

MALLA REDDY ENGINEERING COLLEGE (AUTONOMOUS)(Affiliated to JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD)
Gundlapochampally (H), Maisammaguda (V), Medchal (M), Medchal-Malkajgiri (Dist), Hyderabad**MBA II SEMESTER REGULAR END EXAMINATIONS, JUNE-2018**Subject: Quantitative Analysis and Decision

Time: 3 hours

Max. Marks: 60

PART – A

Answer ALL questions of the following

5x4Mark=20 Marks

1. What are the shortcomings of using OR Models?
2. What is degeneracy in linear programming? How to resolve it?
3. What are multiple optimal solutions?
4. Compute Joint Probability for the following information

I Year	II Year
0.30	0.25
	0.35
	0.40
0.25	0.70
	0.10
	0.20
0.45	0.20
	0.35
	0.45

5. Differentiate queuing structure and basic components of a queuing model?

PART-B

Answer ALL Questions of the following

5x8 Marks= 40Marks

Q1. What is OR model and list different OR models with suitable examples?

(OR)

Q2. Process of developing a OR Model along with its components & constraints in building a Model?**Q3.** Solve the following LPPMaximize $P = 40x_1 + 30x_2$

Subject to:

$x_1 + 2x_2 \leq 16$

$x_1 + x_2 \leq 9$

$3x_1 + 2x_2 \leq 24$

Non negativity condition $x_1, x_2 \geq 0$

(OR)

Q4. Find IBFS using penalty method

Plant(s)	Ware house(s)					Supply
		A	B	C	D	
	1	10	6	8	2	12
	2	15	7	4	3	9
	3	8	4	6	5	14
	Demand	15	9	5	6	35

- Q5** Five men are available to do 4 different jobs. The past records the time in hours that each man takes to do each job is known and given in the following table:

Men		Jobs			
		I	II	III	IV
	A	1	3	5	7
	B	3	7	9	4
	C	5	3	1	4
	D	8	7	6	2

Find out how men should be assigned the jobs in way that will minimize the total time taken.

(OR)

- Q6.** Consider a problem of assigning four clerks to four tasks. The time in hours required to complete the task is as given below:

	Tasks				
Clerks		A	B	C	D
	1	4	7	5	6
	2	-	8	7	4
	3	3	-	5	3
	4	6	6	4	2

Clerk 2 cannot be assigned task A and clerk 3 cannot be assigned task B. Find all the optimum assignment schedule.

- Q7** The Project Director of Jagannadh Constructions Ltd. has to take a decision among three alternatives namely expand, build & sub contract using the information given below in pay off table:

	Expand	Build	Sub-Contract
High	40000	80000	30000
Moderate	30000	60000	15000
Low	-20000	-30000	-10000
Failure	-35000	-70000	-90000

Under conditions of uncertainty suggest the best strategy to the company.

(OR)

- Q8.** How decision tree models are relevant in building optimum solution under the conditions of uncertainty and risk?

- Q9.** Mean arrival rate is 15 cars per hour and mean service rate 20 cars per hour. Find operating characteristics under M/M/1 model.

(OR)

- Q10.** A: Compare Different Distributions in Queuing Theory (5 Marks)
 B: Compare Queue discipline and characteristics with different types of Queues (3 Marks)

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Gundlapochampally (H), Maisammaguda (V), Medchal (M), Medchal-Malkajgiri (Dist), Hyderabad**MBA II SEMESTER REGULAR END EXAMINATIONS, JUNE-2018**Subject: Production and Operations Management

Time: 3 hours

Max. Marks: 60

PART – A

Answer ALL questions of the following

5x4Mark=20 Marks

1. Productivity vs. Production
2. Standardization Procedure
3. Group Technology
4. Steps in Johnson's Rule
5. Inventory Controlling Techniques

PART-B

Answer any FIVE Questions of the following

5x8 Marks= 40Marks

1. Define Production. Make a comparative analysis of the features of different methods of production.
(OR)

2. Give brief note on productivity can be enhanced in the India Industries

3. What is Capacity Planning Decision? Give brief note on types of capacity and factors affecting determinants of Plant Capacity.

(OR)

4. Define Process Design. Explain factors and types of Process Design

5. Write a note on the parameters that affect the location of a plant in domestic country and a foreign country.

(OR)

6. Explain the types of plant layout. Differentiate all the layouts with examples.

7. Define Scheduling. Explain various Techniques employed for Scheduling.

(OR)

8. The Neptune's Den Machine Shop specializes in overhauling outboard marine engines. Some engines require replacement of broken parts, whereas others need a complete overhaul. Currently, five engines with varying problems are awaiting service. The best estimates for the labor times involved and the promise dates (in number of days from today) are shown in the following table. Customers usually do not pick up their engines early.

Engine	Time Since Order Arrived (days)	Processing Time, Including Setup (days)	Promise Date (days from now)
50-hp Evinrude	4	5	8
7-hp Johnson	6	4	15
100-hp Mercury	8	10	12
50-hp Honda	1	1	20
75-hp Nautique	15	3	10

a. Develop separate schedules by using the SPT and EDD rules.

b. Compare the two schedules on the basis of average flow time, percentage of past due jobs, and maximum past due days for any engine.

Q9. Explain the differences between centralized and decentralized buying function.

(OR)

Q10 Explain the stores documents with appropriate illustrations.

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Gundlapochampally (H), Maisammaguda (V), Medchal (M), Medchal-Malkajgiri (Dist), Hyderabad**MBA II SEMESTER REGULAR END EXAMINATIONS, JUNE-2018**Subject: Financial Management

Time: 3 hours

Max. Marks: 60

PART – A

Answer ALL questions of the following

5x4Mark=20 Marks

1. Write brief notes on the goal s of finance function
2. Explain the linkage between investment decision and cost of capital
3. Explain briefly the NI approach of Capital Structure
4. Explain the Lintner's contribution to h to dividend theory
5. Explain various sources of Working Capital financing

PART-B

Answer ALL Questions of the following

5x8 Marks= 40Marks

1. What is Financial Management? Explain different functions of Financial Management in detail.
(OR)

2. You are offered two alternatives:

- a. A series of 20 payments Rs 5000 at the end of each year from 1 to 20
- b. A lump sum today

If the cost of capital is 9 percent, how large will the lump sum should be to make you indifferent between the alternatives?

3. Find out NPV & BCR, given the Required Rate of Return as 10 percent. Will you accept the project?

End of the Year	0	1	2	3	4
Net cash Flow (Rs.)	-12,000	4,000	5,000	6,000	4,000

(OR)

4. Find out the cost of debt in case of the following debenture issue

FV	Coupon	TTM	Issue	Redemption
100	9.15%	3	@ a discount of 10%	@ a premium of 10%

5. Leisure Resorts (LRs) is planning to purchase a new vehicle costing Rs. 1, 00, 000. It is considering the following two financing plans.

	Plan I	Plan II
S (FV = Rs. 100)	Rs. 60, 000	Rs. 20, 000
D (Interest @ 10%)	Rs. 40, 000	Rs. 80, 000
Capital Employed (S+D)	Rs. 1, 00, 000	Rs. 1, 00, 000

If Leisure Resorts pays 40 percent taxes, find the better financing plan when EBIT is

- a) Rs. 11, 000
- b) Rs.9, 000

(OR)

6. Explain the Modigliani and Miller Propositions of Capital Structure.

7. Explain different variants of Dividends. Explain various factors determining the dividend policy of an organisation

(OR)

8. Green Parks, Nature Foods and Deity Minds are three companies in the same risk class. Employ all Equity Financing; and have infinite life. Though all the three companies have an EPS of Rs. 100 and the cost of capital (k) applicable for all them as 10 percent, their Return On Investment (r) vary to an extent. While the ROI of Green Parks is 12 percent, those of Nature Foods and Deity minds are 10 percent and 8 percent respectively. Using Gordon's model, suggest a suitable dividend policy for each of the firms, demonstrating how Value of the firm is affected at 20%, 40% and 60% payout ratios

9. What is Net Operating Cycle. Explain different components with neat diagram and formulae

(OR)

10. Explain the recommendations of any two committees on working capital.

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MBA II SEMESTER REGULAR END EXAMINATIONS, JUNE-2018

Subject: Business Environment

Time: 3 hours

Max. Marks: 60

PART – A

Answer ALL questions of the following

5x4Mark=20 Marks

1. Define Business Environment. State two important concerns of business environment.
2. Briefly discuss about the recent reforms in banking sector.
3. Write a brief note on SEBI.
4. Give a note on recent developments in GATT.
5. Give a note on FDI in insurance sector.

PART-B

Answer ~~ALL~~ Questions of the following

5x8 Marks= 40Marks

1. Elaborate on economic policy initiated in 1991 and discuss on its impact.

(OR)

2. Discuss on programmes started to foster development of small scale industries.

3. Discuss the important features of recent Union Budget.

(OR)

4. Illustrate the 21st century monetary policy.

5. Discuss the role of SEBI in the capital markets in India.

(OR)

6. What are the duties and functions of Stock Exchanges in India?

7. Discuss on the barriers to trade in India.

(OR)

8. Discuss the trade policy changes consequent to WTO.

9. What are the characteristics of India's EXIM policy?

(OR)

10. Elaborate on a) TRIPS b) TRIMS

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MBA II SEMESTER REGULAR END EXAMINATIONS, MAY-2018

Subject: Marketing Management

Time: 3 hours

Max. Marks: 60

PART – A

Answer the following questions

5x4 marks = 20

1. Define marketing and the utility (value) it creates for the customer.
2. Define value and satisfaction.
3. Explain how the marketing process creates, captures and sustains value for the customer
4. Describe the buyer's decision making process.
5. What Ideas Do Consumers Have for New Products?

PART – B

Answer the following questions

5x8 marks = 40

Q1. Discuss the importance of relationship marketing.

(OR)

Q2. Discuss production concept, product concept and selling concept

Q3. Explain concept development and testing stage in the new product development process.

(OR)

Q4. Briefly discuss the various factors that influence consumer buyer behavior.

Q5. How do you segment the market for the following products / services?

(a) TV Channel

(b) Magazine

(OR)

Q6. Explain behavioral segmentation with examples.

Q7. What are the various factors that should be considered while designing distribution channels?

(OR)

Q8. Explain the various consumer promotion tools that are used by marketers.

Q9. Discuss the various internal and external factors that influence pricing decisions in an organization.

(OR)

Q10. Explain the various cost based pricing methods followed by marketers.

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MBA II SEMESTER REGULAR END EXAMINATIONS, MAY-2018

Subject: Human Resource Management

Time: 3 hours

Max. Marks: 60

PART – A

Answer ALL questions of the following

5x4Mark=20 Marks

1. What is the impact of technological changes on Human Resource Functions?
2. Explain the sources of recruitment.
3. Explain the importance of training need analysis.
4. Explain the performance management system.
5. Explain the collective bargaining process in Indian organizations.

PART-B

Answer any FIVE Questions of the following

5x8 Marks= 40Marks

1. In the fast-changing business world the role of HR is also getting impacted. How HR must change its functions as per the need of globalization? Explain.
(OR)
2. Explain HR score card and how it is different from Balance score card.
3. Explain Human Resource Planning. What are the different techniques of forecasting the demand and supply of HR?
(OR)
4. Explain the selection process. Why it is called go-no-go process.
5. Explain the process of performance appraisal. What are the different modern methods used for performance appraisal?
(OR)
6. Explain Management development programs. Define different methods of MDP.
7. Explain the difference of salary and wages. What are the different direct and indirect components of salary?
(OR)
8. Explain the Workman Compensation Act in India. Why is it necessary to have an Act to decide the compensation for workers?
9. There is the time to bring reforms in all labour laws in India. What are the current reforms took place? Explain.
(OR)
10. Explain the grievance handling process. What is the importance of this machinery in industries?

