

Hall Ticket Number :									
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<b>R-19</b>
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**Code: 9P1A22**

M.B.A. II Semester Regular & Supplementary Examinations November 2021

**Financial Management**

Max. Marks: 60

Time: 3 Hours

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

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- |   | Marks | CO  | Blooms Level |
|---|-------|-----|--------------|
| <b>UNIT-I</b>   |       |     |              |
| 1. a) Discuss the broad areas of financial decision marking | 6M    | CO1 | L2           |
| b) Discuss the risk return trade-off in financial decision  | 6M    | CO1 | L2           |

**OR**

- |  |     |     |    |
|--|-----|-----|----|
| 2. Describe the role of financial manager in maximizing value of the firm. | 12M | CO1 | L3 |
|--|-----|-----|----|

**UNIT-II**

- |   |    |     |    |
|---|----|-----|----|
| 3. a) Describe the steps in capital budgeting process | 6M | CO2 | L2 |
| b) Compare and contrast NPV and IRR                   | 6M | CO2 | L2 |

**OR**

4. You are a financial analyst for XYZ Ltd. The Director of capital budgeting has asked to analyse two proposed capital investments, Project P and Project Q. Each project's cost of capital for each project is 10%. The project's expected net cash flows are as follows:

Year	Project P (Rs)	Project Q (Rs)	Factors @10%
0	(10,00,000)	(10,00,000)	0.909
1	6,50,000	3,50,000	0.826
2	3,00,000	3,50,000	0.751
3	3,00,000	3,50,000	0.683
4	1,00,000	3,50,000	0.21

Required:

- |   |     |     |    |
|---|-----|-----|----|
| i. Calculate NPV and IRR of each project. | 12M | CO3 | L3 |
|---|-----|-----|----|

**UNIT-III**

5. While preparing a project report, on behalf of a client, you have collected the following facts. Estimate the net working capital required for the project by adding 10% to computed figure to allow for contingencies.

You may assume the production is carried on evenly throughout the year (52 weeks), and wages and overheads accrue similarly. All sales are on credit basis only.

Estimated cost per unit of production is:	
Raw material	Rs.42.40
Direct Labour	Rs.15.90
Overheads (except depreciation)	Rs.31.80
Total Cost	Rs.90.10
Additional Information:	
Selling price	Rs.106 per unit
Level of activity per annum	1,00,000
Raw materials in stock	Average 4 weeks
Work-in-progress (50% completion stage)	Average 2 weeks
Finished goods in stock	Average 4 weeks
Credit allowed to debtors	Average 8 weeks
Credit allowed by suppliers	Average 4 weeks
Lag in payment of wages	Average 1 ½ weeks
Cash at bank is expected to be	Rs.1,50,000

	12M	CO5	L3
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OR

Code: 9P1A22

6. a) Explain the motives for holding of Inventory techniques. 6M CO3 L1  
b) Explain the important dimensions of a firm's credit policy 6M CO3 L2

**UNIT-IV**

7. a) Describe the relationship between EBIT and EPS 6M CO4 L1  
b) Explain the Net Income theory of capital structure. 6M CO4 L2

OR

8. The following capital structure is extracted from DFL Ltd's balance sheet as on 31—03-2021:

	Amount (Rs.)
Equity (Rs.25 per share)	66,412
Reserves	65,258
Preference (Rs.100 per share)	3,000
Debentures	30,000
Long-term loans	5,360

The earnings per share of the company over the period 2012 to 2021 are as follows:

Year	Rs	Year	Rs.
2012	2.24	2017	4.40
2013	3.00	2018	5.15
2014	4.21	2019	5.05
2015	3.96	2020	6.00
2016	4.80	2021	6.80

The equity share of the company is selling for Rs.50 and preference for Rs.77.50. the preference dividend rate and interest rate of debenture respectively are 10% and 13%. The long-term loans are raised at an interest rate of 14% from the financial institution. The equity dividend is Rs.4 per share. Calculate the weighted average cost of capital for DFL Ltd., make any necessary assumptions.

12M CO4 L3

**UNIT-V**

9. What are various types of dividends? Explain the factors influencing dividend policy. 12M CO4 L2

OR

10. A Firm belongs to a risk class for which the appropriate capitalization rate is 10 per cent. It has 25,000 shares outstanding and selling at Rs.100 each. The firm's expected earnings available to shareholders are Rs.6,00,000 and it has an investment proposal costing Rs.8,00,000. The firm is contemplating the declaration of Rs.14 dividend at the end of current financial year.

Assuming MM Assumption you are required to compute value of firm when:

- (i) Dividends are declared  
(ii) When dividend are not declared

12M CO4 L3

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Hall Ticket Number :

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**R-19**

**Code: 9P1A21**

M.B.A. II Semester Regular & Supplementary Examinations November 2021

## 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 )

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	Marks	CO	Blooms Level
<b>UNIT-I</b>			
1. a) Role of a HR manager	6M	CO1	L2
b) Objectives of HRM	6M	CO1	L1
<b>OR</b>			
2. "The tasks and responsibilities of HRM have taken a drastic change"- Critically examine	12M	CO1	L6
<b>UNIT-II</b>			
3. Recruitment Vs Selection and Explain in brief the various Selection tests	12M	CO2	L3
<b>OR</b>			
4. a) Job Analysis	6M	CO2	L1
b) Placement and Orientation	6M	CO2	L1
<b>UNIT-III</b>			
5. Criteria for evaluating Training Process	12M	CO3	L1
<b>OR</b>			
6. Critically examine the various HRD methods.	12M	CO3	L5
<b>UNIT-IV</b>			
7. Critically examine the significance, problems and challenges in Career development of an employee.	12M	CO4	L6
<b>OR</b>			
8. a) Explain the strategies of Career Development	6M	CO4	L4
b) Career path and role of HR in Employee's Career Management	6M	CO4	L5
<b>UNIT-V</b>			
9. a) Knowledge Management	6M	CO5	L3
b) Work-life Balance	6M	CO5	L3
<b>OR</b>			
10. Critically comment on various Contemporary issues in HRM arena.	12M	CO5	L6

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Hall Ticket Number :

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**R-19**

**Code: 9P1A25**

M.B.A. II Semester Regular & Supplementary Examinations November 2021

## 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 )

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	Marks	CO	Blooms Level
<b>UNIT-I</b>			
1. a) Define MIS. Explain the importance of Information System	7M	1	L1
b) Describe the objectives of MIS	5M	1	L2
<b>OR</b>			
2. Explain MIS for operations of Human Resource IS	12M	1	L2
<b>UNIT-II</b>			
3. Explain MIS office Automation	12M	2	L1
<b>OR</b>			
4. a) Discuss about Knowledge work system	6M	2	L2
b) Describe Group Decision Support System (GDSS)	6M	2	L2
<b>UNIT-III</b>			
5. a) Describe various types of systems	5M	3	L1
b) Discuss the modeling and Design systems	7M	3	L2
<b>OR</b>			
6. Explain the alternative system building approaches of system development	12M	3	L2
<b>UNIT-IV</b>			
7. a) Describe an understanding of strategic information system	6M	3	L2
b) Discuss about SIS (strategic grid)	6M	3	L2
<b>OR</b>			
8. a) Discuss about the computing system for Strategic Planning	7M	3	L2
b) Describe the value chain model	5M	3	L2
<b>UNIT-V</b>			
9. a) Describe the Information System Control	5M	3	L2
b) Explain the Risk Assessment	7M	3	L2
<b>OR</b>			
10. a) Explain Intrusion detection systems computer virus	7M	3	L2
b) Discuss about Firewalls	5M	3	L2

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Hall Ticket Number :

**R-19**

**Code: 9P1A23**

M.B.A. II Semester Regular & Supplementary Examinations November 2021

**Marketing Management**

Max. Marks: 60

Time: 3 Hours

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

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Marks CO Blooms Level

**UNIT-I**

1. Define marketing Management? Explain core concepts of marketing management. 12M CO1 L2

**OR**

2. a) Components of Marketing Information system. 6M CO1 L4  
b) Explain in detail about Marketing concepts.

**UNIT-II**

3. Explain the major variables used to segment consumer markets. Give examples for each. 12M CO2 L2

**OR**

4. Discuss briefly the significance of product positioning. Give examples of positioning in FMCG sector. 12M CO2 L2

**UNIT-III**

5. Explain the various stages of new product development process with suitable examples. 12M CO3 L2

**OR**

6. Skimming pricing strategy and penetration pricing strategy are two strategic pricing alternatives for new products- discuss with suitable examples. 12M CO3 L2

**UNIT-IV**

7. What are the functions performed by channels? Is the wholesaler necessary? Explain. 12M CO4 L2

**OR**

8. Define channel conflicts, explain various types of channel conflicts. 12M CO4 L3

**UNIT-V**

9. Ethical marketing is less of a marketing strategy and more of a philosophy that informs all marketing efforts. Demonstrate the same. 12M CO5 L3

**OR**

10. Discuss the emergence of online marketing trends and its features. 12M CO5 L2

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Hall Ticket Number :									
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<b>R-19</b>
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**Code: 9P1A24**

M.B.A. II Semester Regular & Supplementary Examinations November 2021

**Operations Management**

Max. Marks: 60

Time: 3 Hours

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

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Marks	CO	Blooms Level
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**UNIT-I**

1. What are the Classifications of Manufacturing and Non-Manufacturing Operations in Production and Operation Management? Explain in detail.

12M	CO1	L4
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**OR**

2. Discuss the Interaction of Operations Management with other functional areas of Management.

12M	CO4	L2
-----	-----	----

**UNIT-II**

3. Define Plant Layout and Discuss in detail about different types of Plant Layouts with suitable illustrations.

12M	CO2	L1
-----	-----	----

**OR**

4. Discuss Various Capacity Timing and Sizing Strategies.

12M	CO3	L2
-----	-----	----

**UNIT-III**

5. What is the Significance of Assembly Line Balancing? Discuss in detail the terms associated with Assembly Line Balancing Technique.

12M	CO2	L1
-----	-----	----

**OR**

6. Write a short notes on the following :

- a) Exponential Method in Forecasting
- b) Forecasting errors

6M	CO1	L3
6M	CO1	L5

**UNIT-IV**

7. Write a note on the following :

- a) KANBAN System
- b) ABC Analysis

6M	CO4	L6
6M	CO5	L2

**OR**

8. Analyze the Role of purchasing department with respect to the Principles of Purchasing?

12M	CO3	L4
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**UNIT-V**

9. Illustrate Different Recording Techniques used in Method Study.

12M	CO1	L3
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**OR**

10. What is SQC? Explain different types of Control Charts.

12M	CO5	L2
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Hall Ticket Number :										
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<b>R-19</b>
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**Code: 9P1A27**

M.B.A. II Semester Regular & Supplementary Examinations November 2021

**Operations Research**

Max. Marks: 60

Time: 3 Hours

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

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Marks CO Blooms Level

**UNIT-I**

1. Food X contains 6 units of vitamin A per gram and 7 units of vitamin B per gram and costs 12 paisa per gram. Food Y contains 8 units of vitamin A per gram and 12 units of vitamin B per gram and costs 20 paise per gram. The daily minimum requirements of vitamin A and vitamin B are 100 units and 120 units respectively. Find the minimum cost of product mix.

12M CO1 L4

**OR**

2. Solve by Simplex method:

$$\text{Max } Z = 40x_1 + 50x_2$$

subject to

$$x_1 + 2x_2 \leq 40$$

$$4x_1 + 3x_2 \leq 120, \quad x_1, x_2 \geq 0$$

12M CO1 L4

**UNIT-II**

3. Find the initial basic feasible solution of the given transportation problem using North-West corner cell method, Least cost cell method and VAM method.

		Warehouses				Factory Capacity
		W1	W2	W3	W4	
Factory	F1	19	30	50	10	7
	F2	70	30	40	60	9
	F3	40	08	70	20	18
Warehouse Requirement		05	08	07	14	

12M CO2 L3

**OR**

4. Explain about:  
 a. Unbalanced transportation problem.  
 b. Degeneracy in transportation problem.

12M CO2 L2

**UNIT-III**

5. Five different jobs are to be assigned to five different operators such that the total processing time is minimized. The matrix entries represent processing times in hours. Solve this assignment problem using Hungarian method.

**OPERATORS**

JOB	1	2	3	4	5
A	10	12	15	12	8
B	7	16	14	14	11
C	13	14	7	9	9
D	12	10	11	13	10
E	8	13	15	11	15

12M CO3 L4

**OR**

6. Discuss briefly about Assignment problem. 12M CO3 L2

**UNIT-IV**

7. a) A T.V. repairman finds that the time spent on his jobs has an Exponential distribution with mean 30 minutes. If he repairs sets in the order in which they came in, and if the arrival of sets is approximately Poisson with an average rate of 10 per 8-hour day, what is repairman's expected idle time each day? How many jobs are ahead of the average set just brought in? 6M CO4 L4
- b) Explain briefly the basic structure of queuing model. 6M CO4 L2

**OR**

8. a) Define the following:  
(i) Pure Strategy (iii) Saddle Point (ii) Maximin Principle (iv) Game Theory 6M CO4 L1
- b) Solve the following game and determine the value of the game.

	Player B	
Player A	4	1
	2	3

6M CO4 L4

**UNIT-V**

9. Construct a network diagram for a project consisting of the following activities and has the following activity times:

Activity	Immediate Predecessors	Time (Days)
A	-	3
B	-	4
C	A,B	5
D	B	6
E	D	7
F	C,E	8
G	D	9

- i) Find the critical path.
- ii) What is the project completion time?
- iii) Compute the total floats and free floats for all the activities. 12M CO5 L4

**OR**

10. Explain about PERT and CPM. 12M CO5 L2

\*\*\*END\*\*\*



Hall Ticket Number :										
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<b>R-19</b>
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**Code: 9P1A26**

M.B.A. II Semester Regular & Supplementary Examinations November 2021

### **Research Methodology**

Max. Marks: 60

Time: 3 Hours

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

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Marks	CO	Blooms Level
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<b>UNIT-I</b>
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- |    |  |     |     |    |
|----|--|-----|-----|----|
| 1. | “Creative management, whether in public administration or private industry, depends on methods of inquiry that maintain objectivity, clarity, accuracy and consistency”. Discuss this statement and examine the significance of research”. | 12M | CO1 | L2 |
|----|--|-----|-----|----|

**OR**

- |    |   |     |     |    |
|----|---|-----|-----|----|
| 2. | Distinguish between Null hypothesis and alternative hypothesis. | 12M | CO1 | L2 |
|----|---|-----|-----|----|

<b>UNIT-II</b>
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- |    |  |     |     |    |
|----|--|-----|-----|----|
| 3. | Why probability sampling is generally preferred in comparison to non-probability sampling? Explain the procedure of selecting a simple random sample | 12M | CO2 | L3 |
|----|--|-----|-----|----|

**OR**

- |    |  |     |     |    |
|----|--|-----|-----|----|
| 4. | Define Research design and explain various types of research designs to be used in Research. | 12M | CO2 | L3 |
|----|--|-----|-----|----|

<b>UNIT-III</b>
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- |    |   |     |     |    |
|----|---|-----|-----|----|
| 5. | Compare and contrast different levels of scale measurement. | 12M | CO3 | L5 |
|----|---|-----|-----|----|

**OR**

- |    |   |     |     |        |
|----|---|-----|-----|--------|
| 6. | What are the guiding considerations in the construction of questionnaire? Design a questionnaire to evaluate new fast food restaurant in your city. | 12M | CO3 | L5, L6 |
|----|---|-----|-----|--------|

<b>UNIT-IV</b>
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- |    |   |     |     |    |
|----|---|-----|-----|----|
| 7. | Classify Data collection methods and identify sources of obtaining data in each method. | 12M | CO4 | L4 |
|----|---|-----|-----|----|

**OR**

- |    |  |     |     |    |
|----|--|-----|-----|----|
| 8. | “Processing of data implies editing, coding, classification and tabulation”. Describe in brief these four operations pointing out the significance of each in context of research study. | 12M | CO4 | L2 |
|----|--|-----|-----|----|

<b>UNIT-V</b>
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- |    |  |     |     |    |
|----|--|-----|-----|----|
| 9. | Assess the merits and demerits of diagrammatic and graphical presentation of data in research. | 12M | CO5 | L5 |
|----|--|-----|-----|----|

**OR**

- |     |   |     |     |    |
|-----|---|-----|-----|----|
| 10. | Describe the layout of a research report, covering all relevant points. | 12M | CO5 | L2 |
|-----|---|-----|-----|----|

\*\*\*END\*\*\*