

HALL TICKET NUMBER 

PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE  
(AUTONOMOUS)  
MBA II SEMESTER END REGULAR EXAMINATIONS, NOV - 2020  
FINANCIAL MANAGEMENT

Time: 3 hours

Max. Marks: 60

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

**PART-A**

Note: Answer any **FOUR** Questions.

All Questions Carry Equal Marks (4X12=48M)

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|---|---|-------|
| 1 | Describe the major objective of financial management?   | [12M] |
| 2 | Explain EBIT – EPS analysis?  | [12M] |
| 3 | Discuss the concept Investment decision and explain its process in detail?  | [12M] |
| 4 | Describe the Major theories of Dividends Relevance?   | [12M] |
| 5 | a) Differentiate between Gross and Net working capital with examples.   | [6M]  |
|   | b) Describe the factors to determine working capital management?  | [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) Explain the importance of leverages on capital structure decision.   | [6M]  |
|   | b) Explain different forms of dividends in detail.  | [6M]  |

**PART-B**

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

- 8 Case Study: [12M]
- The following two capital projects involve the purchase, use and final disposal of two machines P and Q.
- The machine P costs Rs.50, 000
- The machine Q costs Rs.45, 000

Year	1	2	3	4
Machine P	25,500	24,500	17,000	14000
Machine Q	12,500	15,500	21,000	38,000

Note that year 4 includes scrap value of Rs.5000 for machine P and Rs. 4000 for machine Q chooses between the machines using each of the following.

- i) NPV using a cost of capital of 22%
- ii) NPV using a cost of capital of 28%
- iii) IRR

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE  
(AUTONOMOUS)  
MBA II SEMESTER END REGULAR EXAMINATIONS, NOV - 2020  
HUMAN RESOURCE MANAGEMENT

Time: 3 hours

Max. Marks: 60

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

**PART-A**

Note: Answer any **FOUR** Questions.

All Questions Carry Equal Marks (4X12=48M)

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|---|--|-------|
| 1 | Explain Managerial and Operative functions of HRM  | [12M] |
| 2 | “Manpower planning is the process of estimating the requirement of manpower”. Explain this statement by giving process of manpower planning in detail. | [12M] |
| 3 | Explain different performance evaluation methods of HR.  | [12M] |
| 4 | Discuss various incentive payment plans followed in organizations?   | [12M] |
| 5 | a) Illustrate the concept Collective Bargaining and Grievances resolution mechanisms   | [6M]  |
|   | b) What suggestions would you give if an incentive scheme fails?   | [6M]  |
| 6 | What is job evaluation and how it helps to design right compensation package?  | [12M] |
| 7 | a) How good human relations help effective management of HR in an organization?  | [6M]  |
|   | b) What is meant by 360-degree appraisal? Enumerate its relative merits and demerits.  | [6M]  |

**PART-B**

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

- 8 Case Study: [12M]
- Aadhishwar usually comes to work in a drunken state. On one such occasion his immediate supervisor sent him home with another man, intending to speak to him later when he is sober. Next day, once again under the influence of alcohol, Aadhishwar picked up a high pressure hose and throw it on the face of his supervisor. The company dismissed him for intoxication, insubordination, assault with a deadly weapon and violation of company rules and regulations. The union did not deny the rude behavior of Aadhishwar. However, it pointed out that (a) he was having trouble with his wife, (b) his record was otherwise excellent, (c) on the earlier occasion, he was sent home without even warning, and (d) in other cases of drunkenness that occurred this year the men were referred to Alcoholics Anonymous. The contention of the management was: (a) Aadhishwar has had no previous record of indiscipline but his work has not been good, either, (b) Aadhishwar was in no condition to appreciate a warning on the first day, (c) the en referred to Alcoholics Anonymous were quiet drinkers and had never indulged in major violation of company safety rules.

**Questions:**

1. Suggest suitable measures to tackle the problem
2. Was the company's position correct?

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MBA II SEMESTER END REGULAR EXAMINATIONS, NOV - 2020  
MARKETING MANAGEMENT

Time: 3 hours

Max. Marks: 60

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

**PART-A**

Note: Answer any **FOUR** Questions.

All Questions Carry Equal Marks (4X12=48M)

- 1 'Marketing improves Standard of living of the People' Discuss with examples [12M]
- 2 Critically evaluate Major basis of market segmentation for a service firm [12M]
- 3 'Each method of Pricing has a set of specific objectives to accomplish' Discuss [12M]
- 4 Design suitable Marketing communication methods to promote Industrial Product [12M]
- 5 a) Explain the concept of 'Societal Marketing' [6M]  
b) Draw the difference between Sales and Marketing [6M]
- 6 Critically Discuss the evolution of Marketing Department and its relevance in the present marketing context. [12M]
- 7 a) 'Public relations promotes good will of the firm' Discuss [6M]  
b) Explain the concept of Adopting price [6M]

**PART-B**

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

- 8 Case Study:

***Makeover of Britannia: A Path Less Travelled***

An old maxim goes, 'Why does something when it isn't broke?' This may be the credo of most firms, but not of the food major, Britannia Industries Limited (BIL). In 1997, BIL, whose business seemed to be doing well, instead of concentrating on it, virtually charted a new course by seeking to reinvent itself. It built a new corporate identity and adopted a colorful and identifiable logo with a new base line - 'Eat Healthy, Think better.' From being a manufacturer of baked products, BIL kicked off a diversification exercise to become a comprehensive foods and beverages company making cheese and other dairy products, in addition to its bakery products. [12M]

BIL seemed to be doing something radical by venturing into totally new areas, while this puzzled many, some analysts felt that it was BIL was doing this out of compulsion. They reasoned that the 16% growth rate of BIL sales, which was just 8% in real terms when corrected for inflation, though good by the standards of a mature market, was not good enough for a growing market like India, especially in the foods segment.

Others felt that BIL's makeover decision may have been influenced by the threat of potential competition. They also felt that with the organized biscuit market in India being

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commoditized, and the major chunk being controlled by the unbranded segment, reliance on biscuits alone could be detrimental to its long-term interests.

However, some analysts were of the opinion that the diversification of BIL into relatively new areas was risky, and that it should have concentrated on its core competence, the biscuit business. By the end of 2000 the exploits of BIL seemed to have fructified, at least in the short-run. In a survey conducted by A&M<sup>1</sup>, BIL emerged as the number one food company well ahead of competitive brands like Nestle and Cadbury. BIL's dairy business seemed to be doing reasonably well.

#### Questions

1. Critically evaluate the issues involved in the expansion strategies of BIL
2. Do you feel that BIL's makeover decision is right move

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE  
(AUTONOMOUS)  
MBA II SEMESTER END REGULAR EXAMINATIONS, NOV - 2020  
PRODUCTION AND OPERATIONS MANAGEMENT

Time: 3 hours

Max. Marks: 60

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

**PART-A**

Note: Answer any **FOUR** Questions.

All Questions Carry Equal Marks (4X12=48M)

- 1 Define Production function? Explain the Role and Responsibilities of a production manager in a manufacturing concern. [12M]
- 2 Distinguish between Plant location and Plant Lay out? What are the factors that influencing Plant Location? [12M]
- 3 'It is necessary for every management to give proper attention to inventory management' do you agree ? Give reasons. [12M]
- 4 What are the stages and techniques of New Product Development and Design in today's business scenario? Explain. [12M]
- 5 a) 'Proper Maintenance Management is a sign of Industrial Safety' Explain. [6M]  
b) Explain the 3 forms of Inventory with suitable examples. [6M]
- 6 Explain the specific objectives and the motive behind Stores Management? [12M]
- 7 a) Distinguish between Quality Improvement and Quality Control? [6M]  
b) Briefly explain Production Planning and Controlling Techniques? [6M]

**PART-B**

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

- 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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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE  
(AUTONOMOUS)  
MBA II SEMESTER END REGULAR EXAMINATIONS, NOV - 2020  
BUSINESS RESEARCH & STATISTICAL ANALYSIS

Time: 3 hours

Max. Marks: 60

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

**PART-A**

Note: Answer any **FOUR** Questions.

All Questions Carry Equal Marks (4X12=48M)

- 1 Define Research? Explain various data collection Methods used in research. 12M
- 2 Design a structured questionnaire for measuring the satisfaction levels of the customer towards Haldiram snacks product. 12M  
(Your questionnaire should cover all demographic variables, price levels and competitors )
- 3 Explain the non probability sampling techniques with suitable examples. 12M
- 4 Outline the significance of Editing and coding in research with suitable example. 12M
- 5 a. Illustrate the process for determining the sample size. 6M  
b. List any three differences between Likert scale and Guttman scale 6M
- 6 List any six differences between qualitative and quantitative research. 12M
- 7 a. Illustrate any four applications of SPSS. 6M  
b. Explain the need for graphical representation in Research. 6M

**PART-B**

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

- 8 Case Study:

**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  
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MBA II SEMESTER END REGULAR EXAMINATIONS, NOV - 2020  
ENTREPRENEURSHIP DEVELOPMENT & SMALL BUSINESS

Time: 3 hours

Max. Marks: 60

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

**PART-A**

Note: Answer any **FOUR** Questions.

All Questions Carry Equal Marks (4X12=48M)

- 1 Identify various reasons for Entrepreneurial failure [12M]
- 2 Explain the problems of women entrepreneur. [12M]
- 3 Outline the role of any four major financial institutions in supporting the entrepreneurs [12M]
- 4 Design a venture plan for development of plastic recycler in a small city. Explain how would you procure the waste plastics and then how would you disseminate its value to the society. [12M]
- 5 a) Distinguish between Entrepreneur v/s Manager. [6M]  
b) List the qualities of Good Entrepreneur. [6M]
- 6 New Business Projects are always exciting for an entrepreneur. List the elements of Project Planning. [12M]
- 7 a) List any six latest schemes introduced by the Indian Government to encourage the Entrepreneurs or startups?. [6M]  
b) What is sickness in Business? Explain the remedies for Sick Business. [6M]

**PART-B**

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

- 8 Case Study: [12M]  
When managing a large range of products serving several markets, firms must develop ways of analysing the performance of these products. Changes in consumer tastes mean that even though products such as Heinz Tomato Ketchup have staying power, there is always a demand for new products. Refreshing existing concepts through innovation extends the way in which products are used and consumed.  
  
You are an entrepreneur in the food segment, design an innovation in this segment to entice the specific consumer segment who uses tomato ketchup and establish your own brand.

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