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R-17

Code: 7P1A26

M.B.A. II Semester Regular & Supplementary Examinations June 2019

Research Methodology

Max. Marks: 60

Time: 3 Hours

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

UNIT-I

1. Define research. Explain research applications in business decisions with appropriate examples. 12M

OR

2. What is research process? Describe in detail the various steps of research process assuming a business problem. 12M

UNIT-II

3. What is sample size? Explain and illustrate different methods of determining sample size. 12M

OR

4. Define Research design and explain various types of research designs to be used in Research. 12M

UNIT-III

5. What is scaling? Narrate and differentiate between Likert and Semantic differential scale. 12M

OR

6. What is a questionnaire? Prepare a questionnaire to study the purchasing attitude of consumers towards the different colors of cars. 12M

UNIT-IV

7. Narrate the following with suitable examples:
a) Observation method of data collection.
b) Survey or interview method of data collection.
c) Experimentation method of data collection. 12M

OR

8. Explain various stages for preparing the data for research analysis. 12M

UNIT-V

9. State different types of research reports. Explain the importance of report writing. 12M

OR

10. Why is graphical and diagrammatic representation important in research report presentation? Demonstrate with an example. 12M

Code: 7P1C27

M.B.A. II Semester Regular & Supplementary Examinations June 2019

Operations Research

Max. Marks: 60

Time: 3 Hours

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

UNIT-I

1. a) Explain the features of Operations Research. 4M
 b) Solve the following LPP using graphical method.

$$\text{Maximize } (Z) = 5X_1 + 10X_2$$

$$\text{Subject to } 2X_1 + X_2 \geq 8,$$

$$3X_1 + 4X_2 \leq 24,$$

$$X_2 \geq 2$$

$$X_1, X_2 \geq 0$$

8M

OR

2. Solve the following LPP using Simplex Method.

$$\text{Maximize } (Z) = 40X_1 + 60X_2 + 38X_3$$

$$\text{Subject to } 4X_1 + 5X_2 + 3X_3 \leq 90,$$

$$3X_1 + 2X_2 + 3X_3 \leq 54,$$

$$2X_1 + 4X_2 + 3X_3 \leq 124,$$

$$X_1, X_2, X_3 \geq 0$$

12M

UNIT-II

3. a) Explain degeneracy in transportation problem. How do you resolve it? 6M
 b) Illustrate the MODI method to determine the optimum solution. 6M

OR

4. Find IBFS to the following transportation problem using (i) North-West Corner Method; (ii) Matrix Minima method; and (c) Vogel's Approximation Method.

Sources	Destinations					Supply
	D ₁	D ₂	D ₃	D ₄	D ₅	
S ₁	12	4	9	5	9	55
S ₂	8	1	6	6	7	45
S ₃	1	12	4	7	7	30
S ₄	10	15	6	9	1	50
Demand	40	20	50	30	40	180

12M

UNIT-III

5. a) Discuss the situations in which the assignment model can be applied.
 b) Consider the problem of assigning five operators to five machines. The assignment costs are given in the following table:

		Operatory				
		I	II	III	IV	V
Machine	A	10	5	13	15	16
	B	3	9	18	3	6
	C	10	7	2	2	2
	D	5	11	9	7	12
	E	7	9	10	4	12

Find the optimal assignments to minimize the cost of allocation. In addition, find the cost of allocation.

OR

6. A travelling salesman has planned to visit 5 cities. He would like to start from a particular city, visit each city only once and return to the starting city. The travelling cost in rupees is given in the table below. Find the least cost route.

		To City				
		A	B	C	D	E
From City	A	0	7	5	3	5
	B	7	0	8	4	3
	C	5	8	0	6	2
	D	3	4	6	0	2
	E	5	3	2	2	0

12M

UNIT-IV

7. a) Explain the "Saddle Point". 4M
 b) Solve the following game using 'Dominance rule'.

Payoff matrix for Problem

		Player - B		
		I	II	III
Player - A	I	1	7	2
	II	6	2	7
	III	6	1	6

8M

OR

8. a) Explain (i) Queue discipline, (ii) Traffic intensity. 4M
 b) A supermarket has a single cashier. During peak hours, customers arrive at a rate of 20 customers per hour. The average number of customers that can be processed by the cashier is 24 per hour. Calculate:
 (i) The probability that the cashier is idle.
 (ii) The average number of customers in the queuing system.
 (iii) The average time a customer spends in the system.
 (iv) The average number of customers in the queue.
 (v) The average time a customer spends in the queue waiting for service. 8M

UNIT-V

9. Listed in the table are the activities and sequencing requirements necessary for the completion of a research project.

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

- (i) Draw the network diagram for this project.
 (ii) Find the critical path.
 (iii) Determine the total duration of the project. 12M

OR

10. The data for the PERT network is given in the following table:

Activity nodes	T_o (Days)	T_m (Days)	T_P (Days)
1 → 2	2	4	6
1 → 3	6	6	6
1 → 4	6	12	24
2 → 3	2	5	8
2 → 5	12	14	28
3 → 4	15	24	45
3 → 6	3	6	9
4 → 6	9	15	27
5 → 6	4	10	16

- (i) Draw a network and estimate the earliest and latest event times for all nodes and hence derive critical path.
 (ii) Estimate the expected duration of the project and the corresponding variance.
 (iii) What is the probability of completing the project within 30 days? 12M

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M.B.A. II Semester Regular & Supplementary Examinations June 2019

Financial Management

Max. Marks: 60

Time: 3 Hours

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

UNIT-I

1. Describe different functions of financial management in detail

OR

2. Discuss: Profit maximization vs Wealth maximization

UNIT-II

3. Explain different Non DCF techniques of Capital Budgeting

OR

4. Find out NPV and BCR(PI), given the Required Rate of Return as 14 percent. Rank the Projects.

EOY		0	1	2	3	4
NCFAT (Rs.)	A	-19,385	6,000	6,800	7,400	8,000
	B	-13,800	4,000	4,400	4,800	5,200

UNIT-III

5. What is Gross Working Capital Vs Net Working Capital? Explain different approaches to financing Current assets

OR

6. What is Inventory management? Explain different techniques.

UNIT-IV

7. First Movers is under 40 percent tax bracket and is evaluating the following financing plans for its proposed expansion costing Rs. 3, 00, 000

	Plan A	Plan B
S (FV = Rs. 100)	Rs. 1, 25, 000	Rs. 1, 50, 000
D (Interest @ 10%)	Rs. 1, 75, 000	Rs. 1, 50, 000

Which of the financing plans do you rate risky, if First Movers expects an EBIT of Rs. 60, 000 to 80, 000.(Hint: Compute the Financial Leverages)

OR

8. Explain NI, NOI and traditional approaches to Capital Structure

UNIT-V

9. Explain different factors affecting the dividend policy of a firm

OR

10. Explain MM Theory of dividend irrelevance

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Code: 7P1A21

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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)

UNIT-I

1. Define human resource management. Explain the nature and scope of human resource management.

OR

2. Elaborate different roles of a human resource manager.

UNIT-II

3. Diagrammatically represent steps in human resource planning and explain them.

OR

4. Elucidate various steps in selection process.

UNIT-III

5. Discuss the steps in conducting a training program.

OR

6. What is performance management? Explain the steps in performance management.

UNIT-IV

7. What do you understand by compensation management? Explain any five principles that has be followed while formulating an appropriate compensation policy.

OR

8. Why collective bargaining is important? Explain different types of collective bargaining.

UNIT-V

9. Define knowledge management. Illustrate the knowledge management road map based on Nonaka's model.

OR

10. "Google is a learning organization". Justify the statement with appropriate examples.

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M.B.A. II Semester Regular & Supplementary Examinations June 2019

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)

UNIT-I

1. Why are information systems so essential for running and managing a business today? 12M

OR

2. Explain how marketing information systems support the marketing managers in their decision making. 12M

UNIT-III

3. What is office automation system (OAS)? Explain how OAS increases the efficiency of office management in digital firms. 12M

OR

4. Discuss about the business benefits of artificial intelligence systems. 12M

UNIT-III

5. Explain why the testing stage of systems development is so important. Name and describe the three stages of testing for an information system. 12M

OR

6. Examine the system engineering methodologies for MIS problem solving. 12M

UNIT-IV

7. Describe the components of strategic information planning. 12M

OR

8. a) State the benefits of strategic information systems. 6M
b) Give a brief note on business intelligence infrastructure. 6M

UNIT-V

9. Describe the roles of firewalls, intrusion detection systems, and antivirus software in promoting security. 12M

OR

10. Describe the function of risk assessment and explain how it is conducted for information systems. 12M

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Code: 7P1A23

M.B.A. II Semester Regular & Supplementary Examinations June 2019

Marketing Management

Max. Marks: 60

Time: 3 Hours

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

UNIT-I

1. What do you mean by market information system? Explain its components with suitable example.

OR

2. Describe Concepts and Functions of Marketing.

UNIT-II

3. Write short notes on
- a) Local Marketing
 - b) Business Markets

OR

4. What are the bases of Segmenting Consumer market?

UNIT-III

5. Explain the concept of Brand Equity.

OR

6. Give a Detailed account of Pricing Objectives and Methods.

UNIT-IV

7. How do you develop effective Communication Mix?

OR

8. Discuss the role of Marketing Channels in selling the products.

UNIT-V

9. What are the modern marketing practices?

OR

10. Write shot notes on:
- a) Marketing Control
 - b) Marketing Department

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Code: 7P1A24

M.B.A. II Semester Regular & Supplementary Examinations June 2019

Production and Operations Management

Max. Marks: 60

Time: 3 Hours

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

UNIT-I

1. Differentiate between manufacturing and service operations.

OR

2. Elucidate the various types of Manufacturing systems.

UNIT-II

3. Explain the various stages in Production Planning and Control.

OR

4. Elucidate the various types of Maintenance.

UNIT-III

5. Explain the various factors affecting the facility location.

OR

6. Elucidate the various models used in lay out designs

UNIT-IV

7. Elucidate the process flow Charts.

OR

8. Explain Methods study

UNIT-V

9. An engine manufacturing company stocks the items as shown in the following table in its stores. The unit prices, annual consumption quantity in terms of units/year are also given in the same table. Classify the items into A, B and C categories,

Component Code	Description	Price/Unit	Annual Demand (Units/year)
C001	Connecting rod	500	600
C002	Crank case	4000	600
C003	Cylinder	2000	600
C004	Cylinder head	3000	600
C005	Crank shaft	4000	600
C006	Cam	500	1200
C007	Nozzle	500	600
C008	Valve set	1000	1200
C009	Fuel injection pump	1500	600
C010	Exhaust pipe	500	600

OR

10. A manufacturing has to supply 12,000 units of a product per year to his customer. The ordering cost is Rs.100 per order and the carrying cost is Re.0.80 per item per month. The shortage cost is not allowed and the replacement is instantaneous. Determine the Economic order quantity, the time between orders, the number of orders per year and the optimum annual cost if the cost of item is Rs. 2 per item.
