M.B.A. II Semester Regular Examinations, August 2015
Financial Management

Max. Marks: 60   Time: 3 Hours
Answer *all five* units by choosing one question from each unit (5 x 12 = 60Marks)

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UNIT-I

1. Define Financial Management and state its goals.   12M

OR

2. Explain the functions of finance in modern business concern.   12M

UNIT-II

3. What is capital budgeting? Discuss the use of payback period in Investment decision.   12M

OR

4. A company is faced with the problem of choosing between two mutually exclusive projects Project X requires a cash outlay of Rs. 1,00,000 and cash running expenses of Rs. 30,000 per year. On the other hand project Y requires a cash outlay of Rs. 1,50,000 and running expenses of Rs. 20,000 per year. Both the projects have a eight year life. Project X has a salvage value of Rs. 4,000 and project Y has Rs. 14,000. The company's required rate of return is 10%. Assume the corporate tax rate is 50% and the depreciation of the project is on straight line basis. On a differential basis which project should be accepted?   12M

UNIT-III

5. Explain the concept of cost of capital and state its significance in capital budgeting decision.   12M

OR

6. Reliance Ltd has the following capital structure.

	Rs.
100000 Equity shares	40,00,000
8% Preference shares	20,00,000
10% Debentures	30,00,000
12% Long - term loans	10,00,000

Compute WACC based on existing capital structure. The market price of the companion share is Rs. 50. The company is to pay a dividend of Rs. 5 per share next year and the dividend will grow at 7% per year. The tax rate is 60%.   12M

UNIT-IV

7. What is the meaning of Leverage and explain the different types of leverages? 12M

OR

8. A firm has a capital structure exclusively comprising of ordinary shares amounting to Rs 10,00,000. The firm now wishes to raise additional capital of Rs.10,00,000 for expansion. The firm has four alternative financial plans:

A. It can raise the entire amount in the form of equity capital.

B. It can raise 50 per cent as equity capital and 50 per cent as 5% debentures

C. It can raise the entire amount as 6% debentures.

D. It can raise 50 per cent as equity capital and 50 per cent as 5% Preference capital.

Further assume that the existing EBIT are Rs. 1,20,000, the tax rate is 35 per cent, outstanding ordinary shares 10,000 and the market price per share is Rs.100 under all the four alternatives. Which financing plan should the firm select? 12M

UNIT-V

9. State the Modigliani and Miller approach relating to dividend decision. 12M

OR

10. From the following information supplied to you, ascertain whether the firm is following an optimal dividend policy as per Walter's Model?

Total Earnings	Rs.2,00,000
Number of equity shares (of Rs.100 each)	20000
Dividend paid	Rs.150000
Price/Earning ratio	12.5

The firm is expected to maintain its rate of return on fresh investment. Also find out what should be the P/E ratio at which the dividend policy will have no effect on the value of the share? 12M

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M.B.A. II Semester Regular Examinations, August 2015
Human Resource Management

Max. Marks: 60   Time: 3 Hours

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

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UNIT-I

1. Define HRM? Explain briefly various functions of HRM.

OR

2. Discuss on changing roles & responsibilities of HR department

UNIT-II

3. Define recruitment? Elucidate significance of recruitment in today's business organizations.

OR

4. Describe briefly process of human resource planning.

UNIT-III

5. Explain the concept of performance appraisal. Briefly discuss the methods of performance appraisal.

OR

6. Discuss the advantages of employee training program.

UNIT-IV

7. Define compensation. Briefly explain components of compensation.

OR

8. What is a career planning? Discuss on various steps in career planning.

UNIT-V

9. What is meant by work life balance? Explain various strategies of work life balance.

OR

10. Define talent management? Discuss the role of talent management in providing sustainable competitive advantage.

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M.B.A. II Semester Regular Examinations, August 2015
Management Informaiton System

Max. Marks: 60   Time: 3 Hours

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

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UNIT-I

1. Define MIS. Explain its scope and importance in the present business scenario.   12M

OR

2. Explain functional information systems with appropriate examples.   12M

UNIT-II

3. What are the major types of Knowledge Work Systems and how do they provide value to the organizations?   12M

OR

4. Explain the role of information systems in efficient group decision making.   12M

UNIT-III

5. Describe the system modeling of MIS.   12M

OR

6. Explain the process, merits and de merits of System Development Life Cycle method of system development.   12M

UNIT-IV

7. What is Strategic Grid? Explain its benefits to an organization.   12M

OR

8. Explain the role of computer in strategic planning and discuss about the components of SIS (Strategic Information System)   12M

UNIT-V

9. Describe various tools and technologies that protect information system resources.   12M

OR

10. Write short notes on
    a. Firewalls   4M
    b. Computer Virus   4M
    c. Vulnerability   4M

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M.B.A. II Semester Regular Examinations, August 2015
Marketing Management

Max. Marks: 60   Time: 3 Hours

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

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UNIT-I

1. Define marketing? Discuss the core marketing concepts and their linkage to one another. Give examples.

OR

2. What do you understand by marketing myopia? Cite a company known to you that is afflicted by this weakness and explain?

UNIT-II

3. How do macro environmental forces provide opportunities and pose threats to a company. Explain?

OR

4. Discuss how the current economic situation of India is affecting customer's purchasing power and spending patterns. Give examples to illustrate your answer.

UNIT-III

5. What is positioning? How can a marketer position his product or service offering? Give examples.

OR

6. What are the various patterns of target market selection?

UNIT-IV

7. What is the extended marketing mix? Explain

OR

8. What are the key decisions that manufacturers have to make pertaining to product and services?

UNIT-V

9. Discuss the importance and objectives of pricing?

OR

10. What are the price adjustment strategies? Provide some examples.

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M.B.A. II Semester Regular Examinations, August 2015
Operations Research

Max. Marks: 60   Time: 3 Hours

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

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UNIT-I

1. Define Operations Research. Discus the origin and development of Operations Research with a suitable examples

OR

2. Explain the steps involved in Operations Research Problem.

UNIT-II

3. Explain the Formulation of Linear Programming Problem. Write the Applications and Advantages of typical Linear Programming Problem

OR

4. Obtain the Simplex solution for the following LPP.

$$\text{Maximize } Z = 30x + 40y$$

$$60x + 120y \le 12,000$$

STC $\quad 8x + 5y \quad \le 600$

$\quad\quad 3x + 4y \quad \le 500$

Where x, y $\ge$ 0.

UNIT-III

5. Solve the following Assignment Problem using Hungarian Method. The Matrix entries represents the processing times in hours.

		Operators				
		1	2	3	4	5
	1	10	12	15	12	8
Jobs	2	7	16	14	14	11
	3	13	14	7	9	9
	4	12	10	11	13	10
	5	8	13	15	11	15

OR

6. Define Transportation Problem. Explain the method of Optimizing the Basic Feasible Solution Applying U-V Method.

UNIT-IV

7. Explain Terminologies of Game Theory in detail.

OR

8. Consider the following 4 X 4 Game representing the pay-off matrix of the Player A and Player B. Solve it optimally.

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

UNIT-V

9. Explain the Objectives, Advantages and Basic Rules of Network Analysis

OR

10. Distinguish between CPM and PERT in detail

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M.B.A. II Semester Regular Examinations, August 2015
Production and Operations Management

Max. Marks: 60   Time: 3 Hours

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

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UNIT-I

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

OR

2. Write about the differences between manufacturing and service operations.   12M

UNIT-II

3. Explain about the various stages in PPC.   12M

OR

4. Write about the maintenance management in a manufacturing organization.   12M

UNIT-III

5. Discuss about various types of layouts.   12M

OR

6. Write briefly about various materials handling equipment.   12M

UNIT-IV

7. Explain about the factors affecting productivity.   12M

OR

8. Explain about the engineering and behavioral approaches.   12M

UNIT-V

9. Write about material requirement planning.   12M

OR

10. Elucidate the application of computers in production and operations.   12M

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M.B.A. II Semester Regular Examinations, August 2015
Research Methodology

Max. Marks: 60   Time: 3 Hours

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

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UNIT-I

1. What do you mean by scientific research? Explain various steps involved in process of research.

OR

2. Distinguish between null hypothesis and alternative hypothesis. Discuss the utility of a null hypothesis in the process of testing of hypothesis.

UNIT-II

3. Differentiate between the following types of research design
   a. Descriptive and Explorative research design
   b. Casual and Experimental research design

OR

4. What are probability and non-probability statistical methods? Briefly explain the steps involved in research design.

UNIT-III

5. List out different sources of collecting data and explain the limitations of secondary data.

OR

6. Distinguish between a Questionnaire and Interview schedule. What precautions do you take while framing questions both in the questionnaire and interview schedule?

UNIT-IV

7. What is measurement? Discuss any four key levels of measurement with suitable examples.

OR

8. What is Likert's scale? Why is it used? Explain how to construct it?

UNIT-V

9. What do you mean by diagrammatic representation? Briefly explain the advantages and disadvantages in diagrammatic presentation of data

OR

10. Discuss the role of technology and internet in the preparation of a social research report.

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