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MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA I Year II Semester (R20) Supplementary End Semester Examinations – JUNE 2022

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.

- | | | Marks | CO | BL |
|-----------|--|-------|----|---------------------------------|
| Q.1(A) | Briefly explain the nature of financing decisions and the nature of investment Decisions? | 10M | 1 | 2 |
| OR | | | | |
| Q.1(B) | Determine the relationship between risk and return and highlight the difference between relevant and irrelevant risks. | 10M | 1 | 3 |
| Q.2(A) | From the following particulars, prepare the balance sheet of Heritage LTD which has only one class of capital. | 10M | 2 | 4 |
| | Sales for the year : | | | Rs.20,00,000 |
| | Gross Profit Ratio : | | | 25% |
| | Current assets ratio: | | | 1.5 |
| | Quick assets (cash and debtors) Ratio: | | | 1.25 |
| | Stock turnover ratio: | | | 15 times |
| | Debtors collection period: | | | 1 and 1/2 Months |
| | Fixed assets turnover to Fixed assets: | | | 1.5 |
| | Ratio of reserves to share capital: | | | 0.33 (i.e., 1/3 rd) |
| | Fixed assets to net worth: | | | 0.83 (i.e., 5/6 th) |
| OR | | | | |
| Q.2(B) | The following are the Balance Sheet of L&T Ltd., as of 31 st March 2019 and 31 st March, 2020. | 10M | 2 | 4 |

Liabilities	2019	2020	Assets	2019	2020
Share Capital	1,60,000	2,20,000	Building (Cost)	1,40,000	2,18,000
P & L Account	2,50,000	5,00,000	Stock	3,00,000	3,50,000
Creditors	2,30,000	1,80,000	Bank	40,000	80,000
Outstanding Exp.	6,000	3,000	Preliminary Exp.	14,000	12,000
Depreciation on building	10,000	11,000	Debtors	1,62,000	2,54,000
	6,56,000	9,14,000		6,56,000	9,14,000

Additional Information:

1. During the year a building which was purchased earlier for Rs. 14,000 (depreciation written off Rs. 1,000) was sold for Rs. 1,200.
 2. A dividend of Rs. 40,000 has been paid during the year.
- From the above information, you are required to prepare (A) A statement of changes in working capital (B) Funds flow statement.

Q.3(A)	Elucidate the cost of different sources of raising capital with example.	10M	3	3
OR				
Q.3(B)	A company issues Rs. 20, 00,000 at 10% redeemable debentures at a discount of 5%. The costs of floatation amount to Rs. 50,000. The debentures are redeemable after 8 years. Calculate the Cost of debt before tax and after tax, assuming a tax rate of 55%.	10M	3	5
Q.4(A)	Compute operating, financial, and combined leverages from the following details and based on the result, comment on the financial policy of the company. ABC Company Ltd., has sales of Rs. 40, 00,000/- , variable cost 70% of sales, and the fixed cost is Rs.8, 00,000. The firm has raised Rs. 20, 00,000 lakhs funds by issue of debentures at the rate of 10%.	10M	4	4
OR				
Q.4(B)	SIBAR Automobile Company Ltd. is expecting an Operating Profit of Rs.2, 00,000 whose equity capitalization rate is 12.5%. Currently, the company has a debt capital of Rs.8, 00,000 at 8%. Calculate the value of the firm and cost of capital.	10M	4	4
Q.5(A)	“Cash management is the corporate process of collecting and managing cash, as well as using it for (short-term) investing.” Justify your answer with a suitable example.	10M	5	3
OR				
Q.5(B)	How do you evaluate the working capital requirements of a manufacturing company?	10M	5	5
Q.6	Case Study	10M	4	4

From the following information, compute the value of the share using Gordon's Model and comment.

Earnings per share Rs. 5

Cost of capital 15%

Return on investment (a) 20%; (b) 15%; (c) 10%

Other details:

Particulars	I	ii	iii	iv
Dividend Payout Ratio (%)	100	75	50	30
Retention Ratio (%)	-	25	50	70

END

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

MBA I Year II Semester (R20) Supplementary End Semester Examinations – JUNE 2022
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.

		Marks	CO	BL
Q.1(A)	Evaluate the meaning and various factors constituting Marketing Environment.	10M	1	5
OR				
Q.1(B)	Define and discover the extended 3 Ps of Marketing Mix.	10M	1	4
Q.2(A)	Examine the Product Life cycle strategies with distinct stages.	10M	2	5
OR				
Q.2(B)	Assess the important components of Product Mix with its functions.	10M	2	5
Q.3(A)	Elaborate major factors influencing pricing decisions of a company.	10M	3	5
OR				
Q.3(B)	Discuss the key issues related to initiating and responding to price changes / Cut.	10M	3	4
Q.4(A)	Inspect the new trends in wholesale distribution Industry.	10M	4	5
OR				
Q.4(B)	Explain how designing and structuring of sales force will be a successful marketing strategy.	10M	4	5
Q.5(A)	Propose some solutions for Online Marketing metrics Problems.	10M	5	6
OR				
Q.5(B)	Describe the meaning of marketing communication tools and its elements.	10M	5	6
Q.6	CASE STUDY	10M		

“Coconut Joy Ltd.” is the manufacturer of vegetarian frozen dessert food products made with coconut milk, agave syrup and other certified ingredients. The founders of the company Lovely and Lalita originally developed this treat to meet their own needs but found that their friends and families around were also keen to use the products. It was not only the vegetarians, but also those who could not get enough environment friendly sustainable food, that appreciated the product. It did not take long for Lovely and Lalita to recognize the potential of their little venture. In the beginning they started from their home with the product being sold through local family parties that enable guests to personally meet the owner. This helped to establish strong connections with the prospective buyers and the company could put the product on

shelves of natural food store. The company used all marketing activities to grow and expand. The company began sponsoring booths at festivals, drawing attention to its newly created vegetarian products. It also disseminated relevant information to media about its products and the people who helped in building the company's reputation. Lovely and Lalita were invited for an interview with one of the leading TV channels in which they talked about their environment friendly vegetarian products. To show its gratitude to customers, local business and government officials who supported the company from the beginning, "Coconut Joy Ltd." hosted a gala event and involved all of them to raise funds for a few local NGO's. The company also asked its fans and customers to send songs and poetry conveying their impression about "Coconut 'Joy's Ltd." products.

Questions:

- i. Identify and explain the communication tool used by "Coconut Joy Ltd".
- ii. Briefly explain the role of the tool identified above.

*****END*****

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

MBA I Year II Semester (R20) Supplementary End Semester Examinations – JUNE 2022
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.

	Marks	CO	BL																								
Q.1(A) Describe Operations Management. Write about the importance of Operations Management.	10M	1	4																								
OR																											
Q.1(B) Explain the role of technology in the production process with examples.	10M	1	3																								
Q.2(A) Examine the steps involved in the product design process.	10M	2	4																								
OR																											
Q.2(B) What is Idea Generation? Explain the detailed process of idea generation.	10M	2	3																								
Q.3(A) The MDH Masala company has to process five items on three machines: - A, B & C. Processing times are given in the following table	10M	3	4																								
<table border="1" style="margin: auto; border-collapse: collapse;"><thead><tr><th style="padding: 5px;">Item</th><th style="padding: 5px;">1</th><th style="padding: 5px;">2</th><th style="padding: 5px;">3</th><th style="padding: 5px;">4</th><th style="padding: 5px;">5</th></tr></thead><tbody><tr><td style="padding: 5px;">A</td><td style="padding: 5px;">4</td><td style="padding: 5px;">9</td><td style="padding: 5px;">8</td><td style="padding: 5px;">6</td><td style="padding: 5px;">3</td></tr><tr><td style="padding: 5px;">B</td><td style="padding: 5px;">4</td><td style="padding: 5px;">5</td><td style="padding: 5px;">3</td><td style="padding: 5px;">2</td><td style="padding: 5px;">6</td></tr><tr><td style="padding: 5px;">C</td><td style="padding: 5px;">6</td><td style="padding: 5px;">9</td><td style="padding: 5px;">11</td><td style="padding: 5px;">8</td><td style="padding: 5px;">7</td></tr></tbody></table>				Item	1	2	3	4	5	A	4	9	8	6	3	B	4	5	3	2	6	C	6	9	11	8	7
Item	1	2	3	4	5																						
A	4	9	8	6	3																						
B	4	5	3	2	6																						
C	6	9	11	8	7																						
Find the sequence that minimizes the total elapsed time																											
OR																											
Q.3(B) Write about the following a. Make or Buy Design and b. Break Even Analysis	10M	3	2																								
Q.4(A) Define Facility Layout. Explain about Product, Process, Fixed layout in detail.	10M	4	3																								
OR																											
Q.4(B) Explain the key components in designing product and service layouts	10M	4	3																								
Q.5(A) Discuss the significance of Statistical process control in production process.	10M	5	5																								
OR																											
Q.5(B) Write short notes on the following a. Kaizen Approach b. Work Study c. JIT	10M	5	2																								

Q.6

CASE STUDY

10M 3 4

Find an optimal sequence for the following sequencing problem of four jobs and five machines when passing is not allowed, of which processing time (in hours) is given below:

Job	Machine				
	A	B	C	D	E
1	7	5	2	3	9
2	6	6	4	5	10
3	5	4	5	6	8
4	8	3	3	2	6

Also, find the total elapsed time.

END

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA I Year II Semester (R20) Supplementary End Semester Examinations – JUNE 2022
BUSINESS RESEARCH METHOD 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.

		Marks	CO	BL
Q.1(A)	Explain about Commonly used Technologies in Business Research such as Groupware & Neural Networks with suitable examples.	10M	1	3
OR				
Q.1(B)	Explain the role of business research in managerial decision-making with suitable examples.	10M	1	5
Q.2(A)	Justify the importance of Reliability and Validity of the research data in the process of research.	10M	2	5
OR				
Q.2(B)	Define Research Design? Explain different types of Research Designs.	10M	2	2
Q.3(A)	Analyze the Sources of Data. Differentiate between Primary Sources of Data and Secondary Sources of Data.	10M	3	3
OR				
Q.3(B)	Distinguish between structured and unstructured interviews? Analyze the pros and cons of structured and unstructured interview.	10M	3	3
Q.4(A)	Questionnaire to measure factors should be reliable. How can you measure the reliability of the questionnaire in SPSS? Suggest the solution to make your construct more reliable?	10M	4	2
OR				
Q.4(B)	Explain the Chi-square test with a suitable example? When will you use the Chi-square test analysis?	10M	4	5
Q.5(A)	Analyze a Good Research Report with a suitable example.	10M	5	4
OR				
Q.5(B)	You are attending the oral presentation of the research analyst. What do you expect from the presenter and his presentation to be effective?	10M	5	1
Q.6	A marketing manager wants attractive packing for a brand of toothpaste. The research advisor is suggesting research using an experimental research design, the marketing manager wonders whether research is required for this, and if so, is an experimental research design suitable for this purpose. Questions: (a) How would you advise the marketing manager?	10M	4	5

*****END*****

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA I Year II Semester (R20) Supplementary End Semester Examinations – JUNE 2022**ECONOMETRICS FOR MANAGERS**

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.

		Marks	CO	BL
Q.1(A)	Distinguish between Econometrics, Economics, and Mathematics	10M	1	2
OR				
Q.1(B)	Write a short note 1) Univariate Statistics 2) Unbiasedness	10M	1	1
Q.2(A)	What do you understand by regression? illustrate how regression analysis helps in business decision making	10M	2	1
OR				
Q.2(B)	Discuss Bivariate Econometric Modeling with appropriate examples	10M	2	2
Q.3(A)	Describe various assumptions of OLS. Explain the Gauss-Markov theorem. What is BLUE?	10M	3	3
OR				
Q.3(B)	What is the coefficient of determination? Write the significance of the coefficient of determination	10M	3	3
Q.4(A)	Elucidate Jenkins Methods in detail	10M	4	4
OR				
Q.4(B)	Explain the autoregressive model? Explain the ARIMA method?	10M	4	3
Q.5(A)	Outline the VAR and ARCH	10M	5	2
OR				
Q.5(B)	Draw the volatility and TGARCH	10M	5	4
Q.6	CASE STUDY	10M	3	5
	Analyze the impact of CAR (Independent Variable) on ROA (Dependent variable) and ROF (Dependent variable) using the regression analysis technique using Question 6 Interpret this regression- <i>either using MS Excel or Eviews</i>			

*****END*****

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

MBA I Year II Semester (R20) Supplementary End Semester Examinations – JUNE 2022
INDIAN ETHOS AND BUSINESS ETHICS

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.

	Marks	CO	BI	
Q.1(A) Describe the management lessons which are derived from Vedas?	10M	1	2	
OR				
Q.1(B) Explain the Indian ethos principles, practiced by Indian companies?	10M	1	2	
Q.2(A) Analyze how stress management techniques help the managers to work effectively	10M	2	3	
OR				
Q.2(B) "Values are the key elements for successful management." Analyze the statement	10M	2	3	
Q.3(A) Explain the approaches of leadership in the present modern management.	10M	3	2	
OR				
Q.3(B) Elaborate the ancient education system of Indian learning.	10M	3	3	
Q.4(A) Evaluate the various ethical codes with few examples	10M	4	4	
OR				
Q.4(B) Discuss the stages of Kohlberg's moral development.	10M	4	3	
Q.5(A) Illustrate the role of ethical dilemma in HR & Finance	10M	5	5	
OR				
Q.5(B) Discuss the role of ethical culture in organizations.	10M	5	4	
Q.6	Case Study	10M	5	5

For example, you are an superior officer of implementing a social service scheme to provide support to old and destitute women. An old and illiterate woman comes to you to avail the benefits of the scheme. However, she has no documents to show that she fulfils the eligibility criteria. But after meeting her and listening to her you feel that she certainly needs support. Your enquiries also show that she is really destitute and living in a pitiable condition. You are in a dilemma as to what to do. Putting her under the scheme without necessary documents would clearly be a violation of rules. But denying her the support would be cruel and inhuman.

Questions:

- (a) Can you think of a rational way to resolve this dilemma?
- (b) Give your reasons for it.

END

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

MBA I Year II Semester (R20) Supplementary End Semester Examinations – JUNE 2022
E-COMMERCE & 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.

			CO	BL
Q.1(A)	Examine and evaluate the differences and similarities between B2C and B2B marketing.	10M	1	4
OR				
Q.1(B)	Define e-commerce? How does it differ from e-business? Explain the major types of e-commerce?	10M	1	2
Q.2(A)	Discuss the systems development life cycle and write about the various steps involved in creating an e-commerce site.	10M	2	4
OR				
Q.2(B)	Describe key business concepts and strategies applicable to e-commerce	10M	2	4
Q.3(A)	Explain and Identify major trends in supply chain management and collaborative commerce?	10M	3	4
OR				
Q.3(B)	Illustrate six major trends in supply chain management and collaboration.	10M	3	4
Q.4(A)	Discuss what are the advantages and challenges of online retailing firms?	10M	4	4
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	10M	4	4
Q.5(A)	Define electronic payment system? Examine different types of payment system?	10M	5	2
OR				
Q.5(B)	Examine and evaluate different characteristics and types of Net marketplaces.	10M	5	4
Q.6	CASE STUDY	10M		
	XYZ's is known for its underwear clothing, but it also sells T-shirts, Sweat Shirts and Boxers. Unlike the underwear business in which the company sells the product directly to large retailers such as wall-mart, the activewear division, which manufactures blank T-shirts, uses several dozen distributors. These sell their shirts to about 30,000 screen printers embroiders who decorate the shirts and sell them to the public and for retailers who then market them to customers.		2	4

The market is very competitive and complex. The distributors sell other products as well and also T-shirts made by XYZ's competitors. Therefore the relationship between activewear and its distributors is critical. To boost these relationships. XYZ decided to develop and maintain an individual web customer site for each of their 40 key distributors on an extranet. Each site includes colour electronic catalog, inventory level information, buyers credit availability, and ordering from both the shirts printers and retailers enter the distributor's site to facilitate their own back-office operation of inventory and billing. The distributors are allowed to advertise and sell other vendor product on the website. In these ways XYZ commits itself to a supporting system that benefits all the channel members in a link that start with its own sites.

XYZ hopes to gain favor with distributors, many of whom do not have time or money to build their website. The system also includes models that automatically that suggest XYZ's substitute product for products not in stock. Even though building and maintaining 40 sites incur a cost, XYZ believes that the investment pays for itself XYZ's uses its experience to generate profit by setting up websites for other companies.

Questions:

1. State the significance of this case study.
2. Is the E-commerce System bringing XYZ closer to its customer? Why or not?

*****END*****

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA I Year II Semester (R20) Supplementary End Semester Examinations – JUNE 2022
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.

			CO	BL
Q.1(A)	Define Quality, Quality inspection, quality control, quality management, and quality assurance in a business environment. Quality assurance plays a vital role in customer retention. justify	10M	1	1
OR				
Q.1(B)	Elaborate the Deming's philosophy on quality and productivity improvement? Or Describe Deming's 14 points for the improvement of quality management?	10M	1	2
Q.2(A)	How would employee recognition and rewards through performance appraisal lead to improvement in quality?	10M	2	4
OR				
Q.2(B)	Define customer satisfaction, customer complaint resolving system, customer retention	10M	2	1
Q.3(A)	List the objectives of Six sigma. Employ the six sigma process in sales and marketing	10M	3	1
OR				
Q.3(B)	Discuss briefly Ishikawa/ cause and effect diagram with example	10M	3	6
Q.4(A)	What is the cost of Quality? Do TQM and TPM techniques reduce or increase the cost of quality and how?	10M	4	1
OR				
Q.4(B)	Explain the objectives and benefits of QFD, Discuss four phases of QFD?	10M	4	2
Q.5(A)	List the objectives of KAIZEN. How it is employed for continuous improvement	10M	5	1
OR				
Q.5(B)	Explain the merits and demerits of Benchmarking relevant to business	10M	5	2
Q.6	CASE STUDY	10M	3	3
	ISO 14000 is a system for the environment. Why this type of system is required? Is it impossible to do business without ISO 14000 system? Justify your reasons			

*****END*****

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA I Year II Semester (R20) Supplementary End Semester Examinations – JUNE 2022
MULTIMEDIA TECHNOLOGIES

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.

	Marks	CO	BL
Q.1(A) Define the objects for multimedia systems? Discuss the multimedia data Interface Standards?	10M	1	2
OR			
Q.1(B) What is multimedia? Explain the Real-time scenarios where you use Multimedia?	10M	1	3
Q.2(A) What are Rich Text Format and TIFF File Format?	10M	2	1
OR			
Q.2(B) Explain Compression and Decompression? What is Need for Compression?	10M	2	2
Q.3(A) Describe Video Images and Animation	10M	3	5
OR			
Q.3(B) Explain the Video Motion Analysis?	10M	3	2
Q.4(A) Describe Multimedia Over Wireless Networks?	10M	4	4
OR			
Q.4(B) Define QOS? Give a Brief discussion About QOS Issues in Multimedia Networks?	10M	4	1
Q.5(A) Discuss goals/requirements of Security and Forensics?	10M	5	4
OR			
Q.5(B) Describe Forensic Data Acquisition? With example	10M	5	2
Q.6	CASE STUDY	10M	1 4

A company wants to introduce new software in-game applications. The software consists of various video and animation games for learning. The company has made advertisements to cover major cities and needs to expand to towns. As a manager, you are supposed to suggest the best strategy for expanding your usage of the software by different age groups in all the towns. And you are required to answer the following questions also.

Questions

1. How do you attract different age groups to using your software?
2. What sort of benefits and usages do you provide in using your game application?
3. What is the main motto of implementing animation learning?

END