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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA II SEMESTER END REGULAR EXAMINATIONS, OCT - 2021
FINANCIAL 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 Briefly explain the functions of financial manager in business? [12M]
 - 2 Explain about any two capital structure theories? [12M]
 - 3 Which are the various capital budgeting techniques in business? Differentiate between NPV, IRR? [12M]
 - 4 Briefly explain Walter model, Gordon model of dividend relevance? [12M]
 - 5 a) Differentiate between fixed and variable working capital? [6M]
 - b) What are the various factors influencing working capital? [6M]
 - 6 Your given the capital structure of XY company calculate WACC [12M]
- | Source of funds | Amount | Cost |
|----------------------|-----------|------|
| Equity share capital | 4,00,000 | 14% |
| Retained Earnings | 2,00,000 | 13% |
| Preference capital | 1,00,000 | 12% |
| Debt | 3,00,000 | 9% |
| Total Capital | 10,00,000 | |
- 7 a) What are the major forms of dividend? [6M]
 - b) Short notes on EBIT-EPS analysis? [6M]

PART-B

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

- 8 Case Study: [12M]
A Company has at hand two proposals for consideration. The cost of the proposals in both the cases is Rs. 5, 00,000 each. A discount factor of 12% may be used to evaluate the proposals. Cash inflows after taxes are as under.

Year	Proposals X(Rs.)	Proposals Y(Rs.)
1	150000	50000
2	200000	150000
3	250000	200000
4	150000	300000
5	100000	200000

Which one will you recommend using NPV technique?

PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA II SEMESTER END REGULAR EXAMINATIONS, OCT - 2021
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)

- | | | | |
|---|----|---|-------|
| 1 | a. | Discuss the roles and responsibilities of HR manager? | [6M] |
| | b. | Trace the evolution of HRM in India. | [6M] |
| 2 | | What is HR planning? Explain process of HR planning? | [12M] |
| 3 | | Explain the different types of performance appraisal methods? | [12M] |
| 4 | | What is an Incentive? Discuss various incentive payment plans? | [12M] |
| 5 | a. | Define Grievance? What are the causes of Grievance? | [6M] |
| | b. | What are the objectives of compensation? Explain | [6M] |
| 6 | | Describe work hazard and what are the various work related hazards an employee is facing in organization? | [12M] |
| 7 | a. | Differentiate between recruitment and selection? | [6M] |
| | b. | Briefly explain about methods of Training? | [6M] |

PART-B

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

- 8 Case Study: Unique Funds Ltd. Is a reputed finance company having 10 branches in different parts of the country. Its staff includes 290 operative employees and 70 executives. The company has a performance rating plan under which the staff members are rated at the end of each financial year by a committee of two executives by means of graphic scale. The qualities considered are : responsibilities, initiative, dependability, leadership potential, cooperative attitude and community service. After the performance is evaluated, the ratings are discussed with the concerned employees by their immediate boss and are used to counsel them and arrange further training for them. The ratings are also used for granting or withholding of increments and promoting of meritorious staff. Recently, two employees working at the Head Office have been denied annual increments due to comparatively low ratings. They have made a representation the Chief Executive of the company expressing their dissatisfaction with the appraisal system and insisting that community service is not a part of their job and it should not influence their ratings. The employees seem to organise a union and demand that annual increments should be granted automatically. The Chief Executives feels that performance appraisal is a dangerous source of friction and it should be discontinued altogether.
- [12M]

Questions:

- (a) If you were the Human Resource Manager, how would you defuse the problem?
- (b) How far do you agree with the Chief Executive's view that performance appraisal should be discontinued?
- On what lines would you recommend modifications in the performance appraisal system of the company?

PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA II SEMESTER END REGULAR EXAMINATIONS, OCT - 2021
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 | 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 | 'Critically evaluate the Various pricing strategies of telecommunication companies in India. | [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 Consumer and Industrial 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 core elements of Marketing mix | [6M] |

PART-B

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

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

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

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

PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA II SEMESTER END REGULAR EXAMINATIONS, OCT - 2021
PRODUCTION AND OPERATION 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 a) Explain the historical evolution in Operations management. [6M]
b) Explain the various stages in product design. [6M]
- 2 a) Explain the various stages in production planning and control. [6M]
b) Describe the different factors that influencing plant location. [6M]
- 3 What is Statistical Quality Control? Explain various control charts for variables in Statistical Quality Control. [12M]
- 4 List the Deming's principles for total quality management and explain in briefly. [12M]
- 5 a) Explain requirements for efficient management of stores. [6M]
b) How Does Value Analysis enable Cost Reduction? [6M]
- 6 a) Elucidate the various types of plant layouts. [6M]
b) What is work measurement? Explain any four benefits of work measurements. [6M]
- 7 a) What is the need for inventory control? Explain any one of the inventory control techniques in detail [6M]
b) Describe the concept of JIT and VML. [6M]

PART-B

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

- 8 Case Study: [12M]
From the following information from a Job Order Organization, you are required to compute the Weighted Mean Flow Time for a machine on which multiple jobs are carried out.

Job	Processing Time	Weight
A	6	2
B	2	1
C	1	1
D	12	3

PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA II SEMESTER END REGULAR EXAMINATIONS, OCT - 2021
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 | a) | Explain the Nature and Importance of business research. | [6M] |
| | b) | What are the Steps in Research Process? | [6M] |
| 2 | a) | Illustrate different types of scales used in Measurement concepts. | [6M] |
| | b) | What are the tools and Techniques used for collecting data? Explain in brief | [6M] |
| 3 | a) | Write any Characteristics of a good sample. | [6M] |
| | b) | Compare between Random and Non- random sampling techniques. | [6M] |
| 4 | | What are the various steps involved in process of hypothesis testing. | [12M] |
| 5 | a) | What do you mean by research report? Discuss the steps involved writing a research report. | [6M] |
| | b) | Explain the use of SPSS in business research | [6M] |
| 6 | a) | Define a Research problem property and clarify how it is a crucial part of a research study. | [6M] |
| | b) | Describe the application of ANOVA as a statistical tool in data analysis. | [6M] |
| 7 | a) | Discuss the layout of a research report covering all relevant points. | [6M] |
| | b) | What are the types of research and explain them briefly? | [6M] |

PART-B

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

- 8 Case Study: [12M]
A sample of 400 male students is found to have a mean height 67.47 inches.
Can it be reasonably regarded as a sample from a large population with mean height 67.39 inches and standard deviation 1.30 inches? Test at 5% level of significance.

PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA II SEMESTER END REGULAR EXAMINATIONS, OCT - 2021
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 | Write about characteristics of an entrepreneur? Give an example of successful women entrepreneur in India? | [12M] |
| 2 | “Generation of project/business ideas is the first step in the entrepreneurial process”, Discuss about various methods of idea generation for the new projects. | [12M] |
| 3 | a) Write about the steps in project identification and selection? | [6M] |
| | b) Write down the various steps to conduct project feasibility study? | [6M] |
| 4 | Explain the policies and their support to MSME's in India? | [12M] |
| 5 | a) Role of IDBI, SISI, DIC in promoting startups? | [6M] |
| | b) Short notes on educational institutions offering Entrepreneurial development programmes? | [6M] |
| 6 | Explain the procedure for entrepreneurial motivation? | [12M] |
| 7 | Explain the role and importance of Micro, small and medium enterprises for the development of India. | [12M] |

PART-B

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

- 8 Case Study: [12M]
- Globalisation has enabled the entrepreneurs to take advantage of business opportunities all over the world. In the recent times business has started recognizing opportunities in environmentally oriented trends like go green. India is becoming a hub of eco-innovations and this has cut across all business. The present scenarios is idea for types of entrepreneurs to step into green world and take advantage of untapped opportunities. Eco-entrepreneurship has become apparently increasing that indeed contribute to the economic and social development. An entrepreneur makes capital works for them through business where as the ecopreneurs use their business to create eco-friendly atmosphere. The transformation to ecopreneurs occurs when their courage and their determination to solve ecological problems increases and they attempt to do business in e-greenlining of earth, resorting degraded land, cleaning the air, building healthy and safe home, preserving the environment and cultural wonders. In the current era, consumers also prefer to buy products that are eco-friendly. The changing attitude of consumers in India toward environmentally comfortable products led extra opportunities to ecopreneurs.
- Questions:
- 1 analyze and explain opportunities to Ecopreneurs
 - 2 suggest the strategies to develop Ecopreneurs.
