

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

MBA II Year II Semester (R20) Regular End Semester Examinations –AUGUST 2022
ENTREPRENEURSHIP DEVELOPMENT AND PROJECT 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)	Explain the need for entrepreneurship. Illustrate various theories of Entrepreneurship.	10M	1	2
OR				
Q.1(B)	Assess the various problems faced by the women entrepreneurs in today's Business Scenario.	10M	1	5
Q.2(A)	Write a note on the following: (a) Business Canvas Model (b) Startups (c) Incubation centers	10M	2	2
OR				
Q.2(B)	Discuss innovation, marketing and financial talents of entrepreneurs? How do those talents build the entrepreneur dynamic performer in today's globalization?	10M	2	4
Q.3(A)	Evaluate the role of National Institute of Entrepreneurship and Small Business Development (NIESBUD) for Entrepreneurship Development?	10M	3	5
OR				
Q.3(B)	Write a note on the following: (a) Financial analysis? (b) Market analysis? (c) Technical analysis?	10M	3	2
Q.4(A)	Enumerate the various sources of finance with examples for an entrepreneurial enterprise?	10M	4	2
OR				
Q.4(B)	Discuss about the venture capital funding and angel capitalist?	10M	4	4
Q.5(A)	Describe the project appraisal? State and discuss the techniques of project appraisal?	10M	5	4
OR				
Q.5(B)	Elucidate how project audit helps in successful implementation of project?	10M	5	4
Q.6	- CASE STUDY	10M	2	4
Role of Basic Micro Financial Ltd in Entrepreneurship Development				

BASIX is a livelihood promotion institution established in 1996, working with over a 3.5 million customers, over 90% being rural poor households and about 10% urban slums dwellers. BASIX works in 17 states i.e. Andhra Pradesh, Karnataka, Odisha, Jharkhand, Maharashtra, Madhya Pradesh, Tamilnadu, Rajasthan, Bihar, Chhattisgarh, West Bengal, Delhi, Uttarakhand, Sikkim, Meghalaya, Assam and Gujrat, 223 districts and over 39,251 villages. It has a staff of over 10,000 of which 80% are

based in small towns and villages. BASIX mission is to promote a large number of sustainable livelihoods, including for the rural poor and women, through the provision of financial services and technical assistance in an integrated manner. BASIX will strive to yield a competitive rate of return to its investors so as to be able to access mainstream capital and human resources on a continuous basis.

BASIX strategy is to provide a comprehensive set of livelihood promotion service which includes Financial Inclusion Services (FINS), Agricultural/Business Development Services (Ag/BDS) and Institutional Development Services (IDS) to rural poor households under one umbrella. The holding company of BASIX group is called Bharatiya Samrudhi Investments and Consulting Services (BASICS) which started operation in 1996 as India's first "new generation livelihood promotion institution". BASIX has initiated single-window provision of comprehensive financial services to poor under the Business Correspondent framework. Due to regulatory restrictions, it was not possible to provide savings and remittance service to poor. But later it created a good popularity in the rural areas of India.

Questions:

- (a) Emphasize the role of BASIX micro finance Ltd in rural villages of India
- (b) Is this a right way to provide the livelihood to the rural India? Justify its entrepreneurial ability.

*****END*****

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA II Year II Semester (R20) Regular End Semester Examinations –AUGUST 2022
CORPORATE SOCIAL RESPONSIBILITY

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 the history and evolution of CSR in India.	10M	1	2
OR			
Q.1(B) Define CSR. Explain objectives and components of CSR.	10M	1	2
Q.2(A) Explain briefly the CSR role on external environment.	10M	2	2
OR			
Q.2(B) Outline briefly about stakeholders' engagements.	10M	2	3
Q.3(A) Elaborate the government's response to CSR role of biodiversity.	10M	3	3
OR			
Q.3(B) Explain about the environmental assessments.	10M	3	2
Q.4(A) Discuss the various benefits of CSR to Business.	10M	4	2
OR			
Q.4(B) Outline briefly the factors hindering CSR Activities in companies.	10M	4	3
Q.5(A) Explain the A.B Carroll theories and its importance.	10M	5	2
OR			
Q.5(B) Discuss about ISO 26000 international standard of corporate social responsibility.	10M	5	2
Q.6	CASE STUDY	5	5

Satyam Computers Limited (Satyam) was a leading global business and information technology (IT) services company, delivering consulting, systems integration and outsourcing solutions. It began its journey with 20 employees in 1987 and grew to become the fourth-largest software company in India with a market capitalization of Rs.15,262 crs. Over a period of two decades, the company built a highly skilled employee base of 53,000 and was on attractive IT outsourcing destination for a number of multinational companies across the world. It was given the Golden Peacock Global Award twice for its excellence in corporate governance in 2002 and 2008 by the world council for corporate governance. The golden peacock global award was one among the several honors received by Satyam for corporate governance. It rated the company with best corporate governance practices by investor relations global rankings (IRGR) in 2006 and 2007 in the investigation, Ramalinga Raju (Raju) founder and chairman of Satyam confessed

fudging the accounts books of the company to the tune of Rs.7,800 core. After the government changed the management, Satyam was taken over by Tech Mahindra (TechM) and was renamed Mahindra Satyam (Msat). It addressed the customers and employees' issues very effectively; yet, even after a year of the takeover, Msat continues to face a hoard of legal and financial hurdles in stabilizing the business. Lack of re-instated financial statements has been posing tough situations for Msat to bag contracts. The Satyam saga poses a question whether the government should bailout such companies when they reach a dead end due to financial bankruptcy or moral bankruptcy resulting in financial bankruptcy endangering the very economic and corporate image.

Questions:

- (a) What are the ethical violations of corporate governance in the case?
- (b) How can you prevent these kinds of ethical violations, suggest some code to stop these kinds of practices?

*****END*****

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA II Year II Semester (R20) Regular End Semester Examinations –AUGUST 2022
FINANCIAL ENGINEERING

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 Financial Engineering and explain the tools of Financial Engineering	10M	1	2																		
OR																						
Q.1(B)	Enlist the Environmental factors which contributed for the growth of Financial Engineering	10M	1	4																		
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Q.2(A)	Write a short note on i) Zero Coupon Bond and its features ii) Hybrid Securities and its features	10M	2	2																		
OR																						
Q.2(B)	Examine various innovative financial products and its importance in financial engineering.	10M	2	4																		
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Q.3(A)	Explain the Objectives and functions of Asset and Liability Management.	10M	3	1																		
OR																						
Q.3(B)	The balance sheet for the Dhanalakshmi Bank is provided in the table below. Let's calculate the net interest income at year-end if interest rates increase by 2% (or 200 basis points). <table style="margin-left: 20px; width: 80%;"><tr><td style="text-align: left;"><u>Assets</u></td><td style="text-align: right;"><u>Rs.</u></td></tr><tr><td>Floating rate loans (8% annually)</td><td style="text-align: right;">10,00,000</td></tr><tr><td>20-year fixed rate loans (6% annually)</td><td style="text-align: right;">15,00,000</td></tr><tr><td style="text-align: right;">Total Assets</td><td style="text-align: right;">25,00,000</td></tr><tr><td colspan="2"><u>Liabilities & Equity</u></td></tr><tr><td>Current Deposits (5% annually)</td><td style="text-align: right;">12,00,000</td></tr><tr><td>Fixed Term Deposits (5% annually)</td><td style="text-align: right;">8,00,000</td></tr><tr><td>Equity</td><td style="text-align: right;">5,00,000</td></tr><tr><td style="text-align: right;">Total Liabilities and Equity</td><td style="text-align: right;">25,00,000</td></tr></table>	<u>Assets</u>	<u>Rs.</u>	Floating rate loans (8% annually)	10,00,000	20-year fixed rate loans (6% annually)	15,00,000	Total Assets	25,00,000	<u>Liabilities & Equity</u>		Current Deposits (5% annually)	12,00,000	Fixed Term Deposits (5% annually)	8,00,000	Equity	5,00,000	Total Liabilities and Equity	25,00,000	10M	3	3
<u>Assets</u>	<u>Rs.</u>																					
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Q.4(A)	Describe the Disinvestment process and its motives in detail.	10M	4	2																		
OR																						
Q.4(B)	Illustrate the types of mergers and discuss on major reasons for corporate restructuring	10M	4	3																		

Q.5(A) Discuss on recent developments towards Financial Globalization in view of new markets and global market linkages 10M 5 2

OR

Q.5(B) Compare and Contrast between Financing Engineering and Monetary Policy? Explain about Trademarks in view of legal protection for Innovative financial products? 10M 5 4

Q.6 **CASE STUDY** 10M 3 3

HOW BMW DEALT WITH EXCHANGE RATE RISK

BMW Group, owner of the BMW, Mini and Rolls-Royce brands, has been based in Munich since it's founding in 1916. But by 2011, only 17 per cent of the cars it sold were bought in Germany.

In recent years, China has become BMW's fastest-growing market, accounting for 14 per cent of BMW's global sales volume in 2011. India, Russia and eastern Europe have also become key markets.

The challenge. Despite rising sales revenues, BMW was conscious that its profits were often severely eroded by changes in exchange rates. The company's own calculations in its annual reports suggest that the negative effect of exchange rates totaled €2.4bn between 2005 and 2009.

BMW did not want to pass on its exchange rate costs to consumers through price increases. Its rival Porsche had done this at the end of the 1980s in the US and sales had plunged.

The strategy. BMW took a two-pronged approach to managing its foreign exchange exposure.

One strategy was to use a "natural hedge" – meaning it would develop ways to spend money in the same currency as where sales were taking place, meaning revenues would also be in the local currency.

However, not all exposure could be offset in this way, so BMW decided it would also use formal financial hedges. To achieve this, BMW set up regional treasury centres in the US, the UK and Singapore.

How the strategy was implemented. The natural hedge strategy was implemented in two ways. The first involved establishing factories in the markets where it sold its products; the second involved making more purchases denominated in the currencies of its main markets.

BMW now has production facilities for cars and components in 13 countries. In 2000, its overseas production volume accounted for 20 per cent of the total. By 2011, it had risen to 44 per cent.

In the 1990s, BMW had become one of the first premium carmakers from overseas to set up a plant in the US – in Spartanburg, South Carolina. In 2008, BMW announced it was investing \$750m to expand its Spartanburg plant. This would create 5,000 jobs in the US while cutting 8,100 jobs in Germany.

This also had the effect of shortening the supply chain between Germany and the US market.

The company boosted its purchasing in US dollars generally, especially in the North American Free Trade Agreement region. Its office in Mexico City made \$615m of purchases of Mexican auto parts in 2009, expected to rise significantly in following years.

A joint venture with Brilliance China Automotive was set up in Shenyang, China, where half the BMW cars for sale in the country are now manufactured. The carmaker also set up a local office to help its group purchasing department to select competitive suppliers in China. By the end of 2009, Rmb6bn worth of purchases were from local suppliers. Again, this had the effect of shortening supply chains and improving customer service.

At the end of 2010, BMW announced it would invest 1.8bn rupees in its production plant in Chennai, India, and increase production capacity in India from 6,000 to 10,000 units. It also announced plans to increase production in Kaliningrad, Russia.

Meanwhile, the overseas regional treasury centres were instructed to review the exchange rate exposure in their regions on a weekly basis and report it to a group treasurer, part of the group finance operation, in Munich. The group treasurer team then consolidates risk figures globally and recommends actions to mitigate foreign exchange risk.

The lessons. By moving production to foreign markets the company not only reduces its foreign exchange exposure but also benefits from being close to its customers.

In addition, sourcing parts overseas, and therefore closer to its foreign markets, also helps to diversify supply chain risks.

Questions:

- 1) What was the challenge before BMW?
- 2) What strategies were used by BMW for overcoming the challenges/

END

B

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA II Year II Semester (R20) Regular End Semester Examinations –AUGUST 2022
TALENT 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) Define talent management. Explain its importance and role.	10M	1	1
OR			
Q.1(B) Discuss various approaches to talent management.	10M	1	6
Q.2(A) Evaluate the role of leadership in talent management.	10M	2	5
OR			
Q.2(B) Explain in brief the different aspects of talent management.	10M	2	2
Q.3(A) Identify the talent needs and talent forces of the future.	10M	3	3
OR			
Q.3(B) Compare and contrast between development of talent and deployment of talent.	10M	3	2
Q.4(A) Define talent departure. Diagnose the causes of talent departure.	10M	4	1
OR			
Q.4(B) Explain the concept of employee engagement with its importance.	10M	4	2
Q.5(A) Measure the contribution of talent to business performance.	10M	5	5
OR			
Q.5(B) Evaluate the process of human transformation	10M	5	5
Q.6	CASE STUDY	10M	4 2
<p>Dublin-based Experian plc was facing a high attrition rate since 2016. With every 1 percent turnover increase, the company was losing nearly \$3 million. Due to manual workforce management methods, the company was unable to identify the root cause of the attrition. Thus, HR specialists at Experian decided to get a better view of the workforce by applying data and technology to its HR strategy. Being a data-driven company, Experian's HR specialist used in-house predictive modeling technology to strategically analyze employee data and came up with an innovative solution called predictive workforce.</p> <p>Discusses how the implementation of predictive workforce analytics yielded favorable results for Experian. As of 2019, the company's global attrition rate decreased by 4 percent, saving the company CAD\$14 million in a period of two years. Experian then started providing its solution to other business houses.</p> <ol style="list-style-type: none">1. Understand issues and challenges in HR planning and retaining talent.2. Understand the concept of predictive workforce analytics and how it can help a company to fix employee turnover issues.			

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MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA II Year II Semester (R20) Regular End Semester Examinations –AUGUST 2022
ADVERTISEMENT AND SALES 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)	Explain Challenges and Opportunities in Rural Advertising in India with suitable illustrations.	10M	1	2
OR				
Q.1(B)	“Advertising is an ever-evolving concept”- Discuss with relevant examples.	10M	1	2
Q.2(A)	List and explain the Principles of Design and Layout of an advertising	10M	2	3
OR				
Q.2(B)	How would you show your understanding of Motor Bikes Advertising? Illustrate in detail with suitable examples.	10M	2	3
Q.3(A)	Critically analyze the challenges of Media mix for an FMCG product of your choice.	10M	3	4
OR				
Q.3(B)	List and explain the factors to assess in the selection of media outlet for a product or service in the market with a suitable illustration.	10M	3	4
Q.4(A)	Describe the stages of evaluation for measuring the effectiveness of advertisement with an illustration.	10M	4	5
OR				
Q.4(B)	Critically analyze the role of an Advertising agency in developing the brand image of a company.	10M	4	3
Q.5(A)	List out and explain the promotional methods to advertise online education during covid pandemic times.	10M	5	3
OR				
Q.5(B)	Critically analyze the importance of ASCI guidelines to the field of advertising in India. Support with suitable illustrations.	10M	5	3
Q.6	<u>CASE STUDY</u>	10M	5	5

The soap market in India is very large and basically it is divided in 2 segments, the popular segment and the premium segment. The popular soap consists of cheaper soaps including Lifebuoy, Lux, Hamam, Rexona, lai etc., and contains about 85% of the market. The premium soaps are Cinthol, known as deodorant soap, and Mysore Sandal, soap for its exclusive perfume and ethnic character and its different shape and packing. Medi Mix as an Ayurvedic soap, Neko as a medical soap and Pears as a special brand soap. Characteristics and Image The advertising of Pears, which is manufactured by HLL, done by Lintas and Pears had only 2% share of the total market and 10% of the premium soap market. It had built its reputation through years of advertising.

It provides a bundle of satisfaction to the consumers:

- (a) It was transparent—you could see through it.
- (b) Mild and pure.
- (c) Contained Glycerin which was useful for skin in winters.
- (d) It was difficult to manufacture.
- (e) Some considered it as a foreign soap. It in was short supply for some time.
- (f) It was considered as a special soap.
- (g) Some thought that it was only for babies.
- (h) Mostly the advertisement was aimed at mothers, children and little babies.
- (i) The price was high.

This led to its exclusivity and most of the customers were from upper or upper middle classes. The HLL then asked their advertising agency Lintas to design and campaign to boost the sales. As number of suggestions had come up during research and discussion:

- (a) The sale of Pears could be increased by either persuading the present consumers to buy more or make new customers.
- (b) Most of the customers were using it in winters only. They could be persuaded to use Pears throughout the year. The Company was advised to offer a reason for purchase. So, the company was asked to create an appeal on the past strength of Pears. So, they looked back on the past advertising Ads.

The earlier ads were aimed at sweet girls well dressed with the caption.

- (a) "Waiting to be beautiful lady." It gave the image of its being a children's soap.
- (b) Then came the Ad. emphasizing its translucent characteristics. "A soap so pure you can see through it."
- (c) "Pears soap keeps your complexion and skin young."
- (d) "Meet the soap with nothing to hide except your age."
- (e) "Pears makes you look younger and glycerine gives it the extra glow."
- (f) "Young skin can be yours as long as you use Pears" or "It is the Kiss of Youth."
- (g) "The bath with Pears is a "Young bath."
- (h) "Mrs. Dubey has an 18 years old daughter and skin just as young."

These were the options suggested for advertising

Questions

1. Count on the different creative approaches presented by the agency.
2. Can you suggest a mixture of these Ads and why?
3. As the youth men are also very beauty conscious and visit beauty parlors for facial and other beauty Ads. Can you suggest other creative approaches for men and general use for everybody?

END

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
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MBA II Year II Semester (R20) Regular End Semester Examinations – AUGUST 2022
STRATEGIC 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)	Explain in detail strategic planning process and mention its importance in strengthening the organization to meet its objectives.	10M	1	2
OR				
Q.1(B)	Examine the relationship between Corporate Planning and Financial Planning. Identify the Critical Success Factors in doing Financial Planning.	10M	1	1
Q.2(A)	Explain in brief Ten ways to build shareholder's value.	10M	2	2
OR				
Q.2(B)	Examine in detail about Economic Value-added method along with suitable examples.	10M	2	4
Q.3(A)	Explain about the Decision Tree Approach for Investment Decisions with an example.	10M	3	2
OR				
Q.3(B)	Elaborate about the Sensitivity Analysis technique for investment decision making.	10M	3	3
Q.4(A)	Explain in detail about mergers with suitable examples.	10M	4	2
OR				
Q.4(B)	Examine and explain the reasons behind in Mergers and Takeovers.	10M	4	4
Q.5(A)	Elucidate upon the Takeover regulations of SEBI.	10M	5	4
OR				
Q.5(B)	Write Short note on with a suitable example 1. Spin off strategy 2. Leveraged buyouts	10M	5	2
Q.6	Case Study	10M	4	5

X Ltd. made an attempt to acquire Y Ltd. Following information is available for both the companies

	X Ltd,	Y Ltd.
Price per share	30	20
P/E Ratio	5	4
No of shares (Lakhs) (F.V.10)	3	2
Reserves and Surplus	30	20
Promoters holding	1.2	0.75

Board of directors of both the companies have decided that a workable swap ratio is to be based on weights of 30%, 30% and 40% respectively for Earnings, Book Value and Market Price of share of each company.

You are required to Calculate:

1. Swap Ratio
2. After merger, promoters holding
3. Post-merger EPS

*****END*****

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA II Year II Semester (R20) Regular End Semester Examinations – AUGUST 2022
REWARD 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)	Explain the factors which have influence on employee compensation trends.	10M	1	2
OR				
Q.1(B)	Elucidate the method of job evaluation for designing internally aligned pay structure.	10M	1	2
Q.2(A)	Explain the process of designing the competency based pay structure.	10M	2	2
OR				
Q.2(B)	Explain the concepts grades, ranges and broad banding.	10M	2	2
Q.3(A)	Evaluate the impact of (i) Merit pay (ii) Lump Sum bonuses and (iii) Individual spot awards in getting desired employee behavior.	10M	3	5
OR				
Q.3(B)	Assess the Compensation paid to the executives of the organization.	10M	3	5
Q.4(A)	Evaluate the role of pay commission in suggesting fair compensation to employees in India.	10M	4	5
OR				
Q.4(B)	Explain the following terms a. Base pay b. HRA c. DA d. Deductions.	10M	4	2
Q.5(A)	Assess the effectiveness of balance sheet approach to expatriate pay system.	10M	5	5
OR				
Q.5(B)	Explain the global factors that influence compensation manager in determining international pay system.	10M	5	2
Q.6	CASE STUDY	10M	3	5

The case discusses the compensation management practices at Tata Consultancy Services Ltd. (TCS), one of the leading Indian IT companies. TCS' compensation management system was based on the EVA model. With the implementation of Economic Value Added (EVA)-based compensation, the salary of employees comprised of two parts – fixed and variable. The variable part of the salary was arrived after considering business unit EVA, corporate EVA, and also individual performance EVA. During the fourth quarter of the financial year (FY) 2007-2008, TCS announced its plans to slash 1.5 percent of the variable component of employee salaries since its EVA targets for the third quarter of FY 2007-2008 were not met. The announcement came as a

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jolt not only to TCS employees but also to the entire Indian IT industry. The company came in for severe criticism and it was accused of not being transparent with respect to EVA calculation. However, some analysts felt that the pay cuts were a result of the macroeconomic challenges that the Indian IT companies were facing -- rapid appreciation of the rupee against the US dollar and the recession in the US economy (USA was the largest market for the Indian IT companies).

Questions:

1. Do you agree with the cut in the compensation of the employees by TCS? Explain why?
2. Analyze the case, identify the problem(s) and provide the solutions with justification.

END

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA II Year II Semester (R20) Regular End Semester Examinations –AUGUST 2022
SERVICES MARKETING

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)	Critically assess the Challenges faced by the Service Organizations	10M	1	5
OR				
Q.1(B)	Classify the Tangibility Spectrum of services marketing	10M	1	2
Q.2(A)	“Targeting follows market segmentation as a natural step”. Analyze the basis of targeting the identified segments.	10M	2	4
OR				
Q.2(B)	Analyze Consumer Decision Making Process in Services.	10M	2	4
Q.3(A)	Explain the role of expanded marketing mix in designing the services with suitable examples..	10M	3	5
OR				
Q.3(B)	Evaluate the Role of Customer & Value Creation.	10M	3	5
Q.4(A)	Illustrate Customer Relationships in Services.	10M	4	2
OR				
Q.4(B)	Examine the SERVEQUAL dimensions.	10M	4	4
Q.5(A)	Evaluate the Marketing of Financial Services in Banking industry..	10M	5	5
OR				
Q.5(B)	Examine in detail about service strategies for Tourism.	10M	5	4
Q.6	CASE STUDY	10M	5	5
	<p>Mr. Suresh Mehta, a fresh software Engineer, developed a new software service during his M.Tech. Course. Upon passing out, he invested a small capital to commercialize and selling the service under the brand name ‘MIN’. Coming from a middle-class family himself, Suresh decided to price his service much lower than the other similar service available in the market at that time. His pricing strategy paid rich dividends and MIN became an instant success. Using his newly acquired financial strength, Mr. Suresh developed a premium quality service with a unique feature. Although, the cost price of this service was itself high, Mr. Suresh, again priced it substantially lower to be a comparable services in the market by maintaining a low profit margin.</p> <p>Questions:</p> <ol style="list-style-type: none">1) Suggest an appropriate marketing strategy to Mr. Suresh.2) Do you feel Mr. Suresh committed a pricing mistake in the case of the premium service? Justify your answer with suitable reasons.			

*****END*****

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

MBA II Year II Semester (R20) Regular End Semester Examinations –AUGUST 2022

DATA MINING FOR BUSINESS DECISIONS

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 Data visualization and list out advantages.	10M	1	2
OR				
Q.1(B)	Differentiate between linear models and nonlinear models	10M	1	3
Q.2(A)	What do you mean by Gain and Entropy? How is it used to build the Decision tree in algorithm? Illustrate using an example	10M	2	1
OR				
Q.2(B)	What are issues in decision tree learning? Explain briefly How are they overcome?	10M	2	1
Q.3(A)	Define the concept of classification and explain the main steps	10M	3	2
OR				
Q.3(B)	Discuss fault detection in credit card can be solved using classification algorithm	10M	3	3
Q.4(A)	How can dimensionality reduction help in decision-making?	10M	4	4
OR				
Q.4(B)	Explain about Attribute Subset Selection Measures with an example	10M	4	2
Q.5(A)	Explain Multiple Regressions in detail	10M	5	3
OR				
Q.5(B)	List and explain regression metric to evaluate the model.	10M	5	4
Q.6	<u>CASE STUDY</u>	10M	3	3

A medical application that has save hundreds of lives by mining through hundreds of thousands of patient records to identify patients who have shown all the signs for heart disease, yet have not been prescribed heart medication. Explain in which way data mining can contribute to this problem.

END