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2 JUN 2017

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LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING  
(AUTONOMOUS)

L.B.Reddy Nagar :: Mylavaram – 521 230 :: Krishna Dist.:: A.P.

MBA II Semester Regular/Supplementary Examinations

**MBA206-MANAGEMENT RESEARCH METHODS**

Time : 3 hours

Max. Marks : 60

Answer all the questions  
All Questions carry equal Marks

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- 1(a) How do you describe briefly the Pure research and applied research? [6M]  
(b) Can you explain briefly the Qualitative research and Quantitative research? [6M]  
(OR)  
(c) How do you explain case study method of research with its significance? [12M]
- 2(a) Explain the meaning and significance of a Research Design. [6M]  
(b) Explain the characteristics of a good research design. [6M]  
(OR)  
(c) How do you say about data collection and describe the primary data and secondary data in research? [12M]
- 3(a) Briefly explain the psychometric tests in research. [6M]  
(b) Briefly describe the types of scales and their prominence in research. [6M]  
(OR)  
(c) How do you explain the criteria for good measurement in the research? [12M]
- 4(a) What is meant by hypothesis and describe the characteristics, formulation and its importance in research? [12M]  
(OR)  
(b) How do you write the report and explain its important in management science? [12M]

5. **Case Study (compulsory)**

Not all the personal data George uses is completely under his control. Some of it is stored in the main database. He neither had any involvement in generating this, nor has he any influence over the confidentiality with which it is treated, except for where it has been extracted and used in his own studies. Access to this database is, however, restricted to bona fide researchers. As for the data George collects himself, however, he takes great care to keep it secure and treat it in strictest confidence. He publishes mainly statistical facts derived from it. He does use cases to illustrate findings, though. When this is so, he ensures that names are changed.

**Questions:**

1. What would you see as unethical research? Discuss.
2. Is it ever justifiable to study people for a research project without disclosing to them that you are doing so? Discuss.

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31 MAY 2017

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MBA II Semester Regular/Supplementary Examinations

MBA205-PRODUCTION AND OPERATIONS MANAGEMENT

Time : 3 hours

Max. Marks : 60

Answer all the questions All Questions carry equal Marks \*\*\*\*\*

- 1(a) What do you mean by production system? Discuss about classification of production systems. (OR) Define Operations Management Explain the objectives of Operations Management. 2(a) Define aggregate planning, Discuss objectives and process of aggregate planning. (OR) Define plant capacity, discuss plant capacity strategies. 3(a) Define Production Control, Explain objectives and Process of Production control. (OR) The Three jobs are processed on two Departments, in the order first as Department-A and then Department-B. The matrix gives the processing time in hours. Find the Optimal Sequence and Total Make Span.

Table with 3 rows (Jobs I, II, III) and 2 columns (Dept.-A, Dept.-B) showing processing times in hours.

- 4(a) ABC manufacturing company purchases 3600 units at 65/- each. Ordering cost is Rs 31/- per order and annual carrying cost is 10% of purchasing price. Determine (1) EOQ (2) Number of orders per year. (3) Lead time (4) Total annual cost. (OR) Discuss about various methods of quality control.

5. Case study: Product Development Risks: [12M]

You have the opportunity to invest INR 100 billion for your company to develop a jet engine for commercial aircrafts. Development will span 5 years. The final product costing Rs. 500 million / unit could reach a sales potential, eventually of Rs. 2500 billion. The new engine can be placed in service 5 years from now, but only if it qualifies four years from now for certification clearing commercial use and only if it meets America's Federal Aviation Administration's (FAA) ever tightening standards for noise reduction. Certification also has to be obtained from India's Director General of Civil Aviation (DGCA). There is competition from world-class manufacturers like Pratt and Whitney and Rolls Royce who are developing competing engines. If you decide to proceed with the project, you must also determine where the new engines will be produced and develop the manufacturing facilities. If you decline to proceed, your company could invest its resources elsewhere and based on its track record, get attractive returns.

- (a) What would be your line of action? (b) In case of lengthy product design and development time, what kinds of risks are there?

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29 MAY 2017

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MBA II Semester Regular/Supplementary Examinations

**MBA204-HUMAN RESOURCE MANAGEMNT**

Time : 3 hours

Max. Marks : 60

Answer all the questions  
All Questions carry equal Marks

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- 1(a) Discuss the major characteristics of the HRM approach. [12M]  
(OR)  
(b) What is HRM? What are the major responsibilities of an HR manager? [12M]
- 2(a) Explain various methods of Job Analysis. [12M]  
(OR)  
(b) Distinguish between job enlargement and job enrichment. [6M]  
(c) What is job rotation? How is it useful for business organizations? [6M]
- 3(a) Examine in detail the various sources of recruitment. [12M]  
(OR)  
(b) What is meant by career counseling? [6M]  
(c) Explain about individual assessment of career planning. [6M]
- 4(a) Briefly discuss about various on-the-job and off-the-job methods of employee training. [12M]  
(OR)  
(b) What is an employee grievance? Explain the causes of it. [6M]  
(c) Briefly describe the grievance redressal procedure. [6M]
- 5 **Case study (Compulsory):** [12M]  
The G V Automobiles Company Ltd.  
One major problem of deep concern for the general manager (production) is lack of interest exhibited by workers at the shop floor. Of late the company is facing problems such as lack of care in routine assembly jobs and components level jobs, etc.  
In a recent meeting, he discussed the issue with Mr. Jain and Mr Sudhir Kumar, two production managers and personnel manager Mr. Lal. Mr Lal told him that for the recurring problems, absenteeism is also a major concern along with union's indifference. After many deliberations, Mr Jain and Mr Lal were assigned the task to restructure the jobs and shop floor operations. They developed a point programme where, one, the workers were assigned multiple jobs and two, job rotation was to be introduced. The suggestions were implemented but within ten days the workers expressed dissatisfaction and even threatened to strike. Their representative accused the management of starting this programme for harassing old workers. He said that workers were overloaded with jobs and their stability is in danger.  
Questions:  
1. What according to you is the reason behind the failure of this programme?  
2. What would you have done if you were to implement this programme?  
3. Why did the situation appear threatening to the workers, even though it was meant to provide them with varied and interesting work and remove monotony?

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MBA II Semester Regular/Supplementary Examinations

**MBA203-FINANCIAL MANAGEMENT**

Time : 3 hours

Max.Marks:60

Answer all the questions  
All Questions carry equal Marks

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- 1(a) Describe the Evolution process of financial management. [6M]  
 (b) What are the branches of financial management? [6M]  
 (OR)  
 (c) Describe the interface between financial management with Financial accounting, Human resources management and Marketing management in a business enterprise. [12M]

2(a) A company is evaluating two investment proposals; A&B.

Particulars	Project- A	Project- B
Initial investment	Rs. 50,000	Rs. 50,000
Life time	4 years	4 years
Cash inflows	Year-1 Rs. 10,000 Year-2 Rs. 15,000 Year-3 Rs. 20,000 Year-4 Rs. 25,000	Year-1 Rs. 25,000 Year-2 Rs. 20,000 Year-3 Rs. 15,000 Year-4 Rs. 10,000

Compute net present value, profitability index and write your comment. Assume the discount rate is 10%. [12M]

(OR)

- (b) Write various types of compounding valuation process by using suitable examples. [6M]  
 (c) Discuss different types of discounting valuation processes. [6M]
- 3(a) A manufacturing business concern has an EBIT (Earning Before Interest and Tax) of Rs.2,00,000. Its cost of debt is 10% and outstanding debt amount is Rs. 8,00,000. The overall capitalization rate (weighted average cost of capital) is 12.5%. the company decided to raise a sum of Rs. 2,00,000 through debt at 10% and uses the proceeds to pay-off the equity share holders. You are required to calculate the total value of firm and equity capitalization rate (cost of equity) by using Net Operating Income approach. And also write your comment. [12M]  
 (OR)  
 (b) Discuss various types of debentures and their features. [6M]  
 (c) What are different types of preference shares? [6M]

- 4(a) Discuss five important sources of short term finance by using suitable examples. [6M]  
 (b) Discuss the Walter model of dividends and its merits and demerits. [6M]  
 (OR)  
 (c) Explain various types of working capital. [12M]

5. **CASE STUDY**

The following information is available about Benny Musicals.

Earnings per share: Rs. 5.00

Rate of return required by shareholders: 16 %

Assuming that the Gordon valuation model holds, what rate of return should be earned on investments to ensure that the market price is Rs. 50 when the dividend payout is 40%?

[12M]

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25 MAY 2017

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M.B.A. II Semester Regular/Supplementary Examinations

**MBA202-MARKETING MANAGEMENT**

Time : 3 hours

Max. Marks : 60

Answer all the questions  
All questions carry equal marks  
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- 1(a) Explain Various Types of Functions of Marketing Management. [12M]  
(OR)  
(b) Define Marketing And Explain The Concept of Marketing Environment. [12M]
- 2(a) Discuss in detail the significance of product positioning. Give examples. [12M]  
(OR)  
(b) What is consumer behaviour? What logical steps are involved in consumer buying behaviour? [12M]
- 3(a) Explain the various stages of New Product Development. [12M]  
(OR)  
(b) Discuss the concepts of Branding. Also discuss the essentials of good Brand name. [12M]
- 4(a) Discuss about various Pricing policy decisions in detail along with suitable examples. [12M]  
(OR)  
(b) Explain the causes and remedies for various channel conflicts [12M]

5. **Case study:**

**RIXON COMPANY**

Rixon company deals with industrial products which are supplied to public and private hospitals and health care centres.

The industrial marketing CEO, Mr. Sinha of Rixon consistently used to cut the advertising budgets.

To overcome this his managers, on several occasions, had presented Mr. Sinha evidence of a solid link among, advertising, market awareness, preferences, share of market and profit. Each time this occurred, the CEO, would maintain his skepticism.

Lately a manager brought to him the Momill study on advertising. It showed that, the average industrial firm can increase its market share by 30 percent when it backs up the sales force with advertising. Mr. Sinha, reflected on this against the range of his products / market situation and said "Thats only true sometimes" and leaned back.

Questions:

1. If you were the CEO, Mr. Sinha, explain your position.
2. Discuss the role of advertising in industrial marketing.
3. Can you come up with some arguments as a manager to change Mr. Sinha's mind.
4. Which is more effective? Advertising or personal selling in industrial marketing.

[12M]

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23 MAY 2017

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MBA II Semester Regular/Supplementary Examinations

**MBA201-ORGANIZATIONAL BEHAVIOR**

Time : 3 hours

Max. Marks : 60

Answer all the questions  
All Questions carry equal Marks

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- 1(a) Explain the scope of organizational behavior in an elaborative manner. [12M]  
(OR)
- (b) Narrate the following [12M]  
(i) Human relations and its significance.  
(ii) Importance of organizational Behavior.
- 2(a) What are factors influencing on perception levels? [6M]  
(b) How the perception levels have regulates the behavior of people in organizations? [6M]  
(OR)
- (c) 'One's attitudes are result of a number of factors.' Comment on the statement and discuss important factors affecting attitude formation. [12M]
- 3(a) Define the group dynamics. How the group dynamics are advantageous to the organizations? [12M]  
(OR)
- (b) What is power, authority, and influence? Distinguish among those three factors. [12M]
- 4(a) Narrate the modern type of organization structures and designs in systemized companies. [12M]  
(OR)
- (b) What are the major sources of conflict? [6M]  
(c) Point out the impact of conflict on organization. [6M]

5. **Case study (compulsory)**

**Mr. Vasudev** is a general Manager of Cool Products, a company dealing in production and distribution of packed condiments in the state of Madhya Pradesh. The Co. was established in the year 2000 and has been performing well. Over the past five years the Co. has introduced excellent production processes, quality control, established its own distribution network, and has been able to achieve good consumer response for the products they manufacture and distribute. The company is a market leader in the state of M.P. Seeing the success of the business, the management has decided to expand the same in the state of Rajasthan. They have identified Kota as the place for establishing production unit. The head of the unit will hold the rank of GM. The post is tenable by marketing or production manager since the job involves skill of productivity and marketing. The management has invited you to select a person to head Kota unit. The management have handed over to you profiles of two managers. Mr. Varun is production manager, and Mr Avinash is the marketing manager. Both are working with Cool Products since its inception. You as a consultant, required to select one of them. You do not have personal knowledge about them and have to take the decision based of their write-ups only. The write up of the managers are as under.

## MBA201-ORGANIZATIONAL BEHAVIOR

Mr Varun Tyagi is a mechanical engineer passed out from MACT Bhopal (now MANIT). He has about 10 years of service in food preservation industry.. Varun is hard working, sincere, honest and a dependable engineer. He is foresighted, technically sound and can work independently under stress and strain. He had been able to handle employee grievances in the present organization successfully to the satisfaction of employees and management has been critical about the decision he had taken on their behalf. He is straight forward and goes by the rule of law when in difficulty. He has a pleasant personality and workers fall back on him when in difficulty. Varsha-his wife is a nursing graduate and works in one of the private nursing homes. Families of employees, very frequently consult her and she therefore enjoys personal in-fluence over the families of 'Cool Products'. Mr Varun has been able to complete his targets of production every year and has been contributory factor for the growth of the Co.

Mr. Avinash Kale belongs to Nagpur and comes from farmers family. His father was a poor man and taught his only son with a great difficulty. Avinash has done MBA from IMS Indore in the year 1996. His performance in academics has been excellent. He stood first in IMS among the marketing boys that year. Mr Avinash is very calculative and thinks ten times before taking any decision. He evaluates the pros and cons of the issue at hand before proceeding further. He is very professional and keeps his sales team on the tender hooks and ensures monthly sales at any costs. He is hard task master as it relates to his job and can bend either way if situation so demands. He is very obedient and keeps the tag of management move, their daily schedule and any important event that is likely to take place. People in Cool Products say that Avinash knows everything in the organization before it is formally announced. He is considered to be a management man. He implements instructions of the management in letter and sprit. He maintains distance from workers and is not interested beyond the task he is supposed to do. But the task he does well and therefore he is liked by higher ups. One may say he is a task oriented leader. He is a smooth sailor, a diehard salesman, visionary, opportunist, a soft spoken executive who never hurts anyone in his dealings, a tight rope walker.

1. What type of leadership style Mr Varun and Mr. Avinash has. What are the strength of their personalities?

2. As a consultant would you like to meet them before you take a decision, if so why.

[12M]

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