

MALLA REDDY ENGINEERING COLLEGE (AUTONOMOUS)

(Affiliated to JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD)

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

MBA III SEMESTER SUPPLEMENTARY EXAMINATIONS, AUGUST - 2017

SUBJECT: MANAGEMENT INFORMATION SYSTEM & ERP

Time: 3 Hours

Max. Marks: 60

PART-A

Answer All Questions

5x4M=20M

1. Explain the characteristics of MIS.
2. Discuss why systems are vulnerable
3. Explain System Design Objectives
4. ERP is an extension of MRP I or MRP II. Explain.
5. Explain any Two benefits of ERP

PART – B

Answer any FIVE Questions

5x8M=40M

1. Describe the Types Of Information systems
2. Explain the ERP Implementation Objectives& strategies.
3. Discuss system Development Life cycle.
4. Discuss ERP Accounting Module. How does the ERP proposal evaluation done?
5. Explain the benefits of ERP.
6. a) Characteristics of MIS
b) Discuss Information systems controls
7. a) what do you mean by system Analysis? Explain
b) Explain Material Management Module
8. Write short notes on
 - a) Decision support system
 - b) Functions of E-Commerce

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MBA III SEMESTER SUPPLEMENTARY EXAMINATIONS, AUGUST - 2017

SUBJECT: **RESEARCH METHODOLOGY**

Time: 3 Hours

Max. Marks: 60

PART-A

Answer All Questions

5x4M=20M

1. What are the classification of scientific method of research?
2. Explain briefly on Hypothesis Testing?
3. Differentiate between Type I and Type II Error?
4. Explain on Reliability and Variability?
5. Explain on Nominal and Ordinal Intervals with suitable illustration?

PART – B

Answer any FIVE Questions

5x8M=40M

1. What are the different objectives and steps of research process?
2. Delineate on qualities of hypothesis?
3. Explain briefly on different types of Research Design?
4. What are different traits of good Sampling and its types?
5. Differentiate between Univariate and Bivariate Sampling?
6. What is Research Report and its types?
7. How do you design a good Hypothesis and explain on its types?
8. What is Research and Scope of Research?

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MBA III SEMESTER SUPPLEMENTARY EXAMINATIONS, AUGUST - 2017

SUBJECT: CONSUMER BEHAVIOUR

Time: 3 Hours

Max. Marks: 60

PART-A

Answer All Questions

5x4M=20M

1. Explain the characteristic features of rural consumer behavior?
2. Explain Types of Reference Groups?
3. Explain the role of attitude in buying behavior?
4. Explain the Components of Alternative evaluation?
5. Explain the concept of Consumerism.

PART – B

Answer any FIVE Questions

5x8M=40M

1. Explain VALS (value attitude lifestyle) frame work for psychographic segmentation?
2. Discuss the social aspects that influence consumer behavior?
3. Define motivation and how does it impact consumer behavior?
4. What kind of information search behavior can you expect in the purchase of the following and why?
 - a. While buying a mobile phone.
 - b. While buying a car
5. Explain how consumer complaints can be useful asset to a company?
6.
 - a. Explain the applications of Consumer Behavior in marketing?
 - b. Explain the concept of Culture and Sub-Culture?
7.
 - a. What is perception and explain how it influences consumer behavior?
 - b. Explain Howard Seth model of consumer behavior?

8. Read the following case and answer the questions.

Aavriti Jain, co-founder, Dhora, a Jaipur based seller of designer clothes, leather goods and semi-precious jewellery, has had a terrible summer so far. Orders on the portals Dhora sells, such as Amazon and Flipkart, have dried up. Not long ago, Dhora used to ship 60-70 packets a day. Now, many days go without orders. Sashi Somavarapu, founder and CEO, Redlily.com, a seller of baby products across e-commerce platforms in Hyderabad, is also having a torrid time. "People are buying, but prefer essentials over discretionary items," he says. Orders for items like diapers and napkins but those for strollers and baby clothes have declined, with buyers preferring to visit stores to shop. Several sellers across the country have noticed this change in buyer behaviour in the last two months. And this is across categories — electronics, clothes, designer wear, kitchen items and baby products.

It is not hard to see why. On April 1, the government disallowed deep discounts, insisting that portals can't dip into their cash reserves (read venture money) to subsidise products. Discounts if any will be at the discretion of manufacturers. That means Samsung and Micromax can offer discounts but Paytm, Snapdeal, Shopclues, Amazon, Flipkart etc cannot.

Deep discounts were the USP of these websites and if they were discontinued, customers would rather go to a physical store that not only offers discounts but also allows them to check out items directly. Online shopping in India, at about \$10 billion in the total retail business of about \$450 billion, is growing 10-12% annually. Out of the 400 million internet users about 40-50 million shop online while regular buyers would be less than 10 million. The growth was largely fuelled by discounts. "Discounts created online shopping," says Rajat Kohli, consultant, market expansion, Zinnov Consulting.

A large number of those shoppers seem to have gone into hiding. The business of online sellers of electronics has dropped by around 30% since April this year while that of fashion and shoe e-tailers has fallen 40-50%. Sanjay Thakur, president, eSellers Suraksha Forum, says, "Discounts and volumes have an inverse relationship." Dinesh Chopra, director, Softex Surya, a Nehru Place, Delhi-based retailer of computers and electronics says sales have fallen 30% since April. "Now price (of ecommerce websites) is aligned to retail outlets and portals are also focusing on fast selling items rather than display unique items on landing pages." Chopra thanks his lucky stars that he didn't shut his store in Nehru Place. "In recent weeks I have seen increased footfalls and conversions." Earlier, he says, people came to see products, compare prices with online and buy from portals as they were cheaper. Now with similar prices online and offline, shoppers are flocking back to buying offline. The government order on discounts has in effect created a level playing field for online and offline retailers.

1. Do you think Indian e-commerce industry is "Discount driven market"?
2. What are the behavioral changes do you find/anticipate when there are no discounts.

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MBA III SEMESTER SUPPLEMENTARY EXAMINATIONS, AUGUST - 2017

SUBJECT: FINANCIAL INSTITUTIONS, MARKETS AND SERVICES

Time: 3 Hours

Max. Marks: 60

PART-A

Answer All Questions

5x4M=20M

1. Briefly explain the functions of SEBI.
2. What is a Cooperative Bank? Explain it.
3. Explain about Hire Purchase Finance.
4. Explain the Term Credit Rating.
5. What is an Investment Banking?

PART – B

Answer any FIVE Questions

5x8M=40M

1. Explain the functions of Reserve Bank of India.
2. Briefly explain about Industrial Finance Corporation of India.
3. Discuss the recent Innovations in the Banking Sector.
4. Discuss the role of SEBI in the regulation of Primary and secondary markets.
5. Elaborate the organization and structure of securities market.
6. What is a factoring? Explain its advantages.
7. What is a Lease? Explain the different types of Lease Finance.
8. What is an Investment Banking? Explain the challenges faces by Investment Bankers.