MALLA REDDY ENGINEERING COLLEGE(AUTONOMOUS)

(Affiliated to JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD)
Maisammaguda, Dhulapally,(Post Via kompally), Secunderabad-500 100.

MBA II SEMESTER REGULAR END EXAMINATIONS, AUGUST - 2016

SUBJECT: Financial Management

Time: **3 Hours**   Max Marks: **60**

PART-A

Answer all Questions: **5x4 = 20 M**

1. Write a note on agency relationship and costs associated with it.

2. Explain the process of capital Budgeting.

3. A firm has Rs.6,00,000 sales , variable cost is 50 per cent of sales, and fixed cost is Rs.2 lakh and debt of Rs.20 lakh at 10%. Calculate operating, financial and combined leverages.

4. Explain the characteristics of a 'Rights issue'.

5. What do you mean by working capital? Explain the needs and objectives of working capital.

PART – B

Answer any **Five** Questions   **5x8m=40 M**

1. Describe the evolution of finance function. Explain the functions of financial management.

2. Loft Ltd. is considering a project which costs Rs.80,000 and is expected to generate following cash flows. You are required to calculate NPV and suggest the company whether to accept/reject this project, if the cost of capital is 12%.

Year	Cash Flows (Rs.)
1	19400
2	21500
3	22600
4	23700
5	24800

3. Explain in detail about Modigliani Miller Theory.

4. The following information is available in respect of the rate of return on investment (r), the capitalization rate (ke) and earnings per share (E) of Hypothetical Ltd.

Return on investment = 12%

Earnings per share = Rs.20

Determine the value of its shares applying Gordon's formula, assuming the following:

	D/P ratio (1-b)	Retention ratio (b)	K_e (%)
A	10	90	20
B	20	80	19
C	30	70	18
D	40	60	17

5. Discuss the recommendations of Tandon and Daheja committee on working capital.

6. a) An investor deposits Rs 500 in a bank account for 6yrs 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.

b) Write a note on the Weighted Average Cost of Capital.

7. a) Write a note on EBIT-EPS Analysis.

b) Explain the Walter's theory on dividend policy.

8. Answer any **ONE**

a) Write a detailed note on the marketable securities.

b) X ltd is expecting an annual EBIT of Rs. 2 lakh. The company has Rs.5 lakhs in 12% debenture. The cost of equity capital or capitalization rate is 15%. You are required to calculate the total value of firm according to the net income approach.

MALLA REDDY ENGINEERING COLLEGE(AUTONOMOUS)

(Affiliated to JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD)
Maisammaguda, Dhulapally,(Post Via kompally), Secunderabad-500 100.

MBA II SEMESTER REGULAR END EXAMINATIONS, AUGUST - 2016

SUBJECT: Business Environment

Time: **3 Hours**   Max Marks: 60

PART-A

Answer All Questions   5x4M=20M

1. Discuss briefly about present scenario of Foreign Direct Investment in India.

2. Explain the reforms undertaken by union government in terms of Economic Policies in India.

3. Discuss briefly the role of Reserve Bank of India.

4. Outline the recent changes occurred in India's Trade Policy.

5. EXIM policies should be so liberal to grow economy of a country – Comment.

PART – B

Answer any **Five** Questions   5x8M=40 M

1. Discuss in detail the significant influence of New Industrial Policy 1991 on Indian Economy.

2. Evaluate the reforms took place in Banking Sector in the recent past.

3. Discuss the Recent obligations for corporate sector brought by SEBI in India.

4. Discuss the role of World Trade Organization in global business.

5. Write a note on FDI's scenario in Retail Sector in India

6. a. Discuss briefly about Industrial Finance with examples.
   b. Monetary Policies play crucial role in economic growth of the country – Comment.

7. a. Define Capital Markets. Discuss the scenario of capital markets in India.
   b. Current India's Trade Policy is a Boon – Justify the statement.

8. Answer any **ONE** of the following.
   a. Do you think the NITI Aayog is a real substitution for Five Year Plans? Justify your answer.
   b. Discuss briefly the reforms brought in Banking Sector in India.

MALLA REDDY ENGINEERING COLLEGE (AUTONOMOUS)
(Affiliated to JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD)
Maisammaguda, Dhulapally,(Post Via Kompally), Secunderabad-500 100.

MBA II SEMESTER REGULAR END EXAMINATIONS, AUGUST - 2016

SUBJECT: Marketing Management

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

PART-A

Answer All Questions   **5X4=20M**

1. What is ethic in marketing?
2. Differentiate industrial and consumer goods?
3. What is positioning?
4. What is the element of promotion mix?
5. Explain about trend in online marketing?

PART-B

Answer any 5 questions   **5X8=40Marks**

1. What is meant by marketing information system? It advantage and disadvantage.

2. Explain the concept of product mix with examples?

3. Explain how segmentation and targeting are basis for strategy formulation.

4. Define sales promotion explain the method of sales promotion with suitable example

5. Illustrate the role of promotion in marketing communication with suitable industry example.

6. A) What is marketing research explain scope of marketing research?
   B) Short note on product life cycle?

7. A) explain benefits of market segmentation.
   B) Discuss the following:
       (a) Direct distribution.
       (b) Promotion mix.

8. Answer any **ONE** from the following
   A) What should a country such as US do to reduce it trade deficits?
   B) Case Study:
       Design a marketing mix for the following product justify your answer (make assumptions wherever is necessary) portable MP3 PLAYER   B)MOBILE PHONE

MALLA REDDY ENGINEERING COLLEGE(AUTONOMOUS)

(Affiliated to JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD)

Maisammaguda, Dhulapally,(Post Via kompally), Secunderabad-500 100.

MBA II SEMESTER REGULAR END EXAMINATIONS, AUGUST - 2016

SUBJECT: Quantitative Analysis And Decision Making

Time: **3 Hours**   Max Marks: **60**

PART-A

Answer all Questions: **5x4 = 20 M**

1. State the applications of Operations Research.
2. Explain North-West Corner Method.
3. Write the steps involved in Travelling Salesman Problem.
4. What is EMV? How is it calculated?
5. Give some applications of Queueing Theory.

PART-B

Answer any 5 questions   **5X8=40Marks**

1. Discuss the importance of Operations Research in Decision-Making.
2. Obtain an initial basic feasible solution to the following Transportation Problem using
   (a) Least cost method (b) Vogel's Approximation Method.

Factory	Ware-house				Supply
	W1	W2	W3	W4	
F1	11	13	17	14	250
F2	16	18	14	10	300
F3	21	24	13	10	400
Demand	200	225	275	250	-----

3. A departmental head has four subordinates, and four tasks to be performed. The subordinates differ in efficiency, and tasks differ in their intrinsic difficulty. His estimate, of the time each man would take to perform each task, is given in the matrix below:

Tasks	Men			
	E	F	G	H
A	18	26	17	11
B	13	28	14	26
C	38	19	18	15
D	19	26	24	10

How should the tasks be assigned or allocated, one to a man, so as to minimize the total man-hours.

4. A person wants to invest in one of three alternative investment plans: Stocks, Bonds and Saving Account. It is assumed that the person wishes to invest all of the funds in a plan. The conditional payoffs of the investments are based on three potential economic conditions: High growth, Normal growth and Slow growth. The payoff matrix is given below.

Alternative Investment	Economic Conditions		
	High Growth	Normal Growth	Slow Growth
Stocks	Rs. 10, 000	Rs. 6, 500	Rs. - 4, 000
Bonds	8, 000	6, 000	1, 000
Saving Account	5, 000	5, 000	5, 000

Determine the best investment plan using the criteria   (a) Minimax   (b) Maximin (c) Laplace   (d) Maximax.

5. A bank has only one typist. The typing work is a variable distributed as Poisson distribution with an average of 8 letters per hour. The letters arrive at the rate of 5 per hour during the entire day of 8 hours. Determine (i) Equipment Utilization (ii) The average waiting . ` time that an arriving letter has to wait. (iii) Average system time.

6. (a) What is a Decision Tree? How is it used in decision theory to arrive at the optimal decision.

(b) Explain the procedure of MODI method to find an optimum solution of a Transportation Problem.

7. Solve the following LPP using Graphical Method.

Maximum $Z = 3X_1 + 4X_2$

Subject to the constraints:

$4X_1 + 2X_2 \leq 80$

$2X_1 + 5X_2 \leq 180$

and $(X_1, X_2) \geq 0$.

8. Write any **ONE** from the following.

(a) The demand for a seasonal product is given below:

Demand :	40	45	50	55	60	65
Probability:	0.10	0.20	0.30	0.25	0.10	0.05

The product cost is Rs. 60 per unit and sells at Rs. 80 per unit. If the units are not sold   within the season, they will have no market value.

(i) Calculate the optimum number of units to be produced.

(ii) Calculate EVPI and interpret it.

(OR)

(b) Solve the following LPP using Simplex Method.

Maximize $Z = 5X1 + 3X2$

Subject to the constraints:

$X1 + X2 \leq 2$

$5X1 + 2X2 \leq 10$

$3X1 + 8X2 \leq 12$

and $(X_1, X_2) \geq 0$.

57

MALLA REDDY ENGINEERING COLLEGE (AUTONOMOUS)
(Affiliated to JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD)
Maisammaguda, Dhulapally,(Post Via Kompally), Secunderabad-500 100.

MBA II SEMESTER REGULAR END EXAMINATIONS, AUGUST - 2016

SUBJECT: Human Resource Management

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

PART-A

Answer All Questions   **5X4=20M**

1. Explain how HRM can be instrumental in helping a company create a competitive advantage.
2. Explain the internal sources of Recruitment.
3. Compare and contrast performance management and performance appraisal.
4. Discuss the main retirement benefits.
5. Explain how to deal with important occupational health problems.

PART-B

Answer any 5 questions   **5X8=40Marks**

1. Explain the main techniques used in Manpower Planning.
2. Explain the main types of selection Interviews.
3. Describe the methods for enhancing diversity through career management.
4. Explain the basic factors in determining Pay rates.
5. Explain Workplace Health Hazards Problems and Remedies.
6. What are the prerequisites of a successful industrial relations programme in a country like India.
7. Explain how the appraisal interview needs to be carried out. Do you think that raters need to be well prepared and trained for conducting the appraisal interviews in an objective and unemotional manner? Why or why not?
8. **Case**
   After spending several weeks on the job, Jennifer was surprised to discover that her father had not formally evaluated any employee's performance for all the years that he had owned the business. Jack's position was that he had "a hundred higher-priority things to attend to, "such as boosting sales and lowering costs, and, in any case, many employees didn't stick around long enough to be appraisable anyway. Furthermore, contended Jack, manual workers such as those doing the pressing and the cleaning did periodically get positive feedback in terms of praise from Jack for a job well done, or criticism, also from jack, if things did not look right during one of his swings through the stores. Similarly, Jack was never shy about telling his managers about store problems so that they, too, got some feedback on where they stood.

   This informal feedback notwithstanding, Jennifer believes that a more formal appraisal approach is required. She believes that there are criteria such as quality, quantity, attendance, and punctuality that should be evaluated periodically even if a worker is paid on piece rate. Furthermore, she feels strongly that the managers need to have a list of quality standards for matters such as store cleanliness, efficiency, safety, and adherence to budget on which they know they are to be formally evaluated.
   Questions
   1. Is Jennifer right about the need to evaluate the workers formally? The managers? Why or why not?
   2. Develop a performance appraisal method for the workers and managers in each store.

MALLA REDDY ENGINEERING COLLEGE (AUTONOMOUS)
(Affiliated to JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD)
Maisammaguda, Dhulapally,(Post Via Kompally), Secunderabad-500 100.

MBA II SEMESTER REGULAR END EXAMINATIONS, AUGUST - 2016

SUBJECT: Production And Operation Management

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

PART-A

Answer All Questions   **5X4=20M**

1. Discuss the system concept of production?
2. Discuss the steps in process planning?
3. What are the factors effecting plant location?
4. Distinguish between single machine scheduling and flow shop scheduling?
5. Explain VED Analysis.

PART-B

Answer any 5 questions   **5X8=40Marks**

1. Discuss the challenges of operations management?
2. Discuss key areas of product and process development?
3. What are the basic types of plant layout? Discuss their advantages& disadvantages?
4. Discuss various methods of scheduling?
5. Explain various methods of inventory management?
6. Write a short note on
   a. Process design
   b. Product life cycle
7. Write a short note on
   a. Layout design procedures
   b. Break even analysis
8. Write a short note on any one of the following
       a. what are the advantages and disadvantages of centralized stores facilities?
       b. A firm uses every year 12,000 unites of a raw material costing Rs 1.25 per unit .
           Ordering cost is Rs 15.00 per order and the holding cost is 5% per year of average
           Sinventory .
   (a) find the economic order quantity.
   (b) The firm follows E.O.Q purchasing policy. It operates for 300 days per year. Procurement
       time is 14 days and safety stock is 400 units. Find the recorder point, the maximum
       inventory and the average inventory.