

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA I Year II Semester (R16) Regular End Semester Examinations – June 2017
FINANCIAL MANAGEMENT

Time: 3Hrs

Max Marks: 50

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 the Nature and scope of finance function. 8M

OR

Q.1(B) Elaborate the goals of Financial Management. 8M

Q.2(A) The expected cash flows of professionally managed company are as follows. The cost of capital for the proposal is 12%.

Year	Cash flows (Rs. In lakhs)
	Proposal
0	-100000
1	20000
2	30000
3	40000
4	50000
5	30000

8M

You are required to calculate: (i) NPV (ii) Pay Back Period (iii) Average Rate of Return and (iv) Profitability Index.

OR

Q.2(B) Critically evaluate the phases of capital budgeting. 8M

Q.3(A) How do firms raise capital for their investments? Explain Financial and Operating leverages. 8M

OR

Q.3(B) Comment on various capital structure theories. 8M

Q.4(A) How do you evaluate the working capital requirements of a manufacturing company? 8M

OR

Q.4(B) You are provided with the following information in respect of XYZ Ltd. For the ensuing year:
Production for the year 69,000 units
Finished goods in store 3 months
Raw material in store 2 months
Production process 1 month
Credit allowed by creditors 2 months
Credit given to debtors 3 months 8M

Selling price per unit

50 Raw material 50% of selling price

Direct wages 10% of selling price

Overheads 20% of selling price

There is a regular production and sales cycle and wages and overheads accrue evenly. Wages are paid in the next month of accrual. Material is introduced in the beginning of production cycle. You are required to find out.

- i. Its working capital requirement
- ii. Its permissible bank borrowing as per 1st and 2nd method of lending.

Q.5(A) State and justify various reasons for Mergers. 8M

OR

Q.5(B) "Good corporate governance creates a transparent set of rules and controls". Justify your answer by describing the principles of good governance. 8M

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

From the following information, calculate the net present value of the two projects and suggest which of the two projects should be accepted at discount rate of 10%.

Particulars	Project X	Project Y
Initial Investment	Rs. 40,000	Rs.50,000
Scrap value	Rs.5,000	Rs.2,000

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

Year	1	2	3	4	5
Project X (Rs.)	20,000	15,000	30,000	18,000	10,000
Project Y (Rs.)	40,000	10,000	15,000	12,000	14,000

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

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

*****END*****

Hall Ticket No:

--	--	--	--	--	--	--	--	--	--	--	--

Course Code: 16MBA108

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

MBA I Year II Semester (R16) Regular End Semester Examinations – June 2017

MANAGEMENT INFORMATION SYSTEM

Time: 3Hrs

Max Marks: 50

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 are the Objectives of MIS? Explain the role of MIS in today's Business Environment. 8M

OR

Q.1(B) Why MIS is treated as an Integrated System? Discuss the Various Subsystems of MIS. 8M

Q.2(A) Write a note on Database Improves Business performance and Decision Making. 8M

OR

Q.2(B) Explain the Advantages of DBMS the over Traditional File Processing System. 8M

Q.3(A) What is a System Development Life Cycle? What are the Major Stages of SDLC? 8M

OR

Q.3(B) Explain the Major Pitfalls in MIS Development. 8M

Q.4(A) Explain DSS and GDSS in Management Information Systems. 8M

OR

Q.4(B) Define Office Automation System? Explain Office Automation System and its Applications. 8M

Q.5(A) Explain Software Specifications and Software Metrics. 8M

OR

Q.5(B) Elaborate the Ethical and Social Issues in Information System. 8M

Q.6

Case Study
MIS at Dell Computer Corporation

Company Background:

Dell Computer Corporation is a major manufacturer of personal computers, computer peripherals, and software. Among the leading producers of computers in the world, Dell sells its products directly to customers through the Internet and mail-order catalogs rather than through retail outlets. The company is based in Round Rock, Texas. At Dell Computers, customers are brought into the product planning and manufacturing processes, with all employees encouraged having contact with customers. Through effective collaboration across boundaries, ideas can be shared about product designs and value propositions. The result is faster and more customer-focused product and service innovation. To produce the capacity for this, considerable attention must be placed on organizational

10M

structures, processes, skills and culture. Such elements may need a radical overhaul in established companies. Dell was founded in 1984 by Michael Dell. In 1983, during his freshman year at the University of Texas, he bought excess inventory of RAM chips and disk drives for IBM personal computers from local dealers. He resold the components through newspaper advertisements at prices far below retail cost. By 1984, his sales totaled about \$80,000 a month. In April 1984, Dell dropped out of school to launch his company.

The new company soon began manufacturing its own IBM-compatible computers under the name PCs Limited. Because Dell sold computers directly to users through advertisements in magazines and catalogs, the company could price its machines lower than those sold through retail stores. Sales reached nearly \$6 million during the company's first year, climbing to \$34 million the following year. By 1987, Dell was the leading mail-order computer company in the United States. In that year, it created a sales force to target large corporations and began adding international offices to capture the direct-mail market outside the United States. While the company continued to grow rapidly; Dell experienced a series of setbacks that hurt profits. In 1990, the company began selling computers through retail stores, an effort it abandoned in 1994. In 1991, Dell launched a line of notebook computers, but quality problems and inadequate production planning forced the company to stop selling for a year. In 1994, Dell launched a new line of notebook computers and expanded efforts to increase overseas sales. Dell also began focusing on the market for servers, which used the computers to run local area networks. By the late 1990s, Dell was firmly in place as the world's number one direct seller of computers. More than 50 percent of the company's computer sales transactions took place via its website, which generated worldwide sales in excess of \$40 million a day.

Information Processing Tools

Information processing or Data processing is the analysis and organization of data. It is used extensively in business, engineering, and science and an increasing extent in nearly all areas in which computers are used. Businesses use data processing for such tasks as payroll preparation, accounting, record keeping, inventory control, sales analysis, and the processing of bank and credit card account statements. Engineers and scientists use data processing for a wide variety of applications, including the processing of seismic data for oil and mineral exploration, the analysis of new product designs, the processing of satellite imagery, and the analysis of data from scientific experiments.

Data processing is used extensively in business, engineering, and science and to an increasing extent in nearly all areas in which computers are used. Data processing is divided into two kinds of processing: database processing and transaction processing. A database is a collection of common records that can be searched, accessed, and modified, such as bank account records, school transcripts, and income tax data. In database processing, a computerized database is used as the central source of reference data for the computations. Transaction processing refers to interaction between two computers in which one computer initiates a transaction and another computer provides the first with the data or computation required for that function. Most modern data processing uses one or more databases at one or more central sites.

Transaction processing is used to access and update the databases when users need to immediately view or add information; other data processing programs are used at regular intervals to provide summary reports of activity and

database status. Examples of systems that involve all of these functions are automated teller machines, credit sales terminals, and airline reservation systems.

The information processing tools that Dell uses include computers, the internet, maps, spreadsheets, models, and databases. For the operational level of Dell, the most appropriate tool for information processing is maps. Through the said information processing tool, decisions on how to operate the organization can be initialized and made. Maps can be used to determine which country/place information will be acquired from, it can also assist in determining the demographic level of people and information will be gathered. Maps can be in the form of charts that can also provide necessary information. The information gathered in turn can assist in helping to decide how an organization will be operated. For the tactical level of Dell, the most appropriate tool for information processing is databases. Through the said information processing tool, the records that can assist in finding out the strength and weakness of the company can be used to determine the tactic that will be used by the organization. For the strategic level of Dell, the most appropriate information processing tool is the internet or World Wide Web. Through the internet, trends and strategies by other companies can be known. After analyzing the trends and strategies used by other companies, an appropriate strategy can be formulated to use by the organization.

Inventory control systems

Individual businesses need, first and foremost, an efficient inventory control system. This implies the minimum amount of inventory that will provide the consumers with what they need whenever and wherever they need it. Effectiveness of the inventory system means basically having an inventory mix that is most likely successful in satisfying consumer needs. The inventory control systems used by Dell is up to date and reliable to prevent problems to arise. The inventory system of Dell makes sure that anything the consumer need will be available to them at any given time. It is also what the company uses to know if certain products are still available or misuse of the inventory system may cost problems to the company.

Questions:

- i) Comment on the MIS in Dell and suggest the positives and negatives of MIS in Dell?
- ii) The dell directly sells its computers to the customer whether it will give them good and reliable information or they are lacking in information system due to this move?
- iii) Develop the information flow diagram for dell and suggest some improvement in the same.

*****END*****

Hall Ticket No:

--	--	--	--	--	--	--	--	--	--

Course Code: 16MBA109

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA I Year II Semester (R16) Regular End Semester Examinations – June 2017

MARKETING MANAGEMENT

Time: 3Hrs

Max Marks: 50

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) Explain various factors in the marketing environment which must be kept in mind while designing marketing strategies. Elaborate with illustrations. 8M.

OR

Q.1(B) Discuss the significance of Market Segmentation. What are the bases for segmentation with examples? 8M

Q.2(A) Explain the concept of product mix' in detail. Also mention various product mix strategies. 8M

OR

Q.2(B) Examine the factors that are to be taken into account while introducing a new product. Illustrate your answer. 8M

Q.3(A) What is Pricing? Discuss the factors to be considered while making pricing decisions. 8M

OR

Q.3(B) Write about different kind of pricing methods. 8M

Q.4(A) Discuss the significance of channel of distribution in marketing? What are its main components? 8M

OR

Q.4(B) Briefly explain the different channels of distribution. What channel of distribution will you suggest for marketing the following products?

- i) Soft Drink 8M
- ii) Mobile Phone
- iii) Industrial Chemical

Q.5(A) "Advertising is a waste of resource in a developing country like India" – Do you agree. 8M

OR

Q.5(B) "Sales promotion is conceived with certain objectives in mind of marketer". Support your answer with suitable examples. 8M

Q.6 **CASE STUDY** 10M

LRK Ltd is a fast growing FMCG company planning to introduce a new product in soap segment. Emerging technology is applied to bring out the new product with attractive design. The product manager is interesting to use the box container with glass paper to attract the youngsters. The company is targeting the upper and middle class people with the help of private TV channels, popular magazines and online service.

In order to cover the market, the marketing strategy has been designed with high level promotional tools. The top executives of the company are planning to introduce their new product in a public meeting at all the state capitals. The company has decided to invite the famous film stars and leading sport stars to launch their new product.

- i) Explain the promotional strategies involved in the case.
- ii) Describe the role of media in introducing a new product.
- iii) Who are targeted customers? Why?
- iv) As a marketing manager give reasons for the failure of a new product.

*****END*****

--	--	--	--	--	--	--	--	--	--

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA I Year II Semester (R16) Regular End Semester Examinations – June 2017

PRODUCTION & OPERATIONS MANAGEMENT

Time: 3Hrs

Max Marks: 50

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 Production and Operation Management? Discuss the scope of Production Management 8M

OR

Q.1(B) Discuss the role of standardization and simplification with their advantages and disadvantages. 8M

Q.2(A) Define term location. "Discuss the factors which determine the location of plant". 8M

OR

Q.2(B) Explain the objectives and strategies of aggregate planning. 8M

Q.3(A) Consider the following 3 machines and 4 jobs flow shop problem. Check whether Johnson's rule can be extended to this problem. If so, what is the optimal schedule and the corresponding make span? 8M

	J1	J2	J3	J4
M1	6	8	3	4
M2	5	1	5	4
M3	4	4	4	2

OR

Q.3(B) What is Line of Balance? Explain the LOB technique with an illustration. 8M

Q.4(A) Define term Productivity and bring out its importance. 8M

OR

Q.4(B) Compute the production cost per piece from the following data. 8M

i) Direct material piece = Rs 2/-

ii) Wage Rate Rs. 2000 per month consisting of 25 working days and 8 hours per day.

iii) Overheads expressed as a percentage of direct labour cost = 200%.

iv) The time for manufacture of 4 pieces of the item was observed during time study.

The manufacturer of the item consists of 4 elements a, b, c and d. The data collected during the time study are as under. Time Observed (in min) during various cycles are as below:

Element	Cycle 1	Cycle 2	Cycle 3	Cycle 4	Element Rating on B.S. Scale (0-100)
A	1.2	1.3	1.3	1.4	85
B	0.7	0.6	0.65	0.75	120
C	1.4	1.3	1.3	1.2	90
D	0.5	0.5	0.6	0.4	70

The personal fatigue and delay allowance may be taken as 25%.

Q.5(A) 10 Samples (each of size 100) of a component were inspected. The results of the inspection are given below: 8M

Sample No	1	2	3	4	5	6	7	8	9	10
No of Defectives	2	0	4	3	1	2	3	1	1	2

OR

Q.5(B) Explain the importance of six sigma certification in POM. 8M

Q.6 **CASE STUDY** 10M

Construct the Network for the following Project and determine the following

- i) Critical Path and
- ii) Total time for completion of project.

Activity	Duration
1-2	2
2-3	3
2-4	5
3-5	4
3-6	1
4-6	6
4-7	2
5-8	8
6-8	7
7-8	4

END

--	--	--	--	--	--	--	--	--	--

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA I Year II Semester (R16) Regular End Semester Examinations – June 2017

HUMAN RESOURCE MANAGEMENT

Time: 3Hrs

Max Marks: 50

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) Critically discuss the functions of HR Manager regardless of the organization size. 8M

OR

Q.1(B) Identify the external environmental factors that affect Human Resource Management. Describe each. 8M

Q.2(A) Explain the different steps in Job analysis process? 8M

OR

Q.2(B) Describe the various methods of interviewing and potential interviewing problems. 8M

Q.3(A) Distinguish between training and development. Describe the various training and development methods. 8M

OR

Q.3(B) Distinguish between Job evaluations and Performance evaluations and describe the importance of performance appraisal. 8M

Q.4(A) What are the various types of executive compensations? 8M

OR

Q.4(B) Define Job evaluation. Describe the four traditional Job evaluation methods. 8M

Q.5(A) Explain the problems of Trade unions in detail. 8M

OR

Q.5(B) Explain the industrial relation system in India. 8M

Q.6

CASE STUDY

10M

“**There, at last** it’s finished”, thought Rajiv Chaudhry, as he laid aside the last of 12 performance appraisal forms. It had been a busy week for Rajiv, who supervises a road maintenance crew for the Georgia Department of Highways

In passing through Rajiv’s district a few days earlier, the governor had complained to the area superintendent that repairs were needed on several of the highways. Because of this, the superintendent assigned Rajiv’s crew an unusually heavy workload. In addition, Rajiv received a call from the human resource office that week reminding him that the performance appraisals were late. Rajiv explained his predicament, but the HR specialist insisted that the forms be completed right away.

Looking over the appraisals again, Rajiv thought about several of the workers. The performance appraisal had places for marking *quantity of work*, *quality of work* and *cooperativeness*. For each characteristic, the worker could be graded *Outstanding*, *good*, *average*, *below average* or *unsatisfactory*. As Rajiv’s crew had completed all of the extra work assigned for that week, he marked every worker *Outstanding in*

quantity of work. He marked Joe Blum *average* in cooperativeness because Joe had questioned one of his decisions that week. Rajiv had decided to patch a pothole in one of the roads, and Joe thought the small section of road surface ought to be broken out and replaced. Rajiv did not include this in the remarks section of the form, though.

As a matter of fact, he wrote no remarks on any of the forms.

Rajiv felt a twinge of guilt as he thought about Roger Short. He knew that Roger had been sloughing off, and the other workers had been carrying him for quite some time. He also knew that Roger would be upset if he found that he had been marked lower than the other workers. Consequently, he marked Roger the same to avoid a confrontation. "Anyway", Rajiv thought, "these things are a pain, and I really should not have to bother with them".

As Rajiv folded up the performance appraisals and put them in the envelope for mailing, he smiled. He was glad he would not have to think about performance appraisals for another six months.

Question:

- i. What weaknesses do you see in Rajiv's Performance appraisals?

END

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA I Year II Semester (R16) Regular End Semester Examinations – June 2017

BUSINESS RESEARCH METHODS

Time: 3Hrs

Max Marks: 50

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 Business Research? Describe the different types of research?	8M
OR		
Q.1(B)	Briefly describe the different steps involved in a research process.	8M
<hr/>		
Q.2(A)	Investigate the role of internet in business research.	8M
OR		
Q.2(B)	Elaborate the major ethical issues relating to the business research.	8M
<hr/>		
Q.3(A)	What is meant by research design? Explain important concepts relating to research design?	8M
OR		
Q.3(B)	Describe some of the important research designs used in experimental testing hypothesis.	8M
<hr/>		
Q.4(A)	Enumerate the different methods of collecting data? Explain its merits and demerits?	8M
OR		
Q.4(B)	How does questionnaire differ from a schedule? What are the advantages and disadvantages of a questionnaire?	8M
<hr/>		
Q.5(A)	Explain the different stages involved in the presentation of a research report with Reference to a research project in which you are interested?	8M
OR		
Q.5(B)	Describe the essential features of a research report.	8M
<hr/>		
Q.6	Case Study	10M

Executive Development Programme at a Management Institute

An autonomous management institute of repute was well-known for the high quality of the students graduating and entering to the corporate world. The institute's main mission was to extend this high quality of education to those who could not undertake a full time college programme. Therefore, the institute conducted programmes aimed at providing education and training in several areas of management to working executives. These working executives attend the programmes either their own or sponsored by the company where they are working.

The executive development programme had three tiers. The first tier was to develop supervisory personal, the second and third tiers were meant for middle level and top level executives. The main emphasis of this programme was to

improve trainee's managerial, decision making and human relation skills. Over a period of time the enrolment of this programme was on the decline. The institute was at a loss to explain, why such a thing was happening? The institute was very sure that the many of the doubts raised by the programme participants were amply cleared and the feedback from the participants was very positive, with no negatives in the feedback form. Despite this, the institute could not trace the reason of the declining attendance. The institute wondered, whether the decline was by economic factors or increased competition from other education providers. Could it be due to content or structure of the programme, or Could it be due to the fact that it was not properly promoted and not properly targeted at the right level.

Consequently, a major promotion programme was conducted by mailing the brochures which indicated the content and the structure of the course. The mailing was done, both for those who attended the past programme and others (fresher's).

Questions:

1. What is the research problem?
2. What will be your advice to the management institute regarding the method of addressing the research problem?
3. What data should be collected and how this data can be used to answer the research question?

*****END*****

Hall Ticket No:

--	--	--	--	--	--	--	--	--	--

Course Code: 16MBA113

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA I Year II Semester (R16) Regular End Semester Examinations – June 2017

STATISTICAL METHODS FOR MANAGERS WITH SPSS

Time: 3Hrs

Max Marks: 50

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 brief note on the procedure to compute Bar charts using SPSS.	8M
OR		
Q.1(B)	Write a brief note on the procedure to compute Pie diagram using SPSS.	8M
Q.2(A)	Describe the procedure to find out Co-efficient of Correlation using SPSS.	8M
OR		
Q.2(B)	Use the given dataset "Regression3" to find the regression equation between R&D expenses and Annual profit.	8M
Q.3(A)	Use the given data set chisq4, determine whether Income level is affecting the preferred product or not?	8M
OR		
Q.3(B)	Use the data set T-test 5 and determine, is there any difference in sales because of training?	8M
Q.4(A)	Write a brief note on the procedure to compute one-way ANOVA using SPSS.	8M
OR		
Q.4(B)	Use the given data set "Corr3" to find if there is a correlation between Social status and severity of illness?	8M
Q.5(A)	Use the dataset "ANOVA1" to find if the performance of sales persons are different in terms of their sales.	8M
OR		
Q.5(B)	Write a brief note on the procedure to compute two-way ANOVA using SPSS.	8M
Q.6	CASE STUDY	10M

Perform a factor analysis to extract five factors for the attached data set "Factoranalysis4." Keep all the default values in the procedure. Use Varimax rotation.

END

Hall Ticket No:

Course Code: 16MBA113

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

MBA I Year II Semester (R16) Regular End Semester Examinations – June 2017
STATISTICAL METHODS FOR MANAGERS WITH SPSS

Time: 3Hrs

Max Marks: 50

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 brief note on the procedure to compute Pie charts using SPSS. | 8M |
| OR | | |
| Q.1(B) | Write a brief note on the procedure to compute Ogives using SPSS. | 8M |
| <hr/> | | |
| Q.2(A) | Describe the procedure to find out multiple linear Regression using SPSS. | 8M |
| OR | | |
| Q.2(B) | Use the given dataset "Regression 1", find the impact of operator experience on his performance rating. | 8M |
| <hr/> | | |
| Q.3(A) | Use the given data set chis Q3, determine whether age group affects the level of satisfaction or not? | 8M |
| OR | | |
| Q.3(B) | Use the data set T-test 1 determine, whether the marks in test1 and test2 is same or not? | 8M |
| <hr/> | | |
| Q.4(A) | Write a brief note on the procedure to compute F-Test for Equality of two Population Variances using SPSS. | 8M |
| OR | | |
| Q.4(B) | Perform a factor analysis to extract five factors for the attached data set "Factoranalysis1." Keep all the default values in the procedure. Use Varimax rotation. | 8M |
| <hr/> | | |
| Q.5(A) | Use the dataset "ANOVA4" to find if the impact of temperature is same or not on all detergents performance? | 8M |
| OR | | |
| Q.5(B) | Write a brief note on the procedure to compute chi-square test for goodness of fit using SPSS. | 8M |
| <hr/> | | |
| Q.6 | CASE STUDY | 10M |
| | Use the given dataset "Regression3" to find the regression equation between R&D expenses and Annual profit. | |

END

