Rs 4,00,000 at 10% rate of interest. Calculate the combined leverage.	Evaluating	3

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

4.	A ltd. Who has an EBIT of Rs 1,60,000 capital structure consist of 10% debentures of Rs 5,00,000, equity shares of Rs 4,00,000(Rs 100 each),12% preference shares of Rs 1,00,000.The tax rate is 55% calculate i)EPS, ii) DFL, iii) % change in EPS associate with 30% increase &30% decrease in EBIT?	Evaluating	3

Signature of the Faculty **Signature of the HOD**

MALLA REDDY ENGINEERING COLLEGE
(AUTONOMOUS)
DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION
MBA II SEMESTER (MR-18) –I MID -QUESTION BANK
BATCH 2019-2021
FINANCIAL MANAGEMENT

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PART-A

OBJECTIVE QUESTIONS

B) Multiple Choice

MODULE-I

1. The long run objective of the financial management is to   [   ]
    a) Maximize earnings per share
    b) Maximize the value of the firm's common stock
    c) Maximize return on investment
    d) Maximize market share
2. A(n) _____ would be an example of a principal, while a(n) _____ would be an example of an agent   [   ]
    a) Shareholder; manager
    b) Manager; owner
    c) Accountant; bondholder
    d) Shareholder; bondholder
3. The decision function of financial management can be broken down into the _____ decisions   [   ]
    a) financing and investment
    b) investment, financing, and dividend
    c) financing and dividend
    d) capital budgeting, cash management, and credit management
4. When _____ is greater than zero the project should be accepted.   [   ]
    a) Internal rate of return
    b) Profitability index
    c) Net Present Value
    d) Modified internal rate of return
5. _____ is defined as the length of time required to recover the initial cash out-lay [   ]
    a) Payback period
    b) Budgeted period
    c) Inventory pay back
    d) Conversion pays back.
6. _____ and _____ are the two versions of goals of the financial management of the firm.   [   ]

a) Profit maximization, Wealth maximization
b) Production maximization, Sales maximization
c) Sales maximization, Profit maximization
d) Wealth maximization, Value maximization

7. The variability of actual return from the expected return from associated with a given asset is called   [   ]
   a) Return
   b) Risk
   c) Average
   d) None of the above

8. _____ is the actual income receives plus any change in market price of an asset/investment.   [   ]
   a) Average
   b) Risk
   c) Return
   d) All of the above

9. Process of calculating future value of money from present value is classified as   [   ]
   a) Compounding
   b) stock value
   c) discounting
   d) money value

10. Future value of interest if calculated once a year is classified as   [   ]
   a) one time compounding
   b) annual compounding
   c) semiannual compounding
   d) monthly compounding

MODULE-II

1. Hurdle rate is the   [   ]
   a) Which is difficult to earn
   b) Return of Investment from the project
   c) Cost of Capital
   d) Average rate of return

2. Cost of each component of capital is called   [   ]
   a) Composite cost
   b) Explicit cost
   c) Specific cost
   d) Aggregate cost

3. The cost of capital takes into consideration   [   ]
   a) Business risk
   b) Financial risk
   c) Both a and b
   d) None of the above

4. The source of capital, which is not popular source of finance in India is   [   ]

a) Equity capital
b) Preference Capital
c) Depreciation
d) Debt capital

5. K_d refers to   [   ]
    a) Cost of Debt
    b) Cost of equity
    c) Cost of retained earnings
    d) Cost of preference capital

6. Abbreviation of IRR   [   ]
    a) Internal risk return
    b) International Rate of return
    c) Internal rate of return
    d) None of the above

7. In pay back method, we accept the project having a   [   ]
    a) Short life
    b) shortest payback period
    c) Longest payback period
    d) Long life

8. In which method of capital budgeting, cash flow are discounted at cost of capital. [   ]
    a) Net present value
    b) Internal rate of return
    c) Average of return
    d) None of the above

9. Average rate of return is calculated by   [   ]
    a) Average return /average investment
    b) Average cash flow/average Investment
    c) Annual rate of return
    d) Total return /no of years

10. _____ is a stream of equal cash inflows   [   ]
    a) Average
    b) Annuity
    c) Investment
    d) None of the above

MODULE-III

1. A firm's degree of operating leverage (DOL) depends primarily upon its   [   ]
    a) sales variability
    b) Level of fixed operating costs.
    c) Closeness to its operating break-even point.
    d) debt-to-equity ratio
2. An EBIT-EPS indifference analysis chart is used for _____[   ]
    a) evaluating the effects of business risk on EPS
    b) Examining EPS results for alternative financing plans at varying EBIT levels.

     c) Determining the impact of a change in sales on EBIT.

     d) showing the changes in EPS quality over time

3. In the context of operating leverage break-even analysis, if selling price per unit rises and all other variables remain constant, the operating break-even point in units will:

     a) Fall

     b) Rise

     c) Stay same

     d) Still determine

4. EBIT is usually the same thing as: [   ]

     a) funds provided by operations

     b) earnings before taxes

     c) Net income.

     d) Operating profit

5. A small change in sales brings fluctuations in EBIT is called as   [   ]

     a) Change in profit

     b) Operating leverage

     c) Financial leverage

     d) Combined leverage.

B. Fill In The Blanks

MODULE-I

1. _____ is an art and science of managing money.
2. _____ is concerned with the duties of the finance manager in a business firm.
3. _____ is the likelihood that managers may place personal goals ahead of corporate goals.
4. _____ refers to the proportion of Debt and Equity.
5. The goal of financial manager is to maximize the _____ wealth.
6. _____ is the variability of actual return from expected return associated with a given asset.
7. _____ is the actual income received plus any change in market price of an asset/investment.
8. _____ means that the value of an unit of money is different in different time periods.
9. _____ is the current value of a future amount. The amount to be invested today at a given interest rate over a specified period to equal the future amount
10. _____ is a regular stream of equal annual cash flows.

MODULE-II

1. _____ is the process of evaluating and selecting long term investment that are consistent with the goal of share holders wealth maximization
2. _____ is the exact amount of time required for a firm to recover its initial investment in a project as calculated from cash inflow.
3. _____ is also called as discount rate, cut-off rate, minimum required rate of return.
4. NPV = _____ (Formula)

5. _____ is the discount rate that equates the present values of cash inflows with the initial investment associated with a project.
6. _____ is the after tax cost of long term funds through borrowing.
7. The rate of interest which is paid on debt is termed as _____.
8. _____ is the total cost of issuing and selling securities.
9. K_e represent _____
10. Overall cost of capital defined as _____ average of the cost of each specific type of fund.

MODULE-III

1. _____ is caused due to fixed operating expenses in firm.
2. _____ is employment of an asset or source of finance for which firm pays fixed cost or fixed returns.
3. _____ is caused due to fixed financial cost (interest) in firm.
4. _____ is product of operating leverage and financial leverage.
5. _____ involves comparison of alternative methods of financing at various levels of EBIT.

Signature of the Faculty   Signature of the HOD

MALLA REDDY ENGINEERING COLLEGE (AUTONOMOUS)
MBA– II SEMESTER (MR 18-2019-20 Admitted Students)
I mid Examination Subjective Question Bank

SUBJECT: HUMAN RESOURCE MANAGEMENT   **Code: 8B203**

Name of the faculty: Dr.K.Anil Kumar

<u>**Instructions:**</u>

1. All the questions carry equal marks

2. Answer all the questions

Q.No.	Question	Bloom's Taxonomy Level	CO
MODULE-I			
1.	Explain nature and scope of Human Resource Management.	Understanding	1
OR			
2.	Outline the roles and responsibilities of HR manager.	Understanding	1
3.	Discuss the importance of changing role of HR in globalization and its impact on Indian companies.	Creating	1
OR			
4.	Elaborate impact of technology in work place.	Creating	1
5.	Develop HR score card with a suitable example and give its importance.	Applying	1
OR			
6.	Identify the challenges of HR manager.	Applying	1
7.	Critically evaluate the role of trade unions in globalization era.	Evaluating	1
OR			
8.	Determine the importance of equal employment opportunities in corporate world.	Evaluating	1
MODULE-II			

1.	Explain the sources of recruitment and list out its advantage and disadvantage.	Understanding	2
OR			
2.	Illustrate the importance of job satisfaction and how it affects employee performance.	Understanding	2
3.	Examine the importance of Job Analysis in detail.	Analysing	2
OR			
4.	Analyze the importance of Human Resource Planning.	Analysing	2
5.	Critically evaluate employee selection methods.	Evaluating	2
OR			
6.	Explain the importance of employee placement in the organization.	Evaluating	2
7.	List out various interview errors in employee selection	Understanding	2
OR			

8.	Explain the concept on:
	
	   a. Job Rotation
	   b. Job Enrichment
		Understanding	2

MODULE-III			
1.	Outline the importance of employee training.	Understanding	3
OR			
2.	Demonstrate the importance of training evaluation techniques.	Understanding	3
3.	Identify pitfalls in Training program with a suitable example.	Applying	3
OR			
4.	Choose and list out the various Training methods and design a suitable training program for a sales executive.	Applying	3

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MALLA REDDY ENGINEERING COLLEGE
(AUTONOMOUS)
DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

MBA II SEMESTER (MR-18) 2019-20 admitted batch

<u>I MID -QUESTION BANK</u>

BATCH 2019-2021

HUMAN RESOURCE MANAGEMENT

....

PART-A

OBJECTIVE QUESTIONS

C) Multiple Choice

MODULE-I

1. The following is (are) concerned with developing a pool of candidates in line with the human resources plan   [ ]
   a. Development   b. Training   c. Recruitment   d. All of the above

2. The objective of Labor Legislation   [ ]
   a. Maintenance of good relations   b. Providing benefits
   b. Developing work place democracy   d. All the above

3. Social equity deals with   [ ]
   a. Social justice
   b.   Economic inequality
   c. Bringing change in the life of employee
   d. None of the above

4. Globalisation means_____   [ ]

   a. Everything for everyone   b. everything for few   c. A&b   d. None

5. A cultural dimension that affects the success of HRM practices in most countries where relative emphasis is on hierarchical status is called   [ ]
   a. Individualism   b. Power Distance

   c. Uncertainty Avoidance   d. Masculinity/Feminity

6. HR score card was developed by   [ ]
   a. Aswattappa   b. Gupta   c. T.V.Rao   d. Subba Rao

7. The basic managerial skill(s) is(are)   [ ]
   a. To supervise   b. To stimulates   c. To motivate   d. All of the above

8. The three important components in aligning business strategy with HR practice**:** [ ]
   a. Marketing Strategy, Human Resource Practices, Organizational Capabilities
   b. Business Strategy, Human Resource Practices, Organizational Capabilities
   c. Business Strategy, Human Resource Practices, Organizational structure
   d. Marketing Strategy, Human Resource Practices, Organizational structure

9. The following is (are) concerned with developing a pool of candidates in line with the human resources plan   [ ]
   a. Development   b. Training   c. Recruitment   d. All of the above

10. The actual achievements compared with the objectives of the job is   [ ]
    a. Job performance   b. Job evaluation   c. Job description   d. None of the above.

MODULE-II

1. Job analysis is not useful in following areas   [ ]
   a. Transfer   b. promotion   c. discipline   d. none of the above
2. Human resources planning deals with   [ ]
   a. Future man power requirement
   b. Helping in training program
   c. Motivates employees
   d. None of the above
3. Downsizing deals with   [ ]
   a. Removing excess numbers of workers.
   b. Taking disciplinary action
   c. Training program
   d. none of the above
4. Recruitment deals with   [ ]
   a. Attracting job seekers
   b. Getting attention of competitors
   c. Getting attention of government
   d. None of the above
5. What factors influence requirement   [ ]
   a. Internal factors   b. External factors   c. Both a&b   d. none of the above
6. Which is not correct with walk in interview method   [ ]
   a. indirect method   b. reference   c. back door   d.direct method
7. Advantages of creating employer brand feeling   [ ]
   a. Ppositive and respect in society
   b. Strengthen the organization position in the market
   c. Both a &b
   d. Cost saving
8. Psycho-motor test deals with   [ ]
   a. Motor ability   b. Eye-hand coordination   c. Packing ability d. All the above
9. In- basket test deals with   [ ]
   a. Situational test   b. Written test   c. Oral test d. none of the above

10. Prompt settlement of employee problem leads to   [ ]
    a. Job satisfaction   b. Best results   c. Good coordination d.All the above

MODULE-III

1. Training helps in_____   [ ]
   a. Enhancing the knowledge
   b. Enhancing the skill
   c. A&B
   d. None.
2. On-the Job training suitable for_____   [ ]
   a. Fresher's   b. Experienced   c. A&B d. None of the above.
3. management development deals with____   [ ]
   a. Managers   b. Non-Technical staff

   c. security   d. None

4. Employee traits means   [ ]
   a. capacities   b. interest   c. learning   d. none
5. Of-The Job training is suitable for_____   [ ]
   a. Fresher's   b. Experienced   c. A&B d. None of the above

B. Fill in the Blanks

MODULE-I

1. Globalization means _____.
2. Organizational culture reflects the_____.
3. HRD is the process of the _____.
4. Employee responsibility means _____.
5. Authority means _____.
6. Line manager deals with _____.
7. Strategy means _____.
8. Employee feedback means_____.
9. Employee team work result in _____.
10. Scanning of HRM environment identifies_____.

MODULE-II

1. Halo-effect means_____.
2. Job enrichment means _____.
3. Employee- empower refers to _____.
4. Employee personality test deals with _____.
5. Human resource planning refers to_____.
6. Job-design is affected by _____.

7. Recruitment is the process of _____.
8. Employee leasing means _____.
9. Job-enlargement refers to _____.
10. Job-rotation refers to _____.

MODULE-III

1. Evaluation of training helps in _____.
2. Personal prejudice means _____.
3. Employee demonstration helps in _____.
4. Job-progression means _____.
5. Case study training helps in _____.

Signature of the Faculty   **Signature of the HOD**

SUBJECT: MANAGEMENT INFORMATION SYSTEM AND ERP
BRANCH /SPECIALIZATION: MBA
NAME OF THE FACULTY: B.KIRAN KUMAR REDDY

Instructions:

1. All the questions carry equal marks

2. Answer all the questions

MODULE-I			
Q.No.	**Question**	**Bloom's Taxonomy**	**CO**
1.	List out the importance of Management Information System and give a detailed note about Management Information System nature and scope.	Analyzing	1
OR			
2.	Categorize different types of business processes. How are they related to information system?	Analyzing	1
3.	List out a short note on the following A. Business intelligence	Analysing	1
OR			
4.	List out a short note on the following A. Decision Support System	Analysing	1
5.	Explain about ERP and illustrate different ERP packages and modules.	Understanding	1
OR			
6.	Classify different types / Kinds of systems.	Understanding	1
7.	Discuss information system, and explain different competitive advantage in IS	Creating	1
OR			
8.	Invent a sample model and explain how the MIS functions support the growth in an e- Commerce organization	Creating	1

MODULE-II			
1.	Explain the role of strategic alignment when a company is or about to adopt new IT innovations through Information System planning	Understanding	2
OR			
2.	Demonstrate why systems are for collaboration and how social business is so important and what technologies do they use.	Understanding	2
3.	Construct the Information System Planning Process	Applying	2
OR			
4.	Experiment with Software license benefits and risks? How to improve the security of network system in a campus.	Applying	2
5.	Explain about outsourcing. What are its advantages?	Understanding	2
OR			
6.	Explain the system acquisition of hardware and software in an organization	Understanding	2
7.	Explain the importance of information system security and control in the business organizations.	Understanding	2
OR			
8.	Outline about an information system. How does it work? What are its management, organization, and technology components ensure information systems provide value for organization?	Understanding	2
MODULE-III			
1.	Illustrate in brief about BIM (Building Information Modeling) as a technology, a philosophy or a process or principle	Understanding	3
OR			
2.	Explain the strategies for detail system design – requirements.	Understanding	3
3.	Discuss different system development stages and system development approaches.	Creating	3
OR			
4.	Build Porter's competitive forces model, the value chain model, synergies, core competencies, and network economics, that help companies develop competitive strategies using information system.	Creating	3

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DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

MBA IISEMESTER (MR-18) –2019-20 Admitted <u>I MID</u>-QUESTION BANK

BATCH 2019-2021

MANAGEMENT INFORMATION SYSTEM& ERP

....

PART-A

OBJECTIVE QUESTIONS

A) Multiple Choice

MODULE-I

1. Management Information Systems   [   ]
   a) create and share documents that support day-today office activities
   b) Process business transactions (e.g., time cards, payments, orders, etc.)
   c) capture and reproduce the knowledge of an expert problem solver
   d) Provide information to support management in decision making process

2. Management comprehensive picture of specific operation is called
   [   ]
   a) DSS   b) MIS   c) IIS.   d) All of the above

3. Managers who are potential users of the MIS   [   ]
   a) Describe information needs
   b) Identify alternate equipment configurations
   c) Evaluate alternate equipment
   d) Select the optimum equipment

4. The most important reason for failure of MIS is   [   ]
   a) Use of improper tools for design
   b) non involvement of end user
   c) Improper specification
   d) None of these

5. Which characteristic not important of useful and effective information   [   ]
   a) Accuracy   b) Timeliness   c) Completeness   d) Economy

6. Top level Managers Use.   [   ]
   a) Strategic information   b) Tactical information   c) operational information

   d) None of these

7. Management Is Linked To Information by   [   ]
   a) decision   b) data   c) both   d) none of the above

8. In MIS system design, the sources of information may be categorized as _____ and _____
   [ ]
   a) internal, external b) personal, organizational   c) useful, useless
      d) Constructive, destructive
9. An information system always: [ ]
      a) Transforms inputs to information.   b) Is computer-based.
      c) None of the above   d) requires hardware even if pencil.
10. Operating systems software is primarily aimed at supporting business users in their tasks.[ ]
    a) True   b) False   c) can't decide   d) None of the above

MODULE-II

1. Huge repository of preprocessed operational data is
    [ ]
       a) data ware house   b) protocol   c) fishnet   d) none of the above
2. Example of information to support strategic management is: [ ]
    a) Spreadsheet model of income projections.
    b) Business Intelligence system
    c) Electronic Document management system
    d) None of the above
3.   Which type of software is focused on supporting communication, collaboration and coordination?   [ ]
    a) E-business software   b) Groupware   c) CRM software   d)SCM software

4. The criterion used to assess how user and business needs are met in software is: [ ]
       a) Functionality.   b) SecurityScalability c)Compatibility d) none
 5. E-business software is best defined as to manage: [ ]
    a) Internal administrative applications.
    b) Sell-side e-commerce applications.
    c) Buy-side applications.
    d) d)None of the above
 6. Which of the following is not a technology driver for an information system?   [ ]
    a) Enterprise applications
    b) Object technologies
    c) knowledge asset management
    d) Collaborative technologies
 7. The flow of information through MIS is   [ ]
    a) Need dependent
    b) Organization dependent
    c) Information dependent
    d) Management dependent

8. MIS normally found in a manufacturing organization will not be suitable in the ___[
   ]
        a) Service sector b) Banking sector   c) Agriculture sector   d) All of the above
9. The basic components of DSS is   [   ]
   a) Database   b)Model base   c) DSS software system   d) All of the above
10. An information system that supports the planning and assessment needs of executive management is   [
    ]
    a) DSS b) TPS   c) ERP   d) MIS

MODULE-III

1. The term used to describe those people whose jobs involve sponsoring and funding the project to develop, operate, and maintain the information system is   [   ]
   a) Systems builder   b)External system user   c) Systems owner
   d) Internal system user
2. The person who ensures that systems are developed on time, within budget, and with acceptable quality is a   [ ]
   a) Systems builder   b) Systems owner   c) Project manager d) Systems designer
3. Which one of the following is not a business driver for an information system?[   ]
   a) Collaboration and partnership
   b) Security and privacy
   c) Proliferation of networks and the Internet
   d) Business process redesign
4. If a university sets up a web-based information system that faculty could access to record student grades and to advise students, that would be an example of a/an   [ ]
   a) CRM   b) Intranet   c) Extranet   d) None of the above
5. Which of the following is a deliverable of the system implementation phase in a formal system development process?   [ ]
   a) Technical blueprint and specifications for a solution that fulfills the business requirements
   b) Statement of the system users' business requirements
   c) Business problem statement
   d) Technical hardware and software solution for the business problem

FILL IN THE BLANKS

MODULE-I
1) DSS stands for_____.
2) MIS stands for_____.
3) Expand Process of generating information _____.
4) The most common any two categories of E-commerce is_____.

5) The _____ is interactive develop the Business decision process
6) The _____ is defined as a set of activities performed across the organization creating as output of value to the customer.
7) Can be defined disadvantage of e-commerce_____.
8) _____ is responsible for all aspects of data processing, operation research, organization and method, system analysis and design investments.
9) In _____ system the interaction between various subsystems cannot be defined with certainty
10) The back bone of an organization_____

MODULE-II

1) The final element of feedback is essential for system operation and for _____.
2) _____ System uses Multidimensional data analysis.
3) The final element of feedback is essential for system operation and for _____.
4) Name the most popular and comprehensive search engine on the Internet_____.
5) In among the firms executives, managers, and supervisors are comes under_____ of workers
6) An information system that supports the planning and assessment needs of executive management is_____.
7) Decision makers who are concerned with tactical (short-term) operational problems and decision making are_____.
8) _____ System is concerned with the way information is used for purpose of control and applies technologies.
9) To improve the performance of a business process, _____ is most relevant.
10) _____information is free from mistakes and errors, is clear and meaningful for processing in the system

MODULE-III

1) _____can be defined as most recent and perhaps the most comprehensive technique for solving computer problems.
2) _____ is reserved mainly for consumers visiting web sites for online shopping.
3) After the design phase the document prepared is known as_____.
4) MIS is typically provided standard reports generated with data information from the _____.
5) A_____ system helps top level managers to make better decisions.

Signature of the HOD   Signature of the Faculty

MALLA REDDY ENGINEERING COLLEGE (AUTONOMOUS)
MBA– II SEMESTER (MR 18-2019-20 Admitted Students)
I Mid Examination Subjective Question Bank

SUBJECT: MARKETING MANAGEMENT   **Code: 8B201**

Name of the faculty: P.Buela Prasanna Kumari

Instructions:

1. All the questions carry equal marks

2. Answer all the questions

MODULE-I			
Q.No.	**Question**	**Bloom's Taxonomy Level**	**CO**
1.	Explain briefly the importance and factors that affect marketing environment.	Understanding	1
OR			
2.	Summarize the core concepts of marketing with the help of an suitable example.	Understanding	1
3.	Discuss how Marketing management helps in designing strategies or orientation that will build profitable relationships with target customers.	Creating	1
OR			
4.	Predict the importance of green marketing in this cut-throat competition era.	Creating	1
5.	Develop Marketing strategies which are essentials for marketing management.	Applying	1
OR			
6.	Build the steps in marketing management process with a suitable example.	Applying	1
7.	Determine the various functions of marketing plan.	Evaluating	1
OR			
8.	Compare and contrast between Developed vs developing Marketing	Evaluating	1
MODULE-II			
1.	Demonstrate the importance and need of consumer behaviour	Understanding	2

	OR		
2.	Illustrate in detail the buyer decision process of a consumer.	Understanding	2
3.	Categorise different approaches of a marketer towards customer value measurement.	Analysing	2
	OR		
4.	Examine the factors that are effecting consumer buying decisions.	Analysing	2
5.	Determine different types, Components and levels of product.	Evaluating	2
	OR		
6.	Explain a concept on : a. Product range b. Product line c. Product mix	Evaluating	2
7.	Identify different stages of product life cycle	Applying	2
	OR		
8.	Develop the process of new product development with a suitable example.	Applying	2
MODULE-III			
1.	Outline the market segmentation process	Understanding	3
	OR		
2.	Summarize how consumer markets are segmented.	Understanding	3
3.	Elaborate on the significance, importance and impact on market with market segmentation	Creating	3
	OR		
4.	Discuss the features of market segmentation	Creating	3

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MALLA REDDY ENGINEERING COLLEGE
(AUTONOMOUS)
DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

MBA II SEMESTER MR-18 (2019-20 Admitted batch)

I MID -QUESTION BANK

BATCH 2019-2021

MARKETING MANAGEMENT

....

PART-A

OBJECTIVE QUESTIONS

   B) Multiple Choice

MODULE-I

  1. Financial success of the organization depends on   [   ]
    a) Marketing b. Planning c. coordinating d. none of the above
  2. marketing deals with   [   ]
    a) identifying and meeting customer needs
    b) meeting customer needs
    c) providing what is available
    d) none of the above
  3. marketing concept emerged in year   [   ]
    a) 1950   b. 1940 c.1960 d. 1970
  4. Feasibility analysis helps in   [   ]
    a) Estimation the demand
    b) Estimating the supply
    c) Estimating the cost and benefits
    d) None of the above
  5. In the process of product development first stage is____   [   ]
    a) Idea generation   b. Design   c. Implementation d. None of the above
  6. Test marketing purpose   [   ]
    a) Studying response in particular market
    b) Studying response for particular product
    c) A&B
    d) None of the above

7. _____ is the management philosophy that consumers generally prefer in the market which offers the best in terms of quality and price.   [   ]
   a) Production concept
   b) Product concept
   c) Selling concept
   d) Holistic concept.

8. Negative advertising deals with   [   ]
   a) De motivating customer
   b) Highlighting customer needs
   c) Focus on social awareness
   d) None of the above

9. Unique features of services marketing   [   ]
   a) Invisible   b. Pricing   c. Planning   d. Advertising

10. What is the objective of Green marketing   [   ]
    a) Meeting corporate Objectives
    b) Not attending customer queries
    c) Designing the product as per the requirement of the organisation
    d) None of the above

MODULE-II

1. What factors influences consumer behavior   [   ]
   a) Taste and preference   b) Culture   c) Government policy d) All the above

2. The _____ of the product mix refers to how many different product lines the company carries.   [   ]
   a) Mix   b. Depth   c. Length d. width

3. PLC means   [   ]
   a) Productive cycle   b. Product mix c. Product programming d. Product Life Cycle

4. Which is not part of culture   [   ]
   a) Customs and traditions   b. Food habits c. Planning   d. None of the above

5. Social factor deals with   [   ]
   a) Reference group   b. Social group c. Marketing group   d. NGO's

6. Loyal customer identified by   [   ]
   a) Frequently buy the products
   b) Frequently visit the show rooms
   c) Never stick with one brand
   d) None of the above

7. Consumer motivation means   [   ]
   a) Psychological driving force
   b) Advertisement
   c) Primary needs
   d) Secondary needs

8. Example for convenience goods   [   ]
   a) Soft drinks and soaps   b Tractor   c. Agriculture goods   d. None of the above

9. _____ exists when all consumers have almost the same preferences and the market reflects no natural segments.   [   ]

   a) Clustered preferences
   b) Diffused preferences
   c) Homogenous preferences
   d) None of the above

10. A brand's _____ is the full positioning of the brand—the full mix of benefits upon which it is positioned.   [   ]
   a) distinctive proposition
   b) preemptive proposition
   c) value proposition
   d) superior proposition

MODULE-III

1. Segmentation on basis of values and attitudes and behavioral patterns is an example of[ ]
   a. geographic location
   b. cultural factors
   c. economic factors
   d. political and legal factors

2. Segmentation of international markets on basis of monetary regulations is an example of   [   ]
   a. geographic location
   b. cultural factors
   c. economic factors
   d. political and legal factors

3. Market segmentation means   [   ]
   a. market share
   b. sales network
   c. distribution of territory
   d. segmentation of sales team

4. Customer market division done on basis of 'compulsive, ambitious and outgoing customers' classified as   [   ]
   a. geographic segmentation
   b. demographic segmentation
   c. psychographic segmentation
   d. behavioral segmentation

5. Family life cycle segmentation is based on   [   ]
   a) Age   b. Family size   c. Family status   d. None

B. Fill in the Blanks

MODULE-I

1. Product Image deals with _____.
2. Product concept deals with _____.
3. Product development depends on _____.
4. _____ should be taken into consideration while framing marketing strategy.
5. Marketing research deals with _____.
6. Marketing ethics deals with _____.
7. Eco-friendly marketing deals with _____.
8. Sales information system deals with _____.
9. Socially responsible marketing covers _____ area.
10. Relationship marketing consists of _____ _____ _____.

MODULE-II

1. Mystery shoppers are_____.
2. Metaphor analysis means _____.
3. CVL is expanded as _____.
4. A sample means _____.
5. Qualitative research deals with _____,_____ and_____ of the consumer.
6. Innovators are _____ in the market.
7. _____ is the descriptive thought that a person holds about something.
8. Attempting to alter beliefs about the brand is called _____.
9. Consumer motivation means_____.
10. To coordinate many tasks in launching a new product, management can use network planning techniques such as _____.

MODULE-III

1. Market segmentation studies conducted for _____ purpose.
2. _____ is the science of using psychological and demographic to better understand consumer.
3. Geographic segmentation is based on _____.
4. People play five roles in buying decisions_____, _____, _____, _____, _____.
5. _____ Marketers divide buyers into groups on the basis of their knowledge of attitude toward use of or response to a product.

Signature of the Faculty   Signature of the HOD

MALLA REDDY ENGINEERING COLLEGE (AUTONOMOUS)
MBA– II SEMESTER (MR 18-2019-20 Admitted Students)
I Mid Examination Subjective Question Bank

SUBJECT: OPERATIONS MANAGEMENT   **Code: 8B204**

Name of the faculty: Balanji Reddy Mora

Instructions:

1. All the questions carry equal marks

2. Answer all the questions

Q.No.	Question	Bloom's Taxonomy Level	CO
MODULE-I			
1.	Outline the concept of operations management. Explain the scope and objectives of OM.	Understanding	1
OR			
2.	Compare the various types of production systems with their merits and limitations.	Understanding	1
3.	List the various corporate strategies. Discuss their link to production/manufacturing strategies.	Analysing	1
OR			
4.	List the various Generic competitive strategies. Discuss their link to production/manufacturing strategies.	Analysing	1
5.	Analyse the Systems concept of production. List the various elements of it.	Analysing	1
OR			
6.	Categorise the Roles and Responsibilities of a Production Manager.	Analysing	1
7.	Appraise the impact of gross domestic product on production and operations management.	Evaluating	1
OR			
8.	Evaluate the concept of world class manufacturing. Write its Importance.	Evaluating	1

MODULE-II			
1.	Explain the concepts of new product development and steps of new product development.	Understanding	2
OR			
2.	Illustrate process design? Explain the responsibilities of process planning engineer.	Understanding	2
3.	Analyse the concept of value analysis. List its advantages and application areas.	Analysing	2
OR			
4.	Write a note on the motives for standardization. Explain its procedure, advantages and applications.	Analysing	2
5.	Appraise the Importance of process selection decision.	Evaluating	2
OR			
6.	Evaluate the concept of process research? Explain the procedure for pilot development.	Evaluating	2
7.	Identify the application of ergonomic considerations in product design. Give suitable examples.	Applying	2
OR			
8.	Write a note on developing a process plan and its application in process designing.	Applying	2
MODULE-III			
1.	Explain the various factors influencing the plant location selection decision.	Understanding	3
OR			

2.	Outline the concept of Break-Even analysis. Explain the procedure for calculating Break-Even Point.	Understanding	3
3.	Identify the objectives of single facility location and its problems	Applying	3
OR			
4.	Develop a model for multi facility location problem with a relevant example.	Applying	3

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MALLA REDDY ENGINEERING COLLEGE
(AUTONOMOUS)
DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION
MBA II SEMESTER (MR-18)2019-20Admitted –I MID -QUESTION BANK
BATCH 2019-2021
OPERATIONS MANAGEMENT

....
PART-A

OBJECTIVE QUESTIONS

C) **Multiple Choice**

MODULE-I

1. The set of interrelated management activities which are involved in manufacturing certain products is called............   [   ]
   a. Operations management
   b. Production management
   c. Financial management
   d. Marketing management

2. Which of the following is not a characteristic of most service system   [   ]
   a. It produces intangible items
   b. Quality of output is highly variable
   c. No inventory is accumulated
   d. None of the above

3. .... is a conversion process in which successive units of output undergo the same sequence of operations using specialized equipments usually positioned along a production line.   [   ]
   a. Flow production
   b. Batch production
   c. Job production
   d. None of the above

4. Which of the following is a growth strategy   [   ]
   a. Concentric diversification
   b. Vertical diversification
   c. Horizontal diversification
   d. All the above

5. .... are used during economic recession and poor financial performance of the organization   [   ]
   a. Retrenchment strategy
   b. Combination strategy
   c. Business strategy

d. None of the above
6. Which of the following are functional strategies   [   ]
    a. Marketing strategy
    b. Financial strategy
    c. Personnel strategy
    d. All the above
7. .... is a conversion process in which units of different types of products follow different sequences through different shops.   [   ]
    a. Flow production
    b. Batch production
    c. Job production
    d. None of the above
8. .... Facility provides some intermediate varieties of products with intermediate volumes.   [   ]
    a. Flow production
    b. Batch production
    c. Job production
    d. None of the above
9. The process of making decisions about the future of the business in the complex and changing environment is called..................   [   ]
    a. Production management
    b. Operations management
    c. Strategic management
    d. None of the above.
10. .... are established at the highest level of management and involve a long-range time horizon.   [   ]
    a. Corporate strategies
    b. Business strategies
    c. Functional strategies
    d. Competitive strategies

MODULE-II

1. Which of the following are involved in new product development   [   ]
    a. Idea generation
    b. Idea screening
    c. Business analysis
    d. All of the above
2. Which of the following is not a step in the new product development process[   ]
    a. Product promotion
    b. Idea generation
    c. Business analysis
    d. Commercialization

3. .... decisions determine the type of productive process to be used and appropriate span of the process [ ]
    a. Process selection
    b. Plant selection
    c. Facility selection
    d. None of the above

4. Which of the following does not influence process selection decision [ ]
    a. Market conditions
    b. Capital requirements
    c. Management skills
    d. None of the above

5. Which of the following is not a responsibility of a process planning engineer
    a. Gathering the fundamental details of product design [ ]
    b. Recommending design changes
    c. Selection of proper machinery
    d. None of the above

6. Value engineering procedure includes which of the following [ ]
    a. Blast   b. Create   c. Refine   d. All of the above

7. Which of the following is not an advantage of standardization [ ]
    a. Better quality products
    b. Lower unit costs
    c. Decreased margin of profit
    d. Minimum inventory cost

8. When to apply value analysis [ ]
    a. Company's product show decline in sales
    b. Raw materials cost has gone up suddenly
    c. New designs are being introduced
    d. All of the above

9. Which of the following are the tools for concurrent engineering [ ]
    a. Design for assembly (DFA)
    b. Design for manufacturing (DFM)
    c. Quality function development (QFD)
    d. All the above

10. Which of the following are the aims of value engineering? [ ]
    a. Simplify the product
    b. Modify and improve product design
    c. Both a & b
    d. Only a

MODULE-III

1. Which of the following factors influences the plant location [ ]
    a. Availability of land
    b. Availability of inputs

    c. Availability of infrastructure facilities

    d. All of the above

2. Which of the following are the reasons for plant location study   [ ]

    a. Establishment of a new venture

    b. Expansion of existing business

    c. Both a & b

    d. Either a or b

3. Which of the following is not a quantitative factor in the facility location   [ ]

    a. Raw materials

    b. Labor and supplies

    c. Community facilities

    d. Land and buildings

4. Which of the following is not a qualitative factor in facility location   [ ]

    a. Housing facilities

    b. Supplies to location

    c. Cost of living

    d. Community attitude

5. Which of the following are qualitative factors   [ ]

    a. Community facilities

    b. Community attitude

    c. Only a

    d. Both a & b

B. Fill In The Blanks

MODULE-I

1. .... is a relationship between the output and input of a business system.
2. Production system is concerned with the management of................. For the production of an item or provision of service.
3. System is a collection of......................
4. .... Deal with the mechanism of competing in a given business.
5. .... Include the activities of functional areas.
6. Functional strategies must support.................
7. Concentric diversification is a................. Strategy.
8. .... Moves an organization in to supplying some or all of the products or services used in producing its present products or services.
9. .... Moves an organization into distributing its own product or service.
10. Expand WCM...........................

MODULE-II

1. .... is one of the major techniques of cost reduction and cost prevention

2. .... aims at systematically grouping together items, based on their common features and subdividing them by their special features
3. .... is a process of converting an invention into some useful product which can satisfy human wants
4. Breakeven point is a point of...............
5. BEP=......................
6. Contribution =.........................
7. Concurrent engineering is also called......................
8. Human factors engineering involves..............
9. Expand CAE.........................
10. Expand CAD............................

MODULE-III

1. The objective of nay location problem is to....................
2. An economic analysis can be done by using.................
3. The objective of the .... is to locate a single new facility in relation to a set of existing facilities
4. The objective of the......................... is to locate several new facilities in relation to a set of existing facilities.
5. Name any two quantitative factors in facility location.............................. &....................

Signature of the Faculty   **Signature of the HOD**

MALLA REDDY ENGINEERING COLLEGE
(AUTONOMOUS)
DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION
MBA– II Semester I MID Question Bank (MR 18-2019-20 Admitted Students)

Subject: Operations Research

Code: 8B206

Name of the faculty: P.Rajitha

Branch: MBA

Instructions:

1. All the questions carry equal marks

2. Solve all the questions

MODULE-I			
Q.No.	**Question**	**Bloom's Taxonomy Level**	**CO**
1.	Illustrate the advantages and disadvantages of Operations research	Understanding	1
	OR		
2.	Explain any four models of operations research.	Understanding	1
3.	Solve the following LP problems graphically Maximize $\quad$ Z = = 30 x1 + 20 x2 Subject to $\quad$ 3x1 + 3x2 $\leq$ 40 $\qquad\qquad$ 2x1 + 5x2 $\leq$44 $\qquad\quad$ x1 , x2 $\geq$ 0	Evaluating	1
	OR		
4.	A firm manufactures two products A and b on which the profits earned per unit are Rs 3 and Rs 4 respectively. Each product is processed on two machines M1 and M2. Product A requires one minute of processing time on M1 and two minutes on M2 while B requires one minute on M1 and one minute on M2. Machine M1 is available for not more than 7 hours, while machine M2 is available for 10 hours during any working day. Formulate the number of units of products A and B to be manufactured to get maximum profit.	Evaluating	1
5	Solve the following LP problems graphically Minimize Z = 3 x1 + 2 x2 Subject to $\qquad$ 5 x1 + x2 $\geq$ 10,	Evaluating	1

	$x1 + x2 \geq 6,$ $x1 + 4 x2 \geq 12$ $x1 , x2 \geq 0$		

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OR

</div>

6	Sudhakant has two iron mines. The production capacities of the mines are different. The iron ore can be classifies into good, mediocre and bad varieties after certain process. The owner has decided to supply 12 or more tons of good iron, 8 or more tons of mediocre iron and 24 or more tons of bad iron per week. The daily expense is Rs.2000 and that of the second mine is Rs.1600. The daily production of each type of iron is given in the table.	Evaluating	1

Mine	Daily production		
	Good	Mediocre	Bad
I	6	2	4
II	2	2	12

7	Analyze the importance of OR in decision making.	Analyzing	1

<div align="center">

OR

</div>

8	List out the Opportunities& short comings of OR.	Analyzing	1

MODULE-II

1.	Determine an IBFS by Vogel's Approximation method.	Analyzing	2

SOURCE	D1	D2	D3	D4	SUPPLY
S1	19	30	50	10	7
S2	70	30	40	60	9
S3	40	8	70	20	18
DEMAND	5	8	7	14	34

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OR

</div>

2.	List out what are the steps involved in MODI method.	Analyzing	2
3.	Solve the following transportation problem to find its optimal solution: A B C SUPPLY	Analyzing	2

	Available I	50	30	220	1		
	II	90	45	170	3		
	III	250	200	50	4		
	DEMAND	4	2	2			

	OR		
4.	List out the steps for Hungarian Assignment Method	Analyzing	2
5.	Discuss transportation models	Creating	2
	OR		
6	Develop the mathematical formulation of assignment problem.	Creating	2
7.	Obtain the initial solution to bellow TP using least cost method. A B C D Supply I 6 3 5 4 22 II 5 9 2 7 15 III 5 7 8 6 8 Demand 7 12 17 9	Evaluating	2
	OR		
8	Find the assignment of salesmen to various districts which will result minimum cost. Salesman District 1 2 3 4 A 16 10 14 11 B 14 11 15 15 C 15 15 13 12 D 13 12 14 15	Evaluating	2

MODULE-III

1.	List out what are the operating characteristics of queuing system?	Analyzing	3
	OR		
2.	Importance and explain the features of queuing system.	Analyzing	3
3.	Illustrate Queuing theory? And explain its components.	Understanding	3
	OR		

| 4. | Explain deterministic model & probabilistic model of queuing system. | Understanding | 3 |

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MALLA REDDY ENGINEERING COLLEGE
(AUTONOMOUS)
DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION
MBA II SEMESTER (MR-18)(2019-20Admitted) –I MID -QUESTION BANK
BATCH 2019-2021
OPERATIONS RESEARCH

………………………………………………………………………………………………..

PART-A

OBJECTIVE QUESTIONS

D) **Multiple Choice**

MODULE-I

1. When a team of scientists from different disciplines work together for finding the best possible solution in the interest of the organisation as a whole then the solution thus obtained is called _____.   [   ]
    a. Feasible solution
    b. Optimum strategy
    c. Optimal decision
    d. Quantitative solution

2. In linear programming we need to ensure that both the objective function and the constraints can be expressed as linear expressions of _____.   [   ]
    a. Objective function
    b. Decision variables
    c. Constraints
    d. Basic variables

3. Both objective functions and constraints can be expressed as _____.[   ]
    a. Linear equalities
    b. Non-linear equalities
    c. Linear inequalities
    d. Non-linear inequalities

4. The scientific method in O.R. study generally involves   [   ]
    a. Judgment Phase
    b. Research Phase
    c. Action Phase
    d. All of the given

5. Operations Research Study generally involves how many phases?   [   ]
    a.Three   b.Four   c.Five   d.Two

6. Operations Research totally eliminates   [   ]

a. Quantitative approach   b. Intuitive approach
c. Qualitative approach   d. Decision maker's ability

7. Which of the following assertations is true of an optimal solution to an Linear
Programming Problem?   [ ]
     a. Every LP has an optimal solution
     b. The optimal solution always occur at extreme points
     c. If an optimal solution exists, there will always be atleast one at a corner
     d. All of the given

8. Operations Research approaches problem solving and decision making from   [ ]

     a. Individual's view   b. Departmental view
     c. Technical view   d. The total system's view

9. In the Research phase we decide   [ ]
     a. Formulation of the problems   b. Determination of the operation
     c. Making recommendations   d. Formulation of hypothesis and model

10. One of the characteristics of OR is   [ ]
     a. Gives solution to problems   b. Make use of all available information
     c. Does not consider human factors   d. improves the quality of decisions

MODULE-II

1. The method used for solving an assignment problem is called   [ ]
     a. reduced matrix method
     b. MODI method
     c. Hungarian method
     d. none of the above

2. Which method usually gives a very good solution to the assignment problem?   [ ]
     a. Northwest corner rule
     b. Vogel's approximation method
     c. MODI method
     d. stepping-stone method

3. The transshipment model is an extension of the transportation model in which intermediate
transshipment points are _____ between the sources and destinations.[ ]
     a. decreased
     b. deleted
     c. subtracted
     d. added

4. In the process of evaluating location alternatives, the transportation model method
minimizes the   [ ]
     a. total demand
     b. total supply
     c. total shipping cost
     d. number of destinations

5. In an assignment problem,   [ ]
     a. one agent can do parts of several tasks

b. one task can be done by several agents
c. each agent is assigned to its own best task
d. none of the above

6. Can we make a loop including some or all allocated cells only? [ ]
      a. Yes   b. No   c. May be possible   d. Depends on number

7. In Vogel's Approximation Method the opportunity cost associated with a row is determined by [ ]
    a. The difference between the smallest cost and the next smallest cost in the row
    b. The difference between the smallest unused cost and the next smallest unused cost in the row
    c. The difference between the smallest cost and next smallest unused cost in the row
    d. None of the given

8. The North West Corner rule [ ]
    a. Is used to find an initial feasible solution
    b. Is used to find an optimal solution
    c. Is based on the concept of minimizing opportunity cost
    d. None of the given

9. In transportation problem there are 4 rows and 5 columns, the number of allocated cells in a basic feasible solution are at most [ ]
    a.9   b. 8   c.12   d. 11

10. The number of entries of $\Delta_{ij}=C_{ij}(u_i+v_j)$ to verify the optimality criterion are [ ]
    a. m+n   b.mn   c.m+n-1   d. m-n

MODULE-III

1. In a departmental store customers arrive at a rate of 20 customers per hour. the average number of customers that can be handled by cashier is 24 per hour. What is arrival rate in this problem? [ ]
    a. 20   b.3   c.24   d. 10

2. In a departmental store customers arrive at a rate of 20 customers per hour. the average number of customers that can be handled by cashier is 24 per hour. What is service rate in this problem? [ ]
    a. 20   b. 3   c.24   d.10

3. In a departmental store customers arrive at a rate of 20 customers per hour. the average number of customers that can be handled by cashier is 24 per hour. Probability that cashier is idle? [ ]
    a. 1   b. 1/6   c. 5   d.5/6

4. Times between two successive requests arriving, called the [ ]
    a. Inter arrival time
    b. Arrival time
    c. Poisson distribution
    d. Average residual service time

5. One of most widely used exponential distributions is called a [ ]
    a. Passion distribution
    b. Possible distribution

c. Poisson distribution

d. Poisson association

B. Fill In The Blanks

MODULE-I

1. The graphical method can only be used when there are _____ decision variables.
2. The term _____ implies that one or more variables in the solution and the profit can be infinitely large.
3. To find the optimal solution to an LP problem when using the graphical method, we must first identify the _____.
4. The _____ problem involves a decision as to which products to produce given limited resources.
5. The _____ is that region which satisfies all constraints.
6. The _____ represents all points that result in a specified profit.
7. An important function of sensitivity analysis is to _____.
8. Isoprofit method involves graphing _____ profit lines.
9. The _____ for a constraint is the value of one additional unit of a scarce resource.
10. _____ is the first step in formulating an LP problem

MODULE-II

1. The transportation problem is to transport various amounts of a single homogenous commodity that are initially stored at various origins, to different destinations in such a way that the total transportation cost is _____.
2. The transportation problem can be regarded as a generalization of the _____.
3. A feasible solution of m by n transportation problem is said to be non-degenerate basic solution if number of positive allocations is exactly equal to _____.
4. By north-west corner rule we always get a _____ basic feasible solution. 16. The optimality test is applicable to a F.S. consisting of _____ allocations in independent positions.
5. In a transportation problem the solution under test will be optimal and unique if all the cell evaluations are _____.
6. In vogel's approximation method the differences of the smallest and second smallest costs in each row and column are called _____.
7. In computational procedure of optimality test we choose that ui or vj = 0 for which the corresponding row or column has the _____ number of individual allocations.
8. The iterative procedure of determining an optimal solution of a minimization transportation problem is known as _____.
9. Dummy source or dummy destination will occur in the case of _____.
10. In a transportation problem, we must make the number of _____ and _____ equal

MODULE-III

1. . A_ _____queuing system has one line and one server.
2. A _____queuing system has one line and multiple servers.

3. An arrival rate at any queuing system increases the cost of providing service_____.
4. In a _____ one queue is served by one service facility.
5. Queue _____ determines the sequence in which customers that are in the queue receive service.

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