

Subject Code: 19MBA2TH01

MBA - II Semester Regular Examinations, December-2020

FINANCIAL 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

A company has on its books the following amounts and specific costs of each type of Capital

Type of Capital	Book Value Rs.	Market Value Rs.	Specific Costs (%)
Debt	4,00,000	3,80,000	5
Preference	1,00,000	1,10,000	8
Equity	6,00,000	9,00,000	15
Retained Earnings	2,00,000	3,00,000	13
	<u>13,00,000</u>	<u>16,90,000</u>	

Determine the weighted average cost of capital using:

- (a) Book value weights, and
- (b) Market value weights.

How are they different? Can you think of a situation where the weighted average cost of capital would be the same using either of the weights?

PART-B

4X 12 = 48

2. (a) Explain Time Value of Money and Future Value of money with examples
- (b) You want to borrow Rs. 10, 80,000 to buy a flat. You approach a housing finance company which charges 12.5 percent interest. You can pay Rs.1, 80,000 per year towards loan amortization. What should be the maturity period of the loan?
3. (a) Illustrate the process of investment decision and explain all the steps in detail.
- (b) Explain various Project Evaluation Techniques with examples

4. (a) From the following information, calculate the capitalization, capital structure and financial structures

Balance Sheet

Liabilities		Assets	
Equity share capital	50,000	Fixed assets	25,000
Preference share capital	5,000	Good will	10,000
Debentures	6,000	Stock	15,000
Retained earnings	4,000	Bills receivable	5,000
Bills payable	2,000	Debtors	5,000
Creditors	3,000	Cash and bank	10,000
	70,000		70,000

- (b) Explain the concepts of financial leverage, operating leverage and composite leverage

5.(a) XYZ Ltd. issues 20,000, 8% preference shares of Rs. 100 each. Redeemable after 8 years at a premium of 10%. The cost of issue is Rs. 2 per share. Calculate the cost of preference share capital.

- (b) Explain the significance of Cost of Capital in Capital Budgeting decisions

6. (a) List out various factors to be considered in determining the dividend policy.

- (b) Explain in detail Walter Model and Gordon Model of dividend decisions.

7. (a) Explain the components and determinants of working capital with examples

- (b) Interpret the operating cycle of working capital with an example.



Subject Code: 19MBA2TH02

MBA - II Semester Regular Examinations, December-2020
HUMAN RESOURCE 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. Case Study:

Nikhil has joined as director of an organisation during early March, 2001 in New Delhi, shifting from Calcutta. During the Selection process, the committee duly considered his earlier pay package and has given him a proportionate raise in pay adding also the tax savings which he will accrue due to splitting of 50% of his pay as reimbursement. He was happy for such compensation design, as his savings will be more in his new position. Within two weeks of his joining, government has issued a notification, declaring sealing on all perquisites and bringing all reimbursements given as perquisites within the ambit of tax net. Nikhil raised this issue and asked for reprieve with upward revision of his compensation package. The company pleaded its helplessness as government orders are beyond their control and any revision at this stage will set a bad precedence to other employees of the organisation. He was told to continue and wait for the next revision after a year, when these issues will be taken care of.

Salary information in the company is not confidential. It is so transparent that even the lowest rung of the organisation knows what others get. Internally employees feel d-motivated when they find their pay raise is disproportionate to the pay raise of their bosses. The company has a system to give Diwali gifts to all in cash and kind. This is kept strictly confidential and nobody knows what others are getting. The board approves the total amount for this package and distributes among employees, keeping in view their performance and hierarchy. Performance feedback are obtained from the structured performance appraisal system.

Nikhil was tipped off that he will be able to reduce his loss through the diwali gift and hence he should not feel d-motivated at this stage. During early November, 2001, Nikhil received a sealed packet with a gift cheque of Rs. 10,000 and gift vouchers worth Rs.20,000. Next morning he received a phone call from the chairman, who asked him to indicate his feeling when he met him in person during the afternoon. In between, Nikhil did a detailed computation in consultation with his chartered Accountant and found that he cannot get him observed from tax burden from this gift amount as he has to show this in "other income category" and pay about 33% towards tax. A visibly perturbed Nikhil decides to quit. He loses all hopes for re-negotiation and send his three months' notice to the chairman.

Questions:

1. Do you think Nikhil is right in his stand?
2. What could be the alternatives for the organisation to reduce the pay gap?
3. Should the chairman initiate any action to retain Nikhil considering his outstanding contributions?

PART-B

4X 12 = 48

2. (a) Define HRM. Discuss the evolution of HRM.
(b) Differentiate between HRM and Personnel Management.
3. (a) Discuss the steps involved Human Resource Planning.
(b) What do you mean by training? Discuss different training methods followed by an organisation.
4. (a) Explain briefly the elements that constitute the job analysis process.
(b) What is ergonomics? How does it help to increase productivity?
5. (a) Explain any two traditional and modern methods of performance appraisal.
6. (a) What are the important objectives of wage policy?
(b) Describe various incentive schemes with suitable examples.
7. (a) What is Collective Bargaining? Discuss the need and importance of Collective Bargaining.



Subject Code: 19MBA2TH03

MBA - II Semester Regular Examinations, December-2020
MARKETING 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 Oreo is a sandwich cookie consisting of two (usually chocolate) wafers with a sweet crème filling. Introduced in 1912, Oreo is the best selling cookie brand in the United States. As of 2018, the version sold in the U.S. is made by the Nabisco division of Mondelez International. Oreos are available in over one hundred countries. In some countries, such as the United Kingdom, they are referred to as Oreo biscuits. Many varieties of Oreo cookies have been produced, and limited-edition runs have become popular in the 21st century.

Over the course of its 101-year life, the Oreo cookie has seen plenty of variations: the Triple Double Oreo, the rainbow gay pride Oreo, the birthday cake Oreo, the dulce de leche Oreo, and pretty much any other variety your taste buds can imagine. Product innovation is one way that large corporations stay competitive in a rapidly changing marketplace, but it doesn't always work out when big brands attempt innovation. As part of product innovation, the iconic cookie has come with a flavour that seems a bit more tame than previous iterations, and possibly, even more delicious, introducing the 'Watermelon Oreo'. The company has chosen Watermelon because it is a fun, summer flavour that goes great with the Golden OREO cookie". The cookies already hit the shelves of Target stores across the USA and Asian countries, especially, India as the treats seem to be getting positive reviews across the web so far.

However, the snack blogger known as Junk Food Guy noted, "These DIDN'T overwhelm me with artificial (well, overly artificial) watermelon flavour. Instead the immediate taste I got was a watermelon taste that tasted like, frankly, it had been blended with creme." That sounds promising, as overtly artificial fruit flavours could potentially ruin the classic Oreo taste. The Junk Food Guy added that "the Golden Oreo added a nice buttery sweetness to the whole thing." Over the past decade, several lawsuits are filed by a public interest lawyers who claimed that trans fat is the stuff that makes the chocolate cookies crisp and their filling creamy & is so dangerous children shouldn't eat it. Surprisingly, the product has faced problems in emerging markets, like India and China. A few surveys showed that Chinese consumers found Oreos too sweet, Kraft put Andrade to work coming up with a new formula to better suit local tastes.

Questions:

- (1) Describe the problems with 'Watermelon Oreo'.
- (2) Suggest successful product launching strategies for 'Watermelon Oreo in Indian Market.

PART-B

4X 12 = 48

2. (a) Distinguish between marketing information systems and marketing intelligence systems.
(b) Briefly explain the factors affecting marketing environment.
3. (a) What are the 4 types of customer buying behaviour?
(b) What are 4 elements of a positioning statement? How do firms communicate their positioning?
4. (a) Briefly explain the levels and functions of packaging.
(b) Describe product life cycle with the help of a neat diagram.
5. (a) How do companies respond to competitors price change?
(b) What is price adaptation strategy? Explain it briefly.
6. (a) Discuss E-Marketing opportunities and challenges in emerging markets like India.
(b) What are the types of sales promotion? Describe the objectives of sales force.
7. (a) What are the critical steps in marketing control? Explain them in brief.
(b) How is the marketing department organized? How does the marketing department work with other departments?



Subject Code: 19MBA2TH04

MBA - II Semester Regular Examinations, December-2020

PRODUCTION AND OPERATIONS 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. Explain techniques of Work study- Method study- Time study ?

PART-B

4X 12 = 48

2. Define Production Management. Explain need and scope of production management.
3. (a) What are the functions of PPC? 8M
(b) What is capacity planning? 4M
4. Discuss in detail the different types of layouts, giving examples.
5. (a) What is Total Productivity? 4M
(b) Explain different tools and techniques for improving productivity? 8M
6. What is ABC analysis? How is it useful in managing inventory in an organisation?
7. Discuss what is meant by TQM. Explain its utility in operations management.



Subject Code: 19MBA2TH05

MBA - II Semester Regular Examinations, December-2020

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. Sridhar from Bangalore, had developed an electric car-VERVE (It is fully automatic, no clutch, no gears), two door hatch back, easily seating two adults and two children with a small turning radius of just 3.5 meters). It runs on batteries and as compared to other electric vehicles, has an on board charger to facilitate easy charging which can be carried out by plugging into any 15 amp socket at home or work. A full battery charge takes less than seven hours and gives a range of 80 km. In a quick charge mode (two and a half hours) 80 percent charge is attained which is good enough for 65 km. A full charge consumes just about 9 units of electricity. Somehow the product did not take off the way he expected. He is contemplating about repositioning the car. As he stood looking at the prototype, he knew that there were a couple of questions to which he must find answers before he undertook the repositioning exercise. Who should be the targeted segment – old people, young student just going to college, house wives? What should be the positioning stance? What kind of image would these customers relate to? Was a new name or punch line required? How should the promotions be undertaken? Hyundai had done it with Shah Rukh Khan, should he also consider a celebrity? If yes who?

Questions

- A. What kind of research study should Sridhar undertake? Define the objectives of his Research.
- B. Do the stated objectives have scope for a qualitative research?
- C. Which method would you recommend and why?

PART-B

4X 12 = 48

2. What is Research Design? what are its types? Discuss
3. What is a research problem? How do you select a research problem and establish research objective? Illustrate
4. Describe the various types of scaling. What are the advantages and disadvantages of each scale?
5. Describe the methods of determining sample size?
6. What is Questionnaire? What are its types?
- 7 Explain the components of research report. How would you do final proof reading?



Subject Code: 19MBA2TH06

MBA - II Semester Regular Examinations, December-2020
BUSINESS 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) Gauridutt sent his servant Lalman to find his lost nephew. When the servant had left, Gauridutt announced reward to anyone, who will trace the boy. Lalman found the boy and brought him home .when Lalman came to know, he claimed for reward. Do Lalman get the reward? Explain in the grounds of Contract Act.
- b) Agrwal agreed to buy the race horse of Chakry for Rs. 2, 00,000/-, if it wins two races in the next month. Is it a valid agreement? - Discuss.

PART-B

4X 12 = 48

2. "All agreements are not contracts but all contracts are agreements"- Discuss. (12 M)
3. Explain the essential elements of a contract of sale under the Sales of Goods Act, 1930. (12 M)
4. Discuss the Rights and Duties of an Agent as per the Contract of Agency Act, 1872. (12 M)
5. (a) Define Partnership and Partner. (2 M)
(b) Explain the relations of partners to one another as per the Indian Partnership Act, 1932. (10M)
6. Discuss the powers, duties, and liabilities of Directors of Company. (12 M)
7. Define endorsement and explain different kinds of endorsement. (12 M)
