

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)

MBA I Year II Semester (R18) Regular End Semester Examinations – JUNE 2019
FINANCIAL MANAGEMENT

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.
In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

Q.1(A) What is the scope and importance of finance function to business organization? 10 M

OR

Q.1(B) Wealth maximization is superior to profit maximization"-Comment. 10 M

Q.2(A) What is capital budgeting and explain methods of capital budgeting. 10 M

OR

Q.2(B) Project A and Project B costs Rs.50000 and Rs.25000 respectively. Their cash flows (after tax) are given below. You are required to find out the internal rate of return and NPV @ 10% for each project and decide on that basis which project is more profitable. 10 M

Year	Cash Flow (Rs)	
	Project A	Project B
1	5000	10000
2	15000	10000
3	30000	10000
4	20000	10000
5	10000	-

Q.3(A) What is capital structure? What are the determinants of capital structure? 10 M

OR

Q.3(B) Combined metals limited are planning a simultaneous issue of debenture and preference share. 10 M

The features of the debenture and preference shares are as below:

Particulars	Debentures	Preference Shares
Face Value	Rs. 100	Rs. 100
Issue Price	Rs. 90	Rs. 110
Coupon/Dividend	8%	12%
Term	10 yrs	10 yrs
Redemption Price	Rs. 110	Rs. 100
Floatation Cost	1.00%	2.00%

(a) Assuming a tax rate of 40%, find out the cost of debenture and preference shares.

(b) What difference does it make to the share holder if the capital is raised by issuing debenture for preference shares? Which is advantageous?

Q.4(A) What is working capital? What factors are to be considered while determining working capital requirements? 10 M

OR

Q.4(B) Briefly explain factors that determine the working capital needs of a firm. 10 M

Q.5(A) What is merger, acquisition and takeover? Explain the rationale for mergers. 10 M

OR

Q.5(B) Explain in detail corporate value based management systems and its approaches. 10 M

Q.6 **Case Study** 10 M

A Company needs Rs.12 lakh for the installation of a new factory which would yield an annual EBIT of Rs.2 lakh. The company has the objective of maximizing the earning per share. It is considering the possibility of issuing equity shares plus raising a debt of Rs.2 lakh Rs.6 lakh or Rs.10 lakh. The current market price per share is Rs.40 which is expected to drop to Rs.25 per share if the market borrowings were to exceed Rs.7.5 lakh.

Cost of borrowings is indicated as under:

Up to Rs.2.5 lakh =10% p.a.

Between Rs.2,50,001 and Rs.6.25 lakh =14%p.a.

Between Rs.6,25,001 and Rs.10 lakh =16%p.a.

Assuming a tax rate of 50% work out the EPS and the scheme which would meet the objective of the management.

*****END*****

Hall Ticket No:

Course Code: 18MBAP109

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)

MBA I Year II Semester (R18) Regular End Semester Examinations – JUNE 2019
MARKETING MANAGEMENT

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.
In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

Q.1(A) Elucidate on the demographic and political factors that are to be considered in designing Marketing Strategies. 10M

OR

Q.1(B) What is Market Segmentation? Explain the significance of segmenting a market. 10M

Q.2(A) Explain the steps involved in New Product Development. With suitable examples 10M

OR

Q.2(B) What is a Product? Explain the classification and characteristics of Product. 10M

Q.3(A) What is Pricing? Explain the methods of Pricing techniques with suitable examples. 10M

OR

Q.3(B) What are the various kinds of pricing strategies? Discuss each one of them with examples. 10M

Q.4(A) What is Retailing? Explain the classification of Retailers with suitable examples. 10M

OR

Q.4(B) Write a Short notes on:
a) Sales force Compensation b) Sales force Structure c) Sales agencies. 10M

Q.5(A) What is Direct Marketing? Explain the advantages and disadvantages of Direct Marketing? 10M

OR

Q.5(B) Write a short notes:
a) Word of Mouth b) Public Relation c) Internal Marketing Vs Rural Marketing 10M

Q.6 **Case Study** 10M

HLL, an FMCG major, is a key player in the beverages industry, with strong brands like Red Label tea and Green Label coffee in its fold. HLL recorded sales of Rs. 1 Rs.3,847 in the beverages category for the year 2016. HLL is the market leader in both the tea and coffee businesses. HLL has brands targeted at consumers from all income groups. They are categorized into the popular, economy, and premium segments. In the popular segment, the company has brands like A1 and Tiger. In the economy segment, the company has Brooke Bond Red Label, and Lipton Taaza. At the high end, the company has Brooke Bond Taj Mahal and Lipton Yellow Label. A three – year study conducted to evaluate the tea consumption patterns of customers by IMRB has provided some important findings. The study found that

the reasons for drinking tea varied depending upon the social class the consumer belongs to. The lower income group consumer drank tea to get energy. The middle class customer consumed tea for relaxation. The upper-income group consumer consumed tea for social reasons. Analysts claim that tea companies need to position their brands based on the consumer perception with regard to tea. Companies targeting the lower end segment need to position their products as energy drinks, while the economy segment products should highlight the relaxation aspect. For the higher end segment, celebrity endorsements of the tea brand would help the company to attract the customers. These findings were used by HLL to refocus its brands to suit the needs of each segment. A1 and Tiger were repositioned as brands that have strong flavor and provide energy. These products were targeted at the loose tea consumers in order to upgrade them to branded tea users. The company came out with new variant of A1 that is fortified with vitamins which the company claims provides extra energy. In the economy segment also, the company repositioned Red label and Taaza to appeal to middle class consumers. Lipton Taaza was relaunched in a new nitrogen flushed pack which retains the freshness of tea powder for a longer period of time. Taaza was also positioned as a product that provides relaxation. In the premium segment to attract the upper – income group customers company roped in leading musicians to endorse the Taj Mahal brand.

HLL found that nearly 30% of the tea business comes from out-of-the-home consumption which is a relatively untapped market for branded players. The company has found that roadside tea stalls and vending machines constitute the bulk out-of-the-home tea consumption. So the company has focused on these two segments to drive its growth. HLL identified that tea stall vendors had a different set of needs than the end-consumer. Their tea consumption varies according to the end-consumer demand. They need tea which provides strong flavor and gives a larger number of cups. Moreover they are not brand-conscious. HLL has decided to supply quality tea to the vendors on a daily basis. Through this, the company hopes to wean the tea vendors away from loose tea suppliers. HLL has created a unique distribution channel for providing a daily supply to these roadside stalls.. At present HLL sells nearly 15,000 tones of tea daily through this route. To increase sales further, the company has set up the 'Good Life' club. The vendors who join the club will get incentives or freebies for every purchase. Hence the buyer has an incentive to purchase more of the product.

Questions:

1. Comment on the strategy used by HLL to segment the consumer tea market. How did it position its brands in each of the segments?
2. Analyze the HLL strategy to gain business from tea stall vendors? How did HLL succeed in attracting tea stall vendors?

END

Hall Ticket No:

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Course Code: 18MBAP110

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)

MBA I Year II Semester (R18) Regular & Supplementary End Semester Examinations – JUNE 2019

PRODUCTION AND OPERATIONS MANAGEMENT

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.

In Q. No 1 to 5 answer either Part A or Part B only. Q. No 6 which is a case study is compulsory.

Q.1(A) Define POM. Explain its historical development. **10M**

OR

Q.1(B) Enumerate different decision tools in operations in using excel. **10M**

Q.2(A) Explain the importance of feasibility study in product design with suitable example. **10M**

OR

Q.2(B) What is product design? Explain the DFMA purpose when product design. **10M**

Q.3(A) A Scheduler has four jobs to be assigned to two machines. Determine the minimum time assignment of jobs to the two machines using the following data **10M**

Jobs	Machine 1	Machine 2
A	3	2
B	6	8
C	5	6
D	7	4

OR

Q.3(B) A scheduler has five jobs that can be performed on an of the five machines. The cost of completing for each job-machine combination is given in the table below. Determine the minimum cost assignment of jobs to machines **10M**

JOBS	MACHINES				
	A	B	C	D	E
1	5	6	4	8	3
2	6	4	9	8	6
3	4	3	2	5	4
4	7	2	4	5	3
5	3	6	4	5	5

Q.4(A) Define the term plant location. Discuss the steps to be taken in choosing a location for a plant. **10M**

OR

Q.4(B) Define the importance and types of hybrid lay out **10M**

- Q.5(A)** The following table gives the observations made for a particular work that has 3 work elements. **10M**

Element	Observed Times (minutes)				Performance rating
	1	2	3	4	
A	0.5	0.48	0.49	0.5	125%
B	0.94	0.85	0.80	0.81	110%
C	0.69	0.68	0.72	0.75	80%

Determine the normal time and the standard time for the work assuming a 5% allowance factor.

OR

- Q.5(B)** Ten samples of 15 parts each were taken from an ongoing process. The details of measurements are given in the table below: **10M**

Sample	n	Number of defects
1	15	3
2	15	1
3	15	0
4	15	0
5	15	0
6	15	2
7	15	0
8	15	3
9	15	1
10	15	0

Develop an appropriate control chart with 95% confidence interval ($Z = 1.96$)

Q.6

Case Study

10M

Platex Limited (Platex), which emerged as one of the foremost manufacturers of textile handicrafts in North India, realised the increasing demand for its products in South India. It planned to set up a new production facility at a suitable location and zeroed in on few locations for consideration. The management collected relevant data about the states and major cities, which list out the benefits of the location and other factors like cost, potential, etc. Ultimately, Factor rating method was used to identify a suitable state and Center of gravity method was used to identify a suitable location for their proposed business operations. Based on information and experience in the field, a wide variety of factors are identified and included in the analysis. Appropriate weightage was given for each factor in the analysis. After interpretation of the score of critical factors, if Madanapalli of Andhra Pradesh was selected for their business operation in South India.

Suggest what factors or center gravity of Madanapalli area leads to establish Textile Handicrafts in Andhra Pradesh.

END

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MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA I Year II Semester (R18) Regular & Supplementary End Semester Examinations – JUNE 2019

HUMAN RESOURCE MANAGEMENT

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.
In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

Q.1(A) What is meant by HRM? Memorize nature and functions of HRM in an organization. 10 M

OR

Q.1(B) What are the Emerging trends of HRM in domestic and global economy with suitable examples? 10 M

Q.2(A) Define Recruitment and Discuss steps in Recruitment process. 10 M

OR

Q.2(B) Define Job Analysis and discuss Job Description and Job Specification is required for effective selection in an organization. 10 M

Q.3(A) What is meant by Training and describe training process? 10 M

OR

Q.3(B) Elucidate different types of performance management methods. 10 M

Q.4(A) Determine factors affecting employee compensation. 10 M

OR

Q.4(B) Discuss Job Evaluation process in detail. 10 M

Q.5(A) Explain Industrial Relation system in India. 10 M

OR

Q.5(B) What is you understand by Human Resource Accounting? How to conduct Human Resource Audit in an organization? Explain. 10 M

Q.6 **Case Study** 10 M

Adam, fresh from school was a newly recruited HR practitioner. During his one month into the job, he was asked to be in-charge of the orientation programme for the entire organisation. Being new, he followed closely to the processes. Recently, Roy joined the organisation and Adam was required to orientate him. On Roy's first day of work, Adam brought him around the organisation for introduction to the rest of the staffs. Unfortunately, Roy's assigned mentor was not around hence, Adam was unable to make an official introduction for Roy to meet up with his mentor. In the afternoon, during the HR briefing, Adam mentioned to Roy that there is a buddy system in place but it is only on an opt-in basis. Roy requested to opt for a buddy. Adam was rather surprised by Roy's request as according to Adam's manager-Jean, no one in the organisation has requested for a buddy.

Hence, Adam checked with Jean on the criteria in getting a buddy for Roy and according to her, Adam found out that it needed to be someone preferably from Roy's department. Having clarified on the criteria, Adam was supposed to get a

buddy for Roy, unfortunately, this issue was clearly forgotten by Adam due to his busy schedule as he was involved in other HR matters as well and he did not follow up with Roy's request promptly.

One week later, Adam met Roy in a lunch gathering and Adam greeted Roy and asked him casually how is he doing and if he has adapted well to his job. Roy, asked Adam blatantly and angrily where is his buddy that he had requested. At that moment, Adam recalled on the existence of this request and unwittingly told Roy that he thought Roy was joking with him on the request for a buddy as he did not want to admit to Roy that he had clearly forgotten about the whole issue. Roy was very angered by Adam's response and told him off that he was very serious in getting a buddy and that its Adam's responsibility to do so. Adam, clearly embarrassed and guilty about his mistake, apologised immediately and promised to get him a buddy. On the very day, a buddy- Sam, was found for Roy. Roy was very unhappy with Adam and confronted Adam and his buddy when he was able to have an official meet up session with his mentor. Adam explained to Roy that the organisation has no current practice in place for meet up sessions to be arranged between mentors and mentees and its a practice for mentees to take self-initiative to do so in arranging for meetings with their mentors and also that his mentor is currently out of town and will only be back the next day. Adam, himself being a new staff also was at that moment in time speaking on personal experience and also based on what Jean had told him. Sam, who was present agreed and helped to explain to Roy on the practice. Roy kept quiet and Adam unknowingly thought that Roy has understood the organisation practice. Hence, Adam did not continue to check with Roy on this aspect.

The following day, Roy had a feedback session with his manager and Adam was called upon to sit in as a part of the orientation programme. Roy brought up the issue on Adam's failure to get him a buddy promptly and that he was not introduced to his mentor at all. He complained about the poor management of the HR mentor and buddy system and that it was not effective at all and that he expressed that he is very unhappy with Adam as he felt that he was not doing his job at all. Adam tried to explain to Roy and his manager about what happened and also reassured Roy that he will take his suggestions of improving on the system and was apologetic about the issue. He told Roy's manager that he will bring Roy to see his mentor after the session as his mentor is back in the office after being on leave for the past week. Roy was still very unhappy with Adam and continued telling Adam off in front of his m:

Questions:

1. On an HR practitioner point of view, what should Adam do to resolve the issue?
2. Roy is very unhappy with Adam and holds it against him even though all has been done and followed up. What should Adam as HR do to resolve this and should Jean, as Adam's manager do something?
3. What role does Roy's manager play in this issue and should he be implicated?

END

Hall Ticket No:

Course Code: 18MBAP112

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)

MBA I Year II Semester (R18) Regular & Supplementary End Semester Examinations – JUNE 2019

BUSINESS RESEARCH METHODS USING SPSS

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.
In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

- Q.1(A) i. Define business research. 3M
ii. "Search for facts should be made by scientific method rather than by arbitrary method" -Substantiate 7M

OR

- Q.1(B) i. Explain the role of internet in business research. 5M
ii. Describe the role of E-mail in business research. 5M

- Q.2(A) What is a hypothesis and explain various types of hypothesis 10M

OR

- Q.2(B) Explain the major sources for identifying problem in business research and explain the process of identifying business problem. 10M

- Q.3(A) i. What are the sources of data? 4M
ii. Explain the advantages and disadvantages of structured interviews in business research. 6M

OR

- Q.3(B) What is Questionnaire Construction? Should one prefer a Structured Questionnaires over the Unstructured Questionnaires? Explain with an example. 10M

- Q.4(A) Explain the overview of descriptive, associational and inferential measures adopted in the analysis of data. 10M

OR

- Q.4(B) Explain briefly Chi-square test and its applicability in a business research 10M

- Q.5(A) What are the essential requirements while preparing good research report? 10M

OR

- Q.5(B) Explain the guidelines for effective report writing with suitable examples. 10M

- Q.6 **Case Study** 10M

A Financial services company is planning to conduct a survey at Chittoor district about investor's attitude towards investment in Mutual Funds. If you are a research analyst, prepare questionnaire, objectives, methodology and write a procedure how you make a decision?

END

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA I Year II Semester (R18) Regular & Supplementary End Semester Examinations – JUNE 2019

BASIC ECONOMETRICS

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.
In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

Q.1(A) Discuss the importance and scope of econometrics? Differentiate between economic and econometric models with examples. 10 M

OR

Q.1(B) Explain unbiasedness, efficiency, consistency, and sufficiency properties for an estimator. 10 M

Q.2(A) Establish the relationship between correlation coefficient and regression coefficients considering a bivariate scenario. What is the range of correlation coefficient? 10 M

OR

Q.2(B) The sales of a company (in million dollars) for each year are shown in the table below. 10 M

x (year)	2005	2006	2007	2008	2009
y (sales)	12	19	29	37	45

- a) Find the least square regression line $y = ax + b$.
- b) Use the least squares regression line as a model to estimate the sales of the company in 2012.

Q.3(A) Tensile strength of carbon steel samples in kg weight as recorded by an operator using UTs matrix is given below: 10 M

15, 20, 18, 16, 17, 21, 20, 19, 17, 15

At 5% level of significance find out whether the mean breaking strength of the lot can be considered 18 kg weight.

OR

Q.3(B) Explain the difference between specification test and goodness of fit test with example. Explain autocorrelation. Write the various methods to detect autocorrelation. 10 M

Q.4(A) Write the various components of time series. What are various methods for analyzing trend? 10 M

OR

Q.4(B) Elucidate Box-Jenkins Methods. 10 M

Q.5(A) Explain autoregressive model? What is moving average? Explain ARIMA method. 10 M

OR

Q.5(B) What are the steps involved in ARMA/ARIMA model with example. 10 M

Case Study

Q.6 An example from labour economics has been taken. Where Wage is the dependent variable and Academic qualification and Work Experience are the predictor variables. 10 M

SUMMARY OUTPUT	
<i>Regression Statistics</i>	
Multiple R	0.762261989
R Square	0.58104334
Adjusted R Square	0.568899669
Standard Error	0.865002896
Observations	143

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>
Intercept	-0.88162	0.44136	1.99751	0.04774	1.75433	0.00892
Academic Qualification	0.36842	0.09375	3.92981	0.00013	0.18305	0.55379
Work Experience	0.23433	0.07513	3.11910	0.00221	0.08578	0.38288

1. What you understood R-Square value? Whether the given model has weak, medium or strong variance.
2. How many Hypothesis can be framed from the given data?
3. What does coefficients value indicate?
4. What is the level of significance taken in the above table?

END

Hall Ticket No:

Course Code: 18MBAP503

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA I Year II Semester (R18) Regular & Supplementary End Semester Examinations – JUNE 2019

E-COMMERCE AND DIGITAL MARKETS

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.
In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

- Q.1(A) Define e-commerce? How does it differ from e-business? Discuss the major types of e-commerce? 10 M
- OR
- Q.1(B) Explain different categories of E-Commerce business models with an example to each type. 10 M
-
- Q.2(A) Discuss about e-commerce infrastructure. Add a note on its impact on business strategy. 10 M
- OR
- Q.2(B) Describe important factors impacting E-Commerce web site design, and their effect on the site's operation? 10 M
-
- Q.3(A) Illustrate six major trends in supply chain management and collaboration. 10 M
- OR
- Q.3(B) How do the procurement and supply chains relate to B2B e-commerce? 10 M
-
- Q.4(A) Write a note on the advantages and challenges of online retailing firms? 10 M
- OR
- Q.4(B) Identify the four main dimensions that e-commerce ethical, political, and social issues fall into and provide an example of how each dimension might apply to an individual. 10 M
-
- Q.5(A) What is electronic payment system? Examine different types of electronic payment system? 10 M
- OR
- Q.5(B) Differentiate e-Markets vs. Traditional Markets. Add a note on Developments in IT purchasing. 10 M
-
- Q.6 **Case Study** 10 M

E-Commerce transactions in India are gaining popularity at the very fast pace majorly due to its attributes of ease of shopping, good discounts, social media integration, cash on delivery mode of payment etc. the industry is all set to grow and beat the records considering the recent show of strength of several E-commerce companies of India Inc in their capability to raise funds as well.

Flipkart is one of the leading Indian e-commerce companies headquartered in Bangalore, Karnataka. The overall brand value of FLIPKART is good, but it is facing tough competition from its global as well as local competitors. But in India, it is the

most superior E-business portal which is aggressively expanding and planting its roots deep into the Indian market and at the same time shifting the mindset of the people i.e. from going and shopping from physical stores to online stores, which is enormous.

The following questions should be answered based on the above case study.

1. Discuss the initial challenges faced by Flipkart.
2. How Flipkart succeeded in building the Trust of online customers?
3. How social media can be used to increase the market share of the brand?

*****END*****

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MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA I Year II Semester (R18) Regular & Supplementary End Semester Examinations – JUNE 2019

DESIGN THINKING

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.

In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

Q.1(A)	Appraise the utility of Design Thinking and Explain the process.	10 M
OR		
Q.1(B)	Discuss briefly about Innovation and Creativity in Design Thinking.	10 M
Q.2(A)	Elaborate the Decision Making Process?	10 M
OR		
Q.2(B)	Discuss the various steps involved in Empathy process with your own examples.	10 M
Q.3(A)	Write a detailed note about the Perspective and Progressive Thinking?	10 M
OR		
Q.3(B)	Explain about Synthesizing and integrating the ideas?	10 M
Q.4(A)	Discuss about the steps involved in Market Testing?	10 M
OR		
Q.4(B)	Explain the steps involved in bringing idea to the life?	10 M
Q.5(A)	How does Design Thinking help in defining original ideas?	10 M
OR		
Q.5(B)	Prototyping business models drive innovation in industries, justify this statement?	10 M
Q.6	Case Study	10 M

When Braun and Oral-B enlisted Colin and Hecht to help a Consultancy come up with an IoT electric toothbrush, the manufacturers initially wanted to develop a sophisticated data-tracking tool that could sense how well users were brushing each and every tooth, tell them about their gum sensitivity, and play music. The designers convinced them to instead think about how additional technology could solve a couple of really big frustrations with the product.

"A toothbrush is already loaded with guilt, that you're not doing it properly or enough," Colin says. "The companies weren't thinking about the customers' experience. They were thinking about the toothbrush the same way you would an athletic activity tracker, that it records and processes information."

Instead of adding to a user's neurosis about brushing, Colin and Hecht wanted to give them less to worry about. The two features they decided would be most useful were around charging the toothbrush and ordering replacement heads. At home, the toothbrush charges on a dock through induction but also comes

equipped with a USB hookup for use on the road. The other problem to tackle was ordering replacement heads. You notice that the brush is worn down when you use it, but often forget to order a replacement after you leave the bathroom. To solve that problem, the designers built an app that the toothbrush connects to via Bluetooth. Pressing a button on the brush sends a reminder notification to your phone to buy replacements. "We're curators of technology and looking for what's realistic and what's pleasurable and beneficial to users," Colin says of the philosophy guiding their design decisions.

Question 1: Explain the design thinking phenomenon involved in this case.

*****END*****

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MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA I Year II Semester (R18) Regular End Semester Examinations –JUNE-2019**CREATIVE WRITING**

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.
In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

Q.1(A) Write a short story on the village life which you have visited recently. 10 M

OR

Q.1(B) What is drama? Describe how drama is different from fiction. 10 M

Q.2(A) Write a poem on one's lifetime achievements using appropriate phares. 10 M

OR

Q.2(B) Describe the picture in your own words. 10 M



Q.3(A) Write an imaginative fiction by using well knitted plot and setting. 10 M

OR

Q.3(B) How does an effective setting influence the story? Describe a story based on effective setting. 10 M

Q.4(A) What is point of view in a novel? Narrate a story based upon a good point of view. 10 M

OR

Q.4(B) What is monologue? Write a scene by using single character. 10 M

Q.5(A) How does 'vignette writing' help in drawing sources or ideas to write better scenes? Discuss. 10 M

OR

Q.5(B) How does an effective editing help in framing a better story? Discuss a story which you have edited and gave a good shape to it. 10 M

Q.6 Imagine that you are going to take birth in 2500 A.D. Describe the life style of the people during these days and compare it to the present day's lifestyle. 10 M

END

Hall Ticket No:

Course Code: 18ME306

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA I Year II Semester (R18) Regular & Supplementary End Semester Examinations – JUNE 2019

TOTAL QUALITY MANAGEMENT

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.

In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

Q.1(A) Briefly explain the quality concept of Deming and Philip B. Crosby? 10 M

OR

Q.1(B) Discuss about three basic concepts of TQM principles. 10 M

Q.2(A) What is team and teamwork? Justify needs for having this function in Quality management. 10 M

OR

Q.2(B) What is main idea of employee involvement and motivation in TQM? 10 M

Q.3(A) What is QFD? Explain the Voice of Customer in Quality Function Deployment (QFD) with the help of QFD diagram? 10 M

OR

Q.3(B) Discuss briefly about Ishikawa / cause and effect diagram with examples 10 M

Q.4(A) There are 5 S system used in the day to today life. How this can be useful in an organization. Explain each one of them. 10 M

OR

Q.4(B) What is quality circle? Is it necessary to have quality circle in an organization? 10 M

Q.5(A) Explain the merits and demerits of benchmarking with relevant to business. 10 M

OR

Q.5(B) Briefly explain Pokayoke and its application. 10 M

Q.6 **CASE STUDY** 10 M

ISO 14000 is a system for environment. Why this type of system is required? Is it not possible to do business without ISO 14000 system? Justify your reasons.

END