



**Narasaraopeta Engineering College (Autonomous)**  
Kotappakonda Road, Yellamanda (P.O), Narasaraopet- 522601, Guntur District, AP.

**Subject Code: R16MBA301**

**MBA - III Semester Regular and Supplementary Examinations, Nov-2018**

**CORPORATE LAWS**

**Time: 3 hours**

**Max Marks: 60**

**Question Paper Consists of Part-A and Part-B.**

Answering the question in **Part-A** is Compulsory & Four Questions should be answered from Part-B  
All questions carry equal marks of 12.

**PART-A (CASE STUDY)**

**1 X 12 = 12**

1. A promises to sell and deliver 100 bales of cotton on 1st January, 2016 and B promises to pay the amount for goods on 1<sup>st</sup> February, 2016. Afterwards, A and B mutually decide that the goods shall be delivered in five equal installments at C's godown. Explain the validity of the new contract in the place of the original contract and discharge of contractual obligations.

**PART-B**

**4X 12 = 48**

2. (a) Explain the quasi-contracts dealt with under the Indian Contract Act, 1872. 4M  
(b) Describe the different kinds of contracts on the basis of execution of a contract. 8M
3. (a) Explain the Rights of Unpaid Seller. 6M  
(b) Discuss the Distinction between Right of Lien and Right of Stoppage of Goods in Transit. 6M
4. Elaborate the rights and duties of agent as per Contract of Agency Act. 12M
5. (a) Discuss the mandatory duties of Partners. 6M  
(b) Explain the Rights of Partners. 6M
6. (a) Examine the powers of the directors of a company. 6M  
(b) Explain the procedure for voluntary winding up by the members of the Company. 6M
7. Define the term Negotiable Instruments. Explain various types of negotiable instruments. 12M

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Subject Code: R16MBA302

MBA - III Semester Regular and Supplementary Examinations, Nov-2018.

## STRATEGIC MANAGEMENT

Time: 3 hours

Max Marks: 60

Question Paper Consists of **Part-A** and **Part-B**.

Answering the question in **Part-A** is Compulsory & Four Questions should be answered from Part-B

All questions carry equal marks of 12.

### PART-A (CASE STUDY)

1 X 12 = 12

1. Kiran Mazumdar Shaw steered the company through several reinventions, first moving from being an enzyme maker to stains (cholesterol busting drugs) and when prices crashed and Chinese competition intensified, she shifted focus to bio-pharma. Now she wants to unlock value from her three main businesses-Biocon, Syngene and Clinigene and the company as a major biopharma company. She expressed herself well: We keep reinventing ourselves. In the first 20 years we focused on enzymes, in the last 10 we focused on biopharma and services. We now want to get into the market with our own products. It was first about branded enzymes, now it is about branded biopharma.

While markets like China are good stepping stones, Kiran Mazumdar Shaw is aware that the real opportunity lies in the US and Western Europe, where hundreds of billions of dollars are spent on pharmaceuticals every year. However, she also realizes that such markets are difficult to enter as regulatory charges are high and there are many large competitors, much larger than Biocon. Hence, she feels, Biocon will not be able to make money for at least 4-5 years in the US Market, apart from facing tough competition from firms such as the US \$13 billion Amgen and Biogen, which may also foray into India. That leaves just one option-acquisitions. However, that too requires heavy investment of funds. Kiran is certain that they will not go to market to raise funds for future growth, but may think of leveraging the borrowings completely. Considering that Kiran has successfully steered her company through previous evolutions.

**Question:** Would you bet against her?

### PART-B

4X 12 = 48

2. What are vision and mission? What is their value for the strategic management process?
3. (a) Explain in brief environmental scanning process?
  - (b) Explain the difference between related and unrelated diversification.
4. (a) Explain the tools and techniques of strategic leadership?
  - (b) write short notes on balanced scorecard?
5. (a) write about porter's value chain analysis?
  - (b) How strategies at corporate and business level are formulated?
6. (a) Explain strategic leadership, its relation with strategy and culture?
  - (b) What is the impact of organizational values on firm's strategy?
7. What is strategic surveillance? Provide Guidelines for strategic control in the organization?





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Subject Code: R16MBA303

MBA - III Semester Regular and Supplementary Examinations, November-2018.

## BUSINESS RESEARCH METHODOLOGY

Time: 3 hours

Max Marks: 60

Question Paper Consists of Part-A and Part-B.

Answering the question in Part-A is Compulsory & Four Questions should be answered from Part-B  
All questions carry equal marks of 12.

### PART-A (CASE STUDY)

1 X 12 = 12

1. A farmer grows crops on two fields A and B. On A he puts Rs. 10 worth of manure per acre and on B he puts Rs. 20 worth. The net returns per acre exclusive of the cost of manure on the two fields in the five years are as below:

Year ----	1	2	3	4	5
Field A, Rs per acre	34	28	42	37	44
Field B, Rs per acre	36	33	48	38	50

Other things being equal, discuss the question whether it is likely to pay the farmer to continue the more expensive dressing. Test at 5% level of significance.

### PART-B

4X 12 = 48

2. (a) What is research?  
(b) Write about different types of research approaches.
3. What are the advantages and limitations of sampling method of research?
4. What is multi – dimensional scaling? How this is better than other methods of scaling?
5. (a) Write a note on difficulties in collection of primary data.  
(b) Advantages of Interview Method.
6. (a) What is t-test? Explain the significance in statistical analysis of any research problem.  
(b) Describe the methods of data presentation.
7. (a) The technique of writing report  
(b) Characteristics of a good research report.

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Subject Code: R16MBA304F1

**MBA - III Semester Regular and Supplementary Examinations, November-2018.**

**INVESTMENT AND PORTFOLIO MANAGEMENT**

**Time: 3 hours**

**Max Marks: 60**

Question Paper Consists of **Part-A** and **Part-B**.

Answering the question in **Part-A** is Compulsory & Four Questions should be answered from Part-B  
All questions carry equal marks of 12.

**PART-A (CASE STUDY)**

**1 X 12 = 12**

1. An investor wants you to analyse the following two securities by providing the following information

State of Nature	Probability	Return on ABC Stock	Return on PQR Stock
1	0.1	5%	0%
2	0.3	10%	8%
3	0.5	15%	18%
4	0.1	20%	26%

- (a) What is standard deviation of return on stock ABC and PQR  
(b) What is the covariance between the returns of securities ABC and PQR  
(c) What is the coefficient of correlation between the returns on securities ABC and PQR

**PART-B**

**4X 12 = 48**

2. (a) Define Investment. Name the factors to be considered in investment decision  
(b) Distinguish between Investment, Speculation, Gambling?
3. (a) What is fundamental analysis . What are the objectives and believes of fundamental analysis  
(b) What is technical analysis Explain the popular charts used by technical analysts
4. (a) The Market price of a Rs 1000 par value bond carrying a coupon rate of 14% and maturing after 5 years is Rs 1050. What is yield to maturity of the bond (YTM)?  
(b) Define bond duration. Discuss in brief the active and passive strategies for managing a bond portfolio

5. (a) Discuss the single period and multi period models of equity valuation  
 (b) Describe book value liquidation value replacement cost of equity valuation. How useful are they?

6. (a) Monthly return data (%) is given below for HSBC stock and BSE index for a 12 month period . calculate beta of RIL

Month	HSBC return (%)	BSE INDEX (%)
1	9.43	7.41
2	0.00	-5.33
3	-4.31	-7.35
4	-18.92	-14.64
5	-6.67	1.58
6	26.57	15.19
7	20.00	5.11
8	2.93	0.76
9	5.25	-0.97
10	21.45	10.44
11	23.13	17.47
12	32.83	20.15

(b) The risk and return of 2 securities A and B is given below

	Security X	Security Y
Expected return	15 %	20%
risk	8%	11%

An investor plans to invest 60% of his funds in security X and 40% in security Y. calculate return and risk of portfolio if coefficient of correlation of returns of two securities is -1.

7. (a) What is NAV? Explain entry and exit loads of mutual funds? What are open ended schemes?  
 (b) Explain in detail any three types of measures to evaluate the performance of mutual funds?

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**Narasaraopeta Engineering College (Autonomous)**  
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Subject Code: R16MBA306F2

**MBA - III Semester Regular and Supplementary Examinations, November-2018.**

**BANKING AND INSURANCE**

**Time: 3 hours**

**Max Marks: 60**

Question Paper Consists of **Part-A** and **Part-B**.

Answering the question in **Part-A** is Compulsory & Four Questions should be answered from Part-B

All questions carry equal marks of 12.

**PART-A (CASE STUDY)**

**1 X 12 = 12**

1. X is a policy holder in an insurance company and nominates Y as his nominee. Before the maturity of policy Y dies. On the maturity of the policy Y's heirs claim the policy money from the company. How would you decide?

**PART-B**

**4X 12 = 48**

2. Define a bank? What are commercial banks? Discuss the role of commercial banks in the economic development of a country?

3. Define NPA's? What are the 4 causes of NPAs? Explain the recovery process of NPAs?

4. (a) state the need to regulate bank capital?  
(b) write short notes on BASEL accord?

5. (a) what is retail banking? Discuss the scope of retail banking?  
(b) Write a short notes on NEFT and its working process?

6. (a) Explain the role of insurance agents and brokers?  
(b) Explain the functions and types of insurers?

7. "Life Insurance contract provisions bestow certain rights and privileges and impose duties on the policy owner and the beneficiary". Elucidate the above statement.

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# Narasaraopeta Engineering College (Autonomous)

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**Subject Code: R16MBA312M1**

**MBA - III Semester Regular and Supplementary Examinations, Nov-2018.**

**CUSTOMER RELATIONSHIP MANAGEMENT AND CONSUMER BEHAVIOR**

**Time: 3 hours**

**Max Marks: 60**

Question Paper Consists of **Part-A** and **Part-B**.

Answering the question in **Part-A** is Compulsory & Four Questions should be answered from Part-B

All questions carry equal marks of 12.

## **PART-A (CASE STUDY)**

**1 X 12 = 12**

1. The marketer has to learn about the needs and changing of the consumer behavior and practice the Marketing Concept. Levi Strauss & Co. were selling jeans to a mass market and did not bother about segmenting the market till their sales went down. The study into consumer behaviour showed their greatest market of the baby boomers had outgrown and their NEEDs had changed. They therefore came out with Khaki or Dockers to different segments and comfortable action stocks for the consumers in the 50 age group. Thus by separating the market and targeting various groups and fulfilling their needs, they not only made up for the lost sales but far exceeded the previous sales. They also targeted the women consumers for jeans and both men and women started wearing jeans in greater numbers. The offering given by the company must be enlarged to suit various segments. For example MarutiUdyog Ltd has come out with many models. Maruti 800, Maruti Van, Zen, Alto, Veagon R, Versa Gypsy, Esteem, Boleno and other models.

For successful marketing one should:

1. Find consumer needs of various segments.
2. Position Products (new & existing) to these segments.
3. Develop strategies for these segments. Practice greater selectivity in advertising and personal selling and creating more selective media and distribution outlets.

## **PART-B**

**4X 12 = 48**

2. (a) Explain evolution of customer relationship management?
3. (a) What is meant by Consumer Behaviour in relationship perspective?  
(b) Give an overview of consumer perception?
4. (a) Briefly explain about CRM process and strategies for customer acquisition and retentions?
5. (a) What is meant by Consumer Behaviour? Explain the need for studying Consumer Behaviour  
(b) What is Market Segmentation? Explain the relationship between Demographic Characteristics and Market Segmentation
6. (a) What is Culture? Explain Cross Cultural understanding of Consumer Behaviour?  
(b) What is Social Stratification? Explain the role of Social Class on Segmenting Markets?
7. Write about consumer motivation and perception of consumer in marketing?





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Subject Code: R16MBA314M2

## MBA - III Semester Regular and Supplementary Examinations, November-2018. RETAIL MARKETING

Time: 3 hours

Max Marks: 60

Question Paper Consists of **Part-A** and **Part-B**.

Answering the question in **Part-A** is Compulsory & Four Questions should be answered from Part-B  
All questions carry equal marks of 12.

### PART-A (CASE STUDY)

1 X 12 = 12

1. Navin Mehta, a fresh chemical engineer, developed a new detergent during his M.Tech course. Upon passing out, he invested a small capital to start manufacturing and selling the detergent under the brand name 'NIPPO'. Coming from a middle class family himself, Mehta priced his detergent much lower than the other detergents available in the market at that time. His pricing strategy paid rich dividends and Nippo became an instant success. Using his newly acquired financial strength, Navin developed a premium quality bathing soap with a unique colour and perfume combination. Although, the cost price of this soap was itself high, Navin again priced it substantially lower to be a comparable product in the market by maintaining a low profit margin.
  - (a) Suggest an appropriate marketing plan to Navin Mehta.
  - (b) Do you feel Navin Mehta committed a pricing mistake in the case of the bathing soap? Give reasons for your answers?

### PART-B

4X 12 = 48

2. (a) Define multi channel retailing? What are the issues in multi channel retailing?  
(b) Explain the special characteristics of retailing?
3. (a) Explain the four types of growth opportunities that retailer may pursue?  
(b) Briefly explain the steps in strategic retail planning process?
4. (a) Name the factors affecting the attractiveness of a site location?  
(b) Explain how Retailer estimate demand for a new site location?
5. (a) Explain about Merchandise planning and control  
(b) what is an assortment plan? Explain?
6. (a) Explain the paid and unpaid methods of communicating with customers?  
(b) What is category management? what are the functions of category manager?
7. (a) What is e-marketing . Explain its scope?  
(b) What is the effect of demonetization on e-marketing in India?





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**Subject Code: R16MBA308H1**

**MBA - III Semester Regular and Supplementary Examinations, November-2018.**

## **MANAGEMENT OF INDUSTRIAL RELATIONS**

**Time: 3 hours**

**Max Marks: 60**

Question Paper Consists of **Part-A** and **Part-B**.

Answering the question in **Part-A** is Compulsory & Four Questions should be answered from Part-B

All questions carry equal marks of 12.

### **PART-A (CASE STUDY)**

**1 X 12 = 12**

1. Foot comfort was India's largest manufacturer and marketer of footwear products. For years, Foot comfort reasonably priced, sturdy footwear had made it one of India's best known brands. The company provided employment to over 15,000 people in its manufacturing and sales operations throughout India. Despite of all its successes, Foot comfort had one problem, that was its labor. The workers resorted to strikes at the slightest provocation throwing production schedules out of gear. They became perennial problems for the management. On one occasion, the company's factory at Calcutta remained closed for four and a half months because the union was against the policy of outsourcing. Foot Comfort had started outsourcing the complete manufacture of the power range of shoes to China. The company had been outsourcing only the assembly and sewing line jobs earlier. The workers felt, the decision had resulted in lower income for them and they also feared that they could lose their jobs in future, if this trend continued. For the first time in its history, the company remained dysfunctional for more than four months. The workers threatened the management that they would make their strike intensive and garner support from all other unions. The main demand of the trade union was that either their salaries would have to be increased or the outsourcing of the work to China had to be stopped. Management entered into an long term agreement with the workers and trade unions at Banglore and Faridabad so that they would not be disrupting the work in future. This agreement regarding wages was valid for a year. Despite the above agreement, a lockout was declared at Foot Comfort factory in Banglore, with the new leadership of the union had refused to abide by the wage agreement. Following the failure of its negotiations with the union, the management decided to go in for a lock – out. The footwear manufactured in the factory could be shifted to the company's other factories. The negotiation process started again and the company got an undertaking from the factory employees that they would resume work and to phasing out of welfare schemes to cut down costs. There was dissatisfaction among the workers.

Questions:

- a) Maintaining good industrial relations have always been a problem for Foot comfort. Why? How do you think Foot Comfort can maintain sound industrial relations?
- b) Do you think it right to phase out welfare schemes to cut costs? Give reasons for your answer.

**PART-B**

**4X 12 = 48**

2. (a) What is the impact of economic and social environment in which organization exists on the IR of the organization?  
(b) Briefly discuss the approaches of industrial relations in India.
  
3. (a) What are the factors that lead to the growth of trade unions in Indian context? Discuss the role of trade unions in promoting a healthy work environment in a organization.  
(b) Elaborate Trade Unions Act 1926.
  
4. (a) What do you understand by collective bargaining? Explain about the nature and significance of wage and salary administration in organization.  
(b) Discuss the role of tripartism bodies in strengthening industrial relations.
  
5. (a) Discuss the parameters in quality of worklife.  
(b) Discuss any three major constraints in wage determination in Indian context.
  
6. (a) What do you understand by the term 'social security'? What have been the major trends and emerging issues in social security in the context of economic liberalization?  
(b) What are the different provisions in Workmen Compensation Act?
  
7. (a) What is grievance and discuss how to reduce grievance?  
(b) What is the grievance redressal procedure for settlement of grievance?

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**Subject Code: R16MBA310H2**

## **MBA - III Semester Regular and Supplementary Examinations, November-2018. COMPENSATION AND REWARD MANAGEMENT**

**Time: 3 hours**

**Max Marks: 60**

Question Paper Consists of **Part-A** and **Part-B**.

Answering the question in **Part-A** is Compulsory & Four Questions should be answered from Part-B

All questions carry equal marks of 12.

### **PART-A (CASE STUDY)**

**1 X 12 = 12**

1. The case discusses the compensation management practices at Tata Consultancy Services Ltd. (TCS), one of the leading Indian IT companies. TCS' compensation management system was based on the EVA model. With the implementation of Economic Value Added (EVA)-based compensation, the salary of employees comprised of two parts , fixed and variable. The variable part of the salary was arrived after considering business unit EVA, corporate EVA, and also individual performance EVA. During the fourth quarter of the financial year (FY) 2007-2008, TCS announced its plans to slash 1.5 percent of the variable component of employee salaries since its EVA targets for the third quarter of FY 2007-2008 were not met The announcement came as a jolt not only to TCS employees but also to the entire Indian IT industry. The company came in for severe criticism and it was accused of not being transparent with respect to EVA calculation. However, some analysts felt that the pay cuts were a result of the macroeconomic challenges that the Indian IT companies were facing -- rapid appreciation of the rupee against the US dollar and the recession in the US economy (USA was the largest market for the Indian IT companies)
  1. Discuss the importance of variable compensation in light of its ability to motivate employees and enhance organizational productivity.
  2. Understand the rationale behind the cut in the compensation of the employees at TCS.
  3. Appreciate the importance of HR goals and strategies in the success of an organization

### **PART-B**

**4X 12 = 48**

2. (a) Define compensation and explain its types  
(b) What are the Key determinants of Compensation Plan?
3. Explain in detail about strategic perspectives of strategic compensation planning?
4. (a) Give brief note about strategic reasons for incentive plan?  
(b) write a note on stock options?
5. (a) what are the types of employee benefits?  
(b) Discuss about employee benefits required by law?
6. Elucidate methods of wage determination in INDIA?
7. (a) write a note on any two industries compensation practices?  
(b) Discuss functions of wage boards?

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