R-15

Code: 5P1A22

M.B.A. II Semester Supplementary Examinations January 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)
****

UNIT–I

1.   Explain briefly the organization of finance function.

OR

2.   Discuss the nature, scope and functions of financial management.

UNIT–II

3.   State the advantages and similarities of NPV and IRR methods.

OR

4.   A company is considering two mutually exclusive projects. Both require an initial investment of Rs.10,000 each and have a life of five years. The cost of capital of the company is 12 per cent. The estimated cash inflows of the two projects are as follows:

Year	1	2	3	4	5
Project A	4000	4000	4000	4000	4000
Project B	5000	6000	5400	4000	5000

You are required to calculate Net Present Value and suggest which project should be accepted.

UNIT–III

5.   How do you compute the weighted average cost of capital of the firm?

OR

6.   A company has the following capital structure.

Source of finance	Amount (Rs.)	ATC %
Equity capital	10,00,000	15
Retained earnings	2,00,000	10
18% Preference capital	2,00,000	18
12% Debentures	8,00,000	6

Find out the Weighted Average Cost of Capital for the company.

UNIT–IV

7.   What is leverage and state the significance of operating and financial leverages?

OR

8.   A company needs Rs. 12 lakhs for the installation of a new factory which would yield an Annual EBIT of Rs. 2,00,000. The company has the objective of maximizing the earnings per share. It is considering the possibility of issuing equity shares plus raising a debt of Rs. 2,00,000, Rs. 6,00,000 of Rs. 10,00,000. The current market price per share is Rs. 40 which is expected to drop to Rs.25 per share if the market borrowings were to exceed Rs. 7,50,000. Cost of borrowings is indicated as under:

Upto Rs. 2,50,00	10% p.a
Between Rs. 2,50,000 and Rs. 6,25,000	14% p.a.
Between Rs. 6,25,001 and Rs. 10,00,000	16% pa.

Assuming a tax rate of 50%, determine the EPS under three plans and suggest the best financial plan.

UNIT–V

9.   Discuss the determinants of dividend policy of a firm in practice.

OR

10.   A company belongs to a risk class for which the appropriate capitalization rate is 10 per cent. It currently has outstanding 25,000 shares selling at Rs.100 each. The firm is contemplating the declaration of dividend of Rs.5 per share at the end of the current financial year. The company expects to have a net income of Rs.2.5 lakh and has a proposal for making new investments of Rs.5 lakh. Show that under the MM assumptions, the payment of dividend does not affect the value of the firm.

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M.B.A. II Semester Supplementary Examinations January 2017
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Code: 5P1A23

M.B.A. II Semester Supplementary Examinations January 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)
****

UNIT–I

1. Explain the differences between customer satisfaction and customer delight?   12M

OR

2. Explain about the approaches to marketing and meaning of marketing myopia?   12M

UNIT–II

3. Describe micro environment of industry and competition?   12M

OR

4. Explain the concept of market potential and market share?   12M

UNIT–III

5. Write about segmentation criteria and evaluating the target market?   12M

OR

6. Explain the concept of target market and concept of positioning?   12M

UNIT–IV

7. How the components of 4 P's are extended to 7 P's for services?   12M

OR

8. Explain the significance of marketing mix the competitive environment?   12M

UNIT–V

9. Write about the price discounts and allowances and promotional pricing?   12M

OR

10. Explain about the practical pricing policies and initiating price increases and
responding to price changes?   12M

***

Code: 5P1A27

M.B.A. II Semester Supplementary Examinations January 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)
****

UNIT–I

1.   Describe the scope and managerial applications of OR

OR

2.   Discuss the advantages and limitations of OR

UNIT–II

3.   Write a detailed note on linear programming

OR

4.   Solve the following LPP
      Maximize $Z = 3x_1 + 5x_2$ subject to constraints
      $x_1 + x_2$ 4
      $3x_1 + 2x_2$ 18
      x_1, x_2 0

UNIT–III

5.   Elucidate the applications of transportation model

OR

6.   5 men are available to do 5 different jobs. From the past records, the time (hours)
      that each man takes to do each job is known and given in the following table.

Man/job	I	II	III	IV	V
A	2	9	2	7	1
B	6	8	7	6	1
C	4	6	5	3	1
D	4	2	7	3	1
E	5	3	9	5	1

      Find the assignment of men to jobs that will minimize the total time taken.

UNIT–IV

7.   What do you mean by pure strategy and mixed strategy? Explain two persons
      zero sum game

OR

8.   Solve the following game graphically

		B		
A		1	3	11
		9	5	2

UNIT–V

9.   What is project? Give some application areas of project management

OR

10.   Explain the significance of using PERT and CPM

***

M.B.A. II Semester Supplementary Examinations January 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)
****

UNIT–I

1. What is production and operations management? What are its important objectives? Explain.

OR

2. Write a short note on the historical development of production and operations management.

UNIT–II

3. How does PPC Function changes in the mass, batch and job order manufacturing systems? Explain with reference to their differences.

OR

4. What is meant by aggregate plan? What are its inputs and outputs? Explain.

UNIT–III

5. What is meant by cellular manufacturing layout? What are the various advantages associated with it? Discuss.

OR

6. Explain the step by step procedure followed in the layout design.

UNIT–IV

7. Define productivity. Also explain the ways and means of improving the productivity.

OR

8. What are the different recording techniques used in the method study? Explain each of them in brief.

UNIT–V

9. What are the different costs that play dominant role in inventory control? Explain.

OR

10. What is control chart? Bring out the steps involved in the construction of X-chart and R - chart.

***

Code: 5P1A26

R-15

M.B.A. II Semester Supplementary Examinations January 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)
****

UNIT–I

1. a) Explain the major sources for identifying problem in business research.   6M

    b) Explain the process of identifying business problem.   6M

OR

2. Explain various types of research designs in detail.   12M

UNIT–II

3. What do you mean by secondary data? Describe the major advantages and disadvantages of secondary data.   12M

OR

4. Explain basic steps involved in sample design.   12M

UNIT–III

5. What do you mean by scaling? Describe different scaling techniques.   12M

OR

6. Define questionnaire. Distinguish between schedule and questionnaire.   12M

UNIT–IV

7. Describe the role of ethics in business research.   12M

OR

8. What is hypothesis? Explain various types of hypothesis.   12M

UNIT–V

9. Explain the technologies used in business research.   12M

OR

10. What is report writing? What are the characteristics of a good research report?   12M

***

R-15

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