

R19

I MBA II SEM

REGULAR & SUPPLEMENTARY EXAMINATIONS

JULY 2023

Subject Code: 19MBA2TH01

MBA - II Semester Regular & Supple Examinations, July-2023 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

1. From the following information, calculate the net present value of the two project and suggest which of the two projects should be accepted a discount rate of the two.

	Project X	Project Y
Initial Investment	Rs. 20,000	Rs. 30,000
Estimated Life	5 years	5 years
Scrap Value	Rs. 1,000	Rs. 2,000

The profits after taxation (cash flows) are as follows:

Project	Year 1	Year 2	Year 3	Year 4	Year 5
	Rs.	Rs.	Rs.	Rs.	Rs.
X	5,000	10,000	10,000	3,000	2,000
Y	20,000	10,000	5,000	3,000	2,000

The following are the present value factors @ 10% p.a.

Year	1	2	3	4	5	6
Factor	0.909	0.826	0.751	0.683	0.621	0.564

PART-B

4X 12 = 48

2. (a) Explain the scope of financial management.
(b) List the basic financial decisions. How do they involve risk-return trade-off?
3. (a) Discuss the stages of capital budgeting process.
(b) Differential between NPV and IRR method
4. (a) From the following information find out operating, financial and combined leverages. Sales Rs. 1,00,000, Variable Cost Rs.60, 000, Fixed Cost Rs.20, 000 and Interest Rs. 10,000.
(b) List out factors determining capital structure.

5. (a) Discuss the importance of cost of capital in financial decision making.
- (b) Rama company issues 120000 10% debentures of Rs. 10 each at a premium of 10%. The cost of floatation are 4%. The rate of tax applicable to the company is 55%. Compute the cost of debt capital.
6. (a) Explain the factors affecting the dividend policy.
- (b) Discuss the various types of dividend policies.
7. (a) Critically explain the factors affecting the requirement of working capital.
- (b) Explain various inventory control techniques.



Subject Code: 19MBA2TH02

MBA - II Semester Regular & Supple Examinations, July-2023

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. Mr. Kumar is the HR Manager for XYZ company which is into manufacturing of wooden chairs. During the latest performance appraisal it is observed that performance levels of employees in their Production, Marketing, Finance and Administration departments is not up to the expectations. Even there are sub divisions in their production department like manufacturing, Assembling, Polishing and Drying units, where employee performance is low. Being the HR manager Mr, Kumar is asked device various measures to improve the performance of employees in various departments and ensure that their productivity increases and thereby the overall profit of the organization increases.

Q 1) How do you think Mr. Kumar can improve the performance levels of employees.

Q2) What are the various techniques that you suggest Me. Kumar to improve the employee performance.

PART-B

4X 12 = 48

2. (a) Explain various functions of HRM and their significance.
(b) List out various challenges for HRM in the contemporary world and explain them in detail.
3. (a) Illustrate the process of HR Planning and explain each step in detail, with examples.
(b) Contrast On the Job Vs Off the Job Training methods.
4. (a) Explain the concepts of Job Description and Job Specification in detail with examples.
(b) Describe the concept of Job Design and job Analysis, in detail.
5. (a) List out modern methods of performance appraisal and explain them in detail.
(b) Explain the significance of Compensation mechanisms at Global level
6. (a) Interpret he concept of Wage and explain various considerations in designing wage structure.
(b) Explain various Statutory and Non-statutory welfare measures with examples.
7. (a) List out various steps in Collective Bargaining Method and explain them with examples.
(b) Explain the concept of Stress Management at Workplace and device various measure to manage Stress at Work.



Subject Code: 19MBA2TH03

MBA - II Semester Regular & Supple Examinations, July-2023

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

The Coke Pepsi Rivalry: Pepsi Vs. Coke

The cola wars had become a part of global folklore - something all of us took for granted. However, for the companies involved, it was a matter of 'fight or succumb.' Both print and electronic media served as battlefields, with the most bitter of the cola wars often seen in form of the comparative advertisements. In the early 1970s, the US soft-drinks market was on the verge of maturity, and as the major players, Coke and Pepsi offered products that 'looked the same and tasted the same,' substantial market share growth seemed unlikely. However, Coke and Pepsi kept rejuvenating the market through product modifications and pricing/promotion/distribution tactics. As the competition was intense, the companies had to frequently implement strategic changes in order to gain competitive advantage. The only way to do this, apart from introducing cosmetic product innovations, was to fight it out in the marketplace. This modus operandi was followed in the Indian markets as well with Coke and Pepsi resorting to more innovative tactics to generate consumer interest.

In essence, the companies were trying to increase the whole market pie, as the market-shares war seemed to get nowhere. This was because both the companies came out with contradictory market share figures as per surveys conducted by their respective agencies - ORG (Coke) and IMRB (Pepsi). For instance, in August 2000, Pepsi claimed to have increased its market share for the first five months of calendar year 2000 to 49% from 47.3%, while Coke claimed to have increased its share in the market to 57%, in the same period, from 55%. Media reports claimed that the rivalry between Coke and Pepsi had ceased to generate sustained public interest, as it used to in the initial years of the cola brawls worldwide. They added that it was all just a lot of noise to hardsell a product that had no inherent merit.

Questions For Discussions:

- 1) What do you think are the reasons for Coke V/s Pepsi Rivilarity?
- 2) What best suggestions that you can give to reduce the rivilarity?

PART-B

4X 12 = 48

2. (a) Distinguish between Selling and Marketing Concepts?
(b) Discuss the Steps in the Marketing Research?

3. (a) Explain the Steps in the Marketing Segmentation Process?
(b) Differentiate between consumer and organisational behaviour?

4. (a) Discuss the Steps in the New Product Development Process?
(b) What is Branding? Discuss the Branding Strategies in Detail?

5. (a) Explain Demand Based Pricing Strategies?
(b) How to Respond to Pricing of Competitors?

6. How Do you Manage Advertising Effectively?

7. Write Short Notes on Different types of Marketing Control?



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Subject Code: 19MBA2TH04

MBA - II Semester Regular & Supple Examinations, July-2023

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

1 X 12=12

1. You have the opportunity to invest INR 10 crores for your company to develop a jet engine for commercial aircrafts. Development will span 5 years. The final product costing Rs. 5 crore/unit could reach a sales potential, eventually of Rs. 25crore. The new engine can be placed in service 5 years from now, but only if it qualifies four years from now for certification clearing commercial use and only if it meets Federal Aviation Administration's (FAA) ever tightening standards for noise reduction. Certification also has to be obtained from India's Director General of Civil Aviation (DGCA). There is competition from world-class manufacturers like Pratt and Whitney and Rolls Royce who are developing competing engines. If you decide to proceed with the project, you must also determine where the new engines will be produced and develop the manufacturing facilities. If you decline to proceed, your company could invest its resources elsewhere and based on its track record, get attractive returns.

(a) What would be your line of action? (b) In case of lengthy product design and development time, what kinds of risks are there? C) How do you ensure that quality is assured?

Part - B

4 X 12 = 48

2. Define production explain operations management
3. What are the elements of production planning and Control? Briefly discuss the elements.
4. What do you mean by plant layout? What are the different types of plant layout? Briefly discuss each type of plant layout?
5. What do you mean by Economic order quantity? How EOQ is different from VED?
6. Define the term quality Management. Discuss the tools and techniques for Quality improvement.
7. How does converting from a traditional purchasing system to a JIT purchasing system reduce purchasing and receiving costs?



Subject Code: 19MBA2TH05

MBA - II Semester Regular/Supplementary Examinations, July 2023
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. Illustrate the ANOVA form the following data of three schools, level of significance is 5%

A	9	10	13	14	16
B	8	11	14	12	9
C	7	9	13	14	17

PART-B

4 X 12 = 48

2. (a) Why is the research problem important? How to define a research problem?
(b) Briefly explain types of research.
3. (a) Describe the process of sampling. Mention the methods of sampling.
(b) What are types of sampling errors and how to contain them?
4. (a) Distinguish between primary data and secondary data.
(b) Describe the qualities and characteristics of a good questionnaire.
5. (a) What are different level of measurement of variables in research? Explain them in brief.
(b) What are the methods of attitude measurement in business research? Enumerate them.
6. (a) What is descriptive statistics? Mention types of descriptive statistics.
(b) What's the difference between descriptive statistics and inferential statistics? Write a brief note on statistical significance.
7. (a) State the principles of a good research report.
(b) Describe the process and mechanics of report writing.
