

MALLA REDDY ENGINEERING COLLEGE (AUTONOMOUS)

(Affiliated to JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD)
Gundlapochampally (H), Maisammaguda (V), Medchal (M), Medchal-Malkajgiri (Dist), Hyderabad

MBA III SEMESTER REGULAR END EXAMINATIONS, DECEMBER-2018Subject: Research Methodology

Time: 3 hours

Max. Marks: 60

PART – A

Answer ALL questions of the following

5x4Mark=20 Marks

1. Define what is research? What are the motivational factors to carry out a research?
2. What do you mean by logit model of regression? How does it differ from simple linear regression?
3. What is descriptive research? Explain the situations where this can be applied and its difference from exploratory research.
4. What are the different levels of scale measurement?
5. How to determine the sample size? Explain the sample equations for finite and infinite populations.

PART-B

Answer any 5 questions of the following

5x 8 Marks= 40Marks

1. What are the different steps involved in framing out a research design? Explain its process.

(OR)

2. How can we conduct a deductive research? Describe whether deductive or inductive method is good in an instant problem solving process, and explain how to develop theory under each circumstance.
3. What are the steps of framing out good hypothesis? What are the differences between parametric and non parametric hypothesis testing?

(OR)

4. Read the below content and answer the following questions.

You want to know the customer perception on Jio LTE mobile network operator. In this regard, you prepared a questionnaire based on likert five point scale. Your independent variables are four age groups such as 15-18, 19-25, 25-40 and above 40. Other independent variables are gender (two level) and education (three level) of respondents

a- How many inferences can you frame in above case?

b- What are the analytical test can you apply in this case? Explain the reason to apply particular inferential test with the specification of independent and dependent variable

5. What criticisms do qualitative marketing researchers make of the approaches adopted by quantitative marketing researchers, and vice versa?

(OR)

6. To what extent should you use a secondary data source if you cannot see any explicit objectives attached to that research? Evaluate the desirability of using multiple sources of secondary data and intelligence.
7. While preparing a questionnaire, what kind of scale methods can be used? Explain the eachscale with its applicability in analysis and extracting the objectives of the study.

(OR)

- 8."A sample may be large yet worthless because it is not random; or it may be random but unreliable because it is small." Comment upon the above statement and explain the importance of sampling in daily life.

9. What are the qualities of good research report? Explain various types of research report.

(OR)

10. What are the different statistical assessments under univariate and multivariate analysis?

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MBA III SEMESTER REGULAR END EXAMINATIONS, DECEMBER-2018Subject: CONSUMER BEHAVIOUR (Mkt.)

Time: 3 hours

Max. Marks: 60

PART – A

Answer ALL questions of the following

5x4Mark=20 Marks

1. What is Niche Marketing?
2. Write briefly about cross-cultural marketing?
3. What is meant by consumer perception?
4. Write briefly about new product innovation?
5. What is social responsibility?

PART-B

Answer ALL questions of the following

5x 8 Marks= 40Marks

1. What is market segmentation and what are the bases for market segmentation?
(OR)
2. Briefly discuss Patterns of target market selection and explain product positioning?
3. Explain why marketers have to understand the cultural impact on consumer behavior?
(OR)
4. Discuss sub-culture and explain different types of sub-cultures?
5. What is personality and discuss the determinants of personality in detail?
(OR)
6. What is consumer learning and explain consumer learning theories?
7. What is customer satisfaction and why business organizations must consider it important?
(OR)
8. Write in detail about post purchase behavior of the consumer?
9. Briefly discuss marketing ethics towards consumers?
(OR)
10. Explain different responsibilities of the consumer & problems faced by Indian consumers?

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Gundlapochampally (H), Maisammaguda (V), Medchal (M), Medchal-Malkajgiri (Dist), Hyderabad**MBA III SEMESTER REGULAR END EXAMINATIONS, DECEMBER-2018**Subject: Security Analysis and Portfolio Management (Finance)

Time: 3 hours

Max. Marks: 60

PART – A

Answer ALL questions of the following

5x4Mark=20 Marks

1. Differentiate between Investment and Speculation
2. Explain the concept of Portfolio Risk and Portfolio Return
3. Write a note on Bond Convexity
4. Why do call options vary with the strike price?
5. Explain Jensen Index of Portfolio Performance.

PART-B

Answer ALL questions of the following

5x 8 Marks= 40Marks

1. a. Discuss various sources of investment information available to an investor, while investing his surplus.
- b. "The investment process involves a series of activities starting from the policy formulation". Discuss.

(OR)

2. a. Define the various forms of market efficiency. What do they have in common?
- b. Differentiate between Fundamental Analysis and Technical Analysis. Explain various technical charts used in the stock market to examine the movement of stock prices.
3. a. Why the concepts of covariance and diversification are closely related? What is meant by Capital Asset Pricing Model (CAPM). Discuss the model with assumptions and applications in the capital market.
- b. Two stocks 'ACC' and 'PNB' have provided the returns in the last seven years as follows:

| YEARS | Stock 'ACC' (%) | Stock 'PNB' (%) |
|-------|-----------------|-----------------|
| 2004 | 7 | -12 |
| 2005 | 10 | 15 |
| 2006 | -13 | 10 |
| 2007 | 9 | 8 |
| 2008 | 5 | 9 |
| 2009 | 11 | 6 |
| 2010 | 12 | 10 |

Find out the following (a) The expected return of each of the stock (b) Standard Deviation of each stock (c) Covariance and Coefficient of correlation between the returns of stock 'ACC' and stock 'PNB'.

(OR)

4. a. Assume that the risk-free rate of return is 7 per cent. The market portfolio has an expected return of 14 and a Standard deviation of return of 25 per cent. Under equilibrium conditions as described by CAPM, what would be the expected return for a portfolio having no unsystematic risk and 20 per cent standard deviation of return?
- b. Describe the basic Arbitrage Pricing Theory (APT) Model of two factors. What is meant by factor sensitivity? How is it estimated? What are the advantages of APT over CAPM? Explain.

5. a. What is a yield curve? A Rs.100 par value bond bears a coupon rate of 14 per cent and matures after five years. Interest is payable semi-annually. Compute the value of the bond if the required rate of return is 16 per cent.
- b. How is the volatility of a bond related to its duration? The following information is available on a bond:
- Face Value : Rs.100,
 Coupon Rate is 12 per cent payable annually,
 Years to maturity is 6
 Current Market Price is Rs.110
 What is the duration of the bond? And calculate the Yield to Maturity also.

(OR)

6. a. What is meant by Duration? Explain the relationship between duration and price change.
 b. How would you immunize a bond portfolio using immunization technique?
7. Betty Black's Investment club wants to buy the stock of either Newsoft Inc. or Capital Corp. In this connection, Black has prepared the following table. You have been asked to help her interpret the data based on your forecast for a healthy economy and a strong market over the next 12 months.

| | New Soft Inc., | Capital Corp. | S&P 500 INDEX |
|-----------------------------|-------------------|---------------|---------------|
| Current Price | Rs. 300 | Rs. 320 | n/a |
| Industry | Computer Software | Capital Goods | n/a |
| P/E Ratio (Current) | 25 x | 14 x | 16 x |
| P/E Ratio (5-years average) | 27 x | 16 x | 16 x |
| P/B ratio (current) | 10 x | 3 x | 3 x |
| P/B ratio (5 years average) | 12 x | 4 x | 2 x |
| Beta | 1.5 | 1.1 | 1.0 |
| Dividend Yield | 0.3 % | 2.7% | 2.8% |

New Soft shares have higher price/ earnings ratio (P/E) and Price/Book (P/B) ratios than those of Capital Corp., Identify and briefly discuss three reasons why the disparity in ratios may not indicate that New Soft Inc., shares are overvalued relative to the shares of Capital Corp., Answer the question in terms of the two ratios, and assume that there have been no extraordinary events affecting either company.

(OR)

8. a. Mr. Kirithi is bearish on the stock of Vinay Corporation. Therefore, he purchases five put option contracts on Vinay Shares for a premium of Rs.3. The exercise price is Rs.41 and it has a maturity period of three months. The current market price of the stock is Rs.40. The market lot is 100. If Mr. Krithi is correct and Vinyal's price fall to Rs.30, how much profit will he earn over a three-month period?
- b. What are the margins charged in futures trading? Explain the payoffs in the long and short positions in futures.
9. a. The following portfolios are being considered for investment. During the period under consideration, RFR = 0.07

| Portfolio | Return | Beta | SD |
|-----------|--------|------|------|
| P | 0.15 | 1.0 | 0.05 |
| Q | 0.20 | 1.5 | 0.10 |
| R | 0.10 | 0.6 | 0.03 |
| S | 0.17 | 1.1 | 0.06 |
| Market | 0.13 | 1.0 | 0.04 |

Calculate the Treynor measure, Sharpe Measure, Jensen Measure for the mutual funds and the market index. Rank the portfolios using each measure, explain the cause for any differences you find in the rankings.

- b. What is meant by Mutual Funds? What are the advantages of professionally managed portfolio?

(OR)

10. a. Distinguish between the open-end and close-end mutual funds. Give an account of the various types of mutual funds available in the Indian Capital Market.
 b. Write a note on FAMA Return Decomposition Measure with formulas.

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MBA III SEMESTER REGULAR END EXAMINATIONS, DECEMBER-2018Subject: Performance Management (HR)

Time: 3 hours

Max. Marks: 60

PART – A

Answer ALL questions of the following

5x4Mark=20 Marks

1. Write the Concept of a Reward System & its relationship to a Performance Management.
2. Distinguish between Task & Conceptual Performance Dimensions.
3. Describe the benefits of accurate documentation of an Employee's developmental activities & Performance.
4. Advantages of the Broad-banding Approach to design a Pay Structure.
5. What is DMAIC?

PART-B

Answer ALL questions of the following

5x 8 Marks= 40Marks

1. "The Poor Implementation of any of the Performance Management Process components has a negative impact on the system as a whole." How?
(OR)
2. Explain why the usefulness of a Performance Management relies to a large degree on its relationship with the organizations and the unit's Strategic Plan?
3. Describe unintentional and intentional types of errors that raters are likely to make in Evaluating Performance.
(OR)
4. Explain crucial steps that must be taken before the performance management system launch in organization.
5. Describe the various short term & long term objectives of a Developmental Plan.
(OR)
6. Define coaching. Describe its major functions & Process need to adopt in Banking Industry.
7. Distinguish between Traditional and Contingency Pay plans, and know how each of these reward systems related to the Performance Management System.
(OR)
8. Design a contingency pay plan taking into account key variables such as the Organization's culture & strategic business objectives.
9. Write a brief on components consider for competency based Performance Management System.
(OR)
10. Describe various Six Sigma Methodologies implementing in industries for effective Performance with examples.

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MBA III SEMESTER REGULAR END EXAMINATIONS, DECEMBER-2018Subject: **DIGITAL MARKETING (Mkt.)****Time: 3 hours****Max. Marks: 60****PART – A****Answer ALL questions of the following****5x4Mark=20 Marks**

1. Briefly explain about Traditional Marketing
2. What is Search Engine? List out the most popular Search Engines in the World.
3. What is Google AdWords? Identify different type of ads in Google AdWords.
4. How does Email work? Explain with suitable diagram.
5. What is Mobile Marketing and why does it matter so much?

PART-B**Answer ALL questions of the following****5x 8 Marks= 40Marks**

1. Why Digital Marketing is the way forward in today's Business world"? Discuss.
[OR]
2. "How the evolution of Digital Marketing era will become the future of marketing in India"? Illustrate with suitable examples.
3. What is Organic and Inorganic SEO and how do they differ from each other?
[OR]
4. Critically examine "How Social Media Marketing through Blogging, Facebook, Twitter, LinkedIn can help to grow business"?
5. Elucidate the structure of Google Adwords.
[OR]
6. What are Google tools? Explain some of the Google tools in brief.
7. What is an Email Template? How to design a business Email-template?
[OR]
8. What is lead generation in Email Marketing? How to generate leads with Email Marketing and why it's important?
9. What is affiliate marketing and how does it work?
[OR]
10. Discuss different smart ways to promote YouTube Channel.

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MBA III SEMESTER REGULAR END EXAMINATIONS, DECEMBER-2018Subject: Strategic Management Accounting (Finance)

Time: 3 hours

Max. Marks: 60

PART – A

Answer ALL questions of the following

5x4Mark=20 Marks

1. Classification of Cost
2. Job Costing
3. Key Factor
4. Fixed Cost = Rs.4,00,000; Selling Price = Rs.20; Variable Cost = Rs.12. You are required to calculate Break Even Point (in terms of Rupees and units). (b) Sales if the required profit is Rs.50,000.
5. Gang Composition Variance.

PART-B

Answer ALL questions of the following

5x 8 Marks= 40Marks

1. Define Management Accounting. Explain the how management accounting differs from financial accounting.

[OR]

2. What is meant by machine hour rate? Explain as how it is ascertained using imaginary figures.
3. The following direct costs, were incurred on Job no 999 of standard Radio company

| | |
|--------------|---------------------------|
| Materials | Rs.4,020 |
| Wages | |
| Department X | 60 hours @ Rs. 3 per hour |
| Department Y | 40 hours @ Rs. 2 per hour |
| Department Z | 20 hours @ Rs. 5 per hour |

Overhead expenses were estimated as follows:

Variable Overheads:

Department X Rs.5000 for 5000 hours

Department Y Rs.3,000 for 1,500 hours

Department Z Rs.2,600 for 500 hours

Fixed Overhead

Estimation at Rs.20,000 for 10,000 normal working hours.

You are required to calculate the cost of job no 999 and calculate the price to give profit of 25% on selling price.

[OR]

4. Explain the features of process costing.

5. The following are the particulars submitted to you. Find out the profitability if the key factor is (a) Material (b) Labour

| Particulars | Product P | Product Q |
|----------------------------|-----------|-----------|
| Materials (Rs. 20 per kg) | 100 | 120 |
| Wages (Rs.4 per hour) | 40 | 24 |
| Variable overheads | 10 | 6 |
| Fixed overheads | 2 | 2 |
| Total Cost | 152 | 152 |
| Selling Price | 175 | 175 |

[OR]

6. Define Marginal costing. What are the features of marginal costing?
7. Assuming that the cost structure and selling prices remain the same in 2016 and 2018, find out
- P/V Ratio
 - Break-even sales
 - Profit when sales are Rs.1,00,000
 - Sales to earn a profit of Rs.10,000

| Year | Sales (Rs.) | Profit (Rs.) |
|------|-------------|--------------|
| 2016 | 1,20,000 | 9,000 |
| 2017 | 1,40,000 | 12,000 |

[OR]

8. From the following information, recommend the best sales mix
- Sales mixture:
- 100 units of A and 200 of B
 - 150 units of A and 150 of B
 - 200 units of A and 100 of B

Additional Information

| Particulars | Product A | Product B |
|---------------|-----------|-----------|
| Materials | 10 | 9 |
| Wages | 3 | 2 |
| Selling Price | 20 | 15 |

Fixed expenses are allotted to the products at 100% of direct wages.

9. What is zero base budgeting? What are the advantages of zero based approach over the traditional approach.

[OR]

10. A manufacturing concern which has adopted standard costing furnishes the following information
- Standard materials for 70 kg finished products, 100 kg
 - Standard price of material Re.1 per kg
 - Actual output 2,10,000 kgs
 - Actual material used 2,80,000 kg
 - Cost of materials used Rs.2,52,000

Calculate (i) Material Cost Variance (ii) Material price variance (iii) Material usage variance.

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MBA III SEMESTER REGULAR END EXAMINATIONS, DECEMBER-2018Subject: **Industrial Relations And Labour Laws (HR)****Time: 3 hours****Max. Marks: 60****PART – A****Answer ALL questions of the following****5x4Mark=20 Marks**

1. Unfair Labour Practices.
2. Differences between Arbitration and Conciliation
3. Right to Strike.
4. Difference between Minimum Wage, Fair Wage, Living Wage.
5. How does ESI take care of workers welfare?

PART-B**Answer ALL questions of the following****5x 8 Marks= 40Marks**

1. What do you understand by Industrial relations? Explain the concept of Industrial relations in India.

(OR)

2. What do you mean by Trade Union? Describe the various types of the Trade Unions and brief on current condition of Trade Unions in India.

3. What do you understand by Collective Bargaining? What in the paradigm shift in traditional collective bargaining consequent to Globalization?

(OR)

4. What are the major functions of Labour welfare officer for promoting harmonious relations between labour and management?

5. What are the various methods/ instruments used for settling Industrial Disputes?

(OR)

6. What is Tripartism? What are the different levels of Tripartism?

7. Explain the salient features of Provident Fund Act 1952.

(OR)

8. Write the features of Payment of Wages Act 1936. And what are factors affecting wage determination in India.

9. . Explain the salient features of Payment of Bonus Act 1965 according to the recent amendment of 2016.

(OR)

10. Write the salient features of Maternity Benefit Act 1961. Explain the advantages and disadvantages of this act in present scenario.

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Gundlapochampally (H), Maisammaguda (V), Medchal (M), Medchal-Malkajgiri (Dist), Hyderabad**MBA III SEMESTER REGULAR END EXAMINATIONS, DECEMBER-2018**Subject: **TRAINING AND DEVELOPMENT (HR)****Time: 3 hours****Max. Marks: 60****PART – A****Answer ALL questions of the following****5x4Mark=20 Marks**

1. Explain the important concepts of Training.
2. Describe the meaning and significance of the Training Need Analysis .
3. Discuss different types of on Job Training Methods.
4. Examine the need for transfer of the Training in the organization.
5. Demonstrate the significance of Cross Cultural Training .

PART-B**Answer ALL questions of the following****5x 8 Marks= 40Marks**

- 1
 - a) Define training. Describe about the various steps which are involved in Training Process. **3 M**
 - b) Explain about the career opportunities in Training. **3 M**
 - c) Describe about the Integrating Organizational Development. **2 M**
- OR**
- 2
 - a) What is meaning of Motivation? How will you understand Motivation and Performance? **3 M**
 - b) What do you know about the Trainig? How do you aligning Training in the Organization? **3 M**
 - c) Discuss the concept of various Trends in Training. **2 M**
- 3
 - a) Describe in detail about the Training Design Theory and Elaboration Theory. **3 M**
 - b) Define Design of Training. Discuss about the important considerations while designing a Training Programme. **3 M**
 - c) Explain the concept and significance of Training Need Analysis and Design. **2 M**
- OR**
- 4
 - a) Define Training Need Analysis. Describe about the framework of conducting Training Need Analysis (TNA). **3 M**
 - b) Demonstrate the concept of organizational constraints and developing objectives of Training Need. **3 M**
 - c) Discuss the concept of Design Theory. Examine the facilitation of learning and traing transfer to the job. **2 M**
- 5
 - a) Define Case Study Method. Write the procedure and advantages of Case Study Method. **4 M**
 - b) Describe the procedure and advantages of Job Instruction Technique (JIT). **4 M**

OR

6

- a) Explain the various methods of Games and Simulations in detail. **4 M**
- b) Describe about the importance and limitations of Computer Based Training. **4 M**

7

- a) Illustrate the ideas for implementation and transfer of Training. **3 M+3M+2M**
- b) Write about the major players in Training and Development.
- c) What is the meaning of Training Evaluation? Examine different types of Evaluation of Training.

OR

8

- a) Demonstrate the overview of some systematic approaches to the development of Training. **3 M**
- b) Write the difference between Cost/benefit Evaluation and Cost Effectiveness Evaluation. **3 M**
- c) Discuss about the rational for evaluation of training. Describe about the resistance to Training Evaluation. **2M**

9

- a) Demonstrate the concepts orientation training and Diversity Training. **3 M**
- b) Describe about the Expert Opinion Method. Explain its main objectives and advantages. **3 M**
- c) Define Competency Mapping. Explain the benefits and methods of Competency Mapping. **2 M**

OR

10

- a) Describe about the cross functional teams and Cross Cultrural Training with suitable illustrations. **4 M**
- b) Examine the concepts of Sexual Harassment Training and Team Training in detail. **4 M**

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MBA III SEMESTER REGULAR END EXAMINATIONS, DECEMBER-2018

Subject: ADVERTISING AND SALES PROMOTIONS (Mkt.)

Time: 3 hours

Max. Marks: 60

PART – A

Answer ALL questions of the following

5x4Mark=20 Marks

1. Explain the objectives of advertising
2. Discuss the functions of advertising
3. Explain Media Scheduling
4. Write about Advertising budget?
5. What are objectives of Sales Promotion?

PART-B

Answer ALL questions of the following

5x 8 Marks= 40Marks

1. What are the functions of Advertising manager in advertising department?

OR

2. Explain the Role of Advertising in economic development
3. Explain selecting & compensating Advertising agencies

OR

4. Explain Essentials of good Advertising Copy.
5. Explain Media mix decisions in detail.

OR

6. Discuss the importance of media in present scenario
7. Explain planning for advertising budget

OR

8. Explain the need of advertising budget
9. What are the Techniques of sales Promotion

OR

10. What are the stages of evaluating effectiveness of Sales Promotion?

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MBA III SEMESTER REGULAR END EXAMINATIONS, DECEMBER-2018

Subject: Financial Institutions, Markets And services (Finance)

Time: 3 hours

Max. Marks: 60

PART – A

Answer ALL questions of the following

5x4Mark=20 Marks

1. Function and Role of RBI
2. Govt. initiatives to strengthen the co-operative banks
3. Structure and functions of Call Money Market
4. Factoring definition, functions.
5. Functions and activities, underwriting

PART-B

Answer ALL questions of the following

5x 8 Marks= 40Marks

1. What is the financial system? Write about the role of financial system in an economy.

(OR)

2. Describe the functions of RBI and write about monetary policy.
3. (a) Write about comparative performance of public and private sector banks.
(b) Enumerate the functions of commercial banks.

(OR)

4. Elucidate the Indian insurance industry and its regulations
5. Give a brief account on the structure and functions of call money market in India.

(OR)

6. Explain in brief the regulation of primary market by SEBI.
7. Differentiate hire purchase financing and lease financing.

(OR)

8. Briefly explain about stock broking and credit rating in India.
9. What are the Function and Activities of Investment Banking?

(OR)

10. Explain about the Challenges faced by the Investment Bankers?

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MBA III SEMESTER REGULAR END EXAMINATIONS, DECEMBER-2018Subject: MANAGEMENT INFORMATION SYSTEM AND ERP**Time: 3 hours****Max. Marks: 60****PART – A****Answer ALL questions of the following****5x4Mark=20 Marks**

1. Application of Information system in Knowledge management systems
2. Relevance of Decision making and MIS
3. Write note on strategic grid
4. Write note on ERP Proposal Evaluation
5. How to achieve reduction of lead time with the implementation of ERP

PART-B**Answer ALL questions of the following****5x 8 Marks= 40 Marks**

1. a). What is MIS?. What is the role of MIS
b). Describe the manager's view of information system
(OR)
2. What is DSS. How it is different from MIS

3. Explain various pitfalls regarding MIS in cyber crime era

(OR)

4. Discuss how planning of an organization has an impact on IS planning. Explain the various project management issues

5. Explain the detail system design. Prepare a brief questionnaire on the information you would like to extract from the user

(OR)

6. What is conceptual system design? How to set objectives and establish system constraints?

7. Explain the evolution of ERP. What is the difference between MPRI, MRPII and ERP

(OR)

8. What are the various resources an ERP has to optimize? How does intelligent resource planning help this?

9. What is the importance and relevance of ERP life cycle to ERP implementation?

(OR)

- 10 a). What do you mean by optimal means of developing an ERP?
b). Explain the ERP business modules of Materials management

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MBA III SEMESTER REGULAR END EXAMINATIONS, DECEMBER-2018Subject: **STRATEGIC MANAGMENT**

Time: 3 hours

Max. Marks: 60

PART – A

Answer ALL questions of the following

5x4Mark=20 Marks

1. Define value chain analysis.
2. What is Business level strategy?
3. What is Strategic Acquisition?
4. Distinguish between Collaborative Strategy v/s Cooperative Strategy
5. Bring out entrepreneurial implications for Strategy.

PART-B

Answer ALL questions of the following

5x8 Marks= 40Marks

Q-1

What is Porter's Five Forces Framework? Explain how these forces have an impact on the competitive environment of an industry.

(OR)

Q-2

How can one assess the internal environment of an Organization? Elucidate your answer by quoting suitable examples.

Q-3

- a) What is Competitive Rivalry?
- b) Differentiate between Offensive and defensive strategies? List out a few attack strategies adopted by Companies.

(OR)

Q-4

How would Strategy, Focus and differentiation help managers in assessing the competitive scenario in Organizations, Explain?

Q-5

- a) Bring out the glaring differences between the following (a) **acquisition** (b) **take over**.
- b) List out the steps that one will follow in Acquisition deals .

(OR)

Q-6

*What is a diversified portfolio? Explain in detail as how to evaluate a Diversified Company's Strategy.
[Hint: Evaluate it from the present strategy, strategic fit, to crafting new strategic moves]*

Q-7

- a) Why are strategic alliances formed? What are its potential benefits.
- b) Explain why alliances fail and what precautions should Managers take to avoid such failures.

(OR)

Q-8

- a) Explain the concept of International Expansion and how it helps in establishing significant market (: :)
- b) Interests and operations outside a company's home country. Illustrate with the help of suitable examples.

Q-9

- a) Explain different forms or approaches to organizational structuring by giving examples.
- b) Elucidate the role of the Leader in establishing financial and strategic objectives.

(OR)

Q-10

- a) Discuss the Strategic Control Process
- b) Compare and contrast different types of standards which can be used for control of strategy.