R-15

Code: 5P1A22

M.B.A. II Semester Regular & Supplementary Examinations June 2017

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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Note: PV & FV tables are to be provided

UNIT–I

1. Wealth maximization objective is superior to profit maximization objective. Elucidate   12M

OR

2. Find out present values of the following
   i. Rs.1,500 receivable after 7 years at a discount rate of 15%
   ii. An annuity of Rs.1,000 starting immediately and lasting until 9th year at a discount rate of 20%
   iii. An annuity of Rs.7,600 starting after 1 year for 6 years at an interest rate of 12%
   iv. Operating expenditures of Rs.1,00,000 p.a. which are assumed to be incurred continuously at the rate of 12%   12M

UNIT–II

3. Explain various techniques of capital budgeting   12M

OR

4. Asman Ltd. has currently under examination of a project which will yield the following returns over the life of the project.

Year	1	2	3	4	5
Gross Yield (Rs.)	80,000	80,000	90,000	90,000	83,000

Cost of machine to be installed amounts to Rs.2,00,000 and the machine is to be depreciated at 20% p.a. WDV basis. Income tax rate is 50%. The salvage value of machine is zero. If the average cost of raising capital is 11%. Would you recommend accepting the project under the IRR method?   12M

UNIT–III

5. What is CAPM? What are its assumptions?   12M

OR

6. Three companies A, B and C are in the same business and hence have similar operating risks. However, the capital structure of each of them is different. The following are the details:

	A	B	C
Equity share capital (Rs.10 each)	4,00,000	2,50,000	5,00,000
Market value per share (Rs.)	15	20	12
Dividend per share (Rs)	2.70	4.00	2.88
Debentures (Rs.100 each)	Nil	1,00,000	2,50,000
Market value per debenture (Rs.)	-	125	80
Interest rate (%)	-	10	08

Assume the current levels of dividends are generally expected to continue indefinitely and the income tax rate is 35%. You are required to compute the WACC of each company.   12M

UNIT–IV

7. What is leverage? Explain its significance and limitations 12M

OR

8. ABC Ltd. has assets of Rs.20 crores financed entirely with 1,00,00,000 shares of equity currently selling at Rs.20 per share. Mr. Ramesh, a president of the company is considering retiring some of the shares with borrowed funds, which he can obtain at an interest of 15%. He expects the company to earn Rs.5 crores next year before interest and taxes. The company tax rate is 50%.

   Mr. Ramesh is considering two alternative leverage ratios, i. 25% Debt and ii 50% Debt. Calculate expected EPS and ROE for each of these debt ratios. 12M

UNIT–V

9. What are the dividend policy implications of Walter and Gordon models? 12M

OR

10. The Apex Company which earns Rs.5 per share, is capitalized at 10% and has a return on investment of 12%. Using Walter's dividend policy model, determine optimum dividend payout ratio and the price of the share at this pay out. It currently has 1,00,000 shares selling at Rs.100 each. The firm is contemplating the declaration of Rs.5 as dividend at the end of the current financial year, which has just begun. What will be the price of the share at the end of the year, if a dividend is not declared? What will it be if it is paid? Answer these on the basis of Modigliani and Miller model and assume no taxes. 12M

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Code: 5P1A21

M.B.A. II Semester Regular & Supplementary Examinations June 2017

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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UNIT–I

1. What are the reasons for the rise of chief people officer in business organizations? What are roles and responsibilities of chief people officer

OR

2. What is competitive advantage? How the HRM can facilitate a firm to gain its competitive advantage?

UNIT–II

3. Briefly explain the concept of human resource planning. Describe human resource planning process.

OR

4. What are the latest trends in recruitment and selection? Critically evaluate the role of technology in current trends in recruitment and selection.

UNIT–III

5. Why performance appraisal is necessary in any organization? What are various modern methods of performance evaluation?

OR

6. Distinguish between training and development. Describe Kirkpatrick's Four-Level Training Evaluation Model.

UNIT–IV

7. Critically evaluate the contemporary relevance of Holland's Theory of Vocational Choice in career development in an Indian context.

OR

8. What are the objectives of industrial relations? Distinguish industrial relations from the perspective of workers and employers.

UNIT–V

9. What is knowledge management? Briefly explain the process of knowledge management in learning organizations.

OR

10. What is the importance of work-life balance? Briefly explain key strategies to improve work-life balance for employees in business organizations.

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Code: 5P1A25

M.B.A. II Semester Regular & Supplementary Examinations June 2017

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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UNIT–I

1. What is marketing information system? How it is useful for the present day manufacturers?

OR

2. Explain the objectives and functions of management information system.

UNIT–II

3. Explain the need and importance of computers in management.

OR

4. What is Decision support system? Explain its major components and uses.

UNIT–III

5. Define system modeling and elucidate the types of modeling in MIS.

OR

6. Explain the process of problem solving through the systems engineering

UNIT–IV

7. Define Business Intelligence System. Explain the characteristics and capabilities of Business Intelligence System.

OR

8. What is meant by Strategic Information System? Explain the advantages and disadvantages of SIS.

UNIT–V

9. Write a brief note on system security and security risks.

OR

10. Briefly describe the computer virus and elucidate various protection measures of computer virus.

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Code: 5P1A23

M.B.A. II Semester Regular & Supplementary Examinations June 2017

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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UNIT–I

1. Describe the various approaches to marketing and give examples in brief?   12M

OR

2 Compare selling versus marketing.   12M

UNIT–II

3. Identify the factors of Macro environment which affect market forces.   12M

OR

4. Distinguish between market Potential & market share.   12M

UNIT–III

5. Explain different types of Innovation and its applicability in Segmentation, Targeting & Positioning.   12M

OR

6. Differentiate between Consumer & Industrial Markets.   12M

UNIT–IV

7. Explain in brief Significance of 7 P's in Competitive Environment.   12M

OR

8. Discuss the attributes of Marketing mix elements.   12M

UNIT–V

9. Explain Customers response to Price Changes.   12M

OR

10. Elaborate the Practical Pricing Policies in brief.   12M

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R-15

Code: 5P1A27

M.B.A. II Semester Regular & Supplementary Examinations June 2017
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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UNIT–I

1. Explain the origin and managerial applications of operation research   12M

OR

2   Discuss about the phases and models of operation research   12M

UNIT–II

3. a) Discuss the advantages and limitations of linear programming.   6M

   b) A company sells two different products A and B making a profit of Rs. 40 and Rs. 30 per unit respectively. They are both produce with the help of a common production process and are sold in two different markets. The production process has a total capacity of 30,000 man-hours. It takes three hours to produce a unit of A and one hour to produce a unit of B. The market has been surveyed and company officials feel that the maximum number of units of A that can be sold is 8,000 units and that of B is 12,000 units. Subject to these limitations, products can be sold in any combination. Formulate this problem as LP model to maximize profit.   6M

OR

4. An advertising agency wishes to reach two types of audiences: Customers with annual income greater than Rs 15,000 (target audience A) and customers with annual income less than Rs 15,000 (target audience B). The total advertising budget is RS 2,00,000. One programme of TV advertising costs Rs 50,000, one programme on radio advertising cost Rs 20,000.For contact reasons, at least three programs ought to be on TV, and the member of radio programmes must be limited to five. Surveys indicate that a single TV program reaches 4, 50,000 customers in target audience A and 50,000 in target audience B. One radio programme reaches 20,000 in target audience A and 80,000 in target audience B. Determine the media mix to maximize the total reach.   12M

UNIT–III

5. Determine an initial basic feasible solution to the following transportation problem by using (a) The Least cost method (b) North west corner rule (c) Vogel's Approximation method

		Destination				
		D1	D2	D3	D4	Supply
Source	S1	21	16	15	3	11
	S2	17	18	14	23	13
	S3	32	27	18	41	19
	Demand	6	6	8	23	

12M

OR

6. a) Explain the mathematical model of Assignment problem   6M

   b) Explain Hungarian method for solving the Assignment problem   6M

UNIT–IV

7. a) Explain minimax and maximin principles in the theory of games   6M

   b) For what value of , the game with following pay-off matrix is strictly determinable

Player A	Player B		
	B1	B2	B3
A1		6	-2
A2	-1		-7
A3	-2	4	

6M

OR

8. Use the graphical method for solving the following game and find the value of the game.

Player A	Player B			
	B1	B2	B3	B4
A1	2	2	3	-2
A2	4	3	2	6

12M

UNIT–V

9. a) Briefly mention the areas of application of network techniques.   6M

   b) What are the major limitations of the PERT model? Discuss.   6M

OR

10. A new type of water pump is to be designed for an automobile. Its major specifications are given in the table below. Draw the network diagram of activates involved in the project

Activity	Description	Predecessor activity
A	Drawing prepared and approved	---
B	Cost analysis	A
C	Tool feasibility (economics)	A
D	Tool manufactured	C
E	Favorable cost	B,C
F	Raw materials processed	D,E
G	Subassemblies ordered	E
H	Subassemblies received	G
I	Parts manufactured	D,F
J	Final assembly	I,H
K	Testing and shipment	J

12M

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M.B.A. II Semester Regular & Supplementary Examinations June 2017
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)
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UNIT–I

1. Explain the nature and scope of production and operations management   12M

OR

2. Explain the role of production and operations Manager   12M

UNIT–II

3. Explain the various functions of Production Planning and Control   12M

OR

4. Explain Gantt chart and explain with suitable example   12M

UNIT–III

5. A development company is attempting to determine the location for a new outlet mega mall. The region where the outlet mall will be constructed includes four towns, which together have a sizable population base. The grid map coordinates of the four towns and the population of each are as follows.

Towns	Population (in Lakhs)	Coordinates (in km)	
		x	y
A	6.5	30	60
B	4.2	50	40
C	5.9	10	70
D	3.5	40	30

Determine the best location for the outlet mall using the centre-of-gravity method.   12M

OR

6. Explain the various factors in selecting facility location   12M

UNIT–IV

7. Distinguish between method study and time study. Briefly discuss the steps in method study to assemble automobile electrical switches   12M

OR

8. Explain the various factor affecting productivity   12M

UNIT–V

9. A manufacturer has to supply 12000 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

    (i)   The economic order quantity

    (ii)   The time between orders

    (iii)   The number of orders per year

The optimum annual cost if the cost of item is Rs. 2 per item   12M

OR

10. A store of an engine repair shop has 10 items whose details are shown in the following table. 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 (Rs.)	Annual Demand (Units/Year)
C01	Packing thread	100	100
C02	Tower bolt	200	300
C03	Hexagonal nut	50	700
C04	Bush	300	400
C05	Coupling	500	1000
C06	Roller bearing	3000	30
C07	Ball bearing	1000	100
C08	Fuel pump	7000	500
C09	Fixture	5000	105
C10	Drill bit	60	1000

12M

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M.B.A. II Semester Regular & Supplementary Examinations June 2017

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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UNIT–I

1. a) What do you mean by research? Discuss its significance.　　6M

   b) Illustrate the key differences between basic and applied research?　　6M

OR

2. Define hypothesis. Summarize the steps of hypothesis testing process. What is the virtue of this procedure?　　12M

UNIT–II

3. What is research design? Compare and contract among exploratory, descriptive and causal research designs.　　12M

OR

4. Distinguish between probability and non-probability sampling methods.　　12M

UNIT–III

5. Define primary and secondary data. Outline the various sources of collecting secondary data.　　12M

OR

6. Identify the guidelines available for deciding on the following:

   (a) Question wording

   (b) Form and layout of a questionnaire　　12M

UNIT–IV

7. What is measurement? Describe and illustrate, with examples, the differences between a nominal and an ordinal scale.　　12M

OR

8. State the fundamental measurement scale used to measure:

   i. Dwelling type
   ii. Ranking brands as per preference
   iii. Actual number of purchases in a certain time period
   iv. Rating of coffee brands as per taste
   v. Brand last purchased
   vi. Age of respondent　　12M

UNIT–V

9. Describe the process of research report preparation. Summarize the guidelines for report writing.　　12M

OR

10. What is a pie chart? For what type of information is it suitable? For what type of information is it not suitable?　　12M

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