

HALL TICKET NUMBER

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**PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE**  
**(AUTONOMOUS)**  
**MBA II SEMESTER SUPPLEMENTARY EXAMINATIONS, AUG-2023**  
**MARKETING MANAGEMENT**  
**(Common to all Branches)**

Time: 3 hours

Max. Marks: 60

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

**PART-A**

Answer any Four questions in Part-A (4X12=48M)

1		Explain the concept of Market, marketing and marketing mix with relevant examples?	12M
2		What is the meaning of segmentation in marketing? Consider an example of Tooth paste manufacturing company and illustrate how segmentation will be done?	12M
3		Differentiate between Advertising and sales promotion? Which are the different modes of maintaining public relations?	12M
4	a.	What are the factors influencing pricing of branded apparel in India?	6M
	b.	What factors necessitate price cuts?	6M
5	a.	What are the different components of Sales force Compensation?	6M
	b.	Explain Sales force Objectives	6M
6		What is the importance of pricing? What is meant by customer perceived pricing? What is its relevance?	12M
7	a.	What are the basic challenges faced by marketing organization?	6M
	b.	Explain the importance of Control of Marketing performance?	6M

**PART-B**

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

8		Case Study		
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	<p>Advertising is an art of making sure the target market receives advertising message and responds in kind. Horlicks has been traditionally targeted at elders. However, about 5 years ago, communication was changed with the introduction of different flavors. The TV commercial had children going around the town, cheering "Epang Opang Jhapang"-a chat without any meaning. However, the TVC showed their mothers deciding on the choice of health drink. Horlicks competitor Complan promised to make the kids taller. Now, Horlicks has gone a step further in promising not only height but a stronger body and a sharper mind. The new campaign for Horlicks gives the kids a motto: Badlo apne bachpan ka size. The new TVC has Darsheel Safary, the child protagonist of Taare Zameen Par, in the lead.</p> <p>Safary and his friends are on a mission to change things they dont like and question age old practices. Is Horlicks taking kids on a rebellious path? The TVC will be supported by print,</p> <p>radio and on ground activities and extended to Horlicks school programs, Whiz Kids Contest. In the late 2008, a legal battle broke out between Glaxo Smith Kline Consumer Healthcare (GSK) and Heinz India over the advertisements of their respective drinks Horlicks &amp; Complan. The advertisements talked about how their respective brand was better than the other. Glaxo Smith Kline (GSK) has re-launched its Horlicks brand in three new flavors on the Indian market, according to reports in the Indian press. GSK has about 75% market share of Indias health drink market with Boost, Viva and Maltova, according to a report from Press Trust of India.</p> <p><b>Questions:</b></p> <p>a) What positioning strategies are adopted by Horlicks?</p> <p>b) What alternative positioning strategies would you suggest for the sustained market share.</p>	12M	
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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE  
(AUTONOMOUS)  
MBA II SEMESTER END REGULAR EXAMINATIONS, AUG - 2023  
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)

Q.No.	Questions	Marks	CO	KL
UNIT-I				
1.	Explain the steps in Research process	[12M]	1	2
OR				
2.	What is Research design? What are its types? Discuss.	[12M]	1	1
UNIT-II				
3.	What is a research Problem? How do you select a research problem and establish research objectives? Illustrate.	[12M]	2	2
OR				
4.	Write a brief note on difficulties in collection of Primary data.	[12M]	2	2
UNIT-III				
5.	Describe the methods of Data Presentation	[12M]	3	1
OR				
6.	How do You determine the Sample Size in Research?	[12M]	3	3
UNIT-IV				
7.	What is the use of t-test, ANOVA, Chi square ( $\chi^2$ ) Test and F- Test in research?	[12M]	4	1
OR				
8.	Explain the Properties of Normal distribution and their applications in hypothesis testing.	[12M]	4	2
UNIT-V				
9.	Discuss the criteria of a good research report.	[12M]	5	2
OR				
10.	What is the Use of SPSS in Data Analysis and Why is it considered Important?	[12M]	5	1

PART-B

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

11	CASE STUDY:	Marks	CO	KL
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	Below are given the yields of wheat per acre:	[10M]	4	4															
	<table border="1"> <thead> <tr> <th rowspan="2">Variety</th> <th colspan="3">Yields in fields per acre</th> </tr> <tr> <th>1</th> <th>2</th> <th>3</th> </tr> </thead> <tbody> <tr> <td>A</td> <td>30</td> <td>32</td> <td>22</td> </tr> <tr> <td>B</td> <td>20</td> <td>18</td> <td>16</td> </tr> </tbody> </table>	Variety	Yields in fields per acre			1	2	3	A	30	32	22	B	20	18	16			
Variety	Yields in fields per acre																		
	1	2	3																
A	30	32	22																
B	20	18	16																
	<p>1. Calculate F and state whether the difference between the yields of two varieties is significant taking 7.71 as the critical value of F at 5% level.</p>																		
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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE  
(AUTONOMOUS)

MBA II SEMESTER END REGULAR EXAMINATIONS, AUG - 2023

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)

Q.No.	Questions	Marks	CO	KL
UNIT-I				
1.	Explain the role of women Entrepreneur in Economic development? Discuss the problems of women entrepreneurs in India.	[12M]	1	2
OR				
2.	Define Entrepreneurship and explain the characteristics and qualities of an Entrepreneur?	[12M]	1	2
UNIT-II				
3.	What is entrepreneurial mobility? Discuss the various factors influencing the mobility of entrepreneurs.	[12M]	2	3
OR				
4.	What is creativity? Explain how creativity impacts on modern Entrepreneurship?	[12M]	2	3
UNIT-III				
5.	Discuss about the feasibility report preparation and evaluation criteria for business plan.	[12M]	3	2
OR				
6.	What is project feasibility? Explain why project feasibility study matters in project?	[12M]	3	3
UNIT-IV				
7.	Define small enterprise and briefly discuss growth strategies for small business enterprises with suitable examples?	[12M]	4	3
OR				
8.	Explain the impact of MSME schemes and policies on small scale Industries of India?	[12M]	4	2
UNIT-V				
9.	Outline the role of Entrepreneurial development Institutes, Universities and other educational institutions in promoting entrepreneurship?	[12M]	5	2
OR				
10.	Explain Impact of IDBI in entrepreneurship development activities?	[12M]	5	2

PART-B

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

11	CASE STUDY:	[10M]	3	4
	<p>Ms. Maheswari, has a degree in robotics and she loves to design products. She started her career in 'Robotech' which uses high end technology in all their products. Her job profile included travelling a lot also. Whenever she travelled she noticed that disabled people have difficulty in maneuvering their wheelchair from one place to another because in some places ramp is not provided and there is no way they can walk up the stairs. She came up with an idea of a wheelchair which can be used on stairs easily. She decided to quit her job and start her own company. She realized that her idea was the first stage in the process of innovation.</p> <p><b>Questions:</b></p> <p>Identify the concept and explain the steps in its process.</p>			
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**PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE**  
(AUTONOMOUS)  
MBA II SEMESTER END REGULAR EXAMINATIONS, AUG - 2023  
FINANCIAL 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
<b>UNIT-I</b>				
1.	Explain the role of financial manager in firms decisions in relation to the present economic conditions.	[14M]	1	2
OR				
2.	Discuss about Time value of money in detail?	[14M]	1	3
<b>UNIT-II</b>				
3.	Discuss in detail about EBIT-EPS analysis?	[14M]	2	3
OR				
4.	Explain any one theory of Capital Structure decisions?	[14M]	2	2
<b>UNIT-III</b>				
5.	Differentiate between NPV and IRR?	[14M]	3	3
OR				
6.	Explain the methods of Capital Budgeting?	[14M]	3	2
<b>UNIT-IV</b>				
7.	Given the following information about sunrise industries ltd. Show the effect of the dividend policy on the market price per share using walter model. EPS – Rs.8, cost of capital – 12%, assume rate of return a) 15% b)10% c) 12%	[14M]	4	3
OR				
8.	Briefly explain about Gordon Model and M M Hypothesis?	[14M]	4	2
<b>UNIT-V</b>				
9.	Write a brief note on operating cycle? Explain importance of current assets and liabilities in the management of working capital?	[14M]	5	2
OR				
10.	How do you estimate the Working Capital Requirements?	[14M]	5	3

**PART-B**

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

11	CASE STUDY:	Marks	CO	KL
	A manufacturing company is considering the establishment of new plant with cash outflow of Rs.500000. expected cash flows before tax (CFBT) are year 1 Rs.150000 Year 2 Rs.200000 Year 3 Rs.200000 Year 4 Rs.150000 Year 5 Rs.125000. scrap value will be zero after its life of 5 years. The company follows straight line depreciation method and pays corporate tax of 25%. Its cost of capital is 8%. Evaluate this proposal by using IRR technique.	[10M]	3	3
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**PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE**  
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MBA II SEMESTER END REGULAR EXAMINATIONS, AUG - 2023  
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
<b>UNIT-I</b>				
1.	List out the roles and responsibilities of HR head of an educational institute.	[14M]	1	1
OR				
2.	List out the difference between the HR head and Public relation officer	[14M]	1	2
<b>UNIT-II</b>				
3.	Explain the role of HRIS in improving the performance of HRM	[14M]	2	2
OR				
4.	Explain the following a. Job enrichment                      b. Job rotation                      c. Job specification	[14M]	2	2
<b>UNIT-III</b>				
5.	What is downsizing? Explain how and when the downsizing is implemented in IT sector.	[14M]	3	3
OR				
6.	Outline the principles of compensation.	[14M]	3	1
<b>UNIT-IV</b>				
7.	What is wage differential explain with the numeric examples?	[14M]	4	3
OR				
8.	List out and explain any four statutory and non-statutory compliances of welfare.	[14M]	4	2
<b>UNIT-V</b>				
9.	List out the work hazards at steel plant and explain the measures to be taken to avoid it.	[14M]	5	2
OR				
10.	Outline the rights and liabilities of registered trade unions.	[14M]	5	2

**PART-B**

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

	CASE STUDY:	Marks	CO	KL
11	Design the HR recruitment policy for a manufacturing company and prepare the job description for the role of HR Auditor.	[10M]	2	3
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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)

Q.No.	Questions	Marks	CO	KL
UNIT-I				
1.	What is Market , Marketing and Marketing Mix	[14M]	1	1
OR				
2.	Explain the concept of Market in Indian Environment	[14M]	1	2
UNIT-II				
3.	What is the process of Segmenting Consumer Markets?	[14M]	2	1
OR				
4.	State the Importance of Market Segments? How is it different from Positioning Strategy	[14M]	2	2
UNIT-III				
5.	Explain Product, Product Mix, and Product Life Cycle?	[14M]	3	2
OR				
6.	How can we select and adopt the price of a new product?	[14M]	3	1
UNIT-IV				
7.	Discuss about Advertising and Sales Promotion in today's business scenario.	[14M]	4	2
OR				
8.	What are the objectives of Sale force?	[14M]	4	1
UNIT-V				
9.	Define Intensive and Selective Distribution? What about Exclusive Distribution?	[14M]	5	1
OR				
10.	Is there any specific strategy for Control of Marketing Performance in Indian Business?	[14M]	5	3

PART-B

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

Q.No.	Questions	Marks	CO	KL
11.	CASE STUDY			

	<p>Harinder began making wooden writing utensils as a hobby until Manpreet recognized Harinder's talent. Manpreet immediately ordered 250 pens and pencils of various styles to be displayed in his shop's showcase. Within three months, the writing utensils were a hit! Harinder had never thought of marketing his talent but Manpreet's enthusiasm and the recent sales were enough to change his mind.</p> <p>With limited resources, Harinder contacted three additional specialty shops within 100 miles. He explained his manufacturing processes and engraving options to each. All three shops' owners placed a trial order. Within two months, just prior to the holiday season, each shop owner placed an additional order. Harinder was ecstatic.</p> <p>"I figured business would slow down after that," Harinder stated, "but in February I was contacted by E Distributors. At that point, I had to make a huge decision about how far I wanted to go with this business."</p> <p>E Distributors provided products for school fundraisers in a server state area. Harinder was offered a two-year contract and immediate inclusion in E's promotional flyer. Harinder accepted the offer and, along with it, the responsibility to produce thousands of wooden pens and pencils. "I had to get a grip on the magnitude of this project!" Harinder added. "I couldn't grow out of control. I was already working to capacity." Harinder decided to place his major focus on the large contract with E Distributors. However, to avoid placing his total emphasis with one customer, Harinder continued nurturing his four previously established accounts without targeting any additional customers.</p> <p>"At this point, I had set up an assembly line in a rented building," Harinder explained. "I had to hire three full-time employees to work the line while I managed the customer orders and purchased materials." Harinder paused. "But I can't take the E Distributors project for granted. It might not always be there. I'll have to have a good alternate plan if that day comes."</p> <p>Discuss Harinders Segmentation, Targeting and Positioning Strategy? In your opinion what alternate marketing plan should Harinder work on?</p>	[10M]	2	2
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