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

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 in Part-A (5X12=60M)

UNIT-I

- 1 Define business research. What are various types of business research? Explain in detail. [12M]

(OR)

- 2 Discuss the Nature and Importance of Business Research. [12M]

UNIT-II

- 3 What are the tools used for collecting data? Explain in brief. [12M]

(OR)

- 4 Explain Attitude Scaling Techniques in brief. [12M]

UNIT-III

- 5 "Processing of data implies editing coding and tabulation". Describe in brief these three operations pointing out the significance of each in the context of a research study. [12M]

(OR)

- 6 Discuss the superiority of random sampling to non-random sampling. [12M]

UNIT-IV

- 7 What is ANOVA-test? Explain the significance in statistical analysis of any research problem. [12M]

(OR)

- 8 What types of error can occur when making decisions based on test of [12M]

UNIT-V

- 9 What is a research report? As a good researcher, state the precautions that you take while writing a business research report. [12M]

(OR)

- 10 What are the applications of Statistical Tests in Business Research? [12M]

PART-B

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

- 11 CASE STUDY: [10M]  
The following are the details of sales effected by three sales persons in three door-to-door campaigns

Sales person	Sales in door – to – door campaign			
A	8	9	5	10
B	7	6	6	9
C	6	6	7	5

Construct an ANOVA table and find out whether there is any significant difference in the performance of the sales persons.

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE  
(AUTONOMOUS)  
MBA II SEMESTER END REGULAR EXAMINATIONS, SEPT/OCT - 2022  
ENTREPRENEURSHIP DEVELOPMENT & SMALL BUSINESS  
(Common to all Specializations)

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 in Part-A (5X12=60M)

UNIT-I

- 1 “Women entrepreneurship is importance socio-economic development” [12M]  
comment on it. Briefly discuss role of women entrepreneurship

(OR)

- 2 Who is considered as an Entrepreneur? Explain the importance of [12M]  
Entrepreneurs in today’s society?

UNIT-II

- 3 Explain the impact of training programs for development of entrepreneurs [12M]  
In India?

(OR)

- 4 Write brief notes creativity and entrepreneurship? [12M]

UNIT-III

- 5 How to Identify profitable projects? Discuss the process of planning and [12M]  
evaluation of project life cycle?

(OR)

- 6 Briefly discuss the salient factors that induce small business project [12M]  
growth?

UNIT-IV

- 7 What are the causes for sickness in small business and advice remedies? [12M]

(OR)

- 8 Define small enterprise and briefly discuss growth strategies for small [12M]  
business enterprises with suitable examples?

UNIT-V

- 9 Explain how entrepreneurial development institutions, impact policies and [12M]  
Programs for entrepreneurship growth?

(OR)

- 10 Briefly elucidate role of commercial banks in promoting micro and small [12M]  
entrepreneurs with examples?

PART-B

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

- 11 CASE STUDY: [10M]  
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 ecoprenerus use their business to create eco-friendly atmosphere. The transformation to ecoprenerus 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 ecoprenerus.

Questions:

1. Analyze and explain opportunities to ecoprenerus in today's world?
2. Suggest the strategies to develop ecoprenerus.

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HALL TICKET NUMBER

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

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

**FINANCIAL MANAGEMENT**  
(Common to all Specializations)

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 in Part-A (5X12=60M)**

- |    |  |       |
|----|--|-------|
|    | <b>UNIT-I</b>  |       |
| 1  | Explain the Nature and Scope of Financial Management?  | [12M] |
|    | (OR)   |       |
| 2  | Why the wealth maximization objective is considered as superior to the profit maximization objective?  | [12M] |
|    | <b>UNIT-II</b>   |       |
| 3  | Briefly explain about Financial Instruments?   | [12M] |
|    | (OR)   |       |
| 4  | What is cost of capital? Give its importance and how to calculate WACC?                                | [12M] |
|    | <b>UNIT-III</b>  |       |
| 5  | Discuss about Investment Decision Process?   | [12M] |
|    | (OR)   |       |
| 6  | Identify the steps in capital budgeting process.   | [12M] |
|    | <b>UNIT-IV</b>   |       |
| 7  | What do you know about Walter model? Explain it?   | [12M] |
|    | (OR)   |       |
| 8  | Discuss the factors determining dividend policy of a firm?   | [12M] |
|    | <b>UNIT-V</b>  |       |
| 9  | Explain the concepts and characteristics of Working Capital?   | [12M] |
|    | (OR)   |       |
| 10 | Explain the importance of current assets and current liabilities in the management of working capital? | [12M] |

PART-B

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

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|----|--|-------|
| 11 | <b>CASE STUDY:</b><br>The following information is available for Avanti group. EPS – 4, ROI – 18%. Rate of return required by shareholders 15%. What will be the price per share as per the Walter model if the payout ratio is 40%, 50% & 60% | [10M] |
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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE  
(AUTONOMOUS)  
MBA II SEMESTER END REGULAR EXAMINATIONS, SEPT/OCT - 2022  
HUMAN RESOURCE MANAGEMENT  
(Common to all Specializations)

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 in Part-A (5X12=60M)

UNIT-I

1 Define HRM and list out the functions of HRM [12M]  
(OR)

2 Explain the emerging trends in HRM [12M]

UNIT-II

3 What is training and explain any four training methods. [12M]  
(OR)

4 Outline the components of recruitment process. [12M]

UNIT-III

5 Explain the modern techniques of performance appraisal. [12M]  
(OR)

6 List out the current trends followed in the present compensation system. [12M]

UNIT-IV

7 Explain the Taylor's piece rate system with example. [12M]  
(OR)

8 What is the difference between wage and salary, to whom it is paid and how it is paid explain with suitable example? [12M]

UNIT-V

9 Brief about the process of collective bargaining process. [12M]  
(OR)

10 How would you manage your stress levels when you're in a field explain with the suitable examples? [12M]

PART-B

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

11 CASE STUDY: [10M]  
Distinguish between Cost to the company Salary (CTC) vs Gross salary VS Net salary. Explain with suitable examples.

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

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 in Part-A (5X12=60M)

UNIT-I

1 Define Marketing and Marketing Mix [12M]  
(OR)

2 What is Green Marketing? Briefly Explain. [12M]

UNIT-II

3 Distinguish between Market Segmentation and Targeting? [12M]  
(OR)

4 Explain the Evaluation and Selection of Target Markets [12M]

UNIT-III

5 Discuss the Product Life Cycle with suitable examples [12M]  
(OR)

6 Describe objectives and various methods of Pricing? [12M]

UNIT-IV

7 Explain about Marketing Communication Process [12M]  
(OR)

8 Distinguish between Sales force Size and Sales force Compensation? [12M]

UNIT-V

9 What are the Types of Channels of Distribution? Explain [12M]  
(OR)

10 Explain briefly about Profitability Control? Efficiency Control? [12M]

PART-B

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

11 CASE STUDY: [10M]

Read the case and answer the questions given at the end of the case.

For many years McDonald's enjoyed worldwide success build on a few well-known highly standard conditions. The company with the golden arches served a simple menu hamburgers, French fries, and milk-shakes or soft drinks. The food was priced low, its quality was consistent, and it was served speedily from establishments that all looked alike and were extremely clean. In recent years, however, McDonalds has seen its growth rate slow down and its dominant market position slip.

Why the changes that have been occurring in the company's external environment. Let's start with the population scene. For many years McDonald's main customer group was young couples with several kids. Today, people are

marrying at a much later age and families have fewer children. So McDonald's traditional customer bases are eroding. Then there are the cultural changes. Also consumers have become more health conscious.

Let's face it burgers, fries and shakes (foundation of McDonald's success" are not exactly at the top of the dietician's menu recommendations today. Consumers want convenience. In the past, they hopped in the car and drove to McDonald's. Today they can pop something into the microwave oven or phone Domino's to have a pizza delivered. Another challenge came as consumers became more concerned about their physical environment. McDonald's polystyrene hamburger packaging was attacked by people who demand the use of recycled and/or biodegradable products. Paralleling all these challenges were the growing number and effectiveness of competitors.

List out and discuss, the major environmental changes being faced by McDonald's?

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

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 in Part-A (5X12=60M)

UNIT-I

1 Bring out the relationship between Production Management and other functional areas of management with suitable illustrations. [12M]

(OR)

2 Critically evaluate major characteristics of production systems in operation management [12M]

UNIT-II

3 What is Product design and explain the elements of good design. [12M]

(OR)

4 Discuss the significance and techniques of Value Analysis [12M]

UNIT-III

5 Elaborate the Methods of Forecasting in Operations Management [12M]

(OR)

6 Explain the significance of Supply Chain management to the Operations Management. [12M]

UNIT-IV

7 Explain the benefits in adopting Behavioral approach to the Operational Management. [12M]

(OR)

8 What are the Approaches to understand the Job Design [12M]

UNIT-V

9 Discuss "Garvin's Eight Dimensions of the Quality" with suitable illustrations [12M]

(OR)

10 Explain the "Acceptance Sampling Operating Characteristic Curve" [12M]

PART-B

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

11 CASE STUDY: [10M]

**Kaizen Case Study: Siemens Oostkamp**

Siemens Oostkamp produces electronic components such as relays, connectors, and coils. The combination of fewer orders from their parent company and increasingly intense global competition forced them to look for new markets. On his first tour of the plant, the kaizen consultant asked the supervisors if specific information was available, such as failure rate or setup times, and the answer was always, "It's in the computer." But when asked to retrieve it, no one ever could. The first task was to get the management to understand the need to collect data and make this information visible and accessible. Without this data, there is no way to know where to start. The management at Siemens Oostkamp overcame initial resistance to change with their hands-on approach. They knew that their place was in Gemba and continuously motivated their workers to collect data and

review their work.

Within a few months, they had enough data to know where to start. To put the kaizen activities in motion, self-managed work teams were formed in which the goals of kaizen were carried out with methods that the teams developed themselves. With each employee a part of a team, they became more conscious of problems on the line and were able to solve the problems themselves. With this new clarity, they suggested and implemented small, incremental changes. And using the newly collected data, they assigned themselves specific goals to shoot for. 5S, visual management, and just-in-time were the main kaizen tools utilized by the teams to achieve their goals. In areas where 5S was implemented, the machines and floors were spotless, and the machine layouts were changed for a more efficient process. Visual management was evident everywhere. Large charts were displayed that showed plant goals with numerical data and trend charts for each item. Tools had specific, clearly marked homes, and floors were marked showing designated areas for supply carts and finished products. The just-in-time model revealed that changeover times at the molding department were taking too long. They instituted a new procedure that minimized the batch size and the number of boxes of work-in-process, thus decreasing the changeover times.

So, did kaizen help Siemens Oostkamp?

→ They were able to reduce the cost of inventory by 30%. Lead time for their brake coils went from 12 days to half a day.

→ Before kaizen, they kept a three month inventory of cable connectors; this is no longer necessary because the lead time has been reduced to three hours.

→ The number of product types has been reduced by 33%. Storage area was reduced by 10%.

→ The employees are now problem solvers. When a defective product was found, it used to take days to find the problem. Now they can see it right away and make adjustments.

Those are the tangible results. What the numbers don't show is a happier, more fulfilled staff that enjoys coming to work. That translates to fewer sick days, less employee turnover, and better safety. That's a success by anyone's standards.

Questions:

1. What are the problems that were identified by the Kaizen Consultant In the plant?
2. Discuss the result after implementation of Kaizen Principles in the plant.

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