

MALLA REDDY ENGINEERING COLLEGE (AUTONOMOUS)

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

MBA IV SEMESTER REGULAR END EXAMINATIONS, MAY-2018

Subject: Entrepreneurship

Time: 3 hours

Max. Marks: 60

PART – A

Answer ALL questions of the following

5x 4 Marks=20 Marks

1. Write the characteristics of entrepreneur.
2. Write about the nature and scope of entrepreneur.
3. Explain about disadvantages of franchising.
4. Write about the critical factors for new venture development.
5. Explain about evaluation startups.

PART-B

Answer any FIVE Questions of the following

5x 8 Marks= 40 Marks

1. Explain about approaches to entrepreneurship.
2. Write about
 - a) Entrepreneurial journey.
 - b) Entrepreneurial ego.
3. Write about entrepreneurial imagination and creativity. Explain the various components of creativity.
4. Write about
 - a) Trade secrets.
 - b) Pitfall in selecting new venture.
5. Identify and discuss five unique managerial concern of growing venture.
6. Explain in detail about
 - a) Women entrepreneurship.
 - b) Nature of corporate entrepreneur.
7. Write about financial institution supporting in India.
8. Explain about
 - a) Entrepreneurial stress.
 - b) Entrepreneurial motivation.

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MBA IV SEMESTER REGULAR END EXAMINATIONS, MAY-2018

Subject: Management of Technology

Time: 3 hours

Max. Marks: 60

PART – A

Answer ALL questions of the following

~~5x4~~ Mark=20 Marks

- 1) Explain the significance of Technology & Innovation?
- 2) Explain Fish Bone diagram
- 3) Write about S-Curve
- 4) List out the merits of discounted cash flow methods.
- 5) What are the steps involved in technology planning

PART-B

Answer any FIVE Questions of the following

5x 8 Marks=40Marks

- 1) What is technology innovation? What are the types of innovation?
- 2) What are the techniques for developing individual and group creativity?
- 3) Describe the techniques used for planning and controlling R&D Projects.
- 4) Explain the process and evaluation of R&D Projects.
- 5) What is the importance of technology forecasting? Explain the techniques of forecasting under normative category.
- 6) Explain in detail about modes of technology transfer.
- 7) Discuss Resource allocation and management.
- 8) Explain how companies exploit technology? How do they make exploitation decisions?

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MBA IV SEMESTER REGULAR END EXAMINATIONS, MAY-2018Subject: Compensation and Reward Management (HR)

Time: 3 hours

Max. Marks: 60

PART – A

Answer ALL questions of the following

5x4Mark=20 Marks

1. What are the different approaches to job evaluation? What are the advantages of using more than one job evaluation plan in any organization?
2. What are the pros and cons of having employees involved in compensation decisions?
3. What is a relevant market? What difference does it make to determine compensation?
4. What are the factors that play important role in determining wage and salary structure in organization?
5. How do the surveys help maintaining market competitiveness in pay structure?

PART-B

Answer any FIVE Questions of the following

5x8 Marks= 40Marks

1. Define compensation. What is the difference between wage and salary system?
2. What are the advantages and disadvantages in adopting performance based pay system?
3. How can the internal alignment be brought in compensation plan?
4. What are the different special groups for determining the pay structure?
5. A) Explain impact of technological changes on collective bargaining.
B) Distinguish between global workers, expatriates, local nationals and third country nationals.
6. Discuss the statutory provisions for retirement benefits.
7. Why internal alignment is an important strategy for compensation?
8. Write a short note on:
 - a) Red circle and green circle jobs
 - b) Merit pay system

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MBA IV SEMESTER REGULAR END EXAMINATIONS, MAY-2018Subject: Rural Marketing (Marketing)

Time: 3 hours

Max. Marks: 60

PART – A

Answer ALL questions of the following

5x4Mark=20 Marks

1. Explain the characteristics of rural markets which pose challenges to the marketer?
2. Suggest different modes of communication for rural marketing?
3. Explain the importance of rural Industry products?
4. Explain different characteristics of agricultural products?
5. Explain the problems in the periodic markets?

PART-B

Answer any FIVE Questions of the following

5x8 Marks= 40Marks

1. Explain the impact of consumption patterns on the demand for product & services in the rural markets?
2. Explain different channels of distribution with suitable examples?
3. Explain the policies on rural PDS and its implications for the rural marketing?
4. Discuss the importance of agriculturalmarketing?
5. Explain the nature of merchandise in the rural markets?
6.
 - a. Discuss the nature of infrastructure in the rural markets?
 - b. Explainthe managerial aspects involved in salesforce in rural markets?
7.
 - a. Explain the characteristics of rural outlets?
 - b. Explain the defects in the agricultural marketing system and give some suggestions for improvement?
8. Write short notes on any ONE of the following
 - (a) Suggest measures to improve PDS in the rural markets?
 - (b)Read the case given below and answer the questions given at the end of the case.

CASE STUDY

Hindustan Unilever Ltd had launched “Brooke Bond Sehatmand” a tea with vitamins, in the states of Uttar Pradesh, Madhya Pradesh, Bihar, Jharkhand and Chhattisgarh. Using a breakthrough coating technology, Brooke Bond Sehatmand guarantees vitamins in each cup that would help combat micro nutrient deficiency and in turn provide affordable option to better health for families. This launch comes in the face of critical challenges that India faces, in eradicating micronutrient deficiency. India has over 200 million undernourished people, the largest in any one country. More than 1/3rd of men and women suffer from chronic nutritional deficiencies. Brooke Bond Sehatmand is a step forward in providing the masses a means to better health.

Malnutrition has serious long term consequences because it impedes physical and mental development. 70% of our population does not meet its daily requirement of micronutrients. It is alarming to note that many communities in urban as well as rural areas are not even aware of the causes and health manifestations of micronutrient and vitamin deficiencies. Diversity in the consumption pattern in India, the way in which tea is consumed and embraced by both the rich and influential and commoners, with variations depending on regional and cultural affiliations. There is a perception in the rural market that tea consumption is not good for health. The rural consumers perceive that a glass of milk is better than a cup of tea, as the latter is perceived to act only as a stimulant.

Brooke Bond Sehatmand gives 50% RDA of important B vitamins through 3 cups of tea. Vitamins help in the proper functioning of immune system and protect from weakness and common illnesses. The launch is backed by an intensive on ground campaign called ‘Sehatmand Parivaar–Sehatmand Bharat’ led by major NGOs and civil society groups in Uttar Pradesh, Madhya Pradesh, Bihar, Jharkhand and Chhattisgarh. The mission of this abhiyaan (movement) is to empower people to combat Micro Nutrient Deficiency through education on Health & Nutrition. Under the aegis of Brooke Bond Sehatmand, this abhiyaan seeks to bring together NGOs, gram panchayats and various governmental and non-governmental bodies to educate people on the importance and sources of nutrition, health and vitamins across villages.

1. Identify the reasons for the launch of ‘Brooke Bond Sehatmand’?
2. Suggest suitable additional innovative promotion strategies for rural market penetration?
3. Draft suitable distribution and sales promotion strategies for the rural market?

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MBA IV SEMESTER REGULAR END EXAMINATIONS, MAY-2018Subject: International Financial Management (Finance)

Time: 3 hours

Max. Marks: 60

PART – A

Answer ALL questions of the following

5x4Mark=20 Marks

1. Discuss the four major trends that prevailed in international business during the last two decades.
2. Write a short note on Bretton Woods system.
3. What is triangular arbitrage?
4. Discuss the concept of purchasing power parity.
5. Define pricing spillover effect.

PART-B

Answer any FIVE Questions of the following

5x8 Marks= 40Marks

1. What are multinational corporations and what economic roles do they play?
2. Describe the balance of payments identity and discuss its implications under the fixed and flexible exchange rate regimes
3. A New York bank is currently offering these spot quotes:
USD/JPY: 110.25/111.10
USD/AUD: 1.6520/1.6530
At the same time, a bank in Sydney is quoting:
AUD/JPY: 68.30/69.00
Is there an arbitrage opportunity? Consider this sequence of transactions.
 - i) Sell Yen, buy US dollars and then sell US dollars and buy Australian dollars. Do both these contractions in New York and
 - ii) Sell the Australian dollars for Yen in Sydney.
4. Discuss the factors influence exchange rates and write the classification of foreign exchange exposure and risk.
5. List and discuss the major types of international bond market instruments.
6. a) How is international financial management is different from domestic financial management?
b) Explain BREXIT.
- 7 a) Discuss the overview of Euro Currency Market.
b) Explain the terms Fisher effect and International Fisher effect
8. Answer any ONE of the following.
 - a) What are the trends in FDI in India? Discuss.
 - b) Briefly explain concept of foreign exchange market?

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Time: 3 hours

Max. Marks: 60

PART – A

Answer ALL questions of the following

5x4Mark=20 Marks

1. Explain the concepts of risk and uncertainty
2. Elucidate the concept of multiple IRR
3. Discounted payback period
4. Hire purchase and Installment decisions
5. Takeover Vs. Diversification

PART-B

Answer any FIVE Questions of the following

5x 8 Marks= 40Marks

1. A project under consideration needs an investment of Rs.10,00,000 and the expected cash flows from the project are as follows:

Year	1	2	3	4	5
Cash flow (Rs.)	3,00,000	4,00,000	2,00,000	3,00,000	2,00,000

The cost of capital of the firm is 15%. As per management's perception, the adjustment for the differential risk could be 3%. You are required to use risk-adjusted discount rate and suggest the management whether the project is worthwhile or not?

2. Puma Limited is evaluating a project that has the following cash flow stream associated with it.

Year	0	1	2	3	4	5	6
Cash flow (Rs. in million)	-120	-80	20	60	80	100	120

The cost of capital for Puma Limited is 14%. You are required to calculate modified internal rate of return (MIRR).

3. An investment project involves a current outlay of Rs.10,000. The mean and standard deviation of cash flows, which are perfectly correlated, are as follows.

Year	1	2	3	4
Mean of cash flows (Rs.)	5,000	3,000	4,000	3,000
Standard deviation of cash flows	1,500	1,000	2,000	1,200

The risk-free interest rate is 8%. Calculate expected net present value and standard deviation of net present value of this investment by using Hillier approach.

4. Explain Leasing. How is it used by an organization in its financing decision.
5. What are the different types of mergers? List out its advantages and disadvantages.
6.
 - a. Investment decisions under capital constraints.
 - b. How is the inflation going to impact the capital budgeting decisions? Explain.
7.
 - a. Surplus Pay back analysis
 - b. Discuss various theories of mergers.
8. Write short notes on any ONE of the following
 - (a) Write a note on the decision tree approach towards capital budgeting decision.
 - (b) Rihaan Limited is considering a new project that is expected to last for 4 years. The cost of capital is 15% and the project's after-tax cash flows and abandonment values are given in the table. Should Vihaan Limited invest in this project?

Year	0	1	2	3	4
After-tax cash flow (Rs.)	(35,000)	11,500	11,500	11,500	11,500
Abandonment value (Rs.)	35,000	14,000	19,000	13,000	2,500

Code No.: 5B150

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Gundlapochampally (H), Maisammaguda (V), Medchal (M), Medchal-Malkajgiri (Dist), Hyderabad**MBA IV SEMESTER REGULAR END EXAMINATIONS, MAY-2018**Subject: Management Of Change And Innovation (HR)**Time: 3 hours****Max. Marks: 60****PART – A****Answer ALL questions of the following****5x4 Mark=20 Marks**

1. External factors affect the organization change
2. What are the internal factors which leads to change in the organization
3. How to overcome resistance to change
4. Define performance management and explain how it helps in Human resource management
5. What do you understand by strategy and examine various approaches for strategic change

PART-B**Answer any FIVE Questions of the following****5x 8 Marks=40 Marks**

1. What is change management? What are its objectives? Discuss various types of change.
2. What do you understand by strategy and examine various approaches for strategic change
3. Explain the different styles of leadership
4. How performance management leads to Employee development
5. What do you understand by Employee Involvement and discuss how it can contribute to organizational change?
6.
 - (a) List out the principles for cultural change
 - (b) Write about the history of organizational change
7.
 - (a) Write a note on leadership grid style
 - (b) What is the role of HR in managing the change?
8. Write short notes on any **ONE** of the following
 - (a) Write in detail the process of individual change
 - (b) Discuss the contribution of innovation to technological changes

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Time: 3 hours

Max. Marks: 60

PART – A

Answer ALL questions of the following

5x4=20 Marks

1. Differentiate customer expectation and customer perception behavior?
2. What is the importance of physical evidence in service marketing?
3. What is service market segmentation?
4. What are the various methods of franchising in retailing?
5. What is visual merchandising?

PART-B

Answer any FIVE Questions of the following

5x8 Marks=40Marks

1. Explain distinctive characteristics of services with suitable examples?
2. A) What are various dimensions of service quality?
B) What determines customer satisfaction in service delivery?
3. What is customer relationship management? Discuss various CRM strategies in services marketing?
4. A) What is retailing? Discuss various functions of a retailer?
B) Discuss various challenges to Retail Sector in India?
5. What is merchandise sourcing? Explain various steps in procuring merchandise?
6. A) Discuss the importance of segmentation and targeting in services marketing.
B) What is the scope and importance of physical evidence, process and people in services marketing?
7. A) What are the implications of the services marketing triangle?
B) Give an account of growth of retailing in Rural India?
8. Write short notes on any one of the following.
A) "A store layout displays the overall image of store" - elucidate?
B) Category management?

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MBA IV SEMESTER REGULAR END EXAMINATIONS, MAY-2018

Subject: International Marketing (Mkt.)

Time: 3 hours

Max. Marks: 60

PART – A

Answer ALL questions of the following

5x4Mark=20 Marks

1. Nature and scope of international marketing ?
2. EXIM policy
3. Elucidate the factors to be considered in global market selection
4. Types of marketing channels
5. Negotiation while customer selection

PART-B

Answer any FIVE Questions of the following

5x8 Marks= 40Marks

1. Explain various types of economics and markets?
2. Discuss international trade and its barriers in goods and services?
3. Elucidate widely about international trade agreements ?
4. Explain various pricing strategies involved in making organization successful ?
5. Explain various global marketing strategies to attract customer on global basis ?
6. a) Discuss various international marketing theories?
b) Explain how political and technological factors will influence global markets?
7. a) Explain world market stages ?
b) Discuss various promotional strategies for global markets?
8. a) Explain how E-Marketing channels organization will be useful in controlling the global marketing programme
b) Role of culture in global market selection

Code No.: 5B153

MR15-2015-16 Batch

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MBA IV SEMESTER REGULAR END EXAMINATIONS, MAY-2018

Subject: Banking and Insurance (Finance)

Time: 3 hours

Max. Marks: 60

PART – A

Answer ALL questions of the following

5x4Mark=20 Marks

1. Cash certificates.
2. Trade credit
3. Explain internet banking
4. Aleatory contract
5. Suicide clause in life insurance.

PART-B

Answer any FIVE Questions of the following

5x8 Marks= 40Marks

1. Bank customer relationship underwent changes in varying scenario. Evaluate
2. Distinguish between fund based and non fund based lending.
3. Elaborate Basel Accord II according to BCBS.
4. Insurance is a risk management technique. Criticize
5. What the common provisions of life insurance contracts.
6. Describe following in Indian financial system
 - a) Financial market
 - b) Financial instruments
7. Explain the concepts of
 - a) Mobile Banking
 - b) ATM
8. Explain the functions of an insurer.

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MBA IV SEMESTER REGULAR END EXAMINATIONS, MAY-2018

Subject: Leadership Theory and Practices (HR)

Time: 3 hours

Max. Marks: 60

PART – A

Answer ALL questions of the following

5x4Mark=20 Marks

1. 'Leaders are born, Managers are made'. Prove the statement.
2. Write a short note on Three- Skill approach?
3. Path –Goal Theory involves establishing a supportive plan for goal achievement. Comment.
4. Elucidate important characteristics of a Servant Leader?
5. Describe the role of organizational culture in effective leadership.

PART-B

Answer any FIVE Questions of the following

5x8 Marks= 40Marks

1. Define 'Leadership'. Explain different concepts of Leadership in organization.
2. Appraise the contributions of Ohio State University studies in Leadership.
3. Evaluate Contingency Theory ? Bring forth the strengths, criticism, and applications of contingency theory.
4. Brief your expert comments on Transformational Leadership? Discuss its components and characteristics.
5. 'Team Leadership brings unity in organization' .Explain .
6. (a) Elucidate five-factor personality model and give their importance in management.
(b) Write a short note on skills model with suitable examples.
7. (a) Personal characteristics of the subordinates' play important role in leadership style. Discuss.
(b) Charismatic Leaders have a profound influence on their followers. State reasons.
8. **Answer any one of the following:-**
(a) Moral Leaders tend to develop capacities of others. Explain.
(b) Define Managerial Grid. Write its importance in contemporary management.

