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R-19

Code: 9P1A23

M.B.A. II Semester Regular & Supplementary Examinations November 2022

Marketing Management

Max. Marks: 60

Time: 3 Hours

Answer all five units by choosing one question from each unit (5 x 12 = 60 Marks)

	Marks	CO	BL
UNIT-I			
1. Discuss the differences between marketing as a philosophy and marketing as a set of business activities. How are the two ideas related?	12M	CO1	L1
OR			
2. Marketers should define a business or business unit as a customer-satisfying process. Taking this view, with examples of big business houses, explain how additional business growth opportunities have been identified.	12M	CO1	L1
UNIT-II			
3. Explain, with examples, how the customer value is delivered through the basic marketing mix of product, price, place and promotion.	12M	CO2	L2
OR			
4. Describe the 4Ps and 7Ps respectively of marketing mix for products and service markets.	12M	CO2	L2
UNIT-III			
5. Describe the decisions companies make regarding their individual products and services, product lines and product mixes.	12M	CO3	L3
OR			
6. Identify and describe the important external and internal factors affecting a firm's pricing decisions.	12M	CO3	L3
UNIT-IV			
7. Discuss today's changing communications landscape and the need for integrated marketing communications.	12M	CO4	L4
OR			
8. A tour operator has just established a business in the India selling short-break package holidays throughout the globe. Advise the founder on her options for distributing the company's products.	12M	CO3	L6
UNIT-V			
9. What are the different types of Marketing Control? Illustrate	12M	CO4	L5
OR			
10. Explain your understanding of Sustainable Marketing. How the sustainable marketing concept differs from the marketing concept and the societal marketing concept?	12M	CO4	L4

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R-19

Code: 9P1A24

M.B.A. II Semester Regular & Supplementary Examinations November 2022

Operations Management

Max. Marks: 60

Time: 3 Hours

Answer all five units by choosing one question from each unit (5 x 12 = 60 Marks)

	Marks	CO	Blooms Level
UNIT-I			
1. Explain in brief the historical developments of production and operations management.	12M	CO1	2
OR			
2. Explain Functions Of Production Planning.	12M	CO1	2
UNIT-II			
3. What are the various types of layout and layout of facilities?	12M	CO2	1
OR			
4. Explain in detail about planning capacity across various organizations.	12M	CO2	2
UNIT-III			
5. Explain the concept of scheduling in job.	12M	CO3	2
OR			
6. Explain various rules of Production Scheduling.	12M	CO3	2
UNIT-IV			
7. Explain various inventory control techniques.	12M	CO4	2
OR			
8. Explain basic principles of material management.	12M	CO4	2
UNIT-V			
9. Elaborate your approach on TQM implementation in an organization.	12M	CO5	2
OR			
10. Write a short note on the various dimensions of Quality.	12M	CO5	2

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R-19

Code: 9P1A27

M.B.A. II Semester Regular & Supplementary Examinations November 2022

Operations Research

Max. Marks: 60

Time: 3 Hours

Answer all five units by choosing one question from each unit (5 x 12 = 60 Marks)

Marks CO BL

UNIT-I

1. Explain characteristics and the applications of operations research 12M 1 1

OR

2. Use simplex method to solve the following LP problem.

Maximize $Z = 3x_1 + 5x_2 + 4x_3$

Subject to the constraints

$2x_1 + 3x_2 \leq 8$

$2x_2 + 5x_3 \leq 10$

$3x_1 + 2x_2 + 4x_3 \leq 15$ & $x_1, x_2, x_3 \geq 0$

12M 1 4

UNIT-II

3. Explain the step by step procedure to solve a transportation problem using Least cost method. 12M 2 1

OR

4. A company has three production facilities S1, S2 & S3 with production capacity of 700, 900 & 1800 respectively, per week of a product. These units are to be shipped to four warehouses D1, D2, D3 and D4 with requirement of 500, 800, 700 & 1400 units respectively, per week. Apply Vogel's Approximation method to find the initial basic feasible solution. The transportation costs in rupees per unit between sources to destinations are as follows

	D1	D2	D3	D4	Capacity
S1	19	30	50	10	700
S2	70	30	40	60	900
S3	40	8	70	20	1800
Demand	500	800	700	1400	3400

12M 2 4

UNIT-III

5. Consider the following assignment problem given in the table below. There are five teachers who can teach five different subjects. The matrix entities represent failure percentages. Assign teachers to the subjects such that total failure percentage is minimized.

	Maths	Physics	Chemistry	Biology	OR
Yudhistir	10	5	13	15	16
Bhima	3	9	18	13	6
Arjuna	10	7	2	2	2
Nakula	7	11	9	7	12
Sahadeva	7	9	10	4	12

12M 3 4

OR

6. Discuss the situations in which the assignment model can be applied. 12M 3 2

UNIT-IV

7. For the game with the following pay-off matrix, determine the optimum strategies and the value of the game.

	Player B				
Player A	9	3	1	8	0
	6	5	4	6	7
	2	4	3	3	8
	5	6	2	2	1

12M 4 3

OR

8. Explain the basic structure of queuing model.

12M 4 1

UNIT-V

9. Determine the critical path and project completion time for the following project using CPM method

Activity	Predecessor(s)	Duration (in months)
A	-	6
B	-	4
C	A	3
D	A	5
E	A	1
F	B,C	4
G	B,C	2
H	E,F	6
I	E,F	5
J	D,H	3
K	G,I	5

12M 5 5

OR

10. Consider the PERT data of the following project.

Activity	Predecessor(s)	Duration (in weeks)		
		Optimistic time	Most likely time	Pessimistic time
A	-	6	7	8
B	-	1	2	9
C	-	1	4	7
D	A	1	2	3
E	A,B	1	2	9
F	C	1	5	9
G	C	2	2	8
H	E,F	4	4	4
I	E,F	4	4	10
J	D,H	2	5	14
K	I,G	2	2	8

- a) Find the expected duration and variance of each activity
 b) Calculate the probability of completing the project on or before 25 weeks?

12M 5 5

END

Hall Ticket Number :

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Code: 9P1A26

M.B.A. II Semester Regular & Supplementary Examinations November 2022

Research Methodology

Max. Marks: 60

Time: 3 Hours

Answer all five units by choosing one question from each unit (5 x 12 = 60 Marks)

		Marks	CO	BL
UNIT-I				
1.	a) Explain the various types of experimental designs with examples.	7M	1	2
	b) State the meaning and significance of Research.	5M	1	1
OR				
2.	a) What is Research? Discuss about the research process	9M	1	2
	b) Briefly explain the Criteria for Good Research.	3M	1	2
UNIT-II				
3.	a) Under what circumstances cluster sampling design is considered appropriate? How would you select such sample? Explain by means of an example.	5M	2	2
	b) What is sampling? Explain the procedure for drawing samples from stratified random sampling	7M	2	2
OR				
4.	a) How did you determine the sample size? Explain	5M	2	4
	b) Discuss about the Experimental research design.	7M	2	5
UNIT-III				
5.	a) Discuss about Comparative and non-comparative Scales	9M	3	3
	b) Briefly explain about Nature of Measurement and Scaling.	3M	3	3
OR				
6.	a) State the different steps of Constructing the Questionnaire	7M	3	2
	b) Elucidate on different Measurement Scales.	5M	3	2
UNIT-IV				
7.	a) What do you mean Data collection? Mention the different types of data collection and explain in detail primary data collection methods.	7M	4	2
	b) Discuss about the different phases of Data Analysis Process.	5M	4	2
OR				
8.	a) Explain about Interview and Questionnaire design	5M	4	2
	b) What is Data Analysis? Explain about the different Types of Data Analysis	7M	4	2
UNIT-V				
9.	a) Mention the different types of report, particularly pointing out the difference between a technical report and a popular report.	7M	5	5
	b) Discuss about the merits and demerits of report writing.	5M	5	3
OR				
10.	a) What are the Techniques of data presentation? Discuss	5M	5	4
	b) Discuss about the Layout of Research Reports.	7M	5	2

END

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Code: 9P1A22

M.B.A. II Semester Regular & Supplementary Examinations November 2022

Financial Management

Max. Marks: 60

Time: 3 Hours

Answer all five units by choosing one question from each unit (5 x 12 = 60 Marks)

Marks CO Blooms Level

UNIT-I

1. a) Explain the functions of financial management 6M CO1 L1
 b) What is the justification for the goal of maximizing the wealth of shareholders? 6M CO1 L2

OR

2. Describe the role along with emerging role of financial manager in India 12M CO1 L2

UNIT-II

3. a) Describe the commonly found categories in project classification. 6M CO2 L2
 b) Evaluate the benefit-cost ratio as an investment decision. 6M CO2 L2

OR

4. PC Ltd., is considering two mutually exclusive investments, Project A and Project B. The expected cash flows of these projects are as follows:

Year	0	1	2	3	4	5
Project A (Rs in 000)	(1,000)	(1,200)	(600)	(250)	2,000	4,000
Project B (Rs in 000)	(1,600)	200	400	600	800	100
Discount factor@10%	—	0.909	0.826	0.751	0.683	0.621

You are required:

- i. Construct the NPV for Project A and B.
 ii. Which project you choose if the cost of capital is 10%. 12M CO2 L3

UNIT-III

5. a) Explain the concepts – Gross working capital and Net working capital with their significance. 6M CO3 L1
 b) HLC Ltd., requires 10,000 units of a certain item per year. The purchase price per unit is RS.25; the carrying cost per year is 25 per cent of the inventory value; and the fixed cost per order is RS.300.
 i. Determine the economic order quantity.
 ii. How many times per year will inventory be ordered, if the size is equal to the EOQ? 6M CO3 L3

OR

6. Proforma cost sheet of a company provides the following particulars.

Material 40% Direct Labour 20% Overheads 20%

The following additional information is also available:

- Proposed level of activity 2,00,000 units
 - Selling price Rs.24 per unit
 - Raw materials are expected to remain in store for on an average period of one month
 - Material will be in process on an average half a month
 - Finished goods are required to be in stock on an average period of one month
 - Credit allowed by suppliers is one month.
 - Credit allowed to customers is two months
- You are required to estimate working capital assuming 10% contingency.

12M CO5 L3

UNIT-IV

7. a) Describe the determinants of weighted average cost of capital
- b) Explain the Net Income theory of capital structure.

6M CO3 L2

6M CO4 L2

OR

8. A Company's present capital structure consist of 10,00,000 shares of equity stock. It requires Rs.10 million of external financing for which it is considering three alternatives. Alternative A calls for issuing 10,00,000 equity shares (Rs.10 par); Alternative B calls for issuing 6,00,000 equity shares (Rs.10 par) and 4,00,000 preference shared (Rs.10 par) carrying 11 percent dividend; and Alternative C call for issuing 2,00,000 equity shares (Rs.10 par) and Rs.8 million debentures carrying 15 percent coupon rate. The company's tax rate is 50 percent.

You are required:

- Give EPS and EBIT equation for alternatives A, B and C.
- Rank the alternatives according to EPS over varying levels of EBIT.

12M CO4 L3

UNIT-V

9. What is dividend policy? Explain the factors influencing dividend policy.

12M CO4 L2

OR

10. Define dividend. Explain the forms of dividend in detail.

12M CO4 L2

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R-19

Code: 9P1A21

M.B.A. II Semester Regular & Supplementary Examinations November 2022

Human Resource Management

Max. Marks: 60

Time: 3 Hours

Answer all five units by choosing one question from each unit (5 x 12 = 60 Marks)

		Marks	CO	BL
UNIT-I				
1.	What is HRM? Explain the scope & functions of HRM.	12M	CO1	L1
OR				
2.	What are the external environmental factors that affects the HR management?	12M	CO1	L4
UNIT-II				
3.	a) Elucidate the various Factors Affecting HR Planning Process	6M	CO2	L2
	b) What is meant by Manpower Planning?	6M	CO2	L1
OR				
4.	a) What are the sources of recruitment? Describe its process in detail.	6M	CO2	L1
	b) Write short notes on			
	i) Transfers and ii) Promotions	6M	CO2	L1
UNIT-III				
5.	a) What are the problems encountered in the appraisal of employees?	6M	CO3	L2
	b) What is an incentive? Why is it needed?	6M	CO3	L5
OR				
6.	a) What is meant by performance appraisal?	8M	CO3	L1
	b) What is meant by performance linked compensation?	4M	CO3	L1
UNIT-IV				
7.	What are the components of career planning and career development models? Explain in detail.	12M	CO4	L5
OR				
8.	Identify the measures of labor turnover? Explain measures to deal with labour turnover problems.	12M	CO4	L4
UNIT-V				
9.	a) Explain about importance and evolution of talent management.	6M	CO5	L5
	b) Define talent acquisition and explain it's process.	6M	CO5	L1
OR				
10.	What is meant by work life balance? Explain the role and importance of work life balance for an employee.	12M	CO5	L2

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R-19

Code: 9P1A25

M.B.A. II Semester Regular & Supplementary Examinations November 2022

Management Information System

Max. Marks: 60

Time: 3 Hours

Answer all five units by choosing one question from each unit (5 x 12 = 60 Marks)

	Marks	CO	Blooms Level
UNIT-I			
1. Discuss about the functions and objectives of MIS.	12M	CO1	L2
OR			
2. Illustrate the components of Information System and MIS for operations.	12M	CO1	L4
UNIT-II			
3. Explain computers in Management and the components of Decision support system.	12M	CO1	L2
OR			
4. Summarize Artificial intelligence and Group decision support system.	12M	CO1	L2
UNIT-III			
5. What do you understand by modeling and design systems?	12M	CO2	L1
OR			
6. Interpret about completing the system development process.	12M	CO2	L2
UNIT-IV			
7. Analyze strategic information system and Information System strategic grid?	12M	CO3	L4
OR			
8. Infer Business intelligence system and value chain model.	12M	CO3	L4
UNIT-V			
9. Define system vulnerability. When is information systems asset secure?	12M	CO3	L1
OR			
10. What is the role of auditing? In what phase of an audit do you evaluate internal controls? Summarize.	12M	CO3	L1,5
