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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA II SEMESTER END SUPPLEMENTARY EXAMINATIONS, SEPT/OCT - 2022
BUSINESS RESEARCH & STATISTICAL ANALYSIS
(Common to all Specializations)

Time: 3 hours

Max. Marks: 60

Note: Question Paper consists of Two parts (Parts-A and Part-B)

PART-A

Answer any **Four** questions in Part-A **(4X12=48M)**

- 1 What is Research? Explain various data collection Methods used in [12M]
- 2 What is data collection? Explain the various methods of data collection [12M]
- 3 a) Compare between Random and Non- random sampling techniques. [6M]
 b) Write any Characteristics of a good sample. [6M]
- 4 Outline the significance of Editing and coding in research with suitable [12M]
 example.
- 5 Explain the use of SPSS in business research [12M]
- 6 List any six differences between qualitative and quantitative research [12M]
- 7 What is report writing? Discuss the layout of a research report covering all [12M]
 relevant points

PART-B

Answer the following **Compulsory** Question **(1X12=12M)**

- 8 Case Study:

Test the following data for four Sale men performance in four Areas of sales results (Rs.in Lacs) with Two-Way ANOVA [12M]

Region	Sales Man 1	Sales Man 2	Sales Man 3	Sales Man 4
Area A	10	15	14	20
Area B	20	18	16	16
Area C	30	16	18	18
Area D	40	15	20	14

Conduct ANOVA to check whether (at 5% level of significance F tv. of 3:9 d.f is 3.86)

- a) There is any significance difference among sales revenue of sales men.
- b) There is any significance difference among sales revenue in Regional Areas.

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA II SEMESTER END SUPPLEMENTARY EXAMINATIONS, SEPT/OCT - 2022
FINANCIAL MANAGEMENT
(Common to all Specializations)

Time: 3 hours

Max. Marks: 60

Note: Question Paper consists of Two parts (Parts-A and Part-B)

PART-A

Answer any **Four** questions in Part-A (4X12=48M)

- 1 Describe the roles and functions of financial managers. [12M]
- 2 Explain various Theories on capital structure decisions? [12M]
- 3 Which are the various capital budgeting techniques in business? Differentiate between NPV, IRR? [12M]
- 4 Describe the Major theories of Dividends Relevance? [12M]
- 5 a) What are the important sources of financing fixed working capital in the organization? [6M]
b) What are the various factors influencing working capital? [6M]
- 6 The earnings per share of ABC Ltd is Rs10/- and rate of capitalization is 10 % (cost of capital). If the rate of return is 15%, 10% and 5% on its retained earnings with three options to choose at 50%, 75% and 100% of dividend payout then, calculate the dividend under WALTER MODEL. [12M]
- 7 a) What major decisions are required to be taken in finance? [6M]
b) Short notes on Equity Capital. [6M]

PART-B

Answer the following **Compulsory** Question (1X12=12M)

- 8 Case Study:

A company is considering an investment proposal to install new milling Controls at a cost of Rs 50,000. The facility has a life expectancy of 5 years and no salvage value. The tax rate is 35%, assume that the firm uses straight line method of depreciation and the same is allowed for tax purposes. The estimated cash flows before Dep, and tax. (CFBT) from the investment proposal are as follows. [12M]

Year	1	2	3	4	5
CFBT Rs.	10,000	10,692	12,769	13,462	29,385

- Compute the following, 1. Payback period. 2. Average rate of return
3. Internal rate of return 4. Net present value at 10% discounting rate
5. Profitability index at 10% discounting rate.

HALL TICKET NUMBER

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)

MBA II SEMESTER END SUPPLEMENTARY EXAMINATIONS, SEPT/OCT - 2022

MARKETING MANAGEMENT
(Common to all Specializations)

Time: 3 hours

Max. Marks: 60

Note: Question Paper consists of Two parts (Parts-A and Part-B)

PART-A

Answer any **Four** questions in Part-A **(4X12=48M)**

- | | | |
|---|---|-------|
| 1 | Explain pros and cons of Indian Market Environment to attract foreign direct investment. | [12M] |
| 2 | What do you mean by 'positioning' and Explain the positioning strategies of APPLE company | [12M] |
| 3 | 'Each method of Pricing has a set of specific objectives to accomplish' Discuss | [12M] |
| 4 | "The effectiveness of Direct marketing depends on Effective sales force management" Discuss | [12M] |
| 5 | a) Explain the terms - Needs, Wants and Demand. | [6M] |
| | b) Draw the difference between Sales and Marketing | [6M] |
| 6 | Explains various issues involved in Control of Marketing Performance | [12M] |
| 7 | a) Discuss the role of Advertising in Marketing | [6M] |
| | b) Explain the concept of Adopting price | [6M] |

PART-B

Answer the following **Compulsory** Question **(1X12=12M)**

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|---|--|-------|
| 8 | Case Study: | [12M] |
| | The Pizza Puzzle (Deceptive Advertising) | |

George Hansen is General Manager for the Marigold Inn in Augusta, Georgia. Sharon Coombs is Restaurant and Food Services Manager for the Inn. She reports to George. Two years ago, Sharon noticed a decline in room service business, the highest margin portion of her operation. This decline coincided with an increase in the national sales of pizza delivery and carryout firms as well as an increase in the number of empty pizza boxes from these firms being left in guest rooms in the Inn. Her immediate response was to install a pizza oven in the kitchen and offer room service pizza to guests. The effort met with modest success, though it was well below her expectations. Questionnaires completed by departing guests revealed a problem of product quality.

Focusing on this problem, Sharon improved the Inn's pizza until blind taste tests judged it at least equal in quality to the products of the two major pizza delivery competitors in Augusta. Sales did not improve, convincing Sharon that the problem was a perceived mismatch between the hotel's image and guests'

expectations of pizza makers. Guests simply did not seem to believe that the traditional steak and seafood restaurant at the Inn could make a high-quality, authentic pizza. Based on this conclusion, Sharon presented the following proposal to George:

“Sales of room service pizza are stagnant due to guests’ misperception that our product is lower in quality than that of competitors. This misperception is based on the belief that until we disassociate our pizza from the Marigold Inn name. Therefore, to capture more room service pizza business, we should create a ‘Napoli Pizza’ image for our guest room delivery service by:

Preparing ‘Napoli Pizza’ brochures for each guest room, complete with a phone number with a prefix different from that of Marigold Inn. The number will reach a special phone in room service, which will be answered, Napoli Pizza, authentic Italian pizza from old, family recipes.’

Using special ‘Napoli Pizza’ boxes for delivering room service pizza to guests.

Issuing ‘Napoli Pizza’ hats and jackets to room service personnel for use in pizza delivery. Room service waiters and waitresses will wear these garments to deliver pizza. They will change to their regular uniforms for other deliveries.”

Questions

Discuss the reasons for the consumer misperception about Pizza service
How should George respond to this proposal?

HALL TICKET NUMBER

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)

MBA II SEMESTER END SUPPLEMENTARY EXAMINATIONS, SEPT/OCT - 2022

PRODUCTION AND OPERATION MANAGEMENT

(Common to all Specializations)

Time: 3 hours

Max. Marks: 60

Note: Question Paper consists of Two parts (Parts-A and Part-B)

PART-A

Answer any **Four** questions in Part-A **(4X12=48M)**

- | | | |
|---|--|-------|
| 1 | Discuss the role and responsibilities of production managers in an Automobile Manufacturing Organization. | [12M] |
| 2 | Describe are the factors that influencing Plant Location? | [12M] |
| 3 | a) What is statistical quality control? Explain various control charts for variables in statistical quality control? | [6M] |
| | b) Describe the various recording techniques in method study. Explain in briefly | [6M] |
| 4 | What are the stages and techniques of New Product Development and Design in today's business scenario? Explain. | [12M] |
| 5 | a) Explain requirements for efficient management of stores. | [6M] |
| | b) Explain in briefly about Inventory Control Systems. | [6M] |
| 6 | a) Elucidate the various types of plant layouts | [6M] |
| | b) Describe the principles behind Six Sigma. | [6M] |
| 7 | a) What is the need for inventory control? Explain any one of the inventory control techniques in detail | [6M] |
| | b) Briefly explain Production Planning and Controlling Techniques? | [6M] |

PART-B

Answer the following **Compulsory** Question **(1X12=12M)**

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|---|--|-------|
| 8 | Case Study:
M/S Jonathan company has an expected usage of an annual requirement of inventory is 40,000 units, the cost per unit is Rs 16/- . The carrying costs are likely to be 15 percent in the total cost. The cost of processing an order is Rs. 480/- per order. You are required to calculate the Economic Order Quantity? | [12M] |
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