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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA III SEMESTER END SUPPLEMENTARY EXAMINATIONS, APRIL - 2023
ADVERTISING AND BRAND MANAGEMENT
(Marketing Management Specialization)

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)	What is the meaning of Advertising? Explain the importance of advertising.	[6M]
	b)	Explain the challenges of advertising in Indian economy?	[6M]
2	a)	Discuss about types of advertisement budgets?	[6M]
3	b)	Explain about various functions performed by advertising agency?	[6M]
3		Evaluate the Competitive share of Advertisements?	[12M]
4	a)	What are the factors to be considered for Media selection?	[6M]
	b)	Decide the factors that influence the Advertisement Effectiveness?	[6M]
5	a)	Explain the Brand Image and challenges of global Advertisements?	[6M]
	b)	Discuss about Brand equity and brand extension with examples	[6M]
6	a)	Discuss about various brand positioning strategies?	[6M]
	b)	What is the Importance of Brand Revitalization and challenges of facing Brands?	[6M]
7		Examine the basic challenges of Brand positioning and Brand Equity?	[12M]

PART-B

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

8		Case Study	[12M]
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	<p>A young MBA Mr. Ram Kumar got an opportunity for a job in Sydney, Australia. The contract was for 3 years only. Mr. Ram Kumar did not want to stay in Australia, but interested to start a business in India. He was based in Mumbai and had earned enough money to start his own business in India. While in Australia he got very interested in water beds which were used by many households. He listed the advantages of the water beds:</p> <ol style="list-style-type: none"> Water beds were made of PVC mattress full of water. The water needed to be changed once in six months. The water could be heated in winter to keep warm. It applied equal pressure on every points of the body. This ensured healthy and comfortable sleep. PVC used in water beds was of very high quality. It was sturdy and could stand considerable impact if children would play on it. It would not damage or leak. It was also used in hospitals and patients at home. <p>After enlisting these attributes of water beds Mr. Ram Kumar started manufacturing water beds and needed to communicate customers of its use and advantages.</p> <p>Questions:</p> <ol style="list-style-type: none"> Suggest advertising strategies for this product. After a few years, Mr. Ram Kumar made product especially for hospitals and Patients and sold them for a low cost 2500, this led to greater sales and usage. What change in the strategies is then made for cheaper products? 	

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

MBA III SEMESTER END SUPPLEMENTARY EXAMINATIONS, APRIL - 2023
BUSINESS ETHICS AND CORPORATE GOVERNANCE

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 importance of Business Ethics?	6M
	b)	Explain in brief various theories of Business Ethics?	6M
2	a)	What are the reasons for unethical practices and its impact on Indian Business	6M
	b)	Explain major scams in India? How a manager can motivates ethical behavior?	6M
3	a)	Distinguish between Product placement and Consumer autonomy?	6M
	b)	Explain about Target Marketing Ethics of Sales?	6M
4		What is Corporate Governance? How you implement a good Corporate Governance? - Discuss	12M
5	a)	Explain SEBI initiatives on Corporate Governance?	6M
	b)	What is workplace diversity? how is its different from employee monitoring	6M
6	a)	What do you mean Governance under limited competition	6M
	b)	What is the Role of Media in Corporate Governance?	6M
7	a)	Discuss the Role of Government in ensuring Corporate Governance?	6M
	b)	Explain the purpose of implementing Corporate Governance in India?	6M

PART-B

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

8		Case Study	[12M]
		Do you agree that unethical behavior by an individual can have a significant harmful effect on others or on society? If so, describe a personal experience or recent news story in which an individual's unethical behaviour affected others. Summarize how that behaviour came to negatively influence others.	

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA III SEMESTER END SUPPLEMENTARY EXAMINATIONS, APRIL - 2023
BANKING & INSURANCE MANAGEMENT
(Finance Management Specialization)

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 features of Indian Financial System?	[6M]
	b)	Discuss the Financial Statement Analysis of Banks?	[6M]
2	a)	What are the features of Bank Credit? Types of Lending?	[6M]
	b)	Explain briefly about Customer Profitability Analysis?	[6M]
3		How can we differentiate between Economic model concept and Regulatory Capital Concept?	[12M]
4	a)	What are the uses and advantages of Re-insurance?	[6M]
	b)	Write note on IRD Act? State its functions?	[6M]
5	a)	Discuss the types of Life Insurance contracts?	[6M]
	b)	Outline the types of Health & General Insurance?	[6M]
6	a)	What is the changing Role of Banks in India	[6M]
	b)	Determine the Tax treatment of Life Insurance	[6M]
7	a)	What are the merits and demerits of Net banking facilities?	[6M]
	b)	What is the role of Third-Party Administrators? Explain	[6M]

PART-B

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

8	Case Study		[12M]
		Mr. Gilbert purchased a policy on the name of his grandfather whose age was 65years by the time purchasing policy, by showing 50 years. The policy holder died after nine months from the date of commencement, insurance company rejected the claim and supported by the public grievance. Find out the principals and provisions involved in this case to reject the claim.	

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA III SEMESTER END SUPPLEMENTARY EXAMINATIONS, APRIL - 2023

Consumer Behaviour
(Marketing Management Specialization)

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)	What is Consumer Behavior? Discuss the evolution of Consumer Behavior.	[6M]
	b)	Explain the Howard and Sheth model of Consumer Behaviour?	[6M]
2	a)	What is Motivation? Discuss any one important theories of Motivation.	[6M]
	b)	Describe the purpose for segmenting the market and explain the criteria for market segmenting?	[6M]
3	a)	What do you mean by Attitude? Explain how it is measured?	[6M]
	b)	In what way knowing Attitude of consumer is useful for studying consumer behavior?	[6M]
4	a)	Explain the Consumer decision making process?	[6M]
	b)	How do marketers study the post purchase behaviour of consumers?	[6M]
5	a)	State the importance of Consumer Disputes Redressal Agencies.	[6M]
	b)	Describe the roots of Consumerism. Explain the legislative responses of consumerism.	[6M]
6		What are the various measures taken by Government for safeguarding the consumer safety?	[12M]
7	a)	What is Branding? Explain the advantages of Brand Loyalty for a Marketer?	[6M]
	b)	What are the Reference Groups? State the influence of Reference groups in effecting Consumer Behaviour.	[6M]

PART-B

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

8		Case Study	[12M]
		<p>To attract potential consumers into automobile showrooms GM, Chrysler, and Ford have each used buyers rebates and other promotions estimated to be about \$4000 per vehicle. In contrast, rebates and promotion from European auto brands are averaging about \$ 2300 and Asian brands are offering about &1700 per vehicle. Compared to a year ago, this represents an increase of 8.9 percent for domestic and Asian brands and a decrease of 15 percent for European brands. A component of the current promotions employed by the three major domestic car companies is a one price approach, GM started the ball rolling with their “GM Employee Discount for everyone promotion and Ford followed with its Ford family plan and Chrysler followed with its “Employee Pricing Plus. Rather than haggling with the car dealer over price, the consumer is expected to walk into the dealership and accept the price that employees of the car manufacturer would pay if they were purchasing the vehicle.</p> <p>Questions:</p> <ol style="list-style-type: none"> 1. What type of approach companies are using to attract customers? 2. In terms of Consumer attitudes, should automobiles be sold using a one – price approach? Why or why not? 	

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA III SEMESTER END SUPPLEMENTARY EXAMINATIONS, APRIL - 2023
COMPENSATION & PERFORMANCE MANAGEMENT
(Human Resource Management Specialization)

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 Non-Financial compensation system.	[6M]
	b)	What are the Key determinants of Compensation Plan?	[6M]
2		Discuss various Wage Theories.	[12M]
3	a)	What is a wage survey?	[3M]
	b)	How do you organize a wage survey?	[9M]
4		What are the stages in performance management cycle?	[12M]
5		Discuss the role of performance monitoring in improving the employee performance.	[12M]
6		Elucidate methods of wage determination in INDIA?	[12M]
7	a)	Why do you monitor a manager's performance?	[6M]
	b)	How do you Build and lead a high performing team?	[6M]

PART-B

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

8		Case Study	[12M]
		<p>The CEO and other executives of Computer Associates were granted board and shareholder approval in 1995 for an executive compensation plan that allowed executives to collect stock grants if the common stock price maintained a given price for 60 days. In early 1998 the stock did, and the executives collected their shares. Shortly after collecting their grants, the company announced that its revenue estimates were to be reduced by Rs.100 Crores for the next two quarters. The stock lost two-thirds of its value the next day. The cash bonus-to-salary ratio was unusually high for a company with average performance, such as Computer Associates. At the time, high performing software companies generally had a ratio of 1:3 but Computer Associates had a ratio of 1:5.</p> <p>Questions.</p> <p>a) What are the flaws in the executive compensation plan?</p> <p>b) How far the executive compensation plans responsible for the crash in the stock prices?</p> <p>c) What are your recommendations for improving the situation?</p>	

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

MBA III SEMESTER END SUPPLEMENTARY EXAMINATIONS, APRIL - 2023

MANAGEMENT OF INDUSTRIAL RELATIONS
(Human Resource Management Specialization)

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)	Emphasize the significance of industrial relations and elaborate the IR problems in the public sector.	[6M]
	b)	What are the wider approaches to Industrial Relations?	[6M]
2	a)	Explain the Need and Scope of Trade Union in modern era.	[6M]
	b)	Explain the objectives and growth of trade unions in India	[6M]
3	a)	How do you make workers participation successful in India? Determination in India.	[6M]
	b)	What are the different levels of workers participation?	[6M]
4		Explain the salient features of Workmen's Compensation Act.	[12M]
5	a)	What are the employee grievances?	[6M]
	b)	Explain the causes of employee grievances.	[6M]
6	a)	What should be included in fringe benefits?	[6M]
	b)	Explain various employees association?	[6M]
7	a)	What is social partnership in industrial relations?	[6M]
	b)	Describe the dispute resolution mechanisms.	[6M]

PART-B

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

8	Case Study	[12M]
	<p>Bhaskar 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, Bhaskar 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 Bhaskar.</p> <p>However, it pointed out that</p> <p>(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 drunkenness that occurred this year the men were referred to Alcoholics Anonymous.</p> <p>The contention of the management was: (a) Bhaskar has had no previous record of indiscipline but his work has not been good, either, (b) Bhaskar 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.</p> <p>Questions: 1. Suggest suitable measures to tackle the problem 2. Was the company's position correct?</p>	

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

MBA III SEMESTER END SUPPLEMENTARY EXAMINATIONS, APRIL - 2023
RETAIL 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		Discuss the challenges of Indian retailing in detail. Explain non-store retailing and its types in detail.	12M
2	a)	Discuss about strategic retail planning process and also explain growth strategies in retail marketing.	6M
	b)	What is retail market strategy? Describe briefly the components of retail market strategy.	6M
3	a)	Discuss the ways of setting and measuring performance objectives?	6M
	b)	Explain strategic profit model and productivity output measure.	6M
4		Explain in full detail the steps for designing layout in retail store.	6M
	b)	What is meant by store layout? Describe the significance of merchandise planning.	6M
5		Explain the importance of the location decision in retail.	12M
6	a)	Define retail pricing? Explain the objectives and strategies of pricing in retail.	6M
	b)	What is the challenge and opportunities in global retailing?	6M
7	a)	Define the customer service. Explain the types of customer services in retailing.	6M
	b)	What are the factors affecting retail promotion? Explain the promotion strategies.	6M

PART-B

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

8		Case Study	[12M]
		<p>An IIM –Ahmadabad student has pioneered a tea in several varieties and flavours and started vending it from the canteen of IIM - A which has brought lot of Laurels to her. The tea is being marketed in prepared term under the Brand Name "Refreshing Magic." The student is not sure whether it can be sold in other places, so she has decided to leverage it to other IIMs through their canteens. Looking at the very nature of the product she is not sure how she should proceed so as to be Successful. It has been suggested to her by her friends to improve the product presentation and set off a chain of tea outlets in IIMs in a phased manner</p> <p>Question: What type of Promoter and Communication - mix you suggest to motivate the customer towards the product?</p>	

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA III SEMESTER END SUPPLEMENTARY EXAMINATIONS, APRIL - 2023
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
(Finance Management Specialization)

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)	What is the structure of Indian Financial System and how equilibrium can be achieved in financial markets?	[8M]
	b)	Explain SEBI regulations for primary market operations.	[4M]
2	a)	Differentiate between equity and preference shares	[6M]
	b)	Discuss about any one Bond theorem?	[6M]
3		Explain about Efficient Market Hypothesis and forms of market efficiency?	[12M]
4		“CAPM can be used to evaluate the pricing of securities”, Discuss	[12M]
5	a)	What is performance evaluation of portfolio? Write different methods of performance evaluation?	[8M]
	b)	Explain how Sharpe Index model differs from Markowitz model.	[4M]
6	a)	Differentiate Fundamental and Technical analysis?	[6M]
	b)	Discuss about Elliot Wave theory?	[6M]
7	a)	Explain structure of Securities markets in India?	[6M]
	b)	Discuss about different types of mutual funds?	[6M]

PART-B

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

8	Case Study	[12M]																												
	<p>The estimated rates of return, beta coefficients and standard deviations of some securities are as given below:</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Security</th> <th>Estimated return (%)</th> <th>Beta</th> <th>Standard deviation (%)</th> </tr> </thead> <tbody> <tr> <td>A</td> <td>35</td> <td>1.6</td> <td>50</td> </tr> <tr> <td>B</td> <td>28</td> <td>1.4</td> <td>40</td> </tr> <tr> <td>C</td> <td>21</td> <td>1.1</td> <td>30</td> </tr> <tr> <td>D</td> <td>18</td> <td>0.9</td> <td>25</td> </tr> <tr> <td>E</td> <td>15</td> <td>0.75</td> <td>20</td> </tr> <tr> <td>F</td> <td>12</td> <td>0.60</td> <td>18</td> </tr> </tbody> </table> <p>The risk free rate of return is 18%. The market return is expected to be 20%. Determine which of the above securities are overpriced and which are underpriced?</p>	Security	Estimated return (%)	Beta	Standard deviation (%)	A	35	1.6	50	B	28	1.4	40	C	21	1.1	30	D	18	0.9	25	E	15	0.75	20	F	12	0.60	18	
Security	Estimated return (%)	Beta	Standard deviation (%)																											
A	35	1.6	50																											
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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA III SEMESTER END SUPPLEMENTARY EXAMINATIONS, APRIL - 2023
SUPPLY CHAIN MANAGEMENT
(Logistic Management Specialization)

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)	What are different types of supply chain organisation structure? Explain.	6M
	b)	Explain the technical challenges of supply chain management and highlight the future trends in it?	6M
2	a)	Explain the various principles of supply chain organisation. Describe the factors influencing SCM.	12M
3	a)	What are the factors affecting operations management? Highlight the benefits of six sigma.	6M
	b)	What do you mean by inter-model transportation? Mention the role of physical distribution.	6M
4	a)	What do you mean by managing customer service capabilities in CRM?	6M
		Define customer relationship management. Explain the architectural elements of CRM.	6M
5	a)	How does the firm assess the internal integration of key process in supply chain?	6M
	b)	Write a note on development of supply chain integration	6M
6	a)	What is purchasing? State the objectives of purchasing	6M
	b)	What are the different modes of transport available for SCM?	6M
7	a)	What are INCOTERMS? Explain its different types	6M
	b)	What is exchange rate system? Explain	6M

PART-BAnswer the following **Compulsory** Question (1X12=12M)

8	Case Study	[12M]
	<p>Armacell is a global manufacturer of advanced insulation and engineered foam products. The company has more than 23 plants in 16 countries on 4 continents. Armacell has embarked upon a World Class Manufacturing Programme entitled ‘World Class Armacell Mind-Set (WAM)’. The initial focus of the programme has been to apply ‘Focused TPM’ globally across its facilities and then start to apply ‘Lean’ methods to its supply chain. To create a World Class Manufacturing Organization in terms of plant performance through the application of WCM improvement methodologies and the effective engagement of the workforce. The initial focus was aimed at improving plant reliability restoring the basic condition of the key equipment’s across the entire 23 manufacturing facilities. In doing so this would effectively reduce the variances in the process due to the equipment and give the possibility to focus on Material, method and Man and have a more stable production process with a beneficial effect in material loss reduction.</p> <p>At present most of the factories are at Bronze Award Level with a small number successfully achieving Silver Award. Henkan team members have been involved in the WAM Programme at both site and corporate level Henkan have been engaged by Armacell from both a consultancy and training perspective. In terms of consultancy this has involved the development of some of the WAM models (tools and techniques) including Autonomous Maintenance, Professional Maintenance, Early Equipment Management and Early Product Management. In addition to support the model development Henkan also deliver the associate training at site level. Generally, this is done in the form of ‘Practitioner Courses’. The courses are delivered with a balance of theory and practice.</p> <p>Questions: Identify the Problem Identifying Alternative Solutions</p>	

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA III SEMESTER END SUPPLEMENTARY EXAMINATIONS, APRIL - 2023
STRATEGIC 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 concept of vision, mission, objectives and goals of any one organization.	[8M]
	b)	Write about nature and importance of strategic management	[4M]
2	a)	Differentiate formulation of strategy at Corporate, Business and functional level.	[8M]
	b)	Explain tools and techniques of strategic leadership?	[4M]
3	a)	Discuss the importance of Porters value chain analysis?	[6M]
	b)	Write about restructuring and differentiation strategies?	[6M]
4	a)	Discuss the importance of Globalization on various strategies of MNCs	[6M]
5	a)	Discuss about strategic information system?	[6M]
	b)	Short notes on strategic audit?	[6M]
6		Briefly explain about environmental scanning process?	[12M]
7	a)	What are the various challenges faced by organizations during strategy implementation?	[6M]
	b)	Short notes on Balanced score card?	[6M]

PART-B

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

8	Case Study	[12M]
	<p>TATA NANO Tata motors have been eyeing the Indian passenger market for a long time. During earlier times, their brands such as Tata Sumo were well received; the company had a very low share in the Indian passenger car market due to stiff competition from Maruti . Tata motors came up with Tata Indica , which mirrored Maruti's products and challenged Maruti's dominance in small car market . Inspired by the success of Indica Tata launched the Tata Nano . Critics were of the view it could not be possible due to the low cost of the car. Tata Nano's modular design is one of the most innovative aspects, it can be shipped separately and assembled in any region. 3 However the fanfare with which Nano was launched did not show much result, the car was not well accepted by the masses despite the low prices, it started selling in discounts like any other car in the Indian market. Tata's as a company are concerned about the same and are still trying to rework out strategies for revival of the market share and to fit into the vision of the company.</p> <p>Questions Q1 What was the type of strategy Tata's adopted during the launch of Nano. Q2 Using a SWOT analysis outline the failure of the car in the Indian markets.</p>	

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA III SEMESTER END SUPPLEMENTARY EXAMINATIONS, APRIL - 2023
WAREHOUSE MANAGEMENT
(Logistic Management Specialization)

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)	What do you mean Ware House Management? State its Objectives?	[6M]
	b)	Explain the major functions and types of Ware Houses?	[6M]
2	a)	Describe the Role of Warehouse Management System?	[6M]
	b)	Briefly explain Modeling and Simulation Warehouse systems?	[6M]
3	a)	Discuss FIFO, LIFO, Simple and Weighted Average inventory models?	[12M]
4	a)	What is the significance of Safety and Environment in House Keeping?	[6M]
	b)	How you maintain House Keeping Accounting and Cost Records?	[6M]
5	a)	Discuss the Stages in Strategy Development in Warehouse Mgt.	[6M]
	b)	What is Ware house layout? How is it different from Warehouse automation	[6M]
6	a)	How you calculate costs and rates in Warehouse Cost Management?	[6M]
	b)	Give a detailed note on Activity Based Costing (ABC) system?	[6M]
7	a)	What is the New warehousing Technology? Give an Indian example?	[6M]
	b)	Distinguish between Performance Management and Improvement?	[6M]

PART-B

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

8		Case Study	[12M]
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	<p>Mr. Dinesh Kapoor recently retired from the armed forces. A fine athlete and physical fitness enthusiast, Mr. Kapoor has been leading a vigorous and active life. Mr Kapoor has been planning to start a business of his own after his retirement for a long time. He had always felt concerned about the low standards of physical fitness and poor quality of food of one average Indian. During his participation in sport meets abroad, he saw that the foreigners are well organized in this field. Mr. Kapoor feels that running a gymnasium and a health resort would offer a good business opportunity, besides fulfilling an important need of the society at large. He has seen pictures of ultra-modern gymnasiums and read about complete health resort facilities which exist abroad.</p> <p>Mr. Kapoor is planning to establish similar facilities in a large city in India. He is ready to settle anywhere and start this actively in a place which offers a high potential of business success. He would initially cater to the needs of company executives and businessmen. He would later extend the scope of this venture to include housewives and working women too. He is optimistic that with the hectic lifestyle of present day business people and the growing consciousness about good health, he would be able to attract a substantial clientele. He is however aware of the heavy financial investment required for this project and would like to be careful before taking any long-term decisions in this regard. He would like to estimate the possible demand for this type of service and an indication of the financial returns that he can expect.</p> <p>Question:</p> <p>Suggest a step-by-step procedure to estimate the market demand for this type of activity and also people's attitude towards the idea.</p>	

Code No: PP21MBE13

HALL TICKET NUMBER

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA III SEMESTER END REGULAR EXAMINATIONS, APRIL - 2023
ADVERTISING AND BRAND MANAGEMENT
(Marketing Management Specialization)

Time: 3 hours

Max. Marks: 70

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

PART-A

Answer One Question from each UNIT (5X12=60M)

Q.No.	Questions	Marks	CO	KL
UNIT-I				
1.	Elucidate the importance of Advertisement in developing countries?	[12M]	1	2
OR				
2.	Distinguish between Industrial and Institutional Audit?	[12M]	1	4
UNIT-II				
3.	State the Role of Advertising Manager? Advertising Agencies?	[12M]	2	2
OR				
4.	What are the objectives and functions of Advertising?	[12M]	2	1
UNIT-III				
5.	Define Advertisement Effectiveness? State the effective use of words in advertisement?	[12M]	3	1
OR				
6.	What is Visual Layout Advertisement? Explain	[12M]	3	1
UNIT-IV				
7.	What is Media Selection? What is optimizing and non-optimizing approaches of Media selection?	[12M]	4	1
OR				
8.	Explain about Brand Image, Brand Positioning and Purchase Proposition regarding Media.	[12M]	4	2
UNIT-V				
9.	What do you mean Brand? How is Brand Evaluation different from Brand Positioning?	[12M]	5	1
OR				
10.	What are the challenges facing Brands? Narrate with suitable example in Indian context.	[12M]	5	1

PART-BAnswer the following **Compulsory** Question (1X10=10M)

11	CASE STUDY:	[10M]	4	4
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Code No: PP21MBE13

	<p>Colour cosmetics player Modi Revlon plans to take on Garnier, the mass hair colour market leader, with the launch of its mass brand, Color N Care. While this would be Revlon's first India-specific brand, it would also mark a detour from Revlon's premium positioning. Priced at Rs 120, Color N Care would compete with Garnier, which commands about 75% share of the mass hair colour market, and Godrej. About 60% of the Rs 200-crore hair colour market is dominated by mass brands priced around Rs 100. "It is the first India-specific brand from Revlon. If it succeeds, we would like to have the brand rights to distribute it in other markets," said Umesh K Modi, chairman, president and CEO, Modi Group.</p> <p>The Rs 150-crore Modi Revlon, a 74:26 joint venture between Modi Mundipharma and Revlon, has hair colour brands like Colour Silk, Top Speed and Colour Stay, priced at Rs 250, Rs 375 and Rs 450 respectively. With the launch of Color n Care, it is targeting a 15% market share in the first year. The new brand would be promoted through a mix of mass media campaigns and in-store promotions through its beauty advisors. For Modi Revlon, about 20% of its revenue comes from the hair colour business. It has a 12% market share of the total hair colour market</p> <p>Questions: 1. Explain brand strategy of Revlon? 2. Critically analyze firms brand structure. What challenges you foresee for the firm?</p>			

HALL TICKET NUMBER

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

MBA III SEMESTER END REGULAR EXAMINATIONS, MARCH - 2023
BUSINESS ETHICS AND CORPORATE GOVERNANCE

Time: 3 hours

Max. Marks: 70

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

PART-A

Answer One Question from each UNIT (5X12=60M)

Q.No.	Questions	Marks	CO	KL
UNIT-I				
1.	List the three basic ethical theories with an example of each in practice. Identify the limitations of each theory.	[12M]	1	
OR				
2.	Provide two examples of workplace behavior that would probably be unethical but legal and three that would probably be illegal but ethical.	[12M]	1	
UNIT-II				
3.	Discuss the types of harmful impact that marketing practices can have on competition and the associated problems.	[12M]	2	
OR				
4.	Write a brief note on any five corporate financial frauds reported in India.	[12M]	2	
UNIT-III				
5.	What are the ethical issues involved in selection process?	[12M]	3	
OR				
6.	Discuss any four specific ways in which HR management can influence ethical behavior at work.	[12M]	3	
UNIT-IV				
7.	Define corporate governance. Explain the principles of corporate governance.	[12M]	4	
OR				
8.	Explain what role the director play in safeguarding the interest of stakeholders.	[12M]	4	
UNIT-V				
9.	Explain the role of audit committee and who are the members in it?	[12M]	5	
OR				
10.	How does corporate social responsibility contribute towards social development? Take Indian corporate as case and explain.	[12M]	5	

PART-B

Answer the following **Compulsory** Question (1X10=10M)

11	CASE STUDY: A few years ago the US department of defense charged that national semiconductor has sold the department computer parts without testing them properly and then had falsified its records in order to hide the fraud. The computer parts were installed in chips, planes, weapons and nuclear bombs around the world and so, could no longer be tracked down. An official of the department of defense was quoted as saying that if a component was defective and malfunctioned, we're talking about lives. You could have a missile that would end up in Cleveland instead of the intended target. Although national semi conductor was indicated and find for the crime as a corporation, no individuals within the company were ever charged with any	[10M]		
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Code No: PP21MBT14

	<p>crimes in the case. The department of defense objected that since ‘a corporation acts only through its employees and officers’, the employees and managers who make up the company and who participated in the crime should have been hold responsible for it. National sent conductor’s chairman felt differently “we totally disagree with the defense department proposal who have repeatedly stated that we accept responsibility as a company (only) and we steadfastly continue to stand by that statement”. According to the chairman the corporation and not its members was responsible for these criminal acts.</p> <p>Questions: (a) Who is right in this dispute, explain your answer? (b) What are the practical consequences of accepting the position of the department of defense? In light of these practical consequences which position do you think the society should adopt.</p>		

Code No: PP21MBE02

HALL TICKET NUMBER

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

MBA III SEMESTER END REGULAR EXAMINATIONS, APRIL - 2023
BANKING & INSURANCE MANAGEMENT
(Finance Management Specialization)

Time: 3 hours

Max. Marks: 70

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

PART-A

Answer One Question from each UNIT (5X12=60M)

Q.No.	Questions	Marks	CO	KL
UNIT-I				
1.	Explain the bank and customer relationship in detail.	[12M]	1	2
OR				
2.	Describe CAMEL approach with illustrations.	[12M]	1	2
UNIT-II				
3.	Enumerate the salient features of bank credits.	[12M]	2	2
OR				
4.	Explain the different types of loans and their features.	[12M]	2	2
UNIT-III				
5.	Explain the concept of value at risk.	[12M]	3	2
OR				
6.	Evaluate the asset-liability management in contemporary business.	[12M]	3	3
UNIT-IV				
7.	Critically evaluate Insurance as a Risk Management Tool.	[12M]	4	2
OR				
8.	The roles and responsibilities of IRDA with respect to Multinational insurance companies.	[12M]	4	1
UNIT-V				
9.	Describe the different types of Life Insurance contracts with illustrations.	[12M]	5	2
OR				
10.	Explain the Third-Party Administrators and the growth of micro insurance in India.	[12M]	5	2

PART-B

Answer the following **Compulsory** Question (1X10=10M)

11	CASE STUDY:	[10M]	4	5
	<p>Shriram aged 47 years, on 31st.March 2023, submitted a proposal for Rs. 20lakh and paid Rs. 84,110 as initial deposit towards half yearly premium. He suddenly expired on 07-06-2000. On the claim being made, the wife of the deceased was informed that the contract was un-concluded and the legal heirs were entitled to get the refund of the deposit amount only.</p> <p>The insurer contended that the medical reports submitted along with the proposal revealed that the health of the deceased was substandard and their higher office, after verifying the reports proposed to give insurance provided</p>			

Code No: PP21MBE02

	<p>the proposer was ready to pay Rs. 27 per Rs.1000 sum assured as extra premium. This was informed to the proposer when he visited the office on 02-06-2000 to enquire about the proposal. He submitted a request to the insurer to consider a fresh policy under 'Endowment' for a term of 10 years and quote the terms within 5 days he died.</p> <p>The general rule is that the contract of insurance will be concluded only when the party to whom an offer has been made accepts it unconditionally and communicates his acceptance to the person making the offer. Whether the final acceptance is that of assured or insurers however depends simply on the way in which negotiations for insurance have progress.</p> <p>Questions:</p> <p>a) What is the underwriting issued involved in the above case?</p> <p>b) What steps can be taken to avoid such unpleasant litigation in future?</p>			

Code No: PP21MBE07

HALL TICKET NUMBER

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

MBA III SEMESTER END REGULAR EXAMINATIONS, APRIL - 2023
COMPENSATION AND PERFORMANCE MANAGEMENT
(Human Resource Management Specialization)

Time: 3 hours

Max. Marks: 70

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

PART-A

Answer One Question from each UNIT (5X12=60M)

Q.No.	Questions	Marks	CO	KL
UNIT-I				
1.	Define the word compensation and list any six factors influencing the compensation.	[12M]	1	1
OR				
2.	List and explain the components of compensation design system	[12M]	1	1
UNIT-II				
3.	Illustrate a. Fair wages and b. Taylors Piece rate system with examples	[12M]	2	1
OR				
4.	Outline the behavior reinforcement theory of compensation.	[12M]	2	2
UNIT-III				
5.	What is job analysis? Explain the step by step process of job evaluation.	[12M]	3	1
OR				
6.	List out the economic objectives of wage policy.	[12M]	3	2
UNIT-IV				
7.	Explain the balanced scorecard theory in the performance management.	[12M]	4	1
OR				
8.	List the appraisal methods used in manufacturing units.	[12M]	4	2
UNIT-V				
9.	What are the three elements of performance audit? Explain each element.	[12M]	5	2
OR				
10.	List and explain the new trends in compensation management at national and international level.	[12M]	5	1

PART-B

Answer the following **Compulsory** Question (1X10=10M)

11	CASE STUDY:	[10M]	5	2
	Discuss Competency mapping as performance management tool.			

HALL TICKET NUMBER

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

MBA III SEMESTER END REGULAR EXAMINATIONS, APRIL - 2023

ESSENTIALS OF BUSINESS ANALYTICS

(Business Analytics Management Specialization)

Time: 3 hours

Max. Marks: 70

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

PART-A

Answer One Question from each UNIT (5X12=60M)

Q.No.	Questions	Marks	CO	KL
UNIT-I				
1.	Explain the role of business analytics in meeting customer expectations in the global competitive environment?	[12M]	1	3
OR				
2.	Describe the relevance of descriptive and inferential statistics in generating firm's business reports?	[12M]	1	2
UNIT-II				
3.	Critically evaluate the merits of harmonic mean and Arithmetic mean?	[12M]	2	3
OR				
4.	The histogram is the effective graphical technique for showing both skewness and kurtosis – Discuss?	[12M]	2	2
UNIT-III				
5.	Write about posterior and prior probabilities?	[12M]	3	3
OR				
6.	Expected value is the effective tool for investors' decision making-Discuss?	[12M]	3	2
UNIT-IV				
7.	What effect does the sample size and the standard error on the Distribution?	[12M]	4	2
OR				
8.	Define point estimator and explain its advantages over an interval estimator?	[12M]	4	2
UNIT-V				
9.	Define null and research hypothesis, test statistic, level of significance and decision rule?	[12M]	5	2
OR				
10.	Explain various methods of time series Analysis?.	[12M]	5	3

PART-B

Answer the following **Compulsory** Question (1X10=10M)

11	CASE STUDY:	[10M]	2	4
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Code No: PP21MBE31

	<p>A community swim team has 150 members. Seventy-five of the members are advanced swimmers. Forty-seven of the members are intermediate swimmers. The remainder are novice swimmers. Forty of the advanced swimmers practice four times a week. Thirty of the intermediate swimmers practice four times a week. Ten of the novice swimmers practice four times a week. Suppose one member of the swim team is chosen randomly.</p> <ol style="list-style-type: none">1. What is the probability that the member is a novice swimmer?2. What is the probability that the member practices four times a week?3. What is the probability that the member is an advanced swimmer and practices four times a week?			

Code No: PP21MBE15

HALL TICKET NUMBER

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA III SEMESTER END REGULAR EXAMINATIONS, APRIL - 2023
GREEN MARKETING
(Marketing Management Specialization)

Time: 3 hours

Max. Marks: 70

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

PART-A

Answer One Question from each UNIT (5X12=60M)

Q.No.	Questions	Marks	CO	KL
UNIT-I				
1.	What is Green Marketing? What is Strategic green planning environment?	[12M]	1	2
OR				
2.	What are the fundamentals of Green Marketing? How you grab green business opportunities?	[12M]	1	2
UNIT-II				
3.	Distinguish between Green Spinning and Green Selling? How is it different from Green Harvesting?	[12M]	2	2
OR				
4.	What do you mean Environmental Marketing? Explain	[12M]	2	2
UNIT-III				
5.	What is Purchase Decision? What are the factors affecting Purchase decision?	[12M]	3	2
OR				
6.	What are the Steps in Purchase Decision Making Process?	[12M]	3	2
UNIT-IV				
7.	Define Environmental Consciousness? Explain the importance of Environmentalism?	[12M]	4	2
OR				
8.	Explain the specific guidelines for collection and storage of E-Waste?	[12M]	4	2
UNIT-V				
9.	What are the Green Marketing Initiatives? Briefly narrate IBM's Green solutions?	[12M]	5	2
OR				
10.	Write a note on Samsung's Eco-friendly handsets in today's business scenario?	[12M]	5	2

PART-B

Answer the following **Compulsory** Question (1X10=10M)

11	CASE STUDY:	[10M]	2	3
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Code No: PP21MBE15

	<p>Raymond is a significant textile business worldwide known for its fabric quality and fitting suits. The brand now plans to customize its fabric to suit the Indian market. For this, the market experts narrow down to the traditional Indian material- “Khadi”.</p> <p>Khadi is a hand-woven, light, and comfortable fabric with some rich cultural and historical significance. Raymond, in its latest marketing strategy, tried to integrate Khadi in modern fashion. The marketing team adopted innovative advertising ideas to make their product more appealing and relatable.</p> <p>Questions:</p> <ol style="list-style-type: none"> 1.State the highlights how Raymond breaks the general perception of Khadi, 2. What are the practical challenges faced by the brand to successfully launch the khadi line 			

HALL TICKET NUMBER

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

MBA III SEMESTER END REGULAR EXAMINATIONS, APRIL - 2023

HUMAN CAPITAL MANAGEMENT

(Human Resource Management Specialization)

Time: 3 hours

Max. Marks: 70

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

PART-A

Answer One Question from each UNIT (5X12=60M)

Q.No.	Questions	Marks	CO	KL
UNIT-I				
1.	Discuss about the Socio-economic relevance of labour problems in changing scenario?	[12M]	1	3
OR				
2.	Explain about the Growth of Labour Market in India in the Globalised Stetting?	[12M]	1	3
UNIT-II				
3.	Discuss about cost based models of Human resource capital?	[12M]	2	2
OR				
4.	Explain the concept Human Resource Accounting with examples?	[12M]	2	2
UNIT-III				
5.	What is Human capital accounting? Its purpose? Recent developments in the field of Human capital accounting?	[12M]	3	3
OR				
6.	Describe the Jaggi And Lau's Human Resource Valuation Model?	[12M]	3	2
UNIT-IV				
7.	Describe about Employee engagement? What are the benefits of employee engagement to the organization?	[12M]	4	2
OR				
8.	Explain about Worker's education objectives and Rewarding?	[12M]	4	2
UNIT-V				
9.	Explain about accidents in Industry? What are its types? Consequences of accidents?	[12M]	5	2
OR				
10.	What are the causes for accidents and how we can prevent them?	[12M]	5	2

PART-B

Answer the following **Compulsory** Question (1X10=10M)

11	CASE STUDY:	[10M]	1	3
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	<p>In a company called Agro-Product Ltd., the following incident took place in the personnel department. There was a supervisor who had risen to his position by way of his hard work and sincerity. In his good old days, when he worked as a clerk in this company for fifteen years, before becoming a supervisor, he had been a staunch active and dynamic unionist. After becoming a supervisor, in response to change in his responsibility, he was forced to drift away from union activities. However, it must be noted here, that his being promoted to a supervisory job was not a buy off. He was promoted because he really deserved that. But the union leaders, for reasons best known to them didn't like the clerk's promotion to the supervisory post. Although with excellent inter-personal skills that the supervisor had, he could somehow manage to do his work satisfactorily. On one fine morning, he assigned some work to the peon of the department, but the peon refused to do the same. There was exchange of heated arguments, a lot of people gathered around and at a certain point of time, the supervisor offensively gesticulated towards the peon. The basic issue remained aside and everyone around started accusing the supervisor for apologized for this behaviour and the trade union was also brought into the picture.</p> <p>Questions:</p> <ol style="list-style-type: none"> 1. Analyze the situation. 2. Discuss the role, the personnel manager is supposed to play in this situation. If you were the personnel manager, how could you resolve the problem? 		

HALL TICKET NUMBER

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA III SEMESTER END REGULAR EXAMINATIONS, APRIL - 2023
MANAGING SOFTWARE PROJECTS
(System Management Specialization)

Time: 3 hours

Max. Marks: 70

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

PART-A

Answer One Question from each UNIT (5X12=60M)

Q.No.	Questions	Marks	CO	KL
UNIT-I				
1.	a) Which Activities are involved in Software Project Management? Discuss.	[6M]	1	1
	b) How to define Stakeholders for your Software. Give one example.	[6M]	1	1
OR				
2.	a) What are the challenges in software projects? Discuss.	[6M]	1	1
	b) Discuss about Objectives & goals Project Planning.	[6M]	1	1
UNIT-II				
3.	a) What are the types of life cycle approach in project management?	[6M]	2	1
	b) Process Workflows in Software Project Management.	[6M]	2	1
OR				
4.	a) Discuss the phases of the project management life cycle.	[6M]	2	2
	b) Discuss about Software Prototyping and its Types?	[6M]	2	2
UNIT-III				
5.	a) Discuss COCOMO Model in Software Engineering.	[6M]	3	2
	b) How to identify project and activities in activity planning.	[6M]	3	1
OR				
6.	a) Discuss about Project Estimation with Use Case based.	[6M]	3	2
	b) What is Critical path analysis in Software project management? Explain.	[6M]	3	1
UNIT-IV				
7.	a) Analyze Risk categories of Software project management.	[6M]	4	4
	b) Discuss about Project Evaluation and Review Technique.	[6M]	4	1
OR				
8.	a) Risk planning process of software engineering.	[6M]	4	1
	b) Discuss about Monte Carlo approach.	[6M]	4	2
UNIT-V				
9.	a) Discuss about Project Monitoring & Control	[6M]	5	2
	b) Brief notes about Quantitative and Quality Management Planning.	[6M]	5	1
OR				
10.	a) Discuss about Cost monitoring.	[6M]	5	2
	b) Brief notes about Product Quality & Process Quality Metrics.	[6M]	5	1

PART-BAnswer the following **Compulsory** Question (**1X10=10M**)

11		CASE STUDY:	[10M]	5	4
		Design and Implementation of Computerized Tourism Information System.			

Code No: PP21MBE01

HALL TICKET NUMBER

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA III SEMESTER END REGULAR EXAMINATIONS, APRIL - 2023
SECURITY ANALYSIS & PORTFOLIO MANAGEMENT
(Finance Management)

Time: 3 hours

Max. Marks: 70

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

PART-A

Answer One Question from each UNIT (5X12=60M)

Q.No.	Questions	Marks	CO	KL
UNIT-I				
1.	Explain the investment process. What are the advantages and limitations of investments?	[12M]	1	2
OR				
2.	a) Describe the trading system in the stock exchange	[6M]	1	2
	b) Explain the trade -off between risk and return in detail.	[6M]	1	3
UNIT-II				
3.	Prem is considering the purchase of a bond currently selling at Rs 878.50. The bond has 4 years to maturity with a face value of ₹ 1000 and 8% coupon rate. The next annual rate payment is due after one year. The required rate of return is 10%. a) Calculate the intrinsic value of the bond. Should Prem buy the bond? b) Calculate the yield to maturity of the bond	[12M]	2	4
OR				
4.	How are multiple year holding stock prices estimated with two stage and three stage growth models?	[12M]	2	2
UNIT-III				
5.	a) Elucidate the concept of DOW theory.	[6M]	3	2
	b) Compare and contrast efficient market hypothesis with fundamental and technical analyses.	[6M]	3	3
OR				
6.	What do you mean by company analysis? Discuss the tools and techniques involved in company analysis	[12M]	3	3
UNIT-IV				
7.	T and A are two securities, with expected returns of 15% and 24% respectively, and standard deviation of 35% and 52% respectively. Calculate the standard deviation of a portfolio weighted equally between the two securities if their correlation is -0.9 .	[12M]	4	4
OR				
8.	What is arbitrage pricing theory? Discuss its assumptions and advantages. How it is calculated.	[12M]	4	2
UNIT-V				
9.	a) Explain the Jensen index of portfolio performance	[6M]	5	2

Code No: PP21MBE01

	b)	Mr. Prabakar has had units in a mutual fund for the past three years. He wants to evaluate its performance by comparing it to the market.	[6M]	5	4		
						Fund	Market
		Return				70.60	41.40
		Standard Deviation				41.31	9.44
		Risk – Free Return				12%	12%
		β				1.12	
Find out Treynor Indices.							
OR							
10.		Define mutual fund. What are the advantages and disadvantages of mutual funds?	[12M]	5	2		

PART-BAnswer the following **Compulsory** Question (1X10=10M)

11		CASE STUDY:	[10M]	4	4
		Vijay Enterprise has a beta of 1.5. The risk-free rate is 7% and the expected return on the market portfolio is 14%. The company pays a dividend of ₹ 2.50 per share and the investor expects a growth in dividend of 12 % per annum for many years to come. Compute the required rate of return on the equity according to CAPM. What is the present market price of the equity share assuming the computed return is the required return?			

Code No: PP21MBT13

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA III SEMESTER END REGULAR EXAMINATIONS, APRIL - 2023
STRATEGIC MANAGEMENT

Time: 3 hours

Max. Marks: 70

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

PART-A

Answer One Question from each UNIT (5X12=60M)

Q.No.	Questions	Marks	CO	KL
UNIT-I				
1.	Discuss the nature and importance of strategic management.	[12M]	1	1
OR				
2.	Explain why a mission statement should accommodate the future growth of a company.	[12M]	1	2
UNIT-II				
3.	Write about SWOT analysis with example?	[12M]	2	1
OR				
4.	Explain the concept of competitive advantage and give measures how to sustain it?	[12M]	2	2
UNIT-III				
5.	Explain porter five force analysis.	[12M]	3	1
OR				
6.	What is turnaround management? Explain the elements of a successful turnaround strategy	[12M]	3	1
UNIT-IV				
7.	Discuss the various challenges faced during the strategy implementation?	[12M]	4	2
OR				
8.	What is meant by resource allocation? Explain techniques generally employed for allocating resources.	[12M]	4	1
UNIT-V				
9.	What is bench marking? Explain the role of a strategist in performing bench marking.	[12M]	5	2
OR				
10.	Outline the various qualitative and quantitative criteria for strategy evaluation and control? State the problems faced by strategists while fixing those criteria.	[12M]	5	1

PART-B

Answer the following Compulsory Question (1X10=10M)

11	CASE STUDY:			
	Mr. Palani, Chairman of a company just had a discussion with a group of local people. The group known as 'Council for Environmental Action' demanded an immediate reduction of the pollutants thrown into the air by the plants of the company. Mr. Palani had explained the company's policy of gradual reduction of pollutants and promised to study the matter further. But the group has not satisfied and asked for another meeting in a week time. Mr. Palani reluctantly agreed. Suggest a suitable proposal to present before the group in the next meeting to convince it totally.	[10M]	2	2

HALL TICKET NUMBER

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

MBA III SEMESTER END REGULAR EXAMINATIONS, APRIL - 2023

TEXT, SOCIAL MEDIA & WEB ANALYTICS

(Business Analytics System Management Specialization)

Time: 3 hours

Max. Marks: 70

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

PART-A

Answer One Question from each UNIT (5X12=60M)

Q.No.	Questions	Marks	CO	KL
UNIT-I				
1.	Explain the history of analytical tools.	[12M]	1	
OR				
2.	Compare any four major analytical tools which are used to analyze the data.	[12M]	1	
UNIT-II				
3.	What is semantic web in social media? Explain with any 5 examples.	[12M]	2	
OR				
4.	Compare structural equivalence and regular equivalence modes in social network analysis.	[12M]	2	
UNIT-III				
5.	What is social media ontology? Explain the role of ontology in semantic?	[12M]	3	
OR				
6.	What is the real time application of semantic web	[12M]	3	
UNIT-IV				
7.	What is web analytics? Explain the security and privacy implications of web analytics.	[12M]	4	
OR				
8.	Outline the process for Heuristics evaluations in web analytics.	[12M]	4	
UNIT-V				
9.	What is google analytics? List out the features of google analytics.	[12M]	5	
OR				
10.	What do you mean by qualitative and quantitative data in web analytics? How it will be helpful in taking decisions.	[12M]	5	

PART-B

Answer the following **Compulsory** Question (1X10=10M)

11	CASE STUDY:	[10M]		
	How google analytics is helping industry for analyzing web traffic? Explain with one example			
