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MBA II SEM

SUPPLEMENTARY EXAMINATIONS

MARCH 2025

Subject Code: 19MBA2TH01

**MBA - II Semester Supple Examinations, March-2025**

**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. ABC company considering two mutually exclusive projects both require an initial investment of Rs. 1,50,000 each and have a life of five years. The cost of capital of the company is 10% the estimated net cash inflows (after tax) of the two projects are as follows:

Year	Project-X	Project -Y
1	30,000	30,000
2	50,000	45,000
3	60,000	65,000
4	70,000	75,000
5	75,000	80,000

Find out (a) Payback period (b) Net present value (c) Profitability index and suggest which project should be accepted.

**PART-B**

**4X 12 = 48**

- Describe various functions of Financial Management and Explain the significance of profit Maximization and wealth maximization
- XY Ltd needs Rs. 50,00,000 for the installation of a new factory. The new factory is expected to yield annual Earnings Before Interest and Tax(EBIT) of Rs.10,00,000. In choosing a financial plan, XY ltd has an objective of maximizing earnings per share. It is considering the possibilities of issuing ordinary shares and raising debt of Rs.5,00,000 or Rs. 20,00,000 or Rs. 30,00,000. The current market price per share is Rs.300 and is expected to drop to Rs.250 if the funds are borrowed in excess of Rs. 20,00,000. Funds can be raised at the following rates: Upto Rs.5,00,000 at 10% Over Rs.5,00,000 to Rs.20,00,000 at 15% Over Rs.20,00,000 at 20% Assuming a tax rate of 50%.
- A firm has sales of Rs.10,00,000, variable Cost Rs.7,00,000 and fixed cost Rs.2,00,000 and debt of Rs.5,00,000 at 10% rate of interest. What are the operating and financial Leverages?
- Enumerate various short term and long term sources of finance
- Given the following information about YX Ltd. Show the effect of the Dividend policy on the market price per share, using Walter's model.  
EPS= Rs.10, Cost of capital (K) = 12% Assumed rate of return (a) 15%, (b) 12%, (c) 20%
- Illustrate various types of working capital and Explain factors affecting working capital requirements.

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**Subject Code: 19MBA2TH02**

**MBA - II Semester Supple Examinations, March-2025**

**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.

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**PART-A (CASE STUDY)**

**1 X 12 = 12**

**1. Case Study**

Best Buy a renowned company choose Accenture HRM for a variety of reasons, including an existing relationship, the company's understanding of Best Buy's culture and its ability to meet Best Buy's needs. The outsource operation assumed responsibilities for these services and part of the ranks of HRM generalists. Accenture also integrated third party vendor management for all contracts that fell within the scope of its responsibilities. In the first year of the arrangement a new service center was established in Minneapolis and more than 100 Best Buy employees were moved to outsource the operation. The phased in approach to transition capabilities include

- The move from a staffing department to talent discovery and acquisition
  - The deployment of a case management tool for HR technology
  - The launch of new recruitment package
  - The creation of a new contract center for service delivery that begins operations this year
- Among the goals planned for this year are portal and benefits integration, establishment of policies, reporting and salary administration and compensation. Best Buy believes that it is ahead of the curve. More and more firms are outsourcing HRM activities and entire functions. One survey indicated that among large companies 94% of the firms outsource at least one HRM activity or function. The most commonly outsourced functions are:
- Outplacement - 91%
  - Employee assistance programmes - 89%
  - Compensation plans - 83%
  - Pension plans - 68%

Discussion questions:

1. What is the significance of outsourcing HRM activities?
2. What are the problems that the organization is likely to face in case of outsourcing of HRM activities?
3. Give few suggestions to overcome the difficulties?

**PART-B**

**4X 12 = 48**

2. (a) Differentiate between Personnel Management and Human resource Management  
(b) Discuss the challenges of HRM
- 3(a) Explain various interview techniques  
(b) Elaborate the management development methods

4. What is job analysis. Explain the significance of job analysis
5. Discuss modern performance appraisal methods
6. (a) Explain the concept and nature of welfare management  
(b) write a note on non- statutory welfare measures
7. (a) Discuss the statutory provisions related to industrial safety  
(b) Explain HR auditing

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Subject Code: 19MBA2TH03

**MBA - II Semester Supple Examinations, March-2025****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. Advertising is an art of making sure the target market receives advertising message and responds in kind. Horlicks has been traditionally targeted at elders. However, about 5 years ago, communication was changed with the introduction of different flavours. The TV commercial had children going around the town, cheering "Epang Opang Jhapang"-a chat without any meaning. However, the TVC showed their mothers deciding on the choice of health drink. Horlicks competitor Complan promised to make the kids taller. Now, Horlicks has gone a step further in promising not only height but a stronger body and a sharper mind. The new campaign for Horlicks gives the kids a motto: Badlo apne bachpan ka size. The new TVC has Darsheel Safary, the child protagonist of Taare Zameen Par, in the lead. Safary and his friends are on a mission to change things they don't like and question age old practices. Is Horlicks taking kids on a rebellious path? The TVC will be supported by print, radio and on ground activities and extended to Horlicks school programs, Whiz Kids Contest. In the late 2008, a legal battle broke out between Glaxo Smith Kline Consumer Healthcare (GSK) and Heinz India over the advertisements of their respective drinks Horlicks & Complan. The advertisements talked about how their respective brand was better than the other. Glaxo Smith Kline (GSK) has re-launched its Horlicks brand in three new flavors on the Indian market, according to reports in the Indian press. GSK has about 75% market share of India's health drink market with Boost, Viva and Maltova, according to a report from Press Trust of India

**Questions:**

- a) What positioning strategies are adopted by Horlicks?  
b) What alternative positioning strategies would you suggest for the sustained market share?

**PART-B****4X 12 = 48**

2. (a) Explain selling concept and marketing concept and state differences between them?  
(b) Define Marketing environment and explain in detail about characteristics and types of marketing environment?
3. (a) What is Segmentation? Explain the basis of segmentation in detail?  
(b) Define strategy? Explain the process of formulating strategy with a suitable example?
4. (a) Discuss the process involved in New Product development?  
(b) Enumerate the stages of Product Life Cycle?
5. (a) Define pricing policy? Explain the objectives of pricing policy?  
(b) Discuss in detail about various kinds of pricing strategies?
6. (a) Define Communication? Explain how communication helps in marketing a product?  
(b) Define Advertising? Explain the various kinds of advertising?
7. (a) What is marketing control? Explain in brief about various types of marketing control?

Subject Code: 19MBA2TH04

**MBA - II Semester Supple Examinations, March-2025****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. (A) A fast-food restaurant Zaika has opted to change its supplier of cleaning materials because its current supplier has become unreliable in its delivery performance. The two alternative suppliers that it is considering have been evaluated, on a 1–10 scale, against the criteria shown in Table below. Evaluate with your analysis, which supplier would you suggest and why?

Factors	Weightage	Score of Supplier A	Score of Supplier B
Cost	10	8	5
Quality track record	10	7	9
Delivery speed	7	5	5
Flexibility	7	4	8
Reliability	8	6	8
Range provided	5	8	5
Capability for innovation	4	6	9

**PART-B**

4X 12 = 48

2. Illustrate the roles and responsibilities of Production Manager.
3. Explain the various types of Production - Planning and Control Systems in manufacturing.
4. What are the various work measurement techniques? Explain.
5. Define 'Productivity'. What are the various tools and techniques to improve productivity?
6. What are the various inventory control systems? Explain 'Fixed Order Quantity System'.
7. Describe Juran's contribution to the quality.

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Subject Code: 19MBA2TH05

**MBA - II Semester Supple Examinations, March-2025**

**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. The following table lists the frequency distribution for 60 rolls of a die.

Outcome	1- Spot	2- Spot	3- Spot	4- Spot	5- Spot	6- Spot
Frequency	7	12	8	15	11	7

Test at the 5% significance level whether the null hypothesis that the given die is fair is true.

## **PART-B**

**4 X 12 = 48**

2. (a) Outline the overview of Research Process. Examine the various types of Research.  
(b) Examine the key considerations in identification of Research Problem.
3. (a) Differentiate between the Probabilistic Sampling techniques and Non- the Probabilistic Sampling techniques  
(b) Illustrate the merits and demerits of Sampling. Explain about the Sample Size.
4. (a) Demystify the key considerations in Questionnaire Design. Identify the various types Questions in Questionnaire design.  
(b) Identify the various types of Primary Data and Secondary Data.
5. (a) Summarize the various Scaling Techniques in detail.  
(b) Describe the role of Attitude Measurement in Research. Examine the need of Scaling technique.
6. (a) Write about the various methods of Data Presentation. Discuss the Data Analysis.  
(b) Distinguish between Parametric and Non-parametric tests.
7. (a) Examine common differences between Academic Research Reports and Industry Research Reports.  
(b) Elucidate the contemporary issues in Research Publications in India.

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**Subject Code: 19MBA2TH06****MBA - II Semester Supple Examinations, March-2025**  
**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. Avinash and Bipin have a partnership in manufacturing an electronics product. They intend to start a joint stock company in order to expand their business further. You are a consultant who is supposed to help them to start the company. Explain to them the complete procedure and legalities of starting a company

**PART-B****4 X 12 = 48**

2. Explain the essentials of a valid contract.
3. What is discharge of a negotiable instrument? State the different ways in which a negotiable instrument may be dishonored.
4. Who is a consumer? Discuss the features of the consumer Protection Act, 1986.
5. Describe the subject matter of sale. Distinguish between specific, ascertained and unascertained goods.
6. Discuss the power of Company Law Tribunal under the companies Act-2013 regarding prevention of oppression and mismanagement.
7. What is a contract of Partnership? Discuss its essential elements.

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