

MALLA REDDY ENGINEERING COLLEGE (AUTONOMOUS)

(Affiliated to JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD)

Gundlapochampally (H), Maisammaguda (V), Medchal (M), Medchal-Malkajgiri (Dist), Hyderabad.-500 100.

MBA II SEMESTER REGULAR END EXAMINATIONS, JULY-2017

SUBJECT: **HUMAN RESOURCE MANAGEMENT**

Time: 3 Hours

Max Marks: 60

PART-A

Answer the following Questions

5 X 4 Marks=20 Marks

1. Write scope and nature of HRM.
2. What is an interview and write types of interviews?
3. What is Career Management?
4. Write objectives of Compensation Management.
5. Why it is important to maintain good employee safety and health in an organization?

PART-B

Answer any 5 questions

5 X 8 Marks=40 Marks

1. What is Globalisation and how it influenced Human Resource Management?
2. What is Job Satisfaction? What are the factors create Job Satisfaction among employees?
3. What is training? Explain training process with the help of a diagram.
4. 'Effective compensation management is crucial to motivate and retain employees'.
Comment.
5. Write and explain important labour legislations in India.
6. Write short notes on
 - a) Impact of technology on Human resource management
 - b) Job Analysis
7. Write short notes on
 - a) Employer Life Cycle
 - b) Workmen Compensation Act
8. Write any ONE of the following
 - a) What is an interview? Write common errors happen during interviews.
 - b) What is Industrial Relations? Why it is very important for an organization to maintain good industrial relations?

Code No.: 5B114

MR 15 -2016-17 (Regular) & 2015-16 (Supply) Admitted Students

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MBA II SEMESTER REGULAR & SUPPLEMENTARY END EXAMINATIONS, JULY-2017

SUBJECT: MARKETING MANAGEMENT

Time: 3 Hours

Max Marks: 60

PART-A

Answer the following Questions

5 X 4 Marks=20 Marks

1. What is marketing explain its importance?
2. What is consumer behavior? Explain the steps involved in the buying decision process of car
3. What is positioning strategy
4. What are the objectives of advertising
5. Explain on social marketing?

PART-B

Answer any 5 questions

5 X 8 Marks=40 Marks

1. What are the functions of marketing research and briefly describe the steps in marketing research process.
2. Explain the following a) marketing mix b) new product development
3. Discuss various approaches to positioning strategy.
4. What is promotion mix? Explain the factors affecting promotion mix.
5. Discuss in detail the various products pricing strategy.
6. A) What are the components of modern marketing system?
B) What is product component model?
7. A) Explain the process of market segmentation.
B) Explain on vertical marketing system.
8. Answer any **ONE** from the following
A) Discuss the role of industrial trade fair in international marketing of industrial goods?
B) **Case Study:** A management student do you think role of marketing research agencies precedes and succeeds the production function in any FMCG and FMCS industry? Discuss with illustration.

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MBA II SEMESTER REGULAR & SUPPLEMENTARY EXAMINATIONS, AUGUST-2017

SUBJECT: PRODUCTION AND OPERATIONS MANAGEMENT

Time: 3 Hours

Max Marks: 60

PART-A

Answer the following Questions

5 X 4 Marks=20 Marks

1. Discuss the concept of Batch Manufacturing.
2. Write about the history of Value Analysis.
3. Explain the advantages of Product Layout.
4. Explain Johnson's rule.
5. What is ABC Analysis?

PART-B

Answer any 5 questions

5 X 8 Marks=40 Marks

1. What are the various types of Production systems. Explain it in brief.
2. What do you mean by Product Design? Explain the different kinds of design?
3. Discuss the merits and demerits of process layout and product layout.
4. Why the production firms are adopting the job-shop production method?
5. Explain various methods of inventory management.
6. Write a short note on
 - a. Product Life Cycle Analysis
 - b. Heuristic procedures
7. What are the various ergonomic considerations in Product design.
8. Explain the concept of Integrated Materials Management.

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MBA II SEMESTER REGULAR & SUPPLEMENTARY EXAMINATIONS, AUGUST-2017**SUBJECT: : QUANTITATIVE ANALYSIS AND DECISION MAKING**

Time: 3 Hours

Max Marks: 60

PART-A

Answer the following Questions

5 X 4 Marks=20 Marks

- 1) What is Operations Research? How do you use it in day to day decision making?
- 2) What are the similarities and differences between minimization and maximization problems using the graphical solution approach of linear programming.
- 3) Explain the purpose and procedures of the simplex method.
- 4) Critically examine the MODI method in solving transportation problem.
- 5) Give two examples to illustrate the application of queuing theory in business and industry.

PART-B

Answer any 5 questions

5 X 8 Marks=40 Marks

1. Minerva manufactures assembles and sells two different types of outboard motor A and B using four resources. The production process is as follows.

Resources	Capacity per month
Motor unit shop resource	400 type A units or 250 type B units or any liner combination of the two.
Type A gear and drive shop resource	175 Type A units
Type B gear and drive shop resource	225 Type B units
Final assembly resource	200 Type A units or 350 Type B units or any liner combination of the two.

Type A units bring in a profit of Rs.90 each and type B units Rs.60 each. What should be the optimum product mix? (Use graphic solution method)

2. Explain Vogel's approximation method of transportation with suitable example.
3. Discuss Hungarian Method of assignment algorithm.
4. A departmental store has only one cashier. During the rush hours customers arrive at a rate of 20 customers per hour. The average number of customers that can be handled that can be handled by the cashier is 24 per hour. Assume the conditions for use of the single channel queuing model and find out:
 - a. Probability that the cashier is idle
 - b. Average number of customers in the system
 - c. Average time a customer spends in the system
 - d. Average number of customers in the queue
 - e. Average time a customer spends the queue

5. Mr. Paramesh wants to invest in one of the three alternative investment plans; Stock, Bonds and Debentures. It is assumed that the person wishes to invest all of the funds in a plan. The payoff matrix based on three potential economic condition is as under:

Alternative Investment	Economic Conditions		
	High Growth (Rs.)	Normal Growth(Rs.)	Slow Growth(Rs.)
Stock	10,000	7,000	3,000
Bonds	8,000	6,000	1,000
Debentures	6,000	6,000	6,000

Determine the best investment plan using each of the following criteria

a) Laplace b) Maximin c) Maximax

6. a. Discuss the significance and scope of Operations Research in modern management.

b. Use Graphical method to solve following LPP Maximize $Z=30x_1+40x_2$

subject to, $60x_1+120x_2 \leq 12000$

$8x_1+5x_2 \leq 600$

$3x_1+4x_2 \leq 500$

$x_1, x_2 \geq 0$

7. a. Solve the following problem by Least Cost Method

From	To	D	E	F	Supply
A		6	4	1	50
B		3	8	7	40
C		4	4	2	60
Demand		20	95	35	150

b. Assign workers 1,2,3,4 to jobs A, B, C, D. Time taken by workers for different jobs is given in the matrix. Find the assignment which minimizes the workers & jobs.

Workers	Jobs			
	A	B	C	D
1	45	40	51	67
2	55	40	61	53
3	49	52	48	64
4	41	45	60	55

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

a) A farmer has 100 acre of farm for harvesting. potatoes, carrots & beans produced by him are sold by him at the rates Rs. 2.00, Rs. 1.50 and Rs. 4.00 resp. The average productivity per acre of potatoes is 4 tonnes, carrots are 6 tonnes and 2 tonnes of beans is produced per acre. Fertilizer is available at rate of Rs. 1.0 per kg. and amount of fertilizer required for potatoes and carrots is 200 kg per acre and 100 kg for beans. Labour required for sowing, cultivating and harvesting per acre is 5 man – days for potatoes and carrots, and 6 man-days for beans. A total of 400 man-days of labour are available at Rs. 60 per man day.

Formulate the linear programming to maximize farmer's total profit.

b) An executive has to make a decision. He had four alternatives A1, A2, A3 and A4. When the decision has been made events may lead such that any of the four results may occur. The results are R1, R2, R3 and R4. Probabilities of occurrences of these results are as follows: R1=0.5; R2=0.2; R3=0.2 ; R4=0.1

The matrix of the payoff between the decision and results is presented under:

	R1	R2	R3	R4
D1	14	9	10	5
D2	11	10	8	7
D3	9	10	10	11
D4	8	10	11	13

Depict this decision situation as a decision tree and indicate most preferred decision and corresponding expected value.

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MBA II SEMESTER REGULAR & SUPPLEMENTARY EXAMINATIONS, AUGUST-2017**SUBJECT: FINANCIAL MANAGEMENT**

Time: 3 Hours

Max Marks: 60

PART-A**Answer the following Questions****5 X 4 Marks=20 Marks**

1. What is leverage? Explain functional, operating and combined leverage.
2. "Individuals do have a time preference for money." State the reason for such preference.
3. What are different types of cash flows associated with capital budgeting process? Why are they taken after tax?
4. Assuming that rate of return expected by investor is 11%; internal rate of return is 12%; and earnings per share is Rs. 15; calculate price per share by 'Gordon Approach' method if dividend payout ratio is 10% and 30%
5. What is working capital? Explain components of working capital.

PART-B**Answer any 5 questions****5 X 8 Marks=40 Marks**

1. Bright Matels Ltd. is considering two different investment proposals, A and B. The details are as under:

	Proposal A (Rs.)	Proposal B (Rs.)
Investment	9,500	20,000
Estimated Income:		
Year 1	4,000	8,000
Year 2	4,000	8,000
Year 3	4,500	12,000

Calculate IRR for both projects and suggest which is to be opted.

2. The following information has been extracted from the balance sheet of Fashions Ltd.

	Rs. In Lacs
Equity Share	400
Capital	400
12% Debentures	<u>1,200</u>
18% Term Loan	<u>2,000</u>
Total	

- a. Determine the weighted average cost of capital of the company. It had been paying dividends at a consistent rate of 20% per annum. Shares and Debentures are being traded at par. Tax rate is 40%.
- b. What difference will it make if the current price of Rs. 100 share is Rs. 160?

3. Explain the nature and scope of financial management.
4. Explain the feature of EBIT-EPS analysis, cash flow analysis and valuation models approach to determinations of capital structure.
5. "Walter's and Gordon's models are based on the same assumptions. Thus, there is no basic difference between the two models." Do you agree or not? Why?
6. a. What are the various factors determining Working Capital requirements of a firm?
b. What is the difference between Liquidity and Profitability?
7. What is capital structure? Explain the theories of capital structure
8. Answer any **ONE**
 - a. Prepare an estimate of net working capital requirement for the WCM Ltd. adding 10% for contingencies from the information given below:
Estimated cost per unit of production Rs. 170 includes raw materials Rs. 80, direct labour Rs. 30 and overheads (exclusive of depreciation) Rs. 60. Selling price is Rs. 200 per unit. Level of activity per annum is 104,000 units. Raw material in stock: average 4 weeks; work-in-progress (assume 50% completion stage): average 2 weeks; finished goods in stock: average 4 weeks; credit allowed by suppliers: average 4 weeks; credit allowed to debtors: average 8 weeks; lag in payment of wages: average 1.5 weeks, and cash at bank is expected to be Rs. 25,000. You may assume that production is carried on evenly throughout the year (52 weeks) and wages and overheads accrue similarly. All sales are on credit basis only. You may state your assumptions, if any.
 - b. Global Distinction Ltd. wants to speed up the collection of debtors by offering cash discount incentives. For the previous year, the total credit sales were Rs. 2,000,000 and the average debtors were Rs. 500,000.
Out of several options, cash discount scheme of 4/10, 2.5/30, net 90 days has been short-listed. It is estimated that customers representing 30% of total sales would pay within 10 days and a further 20% would pay within 30 days. The remaining customers would not change their policy of payment. The opportunity cost of funds for the company is 12%. Comment on the proposed policy. (Assume 360 days a year).

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MBA II SEMESTER REGULAR END EXAMINATIONS, AUGUST - 2017

SUBJECT: BUSINESS ENVIRONMENT

Time: 3 Hours

Max. Marks: 60

PART-A

Answer All Questions

5x4M=20M

1. What is FDI and how FDIs promote economic development?
2. Define Fiscal and Monetary policies.
3. Explain role of SEBI relating to stock market in India.
4. Write short notes on GATT.
5. What is EXIM policy and what role it plays in the economy?

PART – B

Answer any FIVE Questions

5x8M=40M

1. Explain Five Year Plans? How Five Year Plans helped Indian Economy to grow and develop?
2. What is Union Budget and what reforms it proposed for the development of India?
3. 'RBI is the watch dog of Indian banking system'. Elaborate the statement.
4. What is WTO and what are changes it brought into the world economy?
5. Write objectives and importance of FEMA?
6. Write short notes on
 - a) Industrial Licensing Policy
 - b) Economic Policy
7. Write short notes on
 - a) Capital Market
 - b) Trade policy
8. Write any **ONE** of the following
 - a) Role of small scale industries in Indian economic development.
 - b) Reforms in Indian Banking sector in recent times.