

**ANNAMACHARYA INSTITUTE OF TECHNOLOGY & SCIENCES :: RAJAMPET
(AUTONOMOUS)**

MBA II Semester Supplementary Examinations, April 2014

Operations Research

Time: 3 hours

Max Marks: 60

Part A

Answer any Four Questions (12 Marks each)

4 x 12 = 48 Marks

1. Define operations research. Also explain the applications of operations research in the fields of accounting, finance and marketing. 12M

2. A carpenter has 90, 80 and 50 running feet respectively of teak, plywood and rose wood. The product 'A' requires 2, 1 and 1 running feet of teak, plywood and rose wood respectively and the product 'B' requires 1, 2 and 1 running feet of teak, plywood and rose wood respectively. If 'A' would sell for Rs.48 and 'B' would sell for Rs.40 per unit, how much of each should he make and sell in order to obtain the maximum gross income out of his stock of wood.
 - a. Give mathematical formulation to this LPP
 - b. Solve the problem using Graphical approach
 - c. Indicate clearly the feasible solution region on the graph paper. 12M

3. a) What are the different methods of initial basic feasible solution to a transportation problem? Explain. 6M

- b) Solve the following transportation problem by VAM.

		Consumers			
		A	B	C	Available
Suppliers	X	6	8	4	14
	Y	4	9	8	12
	Z	1	2	6	5
	Required	6	10	15	31

6M

4. Solve the following problem for maximum possible profit through optimal assignment.

	A	B	C	D	E
1	30	37	40	28	40
2	40	24	27	21	36
3	40	32	33	30	35
4	25	38	40	36	36
5	29	62	41	34	39

12M

5. a) What do you mean by pay off matrix? Explain. 6M
- b) Reduce the following game by dominance method and find the value of the game.

		Player 'B'			
		1	2	3	4
Player 'A'	1	3	2	4	0
	2	3	4	2	4
	3	4	2	4	0
	4	0	4	0	8

6M

6. a) What are the various components of decision making? Explain them in detail. 6M
- b) The demand pattern of cakes made in the bakery is as follows.

No. of cakes demanded	0	1	2	3	4	5
Probability	0.05	0.10	0.25	0.30	0.20	0.10

If the preparation cost is Rs.3 per unit and the selling price is Rs.4 per unit, how many cakes should the baker make to maximize his profit?

6M

7. a) What are the essential elements of Queuing system? Explain 6M
- b) A repairer experiences that the time spent on his jobs follows the exponential distribution with mean 30 minutes. If the repairer meets his jobs in the order in which they come in and if the arrival follows the poisson distribution with an average rate of 15 per day of 8 hours. Find the repairers expected idle time and the number of jobs ahead of the average set just brought in. 6M

Part B-Compulsory Question

Analyze the following case and answer the questions.

CASE STUDY

12Marks

8. The following table gives the activities and other relevant data for a project.

Activity	Normal time(Days)	Crash time (Days)	Normal cost(Rs)	Crash cost(Rs)
1-2	4	3	600	800
1-3	2	2	400	400
1-4	5	4	750	900
2-3	7	5	400	600
2-5	7	6	800	1000
3-5	2	1	500	650
4-5	5	4	600	850

Indirect cost per day for the project is Rs.200.

- Draw the network for the project
- Find the normal duration and the cost of the project
- Find the optimal duration and the cost of the project

MBA III SEMESTER REGULAR EXAMINATIONS APRIL, 2014

Product and Brand Management

Max. Marks: 60

Time: 03 Hours

Part A**Answer any Four Questions (12 Marks each)****4 x 12 = 48 Marks**

1. What is a FMCG? What are its characteristics both from the consumers and marketers perspective? Explain. 12M
2. What are the factors that affect the life cycle of a product? Explain each of them in brief. 12M
3. What are the difficulties faced by the marketers in branding their products? Discuss 12M
4. Write a short notes on
 - a) Brand Positioning 06M
 - b) Brand Equity 06M
5. What are the reasons for brand extension? What are its advantages and disadvantages? Discuss. 12M
6. What do you mean by brand positioning? Explain its importance in detail 12M
7. What are the various branding strategies used in retailing? Explain each of them in brief. 12M

Part B—Compulsory Question*Analyze the following case and answer the questions.***CASE STUDY****12Marks****The Ad – making for Allen Solly**

Allen Solly, one of the top names in men's formal wear, has a very clear cut message for its target audience – 'dress differently'. Allen Solly ad campaigning are equally distributed in print as well as electronic media. The print media has sold Allen Solly as new age brand of relaxed office formal wear. The model of the ad is chosen to project cool, collected and aimed in life. Someone who defies the age-old tradition of dressing in stereotyped corporate conformity.

The next step of Allen Solly was to propagate the same message through television ad. O & M was hired to for this message to be telecast – "What you wear is what you believe – be a non conformist" if you do so, you will not only be appreciated but will be followed by others. The visual effect was created accordingly. The railway station bears a grey dull look, yet sophisticated. The train stops, the doors open and then suddenly the hero in flashy yellow shirt with a maroon tie walks towards the train. He walks with his coat flung on the shoulder. The compartment door opens, compartment filled with somber faces dressed in monochromatic colour. As the hero sits people crane out their neck to get a glimpse of the man, as the hero crosses his legs, everyone else does so the message - Allen Solly man is copied by everybody. Every action of the man is copied. Next shot (presumably) the next day the hero is again dressed in red shirt and yellow tie enters (cool as unusual), the compartment is filled with the same people, but, all in yellow shirt and maroon tie. The message is complete; make people follow you in the matter of dressing.

The ad, which has become a great success, was shot in an old British styled railway station in Sydney. It was about 50 seconds' duration. But in these 50 seconds, nearly 75 shots were shown bringing in high pace in the film along with fleeting images in the background. Most part of the ad is shot on 'shallow depth on field' as against wide angle view, which brings in blurred view leaving to viewer's imagination. Along with this the greenish tinge in the film bringing in a futuristic appeal. All these were done with one idea to be put across be bold but, relaxed, you become the leader. The ad has been successful in passing on the message.

8. Questions:

- a. Describe the 'appeal' of the Allen Solly ad. Is it a rational approach or emotional approach?
- b. What effect do you think the 'background effect' in the ad communicates to the viewers?

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**ANNAMACHARYA INSTITUTE OF TECHNOLOGY & SCIENCES :: RAJAMPET
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MBA III SEMESTER REGULAR EXAMINATIONS APRIL, 2014

Retailing Management

Max. Marks: 60

Time: 03 Hours

Part A

Answer any Four Questions (12 Marks each)

4 x 12 = 48 Marks

- | | |
|--|-----|
| 1. a) Explain the role of retailing in the Indian economy? | 6M |
| b) Explain the types of retailing? | 6M |
| 2. Describe the growth strategies that a retailer may pursue? | 12M |
| 3. Explain how a retailer gains competitive advantage through HRM? | 12M |
| 4. Explain the methods of procuring merchandise in detail? | 12M |
| 5. Describe the components of Store operations? | 12M |
| 6. Explain the steps involved in choosing a retail location? | 12M |
| 7. Describe the role of CRM in retailing? | 12M |

Part B—Compulsory Question

Analyze the following case and answer the questions.

CASE STUDY

12Marks

For the past two Christmas seasons, Courtney's, an upscale gift store, has carried a sweet – smelling potpourri in a plastic bag with an attractive ribbon. Heavily scented with cloves, the mixture gives a pleasant holiday aroma to any room, including the store.

Two years ago, the mixture cost \$4.50 a bag. Courtney's (the only store in town that carried it) sold 300 pieces for \$9.50. Courtney's supply ran out of 10 days before Christmas, and it was too late to get any more. Last year, the manufacturer raised the price to \$5.00, so Courtney's raised its retail price to \$9.95. even though the markup was lower than the previous year, the store owner felt there was "magic" in the \$10 price. As before, the store had a complete sellout, this time five days before Christmas. Sales last year were 600 units.

This year, the wholesale price has gone up to \$5.50, and store personnel are trying to determine the correct retail price. The owner once again wants to hold the price at \$10 (\$9.95), but the buyer disagrees: "it's my job to push for the highest possible markup wherever I can. This item is a sure seller, as we're still the only store around with it, and we had some unsatisfied demand last year. I think we should mark it \$12.50, which will improve the markup to 56 percent. Staying at \$10 will penalize us unnecessarily, especially considering the markup would be even lower than last year. Even if we run into price resistance, we'll only have to sell 480 to maintain the same dollar volume".

The owner demurs, saying, "This scent is part of our store's ambiance. It acts as a draw to get people into the store, and its pleasant smell keeps them in a free-spending state of mind. I think we should keep the price at \$9.95, despite the poorer markup. And if we can sell many more at this price, we'll realize the same dollar gross margin as last year. I think we should buy 1,000. furthermore, if people see us raising a familiar item's price 25 percent, they might wonder whether our prices are fair."

8. Questions

- What prices caused Courtney's charge?
- Which price would result in the highest profit?
- What other factors should Courtney does consider?
- What price would you charge, and how many units would you order?

MBA III SEMESTER REGULAR EXAMINATIONS APRIL, 2014

Reward Management

Max. Marks: 60

Time: 03 Hours

Part A

Answer any Four Questions (12 Marks each)

4 x 12 = 48 Marks

- | | |
|--|-----|
| 1. Explain the Element of Reward System? | 12M |
| 2. Explain the competency analysis for determination of Compensation? | 12M |
| 3. Which types of Pay structure are suitable for individual or group rewards? Justify with examples? | 12M |
| 4. Write a short notes on | |
| a) Shop floor incentives schemes. | 6M |
| b) Non-financial rewards. | 6M |
| 5. What are various considerations taken care while rewarding Directors and Senior Executives? | 12M |
| 6. Discuss in detail about the International Pay System. | 12M |
| 7. Explain the performance Management System in Bharathi Telecom. | 12M |

Part B—Compulsory Question*Analyze the following case and answer the questions.***CASE STUDY**

12Marks

A leading industrial group in Andhra Pradesh wants to start a new IT company in which they have appointed you as their HR consultant. You need to design the Reward system for the programmers of the organization. How will you go about?

Code : 1P1307B

R11

ANNAMACHARYA INSTITUTE OF TECHNOLOGY & SCIENCES :: RAJAMPET
(AUTONOMOUS)

MBA III Semester Regular Examinations, April 2014

ADVERTISING AND SALES PROMOTION MANAGEMENT

Time: 3 hours

Max Marks: 60

Part A

Answer any Four Questions (12 Marks each)

4 x 12 = 48 Marks

1. Explain how advertising can be used as a tool of marketing? 12M
2. What are the factors that may be considered while selecting advertising agency? 12M
3. What are the issues that are dealt with media planning? How are advertising budgets decided? Explain briefly. 12M
4. Enumerate the future of advertising media? 12M
5. Explain the process of copy development? 12M
6. What is public relations? What are the advantages and disadvantages of public relations? 12M
7. Suggest sales promotion programme for service industry? 12M

Part B—Compulsory Question

Analyze the following case and answer the questions.

CASE STUDY

12Marks

The block pharmaceutical company is a well-known manufacturing of high quality cosmetics and ointments. About one year before, Mr. Fine, the president of Block, was scanning the income statements for the last three quarters and did not like what he saw. At the next board meeting, he stated that block should be showing a larger profit. It was generally agreed that the reason for the profit decline was that the firm had not added any new products to its line during the last two years. Management was directed to investigate this matter and remedy it if possible.

Mr. Fine immediately requested a report from the product planning group and found that it had been working on a new formula for a tooth paste that might be put into production immediately if a new product were needed. Mr. Archer, the head of the research department, assured Mr. Fine that the new ingredients in this toothpaste had remarkable qualities. Clinical tests had consistently shown that the new toothpaste, as yet unnamed, cleaned teeth better and prevented decay significantly more efficiently than the many other toothpastes furiously battling for prominence in the market. Based on these tests, Mr. Fine concluded that perhaps this product was what they needed and ordered work to proceed quickly to bring it to the market.

The marketing research department was asked to come up with a name that was pleasing and a tube and carton design. The results were reported back within two months; the product was to be called 'smile' and package would emphasize eye-pleasing pastels.

The marketing department decided to offer 'smile' along with its other prestige product in the drug stores which were carrying the rest of block's better quality, higher priced products. Block's success had been built on moving quality products through these outlets and management felt that quality oriented customers would probably be willing to pay a bit more for a significantly better toothpaste. Block was already well established with the wholesalers selling to these retailers and experienced little difficulty in obtaining distribution for 'smile'.

It is now six-months, after the introduction of smile and the sales results have not been good. The established wholesalers and retailers carried the product, but relatively little was purchased by the final consumers. And now, many retailers are requesting that block accept returns on smile because obviously it is not going to catch on with consumers, despite the extremely large (matching competitor) amounts of advertising which have supported smile.

Mr. Fine has requested the marketing research department to analyse the situation and explain the disappointing results for this. An outside survey agency interviewed several hundred consumers and has tabulated its results. These are pretty well summarized in the following quotes :

"The stuff I'm using now tastes good. Smile tastes terrible".

"I never saw that brand at the super market I shop at".

"I like what I am using., why change?"

"I am going to pay that much for any toothpaste... it could not be that much better".

8. Questions :

- (a) Should the organisation use conservative advertising?
- (b) What suggestions would you recommended to Mr.Fine with respect to the advertising strategy?
- (c) Should the advertising department be blamed for the company's performance?

MBA III SEMESTER REGULAR EXAMINATIONS APRIL, 2014

Entrepreneurship Development

Max. Marks: 60

Time: 03 Hours

Part A

Answer any Four Questions (12 Marks each)

4 x 12 = 48 Marks

1. Illustrate the competencies of a successful Entrepreneur. 12M
2. Explain the Role of Government in the promotion of Entrepreneur. 12M
3. Write short notes on: 12M
(a).Idea generation, (b). SWOT Analysis, (c). Patents and Copy rights
4. Differentiate between: (a). Seed Capital and Venture Capital (b). Government Grants and Subsidies 12M
5. Illustrate the steps involved in Project Proposal and Report Preparation, 12M
6. Explain the Scope of Entrepreneurship among women and mention some of the successful woman entrepreneurs in India. 12M
7. Enumerate the need for Rural Industrialization. 12M

Part B–Compulsory Question

Analyze the following case and answer the questions.

CASE STUDY

12Marks

Mrs. Rashmi Agarwal, who is a post graduate in Economics, has established Rashmi Garments, in May, 1987, by installing two machines – one her own and the other purchased from a local dealer, with a total investment of Rs. 20,000. The idea of starting her own business came in 1984, when she saw an advertisement in the newspaper for a one month Entrepreneurship Development Programme (EDP) being conducted by the Small Industry Service (SISI), Okhla, New Delhi. She learnt how to start her own venture.

Feeling encouraged, she decided to start a garment unit as she had learnt something about garments during her school days. In order to add to her technical know-how, in 1985, she enrolled herself for a two-year part time course in Fashion Designing with the Young Women's Christian Association (YWCA), New Delhi and completed the course in 1987. In the meantime, on the advice of her husband, she applied for a shed to the Director of Industries (DI) Delhi. The shed was allotted to her in Oct, 1986 at the Flatted Factory Complex (FFC), Jhandewalan, New Delhi. Due to lack of sufficient space, Mrs. Rashmi Agarwal, who had been earlier living in a joint family, had shifted to her newly constructed house at Vikaspuri 25 km away from her unit.

Mrs. Rashmi Agarwal, has two school going children – a girl and a boy aged seven and four years respectively, and they were admitted to a school in Karol Bagh near her unit, so that she can take care of them after they returned from the school to her unit. Mr. A.K. Agarwal is a Post graduate in M.Sc (Chemistry) and working as a Circle Officer with the Delhi Administration. He had witnessed an event in his neighborhood, where a young widow had been ill-treated by her in laws. This had left a great impact on him and his interest to see his wife Mrs. Rashmi Agarwal, do something outside home turned into his determination to make her economically independent. During the initial stages, since Mrs. Agarwal's unit was not in full production, workers were unwilling to join

as they were unsure about the units' survival. After a great deal of effort she was able to get through the local machine dealer, one worker at Rs.1, 000 per month.

Mrs. Agarwal's initial strategy was to approach the customers in the local market with sample pieces of her items. The response was not encouraging, despite her offering 10% less than the market rate, the dealers and shopkeepers were unwilling to purchase her items. Mrs. Agarwal, then decided to supply the items at cost price. This proved successful to get an entry into the market. In the next month, she was approached by three dealers who placed orders with her. Thereafter, she was approached by three more dealers. Taking this an opportunity, Mrs. Agarwal had decided to sell her items at 10% -15% profit. This was acceptable to her old as well as new customers. She then employed three more workers and added two more machines to her unit for meeting the demand of her customers. In the initial couple of months it was difficult for her to cope with the customer's requirements regarding the type, size and the quantity of the items.

In the month of April 1988, she was approached by two customers from Jammu & Kashmir and Allahabad (U.P.) with orders. When the items were supplied through a bank, the customers refused to accept them. Then, her husband had to go to get the items back.

Mrs. Rashmi has reinvested more than 70% of the profit into her venture. Gradually, her total investment rose from Rs.20, 000/- to Rs. 40, 000/- and the turnover also increased from Rs. 5, 000/- to Rs. 60, 000/- PM during the same period. She now had eight workers including one cutting and designing master and eight machines in her unit and there were more than ten customers in the local market. She always took care of her workers and was ready to help them any time; however, she did not get their help at the time of her need. The workers would always turn up late for work even when the customer's demand was high. This created tension in her mind. Her workers said that she was always ready to help them at the hour of their need and that was why they used to work till late in the evening and some times even on weekly holidays, however, at the same time, they also had their personal problems and limitations.

Mrs. Rashmi thinks that her total involvement with the unit had left little time for her to look after her children properly. Mrs. Agarwal used to participate with her husband in the discussions with the customers. This increased her confidence in the marketing activities. In the absence of her husband, she had begun to take the decisions. Though the market demand for Rashmi Garments, is increasing, yet Mrs. Rashmi Agarwal is finding it difficult to cope, due to lack of space and manpower. She thinks of expanding her business and at the same time she would like to spend more time at home with her growing children. She is to decide which way to go first?????

8. QUESTIONS:

- a) Critically evaluate Mrs. Rashmi Agarwal as an entrepreneur, on the basis of the information given in the case.
- b) What were the key factors responsible for the initial growth of Rashmi Garments?

**ANNAMACHARYA INSTITUTE OF TECHNOLOGY & SCIENCES :: RAJAMPET
(AUTONOMOUS)**

MBA III SEMESTER REGULAR EXAMINATIONS APRIL, 2014

Financial Institutions, Markets and Services

Max. Marks: 60

Time: 03 Hours

Part A

Answer any Four Questions (12 Marks each)

4 x 12 = 48 Marks

1. Describe the significance of good financial system. Brief about financial sector reforms after 1991.
2. Explain the role played by SEBI in regulating primary and secondary markets.
3. "There is an unhealthy competition between Banks in private sector and Public Sector". Discuss.
4. Discuss the changing trends in life insurance in India.
- 5 a. Show the Classification of India financial markets
b. Explain the advantages and drawbacks of call money market
6. What is venture capital? Describe the process of selection of investments by Venture Capital Institutions.
7. Write short note on the following
 - a) Underwriters
 - b) Debenture Trustees
 - c) Portfolio Managers
 - d) Bankers to an issue

Part B–Compulsory Question

Analyze the following case and answer the questions.

CASE STUDY

12Marks

Fresh Water Drilling Company needs an additional drilling machine at the cost of Rs.15 Lakhs for sinking bore wells. At present, it cannot spare its own funds to buy the equipment. The company has to either borrow funds from the bank or lease in the equipment for five years. The bank charges 15 per cent interest rate and the installments can be paid at the year end for the stipulated lease of five years. The salvage value is Rs.1.5 lakh. In the case of leasing, a rent of Rs. 4.9 lakhs is charged at the end at the year. The rate of depreciation allowed on the equipment is 15 per cent. The company has to pay income tax @50 per cent and has a discounting rate of 14 per cent.

8. Evaluate the two options and give your suggestion.

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**ANNAMACHARYA INSTITUTE OF TECHNOLOGY & SCIENCES :: RAJAMPET
(AUTONOMOUS)**

MBA III SEMESTER REGULAR EXAMINATIONS APRIL, 2014

Human Resource Planning

Max. Marks: 60

Time: 03 Hours

Part A

Answer any Four Questions (12 Marks each)

4 x 12 = 48 Marks

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|--|-------|
| 1. Define Human Resource Planning? Explain the factors that influence manpower planning? | 3 + 9 |
| 2. What is Manpower inventorying? Discuss the various methods of manpower supply forecasting. | 4 + 8 |
| 3. What is Recruitment? Discuss various techniques of Recruitment. | 3 + 9 |
| 4. Explain the role of Training and Development in Human Resource Planning? | 12 |
| 5. Define Critical Incident method of Performance appraisal? Explain its merits and demerits? | 8 + 4 |
| 6. What is Job design? Explain various techniques of Job Design? | 4 + 8 |
| 7. What are the pre-requisites for introducing Human Resource Information System (HRIS) in an organization? How is HRIS advantageous over manual system? | 6 + 6 |

Part B–Compulsory Question

Analyze the following case and answer the questions.

CASE STUDY

12Marks

Praneeth Industries Ltd., Kolkata is producing electric bulbs, water coolers, air coolers and refrigerators. Recently it added a new line of production i.e., electric motors both for domestic and agricultural purposes. It needed one electric engineer with B.Tech qualification to look after the new plant producing electric motors. Presently five electric engineers with B.E. qualification as Assistant Engineers are working in the existing plant. The company advertised for the post of Chief Engineer (Electrical) for its new plant. It received twelve applications out of which five are from the Assistant Engineers working in the existing plant.

The company used techniques of preliminary interviews, tests, final interview and medical examination and finally selected Mr. Krishna Swamy, employed in the existing plant of the company. He is fourth in the seniority list of the Assistant Engineers in the present plant. The company served the appointment order to Mr. Swamy and he joined as Chief Engineer in the new plant. But the three Assistant Engineers in the existing plant moved the issue to the court of law contesting that the selection of Mr. Krishna Swamy is not valid as he is not the senior one among the Assistant Engineers in the existing plant.

8. Questions:

- What would be the management version in the case?
- Predict the court judgement regarding this issue.

**ANNAMACHARYA INSTITUTE OF TECHNOLOGY & SCIENCES :: RAJAMPET
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MBA III SEMESTER REGULAR EXAMINATIONS APRIL, 2014

International Business Management

Max. Marks: 60

Time: 03 Hours

Part A

Answer any Four Questions (12 Marks each)

4 x 12 = 48 Marks

1. Explain Globalisation in India? Discuss the technology impact of globalization in India. 12M
2. Explain the key environment factors? Define impacts on international business. 12M
3. Describe the Uruguay round? Explain Uruguay agreement and developing countries. 12M
4. Explain role of IMF in detail? 12M
5. What are the common training techniques for managers going overseas? How Should These vary as appropriate to the level of globalization of the firm? 12M
6. Explain international market segmentation and differentiated marketing. 12M
7. Explain role and objectives of economic zone? 12M

Part B–Compulsory Question

Analyze the following case and answer the questions.

CASE STUDY

12Marks

Reebok, the well known athletic shoe multinational, gets its products contract manufactured by independent firms in the developing countries. The MNC which gives importance to low cost and high quality is also concerned with human rights protection and requires its suppliers to follow the following human rights standards.

Nondiscrimination: Reebok will seek business partners that do not discriminate in hiring and employment practices on grounds of race, color, national origin, gender, religion, or political or other opinion.

Working hours/overtimes: Reebok will seek business partners who do not require more than 60-hour work weeks on a regularly scheduled basis, except for appropriately compensated overtime in compliance with local laws, and we will favour business partners who use 48-hour work weeks as their maximum normal requirement.

Forced or compulsory labour: Reebok will not work with business partners that use forced or other compulsory labour, including labour that is required as a means for political coercion or as punishment for holding or for peacefully expressing political views, in the manufacture of its products. Reebok will not purchase materials that were produced by forced prison or other compulsory labour and will terminate business relationships with any sources found to utilize such labour.

Fair wages: Reebok will seek business partners who share our commitment to the betterment of wage and benefit level that address the basic needs of workers and their families so far as possible and appropriate in light of national practices and conditions. Reebok will not select business partners that pay less than the minimum wage required by local law or that pay less than prevailing local industry practices (whichever is higher).

Child Labour: Reebok will not work with business partners that use child labour. The term “child” generally refers to a person who is less than 14 years of age or younger than the age for completing compulsory education if that age is higher than 14. In countries where the law defines “child” to include individuals who are older than 14, Reebok will apply that definition.

Freedom of Association: Reebok will seek business partners that share its commitment to the right of employees to establish and join organizations of their own choosing. Reebok will seek to assure that no employee is penalized because of his or her non-violent exercise of this right. Reebok recognizes and respects the right of all employees to organize and bargain collectively.

Safe and healthy work environment: Reebok will seek business partners that strive to assure employees a safe and healthy workplace and that do not expose workers to hazardous conditions.

Questions

1. Discuss the human rights protection endeavors of Reebok.
2. What are its implications for the developing country suppliers? Will these standards pose a problem for the suppliers? In what way will these standards benefit the suppliers in particular and the developing country industrial sector in general?

Code : 1P1306A

R11

ANNAMACHARYA INSTITUTE OF TECHNOLOGY & SCIENCES :: RAJAMPET
(AUTONOMOUS)

MBA III Semester Regular Examinations, April 2014

Investment and Portfolio Management

Time: 3 hours

Max Marks: 60

Part A

Answer any Four Questions (12 Marks each)

4 x 12 = 48 Marks

1. What are the key differences between an investor and a speculator? 12M
2. What are the important features of the National Stock Exchange and the Bombay Stock Exchange? 12M
3. What should you bear in mind while monitoring the global macro economy? 12M
4. What is Relative Strength Index (RSI) analysis? How do technical analysts use it? 12M
5. Following are the price and other details of three stocks for the year 2005. Calculate the total return as well as the return relative for the three stocks.

Stock	Beginning Price	Dividend Paid	Ending Price
A	30	3.40	34
B	72	4.70	69
C	140	4.80	146

12M

6. Explain and illustrate the following yield measures current yield, yield maturity, yield to call, and revised yield to maturity. 12M
7. How would you carry out portfolio performance evaluation? 12M

Part B—Compulsory Question

Analyze the following case and answer the questions.

CASE STUDY

12Marks

8. The rate of return and risk for three growth oriented firms were calculated over the most recent 5 years and are listed below.

Growth firm	Return	Risk
M	15%	16%
N	13	18
O	12	11

Rank each firm by Sharpe's Index of portfolio performance if the risk free rate is 7 percent.
