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PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE
(AUTONOMOUS)
MBA IV SEMESTER END SUPPLEMENTARY EXAMINATIONS, SEPT - 2023
E-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)

Q.No.		Questions	Marks	CO	KL
		UNIT-I			
1	a)	Differentiate between e-commerce and e-business	[6M]		
	b)	Briefly explain about e-commerce in India?	[6M]		
2	a)	Discuss about E-commerce threats in business?	[6M]		
	b)	What are Firewalls? Explain different types of firewalls?	[6M]		
3	a)	What is a smart card? What are its advantages and disadvantages	[12M]		
4	a)	Strategies for business over Web?	[6M]		
	b)	Write about any two Internet based business models?	[6M]		
5	a)	Discuss about Hardware and Software requirements for E-commerce?	[12M]		
6	a)	What is Cryptography? Explain the types of Cryptography	[6M]		
	b)	Discuss about Public key infrastructure for security?	[6M]		
7	a)	What are the revenue models over internet?	[6M]		
	b)	Advantages and disadvantages of E-payments system?	[6M]		

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

8		CASE STUDY:	Marks	CO	KL
		Dunkin' is an example of a company that moved swiftly to tap into new customer motivations. As COVID-19 struck, Americans wanted to find ways to help and to show support for the frontline heroes. Dunkin' wanted to give people a way to do so, even without being able to leave home Created in just days, the DunkinCoffeeBreak.com ecommerce site gave customers a way to show appreciation by sending a virtual coffee break in the form of a Dunkin' e-gift card. Dunkin' donated $1 (up to $100,000) for every card purchased at this site to the Dunkin' Joy in Childhood Foundation emergency funds, specifically for non-profits helping families affected by COVID-19. Since the initial launch, Dunkin' has used the site for multiple moments that matter to people, such as Teacher Appreciation Week, National Nurses Week, and Mother's Day. The site is driving incremental digital gift card sales and has generated a 300% increase in year-over-year gift card sales for certain events. I think ecommerce, especially in the gift card space, is a key [you can use to] unlock growth. We saw a tremendous lift in online gift card sales with the addition of DunkinCoffeeBreak.com without any cannibalization to our existing	[12M]		

online gift card program. It allowed us to reach new guests and tap into the wealth of information and targeting in the digital world, which you just cannot do with plastic gift cards hanging on pegs, Unger, strategic partner Dunkin said.

"Online and mobile shopping surged when social distancing was introduced…based on Blackhawk Network's partners' sales data, gift cards sales made directly from a restaurant's or merchant's website since mid-March are up 92% from last year," said Brett Narlinger, Head of Global Commerce, Blackhawk Network, Dunkin's gift card program partner.

Questions:

1. Which are the online business strategies Dunkin has used to build its brand image and business using online mode?
2. Discuss about the online Business model which the Dunkin had adapted in the above case?

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Code No: PP18MBE15

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PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE
(AUTONOMOUS)
MBA IV SEMESTER END SUPPLEMENTARY EXAMINATIONS, SEPT - 2023
EXPORT IMPORT PROCEDURES AND DOCUMENTATION
(Logistic 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 in Part-A (5X12=60M)

Q.No.		Questions	Marks	CO	KL
1	a)	Explain the preliminaries for Exports & Imports?	[6M]	1	2
	b)	What are the methods of Exporting?	[6M]	1	1
2	a)	Explain different types of marine insurance policies?	[6M]	2	2
	b)	Write about commercial Invoice and shipping bill?	[6M]	2	2
3		Explain about export finance? Explain about Institutional framework in export finance?	[12M]	3	2
4	a)	Write about the role and importance of Export promotion councils?	[6M]	4	2
	b)	Elucidate about Foreign trade policy of India?	[6M]	4	1
5		Explain the Export- Import Procedure and steps followed?	[12M]	3	2
6	a)	What is Bill of lading? Explain its importance in Exports and Imports?	[6M]	2	1
	b)	Write about the role of clearing and forwarding agents in International trade?	[6M]	3	2
7		Explain the preparation of the Goods and the shipping Documents?	[12M]	5	2

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

8		CASE STUDY:	Marks	CO	KL
		In November 2008 A (the Shipper) concluded a sales contract with a European buyer and nominated B (the Forwarder) to handle the carriage of the goods. As the Chinese agent of B (the Successive Forwarder), C (the Forwarder) dealt with related consignment procedures. When the batch of goods arrived safely at the destination, the European buyer failed to make payment against the documentation and B (the Successive Forwarder) delivered the goods to the buyer without the original bill of lading. Consequently, A (the Shipper) took legal action against B (the Successive Forwarder) and C (the Forwarder) for total loss. B (the Successive Forwarder) and C (the Forwarder) was in a difficult position. As the carrier which had delivered the goods without the original bill of lading, C (the Forwarder) was not entitled to enjoy the limitation of liability and was likely to be found responsible for "A" (the Shipper) total loss. C (the Forwarder) argued that, as the vendor, A (the Shipper) should bear partial responsibility with regard to the delivery of goods without the original bill of lading. The goods supplied by A (the Shipper) were subject to certain quality problems, which left the buyer unable to resell them in good time and recover the purchase cost. As a result, the buyer failed to pay A (the Shipper) on time.	[12M]	2	2

Once the goods arrived at the destination, the buyer did not take delivery against the bill of lading for a long period. The goods were deemed to have failed to clear Customs and were ready to be auctioned by the European authorities. When informed by the buyer that A (the Shipper) had agreed to release the goods before collecting the money, in order to prevent further loss, B (the Successive Forwarder) released the goods to the buyer in good faith. Nevertheless, "A" (the Shipper), which had remained unpaid for a long time, paid no attention to the whereabouts of the goods and did not contact B (the Successive Forwarder) and C (the Forwarder) on this subject. Consequently, B (the Successive Forwarder) lost the opportunity to claim for recovery from the European consignee. Thus, B (the Successive Forwarder) obtained no benefit, but had to bear a substantial liability. As the freight forwarder, C (the Forwarder) was not responsible for problems occurring during transportation once it had fulfilled its obligation of cargo space booking. It was thus difficult for A (the Shipper) to attribute liability to C (the Forwarder) for the release of the goods without the original bill of lading. As the carrier, B (the Successive Forwarder) was likely to have to bear responsibility for the delivery of goods without the original bill of lading. However, as the company was registered in Europe, it would be difficult to enforce an Asian court's judgment in Europe, even if A (the Shipper) ultimately won the lawsuit. Moreover, owing to the global financial crisis and the sustained economic downturn in Europe, from 2009 the buyer's business went into decline. With the company about to enter bankruptcy proceedings, there was little chance for A (the Shipper) to recover a loss by suing the European buyer, and the latter hoped to resolve the dispute with A (the Shipper) through B (the Successive Forwarder) and "C" (the Forwarder).

Questions:

1. Analyze the case and identify the Bill of lading issue in the above case?
2. Suggest any arbitrary measures to be taken to settle the issue?

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PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE
(AUTONOMOUS)
MBA IV SEMESTER END SUPPLEMENTARY EXAMINATIONS, SEPT - 2023
FINANCIAL DERIVATIVES
(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 in Part-A (5X12=60M)

Q.No.		Questions	Marks	CO	KL
1	a)	Explain the growth and development of derivatives. Elaborate types of derivatives.	[7M]		
	b)	Explain the risk involved in financial derivatives?	[5M]		
2	a)	"Hedging is the basic function of futures market". Discuss the statement in the light of uses of futures contract.	[8M]		
	b)	Explain the structure of forward and future markets.	[4M]		
3	a)	What do you mean by equity swap? Explain its types and applications?	[6M]		
	b)	How do you relate interest rate swaps with currency swaps and how do you price them?	[6M]		
4	a)	What are the various assumptions of binomial pricing model? Also discuss one step binomial pricing model with hypothetical examples.	[8M]		
	b)	What is the meaning of option? Discuss the types of option?	[4M]		
5	a)	Explain the role of commodity exchanges in India.	[6M]		
	b)	What is the difference between Treasury bond & Treasury note futures	[6M]		
6		What do you mean by Currency Swaps? Explain salient features of currency swaps	[12M]		
7		Explain the various characteristics of Futures Contract and differentiate it from Forward Contract.	[12M]		

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

8		CASE STUDY:	Marks	CO	KL
		Stock price(S) = Rs 20 Strike price (K) =Rs 21 Upswing (u) = 1.1 Downswing (d) =0.9 Risk free interest rate = 0.12 Time to expiration=0.25 Find out call option value as per Binomial pricing model.	[12M]		
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PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE
(AUTONOMOUS)
MBA IV SEMESTER END SUPPLEMENTARY EXAMINATIONS, SEPT - 2023
INTERNATIONAL 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)

Q.No.		Questions	Marks	CO	KL
1	a)	Define International Business.	[4M]	1	2
	b)	Explain the trends in Globalization.	[8M]	1	3
2	a)	What is PPP conversion factor?	[4M]	2	2
	b)	Illustrate that the PPP Exchange rates are calculated by comparing the prices of the same basket of goods and services in different countries	[8M]	2	3
3		Explain the role of IMF in the development of global economy	[12M]	3	3
4		Outline the Polycentric and Geocentric Approach with example	[12M]	4	2
5	a)	List out the difference between the domestic and international segmentation	[6M]	5	2
	b)	Brief about any two entry level strategies in global market with examples	[6M]	5	3
6		How to Develop an Effective Market Positioning Strategy	[12M]	5	3
7		Explain any three theories of international business	[12M]	1	2

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

8		CASE STUDY:	Marks	CO	KL
		Combining perceived low price with perceived added value can be a highly successful strategy but one which requires innovative thinking. Since IKEA began in 1953 it has grown into a highly successful global network of stores but retained the same retailing concept: 'to offer a wide range of furnishing items of good design and function at prices so low that the majority of people can afford to buy them' The product offering was different. The products were simple, high-quality Scandinavian designs. They were also provided in knock-down furniture kits that the customers transported and assembled themselves, thus saving the often-lengthy time that other stores required for delivery. The huge suburban stores had plenty of parking and amenities such as cafés, restaurants, wheelchairs and supervised childcare facilities. The customers expected styling and quality readily available at reasonable prices. IKEA met this expectation by encouraging customers to create value for themselves by taking on certain tasks traditionally done by the manufacturer and retailer, for example, the assembly and delivery of the products. Of course, this also reduced cost. So too did the fact that customers were supplied with tape measures, pens and notepaper when they visited the stores; thus reducing the number of sales staff required.	[12M]	5	4

To deliver low-cost yet high-quality products consistently, IKEA had buying offices around the world whose prime purpose was to identify potential suppliers. Designers at headquarters then reviewed these to decide which would provide what for each of the products, their overall aim being to design for low cost and ease of manufacture. The most economical suppliers were always chosen over traditional suppliers, so a shirt manufacturer might be employed to produce seat covers. Although the process through which acceptance to become an IKEA supplier was not easy, it was highly coveted, for, once part of the IKEA system, suppliers gained access to global markets and received technical assistance, leased equipment and advice on how to bring production up to world-quality standards. But IKEA had always been frugal in its approach. In its early years, it had relocated to Denmark to escape Swedish taxation. Indeed, the whole philosophy of keeping costs down ran through the company – it was ingrained in its culture

    A. Which other businesses can you think of that follow a hybrid strategy?

    B. Why might businesses find it difficult to follow a hybrid strategy and how can these be overcome?

Propose an alternative strategy for IKEA.

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PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE
(AUTONOMOUS)
MBA IV SEMESTER END SUPPLEMENTARY EXAMINATIONS, SEPT - 2023
LABOUR WELFARE AND LEGISLATION
(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 in Part-A (5X12=60M)

Q.No.		Questions	Marks	CO	KL
1	a)	Briefly explain the features of Factories Act 1948.	[6M]		
	b)	Discuss on Contract Labour Act 1970 (Regulation and Abolition).	[6M]		
2	a)	What do you mean by Standing Orders, Act 1946?	[6M]		
	b)	Narrate the merits and demerits of Trade Union Act.1926.	[6M]		
3		Explain about the role and impact of ILO.	[12M]		
4		Explain briefly Workers Compensation Act 1923 and ESI Act 1948.	[12M]		
5	a)	Explain about Philosophy and Principles of Labour Welfare.	[6M]		
	b)	Write an essay on Labour Welfare in India.	[6M]		
6		Discuss the Role, Status and functions of Welfare Officers.	[12M]		
7		Explain the Role of Social Work in Indian Industries in detail.	[12M]		

PART-B

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

8		CASE STUDY:	Marks	CO	KL
		Suresh, a workman in the Fire and Safety Department of a manufacturing unit of a factory is addicted to alcohol. He has been warned many times for coming on duty in an inebriated state. He has been served charge-sheet and awarded punishment. Still there was no improvement in his chronic absenteeism. He is also deeply in debt and hardly takes a couple of hundred rupees as his take home salary. Instead of resorting to progressive punishment, the management, with the help of a social worker, counseled him and also made house visits and contacted his family members. Finally, he was sent to a hospital which specialized in dead diction. His three months of treatment in the hospital was considered as special leave with wages which were paid to the family members. The company bore the entire hospital expenses. After discharge from hospital, Suresh resumed his work. There are no more complaints about him. His performance is satisfactory. During her regular visits, the social worker received satisfactory reports about Suresh from his family members. In fact they were grateful to the company for saving their family from certain destitution. **Questions:** 1. In these fast-paced times, is it possible for any management to stretch that far to reform a person?	[12M]		

		2. Is it obligatory on the part of the management to take care of a workman beyond his working hours? What did the management achieve by his action?			
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PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE
(AUTONOMOUS)
MBA IV SEMESTER END SUPPLEMENTARY EXAMINATIONS, SEPT - 2023
MANAGEMENT OF CHANGE AND DEVELOPMENT
(Human Resource 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 in Part-A (5X12=60M)

Q.No.		Questions	Marks	CO	KL
1	a)	Define Change Management? Explain the nature and types of Change?	[6M]		
	b)	Distinguish between Change as transformation and Change as turnaround?	[6M]		
2		What do you mean Learning Organization? Narrate the strategies to build a learning organization?	[12M]		
3		Explain in detail Person-focused and Role-focused Organization Development interventions?	[12M]		
4		Discuss the challenges to OD practitioners in Indian organizations	[12M]		
5		Explain the change in Labour Management relations and its impact in the Post Liberalized India.	[12M]		
6		What are the changes in the Legal Framework of Collective Bargaining and Productivity Bargaining?	[12M]		
7	a)	What are the types of Teams? Explain the characteristics of Virtual Team	[6M]		
	b)	What do you mean Group thinking as a Decision making process?	[6M]		

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

8		CASE STUDY:	Marks	CO	KL
		Amos was the best student of a premier business school. He secured final placement through the college placement cell in a leading sales and marketing company in Pune. He joined the company, settled in well, came up with innovative ideas which were recognized and implemented. He was the best employee in the organization from day one. His performance was excellent and he was well accepted by his colleagues and seniors. He was achieving the targets very well and also helping his colleagues. Mr. Anand was his immediate boss and he was very happy with Amos's performance. Mr. Anand gave him an excellent hike in his salary after completion of his probation period of one year. Amos enjoyed working in Mr. Anand's department. He liked the open culture and freedom provided by the company. He felt lucky to work with a company having such a wonderful culture.	[12M]		

But he started facing a problem when Mr Anand was promoted and transferred to Mumbai office and the new boss Mr Vivek Kumar took charge. Mr Kumar did not give any freedom to the staff. He had a control and command style of managing the team. He micro-managed which was not liked by anybody at the Pune office. He monitored employees on an hourly basis and even shouted at them every now and then. He wanted employees to report to him several times in a day which was different from keeping him informed.

With such an environment, everyone in the Pune branch was demoralized and not performing well. Mr Kumar targeted Amos as he tried to give some suggestion in a meeting. He shouted at him in the presence of all employees in the meeting. On the same day, Amos resigned from the company. Many employees like Amos left the Pune branch.

After two years of working with another organization, Amos once again want to join the Pune branch of his earlier company in a larger role and at a more senior positon, as he has got to know that Mr. Anand is back again as Branch Head in Pune.

Questions :
1. Why does Amos want to come back to the same company?
2. What was the role of HR in the above mentioned situation?
3. If you were Amos, what would you do?

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PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE
(AUTONOMOUS)
MBA IV SEMESTER END SUPPLEMENTARY EXAMINATIONS, SEPT - 2023
MULTI MODE TRASPORT SYSTEM
(Logistic 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 in Part-A (5X12=60M)

Q.No.		Questions	Marks	CO	KL
1	a)	Explain the Impact of transportation on the society?	[6M]		
	b)	List the different elements components of transport in India and explain.	[6M]		
2	a)	Write about Comprehensive transport planning?	[6M]		
	b)	What is the system approach to transport planning?	[6M]		
3	a)	Elaborately discuss about transport documentation?	[12M]		
4	a)	How to measure the domestic and international transportation costing.	[12M]		
5	a)	What are the current issues and practices of global transportation?	[6M]		
	b)	Explain stopping in transit and transit privileges?	[6M]		
6	a)	Explain the Role of Transport managers, Fleet managers and Facilities managers in Operations Management and Infrastructure Management?	[12M]		
7	a)	Elaborate about Line Haul services?	[6M]		
	b)	What is environmental mapping?	[6M]		

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

8		CASE STUDY:	Marks	CO	KL
		Multimodal transport system is an international through-transport combination with various combinations of modes. The modes may be related to transport vehicles or service operators. The modes of transport may be such as ship, rail, truck, aero plane, car, tram etc. The service modes may be such as public/private operating agencies. Thus, multimodal transport system relates to a single trip consisting of combination of modes between which the consignment has to make a transfer. The transportation of consignment from the origin i.e., shipper's door to the destination i.e., consignee's door will be taken up by a single contract. The Contractor manages and co-ordinates the total task and ensures responsibility for safe custody of consignment. The system also ensures continuous movement of the goods along the best route by the most efficient and cost-effective means. The system also involves simplified documentation. Further, the term 'Intermodal transport' is also used synonymously with 'multimodal transport' and thus, used in the context of movement of goods from origin to destination. These two terms have very similar meanings, i.e. the	[12M]		

| | | transportation of goods by more than one mode of transport and a through freight rate. Figure display multimodal transport system with several modes of transport.

    a.   Figure out multimodal transport system with several modes of transport
    b.   How the contactor responsible for safe custody of consignment | | | |
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PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE
(AUTONOMOUS)
MBA IV SEMESTER END SUPPLEMENTARY EXAMINATIONS, SEPT - 2023
TAXATION
(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 in Part-A (5X12=60M)

Q.No.		Questions	Marks	CO	KL
1		Write short notes on any three of the following: A) TDS u/s 194H B) Rectification u/s 154 C) Who is required to follow Income Computation and Disclosure Standards (ICDS) D) Intimation [Sec. 143(1)]	[12M]		
2	a)	Brief out Concepts of Tax Avoidance with suitable examples.	[6M]		
	b)	Explain Self-assessment .Taxation procedure.	[6M]		
3	a)	Comment on Inter-State Vs Intra-State Stock Transfers [IGST-SGST].	[6M]		
	b)	What is GST council? Explain the structure, Powers and Functions of GST council.	[6M]		
4	a)	Differentiate between Regular Tax payer and composition tax payer.	[6M]		
	b)	Briefly write about Procedure for GST Registration.	[6M]		
5		Explain any Three from the following: A) Bilateral Tax Treaties. B) Tax Reliefs and Rebates in India. C) Tax Havens. D) Tax Incentives.	[12M]		
6		Mrs. Sharma has furnished the following information: Business income Rs. 1, 30,000/- Income from house property Rs. 80,000/- Capital Gains (Long Term) Rs. 40,000/- Capital Gains (Short Term) Rs. 20,000/- Income from other sources Rs. 15,000/- Deposit in PPF Rs. 10,000/- She pays Rs. 5,000/- p.m. as rent for his residential accommodation in Delhi. Assuming, she or her family has no other residential accommodation, calculate deduction allowable u/s 80G to Mrs. Sharma for the relevant assessment year	[12M]		
7	a)	What are the different prepaid taxes deducted while determining the net tax liability of an individual?	[3M]		
	b)	When is TDS deductible u/s 194A? What is the rate of TDS under this section?	[3M]		
	c)	On which supplies is the IGST applicable?	[3M]		

| | d) | Who can claim the deduction U/S 80DD and what is the maximum limit of deduction? | [3M] | | |

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

8		CASE STUDY:	Marks	CO	KL
		Ms. Suparna Roy (Age 46 yrs), a resident individual of India, finished the following details of her income during the Previous year 2018 –19. Compute her Total Income and tax payable for the Assessment year 2019 –20. •Gross salary Rs. 5,01,000 (Professional Tax paid Rs. 2,000). •Income from Business owned by her Rs. 2,00,000 and Allowable expenses Rs. 1,20,000. •Received family pension Rs. 10,000 p.m. w.e.f. 1.04.2018. •Long term Capital gain on sale of building Rs. 80,000. •She received her share of income from Hindu Undivided Family (HUF) as member Rs. 40,000. •She deposited to PPF Rs. 80,000 during the year .•Donation to National Defence Fund Rs. 25,000. •Repayment of house building loan taken from HDFC Bank (purchased during 2018 –19) Rs. 2,50,000 (of which Rs. 50,000 is for principal repayment). Paid premium on Mediclaim Insurance Policy on own health by cheque Rs. 16,000.	[12M]		
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PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE
(AUTONOMOUS)
MBA IV SEMESTER END REGULAR EXAMINATIONS, SEPT – 2023.
ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING
(System 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 in Part-A (5X12=60M)

Q.No.		Questions	Marks	CO	KL
		UNIT-I			
1.	a)	Define Artificial Intelligence (AI) and explain its significance in modern society. Discuss how AI differs from traditional computing approaches.	[6M]	1	2
	b)	Discuss the concept of rationality in AI decision-making. With examples explain how rationality differs from intelligence?	[6M]	1	2
		OR			
2.	a)	Explain A* algorithm, including the cost function and heuristic function.	[6M]	1	2
	b)	Explain the Greedy Best First Search algorithm in the context of informed search strategies. How does it use heuristic information to guide the search?	[6M]	1	2
		UNIT-II			
3.	a)	Explain the key components of a Convolutional Neural Network (CNN) architecture used for image classification.	[6M]	2	2
	b)	Explain the architecture of Long Short-Term Memory (LSTM) networks and how they address the issues of vanishing gradients and capturing long-term dependencies in sequential data.	[6M]	2	2
		OR			
4.	a)	Discuss the data preprocessing steps and evaluation metrics commonly used in time series forecasting tasks.	[6M]	2	2
	b)	Describe how neural networks, including RNNs and LSTMs, can be used for time series forecasting	[6M]	2	2
		UNIT-III			
5.	a)	Explain the key components that make up a machine learning system and how they work together to make predictions or decisions.	[6M]	3	2
	b)	Compare and contrast k-medoids, k-mode, and density-based clustering approaches. Discuss their strengths and weaknesses, as well as scenarios in which each method is preferred.	[6M]	3	2
		OR			
6.	a)	Define clustering in machine learning and its applications. Explain the role of distance measures in clustering algorithms.	[6M]	3	2
	b)	Discuss common distance measures like Euclidean distance and cosine similarity, and how they influence clustering outcomes.	[6M]	3	2
		UNIT-IV			
7.	a)	Explain the Naïve Bayes classifier and its underlying assumptions. How does it estimate probabilities for classification?	[6M]	4	2

|					
	b)	Explain the concept of ensemble methods in classification. Discuss how bagging and boosting methods influence the bias and variance of individual models	[6M]	4	2
		OR			
8.	a)	Explain the concept of Support Vector Machines (SVM) and their use as linear learning machines. Discuss how SVM constructs a decision boundary in feature space.	[6M]	4	2
	b)	Describe XGBoost and its significance in machine learning competitions and real-world applications. Discuss the key features that make XGBoost a popular choice for boosting ensemble methods.	[6M]	4	2
		UNIT-V			
9.	a)	Explain what Association Rule Mining is and provide examples of its applications in various domains, such as market basket analysis and recommendation engines.	[6M]	5	2
	b)	Compare and contrast association analysis with classification in machine learning.	[6M]	5	2
		OR			
10.	a)	Explain the concept of FP-trees (Frequent Pattern trees) in association rule mining. How do FP-trees improve the efficiency of mining frequent item sets compared to the Apriori algorithm?	[6M]	5	2
	b)	Discuss the concept of interestingness in the context of association rules. What criteria are commonly used to evaluate the interestingness of discovered rules?	[6M]	5	2

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

11		CASE STUDY: Predicting vehicle failures before they happen via connected modem data with Ford. (A case study by KORTICAL)	Marks	CO	KL
		Predicting failures before they impact the consumer is a holy grail for large OEMs like Ford. With cars transmitting an extensive array of sensor data, they were keen to recognize if machine learning applied to connected modem data could predict which vehicles were imminently at risk of specific equipment failures prior to a breakdown. They engaged Kortical to apply our knowledge of artificial intelligence and predictive algorithms along with our highly efficient AI Cloud platform to help Ford prove if applying machine learning predictive maintenance to this real time data, would deliver time and ultimately cost savings for their customers. The imperative for change Ford's commercial vehicle fleets afford the support for many businesses, both small and large. Lowering maintenance downtime denotes a huge advantage for these clients, since many of their employees cannot work while their vehicle is in for service. The business case Kortical helped Ford solve, involved decreasing the downtime of the Ford Transit vehicles, with scheduled maintenance vs reactive maintenance. By using AI applied to vehicle modem data, we were able to detect certain failures before they had fully manifested, this meant Ford could send the appropriate spare parts to the nearest dealer and preemptively book in a session.	[10M]	3	4

The payoff for the customer was that instead of a vehicle being in the mechanics for 24 hours while they waited for parts to arrive, it could instead be serviced within 3 hours and save 21 hours of downtime.

If economics made sense, we could use the model for preemptive maintenance to proactively fix parts that were predicted to fail in the future but were not yet imminent. This works well for cheaper parts, where the overheads of the service are a significant portion of the costs. As well as the operational cost savings, there is less fleet downtime for the vans.

Dealers could also anticipate and schedule servicing slots more effectively, since they had an advanced warning of upcoming demand. Smart scheduling, for greater operational efficiency, was an internal major pain point this predictive maintenance technology could unlock.

Concept Solution Design
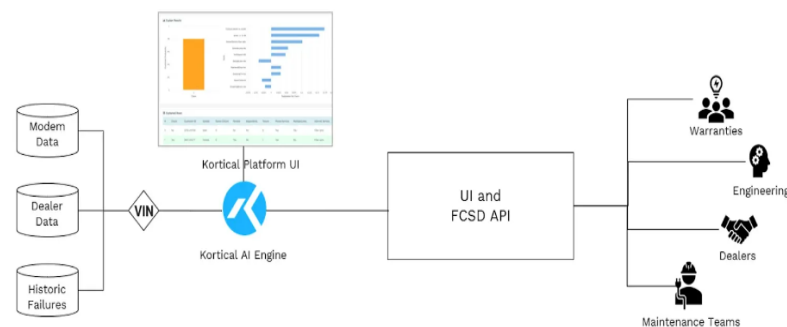
The predictive maintenance solution.

While the connected vehicle data already contained many hand crafted features known as DTCs (Diagnostic Trouble Codes), when used in isolation these DTCs produced an unacceptably high false positive rate. This is because a DTC becomes activated given certain conditions in the engine based on sensor data but it is not able to understand the broader context, such as other issues which could be causing these readings. For example certain issues with the battery will cause certain other DTCs to fire incorrectly, since low voltage causes conditions similar to other failure modes.

By using machine learning to interpret the full set of DTC data and also to take into account broader contexts such as recent repairs, build numbers and vehicle metadata, we were able to achieve a much lower false positive rate for any given issue than was achievable simply using the DTC alone. For a subset of 22% of failure cases, we were highly accurate 10 days in advance of the failure fully manifesting and so enabling the predictive maintenance business case.

1. What is the main objective of Kortical's collaboration with Ford in this project?
2. What types of data are collected through the connected modems installed in Ford vehicles?
3. How are the predictions from Kortical's models integrated into Ford's operations and maintenance processes? Can You suggest any better way for the process?
4. How scalable is the predictive system to handle a large fleet of Ford vehicles? What is the return on investment (ROI) for implementing this technology?

		5. How do Ford and Kortical envision the future of predictive maintenance in the automotive industry? Suggest any better predictive methods for the automobile Industry.			
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PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE
(AUTONOMOUS)
MBA IV SEMESTER END REGULAR EXAMINATIONS, SEPT - 2023
CYBER LAWS AND SECURITY
(Systems 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 in Part-A (5X12=60M)

Q.No.	Questions	Marks	CO	KL
	UNIT-I			
1.	Define Computer security and explain threats to security	[12M]	1	2
	OR			
2.	Analyze Government requirements for information protection	[12M]	1	2
	UNIT-II			
3.	What is orange book and how it works?	[12M]	2	2
	OR			
4.	Outline the process of secure system planning and administration	[12M]	2	2
	UNIT-III			
5.	Describe importance of asset classification policy	[12M]	3	2
	OR			
6.	Explain about Tier 1 and Tier 3 policies in cyber securities	[12M]	3	2
	UNIT-IV			
7.	Discuss employees' responsibilities in information security	[12M]	4	2
	OR			
8.	Examine the tools and techniques of information security	[12M]	4	2
	UNIT-V			
9.	Define Human security and explain various types of human securities	[12M]	5	2
	OR			
10.	Distinguish between organizational security and human security	[12M]	5	2

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

11	**CASE STUDY:**	Marks	CO	KL
	Tampering with Computer Source Documents A person who knowingly or intentionally, conceal (hides or keeps secret), destroys (demolishes or reduces), alters (change in characteristics) or causes another to conceal, destroy, and alter any computer source code used for a computer, computer program, computer system or computer network, when the computer source code is required to be kept or maintained by law is punishable. For instance, hiding the C.D.ROM in which the source code files are stored, making a C file into a CPP File or removing the read only attributes of file.	[10M]	1	3
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PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE
(AUTONOMOUS)
MBA IV SEMESTER END REGULAR EXAMINATIONS, SEPT - 2023
DIGITAL MARKETING
(Marketing 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 in Part-A (5X12=60M)

Q. No.:		Questions	Marks	CO	KL
		UNIT-I			
1.	a)	Briefly explain the current approaches to advertising?	[6M]	1	2
	b)	How Digital Marketing is adding value to business? Explain how a company evaluates cost effectiveness of digital strategies.	[6M]	1	3
		OR			
2.		Evaluating the Indian Digital Marketing?	[12M]	1	4
		UNIT-II			
3.		Illustrate the Impact of Social Media Marketing in Business?	[12M]	2	3
		OR			
4.	a)	What is Pay per click advertising? Explain it?	[6M]	2	2
	b)	Explain the meaning of Augmented Reality? Explain the features of Mobile Marketing.	[6M]	2	2
		UNIT-III			
5.		Describe the e Role of SEO in Digital Marketing?	[12M]	3	2
		OR			
6.	a)	Explain the importance of web design in digital marketing strategy?	[6M]	3	2
	b)	Illustrate key metrics of Web Analytics.	[6M]	3	3
		UNIT-IV			
7.		Explain different types of the E-commerce Business Models?	[12M]	4	2
		OR			
8.		Explain different types of Internet marketing strategies?	[12M]	4	2
		UNIT-V			
9.		What are the Challenges of new media in Digital Marketing?	[12M]	5	2
		OR			
10.		Describe Crowd Sourcing? Explain its advantages.	[12M]	5	2

PART-B

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

11	CASE STUDY:	Marks	CO	KL
	There are very few logos as recognizable as the double-G of Gucci. As a brand that's just celebrated its 100 - year anniversary, it has high-profile customers and enthusiastic advocates that raise its profile through stylistic user-generated content.	[10M]	3	4

But what's most interesting about Gucci is how it evolved to be a luxury brand leader. From humble Italian beginnings, it focused on innovation and reinvention to become a powerhouse that set a blueprint for the fashion industry. With a focus on the young generation and a move away from fashion industry traditions (to offer pieces from past seasons and abandon set summer/fall collections), Gucci uses clever digital marketing strategies and has been an early adopter of technologies to draw in new and existing customers.

Questions:

1. How did a family-run fashion house evolve to become a global digital brand?
2. What can we learn from Gucci's marketing success?

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PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE
(AUTONOMOUS)
MBA IV SEMESTER END REGULAR EXAMINATIONS, SEPT – 2023.
ECONOMETRICS AND BUSINESS FORECASTING
(Business Analytics 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 in Part-A (5X12=60M)

Q.No.	Questions	Marks	CO	KL
	UNIT-I			
1.	Differentiate between Econometrics and Statistics?	[12M]	1	3
	OR			
2.	Write an essay on Empirical study?	[12M]	1	2
	UNIT-II			
3.	What is Orderly Least Square (OLS) Explain?	[12M]	2	1
	OR			
4.	Discuss the effect of inclusion of irrelevant and exclusion of relevant variable models?	[12M]	2	4
	UNIT-III			
5.	Explain the autocorrelation function of stationary time series models?	[12M]	3	2
	OR			
6.	Describe co-integration and Error Correction models of time series?	[12M]	3	4
	UNIT-IV			
7.	Explain some of First generation forecasting models?	[12M]	4	2
	OR			
8.	What is Covariance Stationarity? Give an example of a stationary time	[12M]	4	1
	UNIT-V			
9.	What is Partial Autocorrelation Function (PACF) Explain?	[12M]	5	1
	OR			
10.	Explain about Nelson Combination method? Granger Ramanathan Combination Methods of Forecasts.	[12M]	5	2

PART-B

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

11	CASE STUDY:	Marks	CO	KL
	a) Explain Exponential Smoothing for business forecasting with a real-life problem.	[4M]	2	5
	b) Given the forecast demand and actual demand for 10-foot fishing boats, compute the tracking signal and MAD; relating to forecasting error.	[6M]	4	

Year	1	2	3	4	5	6
Forecast Demand	78	75	83	84	88	85
Actual demand	71	80	101	84	60	73

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PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE
(AUTONOMOUS)
MBA IV SEMESTER END REGULAR EXAMINATIONS, SEPT - 2023
FINANCIAL DERIVATIVES
(Finance 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 in Part-A (5X12=60M)

Q.No.		Questions	Marks	CO	KL
		UNIT-I			
1.	a)	What is derivatives? List the features of derivatives.	[6M]	1	2
	b)	Explain the significance of Indian derivatives market in the growth of Indian economy.	[6M]	1	3
		OR			
2.	a)	List various types of Financial Derivatives.	[6M]	1	2
	b)	List the functions of financial Derivatives.	[6M]	1	2
		UNIT-II			
3.	a)	Write difference between Futures and forwards.	[6M]	2	3
	b)	Explain the mechanism of buying and selling of futures. With examples.	[6M]	2	3
		OR			
4.	a)	Brief the hedging concept in financial derivatives. With examples.	[6M]	2	3
	b)	What is forward contracts? Explain with example.	[6M]	2	2
		UNIT-III			
5.	a)	Illustrate how an interest rate swap can be used by the firms to extract the benefit. Indicate the maximum benefit that can be extracted through such an arrangement.	[6M]	3	2
	b)	List the features of SWAPS.	[6M]	3	2
		OR			
6.	a)	Explain the Mechanics of interest rate swaps with example.	[6M]	3	3
	b)	Explain the significance of VAR in valuation of SWAPS.	[6M]	3	2
		UNIT-IV			
7.	a)	How can the options be used to create (a) a bull spread and (b) a bear spread?	[6M]	4	3
	b)	Explain carefully the difference between selling a call option and buying a put option.	[6M]	4	3
		OR			
8.	a)	List the factors affecting option pricing.	[6M]	4	2
	b)	Explain the types of options.	[6M]	4	2
		UNIT-V			
9.	a)	List any ten commodities which are traded in Commodities market.	[6M]	5	2

	b)	Explain the Settlement process in commodities market.	[6M]	5	2
		OR			
10.	a)	Outline the process of margin in commodities market with example.	[6M]	5	2
	b)	Forward Market Commissions and regulation.	[6M]	5	2

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

11		CASE STUDY:	Marks	CO	KL
		A stock is currently trading at Rs 150. A Dividend of Rs 5 per share is expected to be paid in the next 12 days. The volatility on the stock prices is 33% per annum. The risk-free rate of interest on continuous compounding basis is 5.25%. (i) Using Black Scholes Option pricing model, calculate the 21-day expiry call option & put option price with strike price of Rs 140.	[10M]	4	4
		******			

R21

PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE
(AUTONOMOUS)
MBA IV SEMESTER END REGULAR EXAMINATIONS, SEPT - 2023
HR 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 in Part-A (5X12=60M)

Q.No.		Questions	Marks	CO	KL
		UNIT-I			
1.		Explain the concept of HR Analytics and write about The Third Wave for HR Value creation?	[12M]	1	2
		OR			
2.		Write about the Lean Organization (System) and the challenges of HR in the System	[12M]	1	2
		UNIT-II			
3.		Illustrate the Current approaches to measuring HR & Write about the Strategic HR Metrics Vs Benchmarking?	[12M]	2	2
		OR			
4.		Discus the HR Maturity Framework from Level 1 to Level 5 and also write in detail about LAMP and HCM -21 Frameworks?	[12M]	2	6
		UNIT-III			
5.		Write in brief about the concepts of HR Analytics, Analytic Value Change and Analytical Model?	[12M]	3	2
		OR			
6.		Bring out an insight into Data driven HRA?	[12M]	3	2
		UNIT-IV			
7.		Define Metrics and Enlist the types of Data along with difficulties in obtaining Data?	[12M]	4	1
		OR			
8.		Elucidate the statistical Software Used for HR Analytics?	[12M]	4	2
		UNIT-V			
9.		How to link HR Data to Operational Performance and how to find money in Analytics?	[12M]	5	2
		OR			
10.		What is an HR Scorecard and Enlist the guidelines for implementing an HR Scorecard?	[12M]	5	1

PART-B

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

11		CASE STUDY:	Marks	CO	KL

		Most leading employers rely on very similar complex assessment test in their recruitment processes. This leads to disengagements amongst candidates and high drop – out rates. Rolls- Royce enlisted Aon to help them reduce their drop- out rate by implementing a much shorter, more engaging assessment that reliably identifies the most talented and high - potential candidates. With this improved and refreshing experience, Rolls- Royce managed to increase the registration for their online tests from 74% to 96% for their '' business stream' application and from 81% to 95% for their 'engineering stream' applicants. Overall, 98% of applicants that registered for online tests completed all of them. Answer the following :- 1) What causes employers to have disengagements and high drop- out rates? 2) Do you think Rolls -Royce could make a difference with HR analytics? 3) Enlist the techniques under HR analytics which establish questions in tests? 4) How do you relate the current case to the concept of HR analytics?	[10M]	4	2
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Code No: PP21MBE12

HALL TICKET NUMBER

R21

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)

Q.No.	Questions	Marks	CO	KL
	UNIT-I			
1.	Explain the need and scope of HRD?	[12M]	1	2
	OR			
2.	Discuss about HRD functions, its importance in today's organization?	[12M]	1	3
	UNIT-II			
3.	Illustrate the training and development methods in HRD?	[12M]	2	2
	OR			
4.	Explain about Identification of HRD needs and evaluation of HRD programmes?	[12M]	2	3
	UNIT-III			
5.	Explain the Design and implementation of formal-mentoring programmes?	[12M]	3	2
	OR			
6.	What is mentoring? Explain its significance and roles and responsibilities of mentor?	[12M]	3	2
	UNIT-IV			
7.	What is career planning and explain the process of career planning	[12M]	4	3
	OR			
8.	Explain about stress? What are the stress management programmes in organizations?	[12M]	4	3
	UNIT-V			
9.	Illustrate the concept HRD Audit?	[12M]	5	2
	OR			
10.	Discuss about future of HRD and HRD ethics in organization?	[12M]	5	2

PART-B

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

11	CASE STUDY:	Marks	CO	KL
	Perrier may well be the iconic brand in the world of mineral waters. The origins of the Perrier company can be traced to 1898 when a local doctor, Louis – Eugene Perrier, bought the mineral water source near Vergeze, France. The company grew steadily but demand really escalated in the late 1980s when it became highly fashionable. At its peak (1989) Perrier sold 1.2 billion bottles, almost half to consumers in United States. The boom years	[10M]	2	3

were good for the Perrier workers. In 1990, the finding of a minute trace of benzene in a bottle led to the collapse of US sales. By 1992, annual output was halved and the company was close to bankruptcy. At this point it was bought for $2.7 billion by Nestle, the world's largest food company. In 2003 its pretax profit on $300 million sales was only 0.6% compared with 10.4% for the Nestle Waters division overall. In 2004 it again recorded a loss.

The Perrier factory is on a 234 – acre site on the Mediterranean coastal plain near Nimes. Perrier employees work a 15 – hour week and earn an average annual salary of $32,000 which is good for this part of France and relatively high for this industry. However, the average Perrier worker produces only 600,000 bottles a year compared with 1.1 million bottles at Nestle's two other international brands (Vittel and Contrex. Relations between management and workers was not good. Almost all of Perrier's 1,650 workers belong to the CGT, a union that is viewed by the management as consistently resisting Nestle attempts to improve Perrier's financial performance. Jean – Paul Franc, head of CGT at Perrier sees the company's plan to cut 15 percent of its workforce he protests, "Nestle can't do whatever it likes". When in 2004, Danone launched a new product that was designed to directly compete with Perrier's new super – bubbly brand. The Danone put its bottles in the factory cafeteria of Perrier to emphasize the point to Perrier employees that they were involved in a head – to – head battle. The act was not well received.

Questions.

a). Identify the key elements of the resistance to change described in the situation.

b). Construct a change management strategy for dealing with the situation. In so doing, identify what approach (es) to managing resistance you recommend and provide a clear justification for your choice.

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Code No: PP21MBT17

R21

HALL TICKET NUMBER

PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE
(AUTONOMOUS)
MBA IV SEMESTER END REGULAR EXAMINATIONS, SEPT - 2023
INTERNATIONAL 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)

Q.No.		Questions	Marks	CO	KL
		UNIT-I			
1.		Define International Business? Examine the changing environment of IB?	[12M]	1	3
		OR			
2.		Describe the theories of International Busine2ss?	[12M]	1	2
		UNIT-II			
3.		Discuss the basic concepts relating to Foreign 3Exchange Markets?	[12M]	2	2
		OR			
4.		What are the factors affecting on Exchange 2Rates?	[12M]	2	3
		UNIT-III			
5.		Explain the role of IMF? State its features?	[12M]	3	3
		OR			
6.		What is Economic Integrations? State the Role of World Bank & WTO?	[12M]	3	3
		UNIT-IV			
7.		Write a note on Staffing function in any Multi National Company?	[12M]	4	2
		OR			
8.		Distinguish between Indian and International Labour Relations?	[12M]	4	3
		UNIT-V			
9.		Define Global Market? What is Global Marketing Segmentation?	[12M]	5	2
		OR			
10.		Elucidate International Product Life cycle?	[12M]	5	3

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

11		CASE STUDY:	Marks	CO	KL
		Indian leather export, an important foreign exchange earner for the country, has been reportedly hit hard by the decision of some major US retail chains like Eddie Bauer, LL Bean, Timberland and Casual corner and a German company Bader to boycott leather goods form India in protest against the ill-treatment of animals here. This move came shortly after a decision by global retail chains Gap, Marks & L.Spencer, Liz Claiborne and J. Crew not to buy Indian leather goods. This development has a lot to do with the lobbying by the US-based animas rights group People for Ethical Treatment of Animals (PETA) for a ban on leather goods from India by documenting	[10M]	5	4

evidence of cruelty to animals killed for making leather. It has been reported that the overseas firms have officially communicated to the Indian outfit of PETA that they will not be sourcing leather products from India until there is strict enforcement of animal protection laws. Following this, the Mumbai-based Teja Industries, the official supplier of leather goods for Marks & Spencer in India , started outsourcing leather from other countries to manufacture products for the global chain,

Questions:

1. In the light of the above, discuss the implications of social activist groups for business
2. With reference to this case discuss the failure of the Governments, Council for Leather Exports and the leather Industry and the lessons of this case.
3. What should the Governments, Council for Leather Exports and the leather industry do to overcome the problem?

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PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE
(AUTONOMOUS)
MBA IV SEMESTER END REGULAR EXAMINATIONS, SEPT - 2023
LABOR WELFARE & LEGISLATION
(Human Resource 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 in Part-A (5X12=60M)

Q.No.		Questions	Marks	CO	KL
		UNIT-I			
1.	a)	Explain the various health and safety measures under the Andhra Pradesh Shop and Establishment act.	[6M]	1	2
	b)	Explain the salient features of Plantation Labor Act, 1951.	[6M]	1	2
		OR			
2.	a)	What is the concept and components of Contract Labor Act 1970?	[6M]	1	1
	b)	Enumerate the principle welfare facilities to be provided in factory under the Factories Act, 1948.	[6M]	1	3
		UNIT-II			
3.	a)	What is dispute?	[6M]	2	2
	b)	Discuss the grievance redressal mechanism.	[6M]	2	3
		OR			
4.	a)	Explain salient features of Trade Unions Act, 1926.	[6M]	2	2
	b)	What is compensation?	[6M]	2	1
		UNIT-III			
5.	a)	What are different types of wages?	[6M]	3	1
	b)	Explain the factors that influence in fixation of wages.	[6M]	3	2
		OR			
6.	a)	Explain scope of Payment of Bonus act, 1965.	[6M]	3	2
	b)	What are rights of the employee under the payment of Gratuity Act, 1972?	[6M]	3	1
		UNIT-IV			
7.	a)	Explain qualifications and functions of Labour Welfare Officer.	[6M]	4	2
	b)	What are principles of labour welfare?	[6M]	4	1
		OR			
8.	a)	What is the impact on Indian Constitution on labour?	[6M]	4	1
	b)	Nature of family counseling and Explain how it will be done.	[6M]	4	2
		UNIT-V			
9.		What are extra mural and intra mural labour welfare programmes.	[12M]	5	1
		OR			
10.		Discus the role of Social work in industry.	[12M]	5	3

11		CASE STUDY:	Marks	CO	KL
		Star ready-made garment company has 2500 women employees. Women workers are not provided with minimum amenities like toilet, and canteen facilities. Some pregnant women have applied leave for 3 months. The company refuses to provide maternity benefits to the women workers in the factory. The company does not pay adequate wages to the employees. There is neither social security nor provident fund and employee insurance. Equal pay for equal work is not there is the organization and the equality of justice is totally ignored. Lot of exploitation of women is prevailed in the organization in several angles. Working lunch is to be purchased exorbitant prices. The women are demoralized and frustrated with the attitude of management of the company. Quality and production in the company suffered a setback. Women are planning to quit the company. Questions: (a) What are the welfare measures to be provided by the company? - 2M (b) Discuss the labour legislation, which are not followed in the company. - 3M (c) What quality retention methods should be initiated by the company to retain the quitting employees? - 5M	[10M]		4
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PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE
(AUTONOMOUS)
MBA IV SEMESTER END REGULAR EXAMINATIONS, SEPT - 2023
SUPPLY CHAIN MANAGEMENT AND ANALYTICS
(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)

Q.No.	Questions	Marks	CO	KL
	UNIT-I			
1.	What are supply chain drivers? Discuss about supply chain strategy?	[12M]	1	2
	OR			
2.	Define Supply Chain Management and write the basics & objectives of Supply Chain Management.	[12M]	1	3
	UNIT-II			
3.	Explain the Supply Chain Analysis and Its types.	[12M]	2	2
	OR			
4.	Discuss about strategic Network planning system in detail?	[12M]	2	2
	UNIT-III			
5.	Explain the Travelling Salesman Algorithm.	[12M]	3	3
	OR			
6.	What is deficit function approach and linking algorithm?	[12M]	3	2
	UNIT-IV			
7.	Importance of CRM and Characteristics of CRM. Fuzzy logic and	[12M]	4	2
	OR			
8.	Differentiate between CRM and SCM? What is value addition in SCM?	[12M]	4	2
	UNIT-V			
9.	Define Inventory Management. Write its types and objectives.	[12M]	5	2
	OR			
10.	What is network design in supply chain? Write about alternative channels of distribution?	[12M]	5	2

PART-B

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

11		CASE STUDY:	Marks	CO	KL
		Ace Dairies gives a home delivery service for milk, dairy products and a range of related goods. Roger Smitheram has run the dairy for the past twelve years. His product is a combination of goods (the items he delivers) and services (the delivery and associated jobs he does for customers).At the heart of operations is an information system which contains full details of all Roger's 500 customers, including their regular orders, special orders, where to deliver, how they pay, and so on. Every day the system calculates	[10M]	3	4

the likely sales of all products in two days' time. Roger adds some margin of safety, allows for likely variations and passes his order to Unigate Dairy in Totnes in Devon (about 150 km away). This Unigate depot acts as a wholesaler for milkmen in Wales and the southwest of England. The following evening it delivers to a holding depot in Camborne, and then takes Roger's goods 10 km to a cold store in Hayle. At 5.30 the following morning Roger collects the order from his cold store and starts delivering to customers. This normally takes until 1.30 in the afternoon, but on Fridays he spends more time collecting money and often finishes after 5.00 pm. There are several specific problems facing Ace Dairies. There is, for example, some variation in daily demand, so Roger has to carry spare stock. He cannot carry too much, as dairy products have a short life and anything not delivered quickly is thrown away. Roger aims at keeping this waste down to 2 per cent of sales. There are also problems maintaining a service during holidays, or when Unigate has difficulties with their deliveries. Perhaps Roger's main concern is maintaining his sales over the long term. Demand for doorstep deliveries is declining, as people buy more milk at supermarkets. The number of milkmen in Hayle has declined from ten in 1987 to three in 2002. Most of Roger's customers have been with him for many years, but he generates new custom by canvassing, delivering leaflets, special offers, carrying a range of other products, and so on.

1. Describe the supply chain for milk.

2. Where does Ace Dairies fit into this? What specific activities form the logistics in Ace Dairies?

3. What are the main problems that Ace Dairies has with logistics?

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PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE
(AUTONOMOUS)
MBA IV SEMESTER END REGULAR EXAMINATIONS, SEPT - 2023
SERVICES 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 in Part-A (5X12=60M)

Q.No.		Questions	Marks	CO	KL
		UNIT-I			
1.	a)	"Services are a game of promise marketing"-Discuss.	[6M]	1	2
	b)	Enumerate the Central Government efforts to facilitate the growth of service industry in Economy	[6M]	1	3
		OR			
2.	a)	Explain the unique characteristics of services.	[6M]	1	2
	b)	Discuss on the challenges of issues in service marketing.	[6M]	1	2
		UNIT-II			
3.	a)	Illustrate the service environment with examples.	[6M]	2	2
	b)	Explain the role of TQM in service marketing.	[6M]	2	2
		OR			
4.	a)	List and brief on any one Customer Satisfaction Measurement Technique.	[6M]	2	2
	b)	Evaluate the five dimensions of SERVQUAL.	[6M]	2	3
		UNIT-III			
5.	a)	List down and explain the attributes for services positioning with example.	[6M]	3	2
	b)	Service provider can achieve a competitive advantage with a focus strategy. Evaluate.	[6M]	3	3
		OR			
6.	a)	Explain the key element of service blueprint.	[6M]	3	2
	b)	Evaluate the gap model of service Quality in financial services industry.	[6M]	3	3
		UNIT-IV			
7.	a)	Discuss the zone of tolerance in service industry.	[6M]	4	2
	b)	Brief on the problems in building sustainable service models.	[6M]	4	2
		OR			
8.	a)	Illustrate service design for any one industry.	[6M]	4	2
	b)	Explain the various steps in the research in services with an example.	[6M]	4	3
		UNIT-V			
9.		Discuss the generic dimensions, a customer use to evaluate health care service Quality.	[12M]	5	2

		OR			
10.	a)	Explain in detail about the impact of globalization in tourism industry in India.	[6M]	5	2
	b)	Evaluate the Liberalization of Services in today's world post Covid.	[6M]	5	3

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

11		**CASE STUDY:**	Marks	CO	KL
		Jaideep recently joined as the managing director of Tivori Ltd., an apparel designing Company. He observed that the company had a number of experienced fashion designers on its payroll. They regularly offered useful suggestions which neither appreciated nor rewarded by the company. Instead, the company outsourced the services to some renowned fashion designers and paid them a good compensation for their services. Because of this, the employees felt disheartened and stopped giving useful suggestions. a) Identify the communication barrier discussed above. b) State the category of this communication barrier. c) Explain any other communication barrier of the same category.	[10M]	2	4
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PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE
(AUTONOMOUS)
MBA IV SEMESTER END REGULAR EXAMINATIONS, SEPT - 2023
TAXATION
(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 in Part-A (5X12=60M)

Q. No.		Questions	Marks	CO	K
		UNIT-I			
1.		Explain the meaning and scope of agricultural income. Explain the determination of residential status.	[12M]	1	2
		OR			
2.		What are direct taxes and indirect taxes? Explain the nature and features of direct and indirect taxes.	[12M]	1	2
		UNIT-II			
3.		Distinguish between tax avoidance and tax evasion. Enumerate the general principles regarding tax avoidance.	[12M]	2	3
		OR			
4.		Mr. L purchases the following capital assets: See table below. L dies on 16th August 2021 and as per his will these assets are transferred to his son B. B sells these assets on 10 June 2022 for a total consideration of ₹ 40,00,000 (Gold - ₹ 22,00,0000, House - ₹ 18,00,000). Find out the amount of capital gains chargeable to tax for the assessment year 2022 – 2023.	[12M]	2	2
		UNIT-III			
5.	a)	Discuss the need and functions of the common GST portal.	[6M]	3	3
	b)	List any six state levies, which are subsumed in GST.	[6M]	3	1
		OR			
6.	a)	Composite supply is treated as supply of that goods or services which attracts the highest rate of tax. Examine the validity of the statement.	[6M]	3	3
	b)	Whether goods supplied on hire purchase basis will be treated as supply of goods or supply of services? Give reason.	[6M]	3	3
		UNIT-IV			

Table for Q.4:

	Year of Purchase	Cost (₹)	Fair Market Value on 1st April 2004
Gold	1994-95	70,000	90,000
House	1997-98	2,70,000	1,82,000

7.	a)	In order to be eligible for grant registration, a person must have a Permanent Account Number issued under the income – tax Act, 1961. State on exception to it.	[6M]	4	2
	b)	Can a person without GST registration collect GST and claim ITC.	[6M]	4	2
OR					
8.	a)	Explain the meaning of the term "date of receipt of payment" as per section 13 of the CGST Act, 2017.	[6M]	4	2
	b)	What is the ITC entitlement of a newly registered person?	[6M]	4	2
UNIT-V					
9.	a)	What is MNC? Explain the organizational setup of MNC.	[6M]	5	2
	b)	Describe the tax reliefs and rebates available in India.	[6M]	5	2
OR					
10.		What are tax incentives? Discuss the classification and location of foreign operations of tax incentives.	12M]	5	3

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

11		CASE STUDY:	Marks	CO	KL
		Ms. Nirmala govt. employee submits the following particulars of income and payment for the assessment year 2022- 2023. Basic Salary ₹ 18,500 P.M.; Dearness Allowance ₹ 1,500 P.M.; Warden Ship Allowance ₹ 2,000 P.M.; Examinership Remuneration ₹ 3,700 P.M.; Royalty from Books (Computed) ₹ 80,000; Income from House Property (Computed) ₹ 7,000; Interest on Government Securities ₹ 5,600; Contribution to SPF ₹ 8,000; Contribution to PFF ₹ 45,000. Medical insurance premium on his mother's health (Dependent) ₹ 5,000. Donation to an approved chartable Institution ₹ 40,000. Find out the total income of Ms. Nirmala.	[10M]	1	3
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