

--	--	--	--	--	--	--	--	--	--

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

I MBA II SEMESTER END SUPPLEMENTARY EXAMINATIONS, JULY– 2024

HUMAN RESOURCE MANAGEMENT

Time: 3 hours

Max. Marks: 60

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

PART-A

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

Q.No.	Questions	Marks	CO	KL
UNIT-I				
1	Explain Managerial and Operative functions of HRM	[12M]	1	2
2	Discuss various Sources of recruitment.	[12M]	2	3
3	Discuss various incentive payment plans?	[12M]	2	3
4.	a) Explain the compensation methods at international level.	[6M]	3	2
	b) What are the different methods of payments?	[6M]	3	2
5.	Explain the different types of performance appraisal methods?	[12M]	3	2
6.	What is job evaluation and how it helps to design right compensation package?	[12M]	4	2
7.	a) What are the various safety mechanisms at work place, discuss?	[6M]	5	2
	b) Explain the different types of employee participation schemes.	[6M]	5	2

PART-B

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

8.	CASE STUDY:	[10M]	5	4
	Aadhishwar usually comes to work in a drunken state. On one such occasion his immediate supervisor sent him home with another man, intending to speak to him later when he is sober. Next day, once again under the influence of alcohol, Aadhishwar picked up a high pressure hose and throw it on the face of his supervisor. The company dismissed him for intoxication, insubordination, assault with a deadly weapon and violation of company rules and regulations. The union did not deny the rude behavior of Aadhishwar. However, it pointed out that (a) he was having trouble with his wife, (b) his record was otherwise excellent, (c) on the earlier occasion, he was sent home without even warning, and (d) in other cases of drunkenness that occurred this year the men were referred to Alcoholics Anonymous. The contention of the management was: (a) Aadhishwar has had no previous record of indiscipline but his work has not been good, either, (b) Aadhishwar was in no condition to appreciate a warning on the first day, (c) the unreferred to Alcoholics Anonymous were quiet drinkers and had never indulged in major violation of company safety rules. Questions: 1. Suggest suitable measures to tackle the problem 2. Was the company's position correct?			

Code No: PP18MBT09

R18

HALL TICKET NUMBER

--	--	--	--	--	--	--	--	--	--

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

I MBA II SEMESTER END SUPPLEMENTARY EXAMINATIONS, JULY– 2024
MARKETING MANAGEMENT

Time: 3 hours

Max. Marks: 60

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

PART-A

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

Q.No.	Questions	Marks	CO	KL
UNIT-I				
1	Explain the concept of product and product concept with relevant examples?	[12M]	1	2
2	Critically evaluate Major basis of market segmentation for a service firm	[12M]	2	4
3	How to select the final price of product? Explain in detail.	[12M]	3	3
4.	“The effectiveness of Direct marketing depends on Effective sales force management” Discuss	[12M]	4	3
5.	a) What are the different components of Sales force Compensation?	[6M]	4	2
	b) Explain the difference between Sales and Marketing	[6M]	4	2
6.	Explains various issues involved in Control of Marketing Performance	[12M]	5	2
7.	Explain Indian marketing environment with suitable examples.	[12M]	1	2

PART-B

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

8.	CASE STUDY:	[12M]	2	4
----	-------------	-------	---	---

	The Pizza Puzzle (Deceptive Advertising) George Hansen is General Manager for the Marigold Inn in Augusta, Georgia. Sharon Coombs is Restaurant and Food Services Manager for the Inn. She reports to George. Two years ago, Sharon noticed a decline in room service business, the highest margin portion of her operation. This decline coincided with an increase in the national sales of pizza delivery and carryout firms as well as an increase in the number of empty pizza boxes from these firms being left in guest rooms in the Inn. Her immediate response was to install a pizza oven in the kitchen and offer room service pizza to guests. The effort met with modest success, though it was well below her expectations. Questionnaires completed by departing guests revealed a problem of product quality. Focusing on this problem, Sharon improved the Inn's pizza until blind taste tests judged it at least equal in quality to the products of the two major pizza delivery competitors in Augusta. Sales did not improve, convincing Sharon that the problem was a perceived mismatch between the hotel's image and guests' expectations of pizza makers. Guests simply did not seem to believe that the traditional steak and seafood restaurant at the Inn could make a high-quality, authentic pizza. Based on this conclusion, Sharon presented the following proposal to George: "Sales of room service pizza are stagnant due to guests' misperception that our product is lower in quality than that of competitors. This misperception is based on the belief that until we disassociate our pizza from the Marigold Inn name. Therefore, to capture more room service pizza business, we should create a 'Napoli Pizza' image for our guest room delivery service by: • Preparing 'Napoli Pizza' brochures for each guest room, complete with a phone number with a prefix different from that of Marigold Inn. The number will reach a special phone in room service, which will be answered, Napoli Pizza, authentic Italian pizza from old, family recipes.' • Using special 'Napoli Pizza' boxes for delivering room service pizza to guests. • Issuing 'Napoli Pizza' hats and jackets to room service personnel for use in pizza delivery. Room service waiters and waitresses will wear these garments to deliver pizza. They will change to their regular uniforms for other deliveries." Questions 1. Discuss the reasons for the consumer misperception about Pizza service 2. How should George respond to this proposal?			
--	--	--	--	--

--	--	--	--	--	--	--	--	--	--

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

I MBA II SEMESTER END SUPPLEMENTARY EXAMINATIONS, JULY– 2024

PRODUCTION AND OPERATIONS MANAGEMENT

Time: 3 hours

Max. Marks: 60

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

PART-A

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

Q.No.	Questions	Marks	CO	KL
UNIT-I				
1	Explain the role and responsibilities of Production Manager	[12M]	1	2
2	Explain the various types of manufacturing processes.	[12M]	1	2
3	a) Write about the importance of materials requirement planning.	[6M]	2	2
	b) What are the factors that influence the selection of plant location? Explain in detail	[6M]	2	2
4	Briefly explain the procedure of method study and the work measurement?	[12M]	3	2
5	a) Describe the principles behind Six Sigma.	[6M]	4	2
	b) What is Statistical Quality Control? Explain its advantages and limitations.	[6M]	4	2
6	a) Elucidate Deming's contribution to quality.	[6M]	4	2
	b) Explain the Total Productive Maintenance (TPM).	[6M]	4	2
7	a) Explain the steps involved in value analysis.	[6 M]	5	2
	b) What are the objectives of stores management? Explain requirements for efficient management of stores.	[6 M]	5	2

PART-B

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

8.		CASE STUDY:	[12M]	2	4															
		From the following information from a Job Order Organization, you are required to compute the Weighted Mean Flow Time for a machine on which multiple jobs are carried out. <table><tr><td>Job</td><td>Processing Time</td><td>Weight</td></tr><tr><td>A</td><td>6</td><td>2</td></tr><tr><td>B</td><td>2</td><td>1</td></tr><tr><td>C</td><td>1</td><td>1</td></tr><tr><td>D</td><td>12</td><td>3</td></tr></table>	Job	Processing Time	Weight	A	6	2	B	2	1	C	1	1	D	12	3			
Job	Processing Time	Weight																		
A	6	2																		
B	2	1																		
C	1	1																		
D	12	3																		

--	--	--	--	--	--	--	--	--	--

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

I MBA II SEMESTER END REGULAR EXAMINATIONS, JULY– 2024
FINANCIAL MANAGEMENT

Time: 3 hours

Max. Marks: 70

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

PART-A

Answer all the questions from each UNIT in Part-A (5X12=60M)

Q.No.	Questions	Marks	CO	KL
UNIT-I				
1	Identify the various types of decisions which are to be taken by a financial manager in the emerging business scenario.	[12M]	1	1
OR				
2.	What is Time Value of Money? What is its relevance in financial decision making?	[12M]	1	1
UNIT-II				
3.	Explain about the financial instruments used by corporate to facilitate the capital requirements of the organization.	[12M]	2	2
OR				
4.	Explain the various theories of Capital Structure.	[12M]	2	2
UNIT-III				
5.	a) Define Capital Budgeting. Explain its process in selecting the projects.	[6M]	3	2
	b) Discuss about the advantages of modern methods over traditional methods.	[6M]	3	2
OR				
6.	a) Explain the advantages and disadvantages of Pay Back Period method adopted for capital budgeting.	[6M]	3	2
	b) Differentiate NPV and IRR.	[6M]	3	2
UNIT-IV				
7.	a) Define Dividend. Explain the dividend policies implemented in Indian Corporates.	[6M]	4	2
	b) Explain about various forms of Dividends.	[6M]	4	2
OR				
8.	a) Differentiate Walter Model from Gordon Model.	[6M]	4	2
	b) A firm's EPS is Rs. 5/- and its internal rate is 14 per cent. The firm has a policy of paying 50 per cent of earnings as dividends. If the required rate of return is 10 per cent, determine the price of the share under Walter's model.	[6M]	4	2
UNIT-V				

9.	Define Working Capital. Explain the factors that determine the working capital structure in an organization.	[12M]	5	2
OR				
10.	Explain the techniques of Inventory Management.	[12M]	5	2

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

11		CASE STUDY:	[10M]	3	4												
		Joy Ltd., is considering investing in a project that costs Rs. 1, 00, 000. The estimated salvage value is zero; tax rate is 35 percent. The company uses straight line depreciation for tax purposes and the proposed project has Cash Flows Before Tax (CFBT) as follows: <table><tr><th>Year</th><th>CFBT (Rs.)</th></tr><tr><td>2024</td><td>2, 50, 000</td></tr><tr><td>2025</td><td>3, 00, 000</td></tr><tr><td>2026</td><td>4, 50, 000</td></tr><tr><td>2027</td><td>5, 50, 000</td></tr><tr><td>2028</td><td>7, 00, 000</td></tr></table> Determine the following: a) Payback Period b) Average Rate of Return c) NPV at 10% required rate of return d) IRR e) PI at 10% required rate of return. Suggest the company whether it should accept this or not with necessary working notes assuming standard payback period of 3 years and minimum rate of return of 12%.	Year	CFBT (Rs.)	2024	2, 50, 000	2025	3, 00, 000	2026	4, 50, 000	2027	5, 50, 000	2028	7, 00, 000			
Year	CFBT (Rs.)																
2024	2, 50, 000																
2025	3, 00, 000																
2026	4, 50, 000																
2027	5, 50, 000																
2028	7, 00, 000																

--	--	--	--	--	--	--	--	--	--

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

I MBA II SEMESTER END REGULAR EXAMINATIONS, JULY– 2024

HUMAN RESOURCE MANAGEMENT

Time: 3 hours

Max. Marks: 70

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

PART-A

Answer all the questions from each UNIT in Part-A (5X12=60M)

Q.No.	Questions	Marks	CO	KL
UNIT-I				
1.	Define HRM and describe the operative functions of HRM.	[12M]	1	2
OR				
2.	Describe the ethical issues in HRM.	[12M]	1	2
UNIT-II				
3.	Define Recruitment and explain the sources of recruitment in detail.	[12M]	2	2
OR				
4.	Describe the various stages of selection procedure of a candidate.	[12M]	2	2
UNIT-III				
5.	Interpret performance appraisal and explain its importance.	[12M]	3	2
OR				
6.	Discuss the traditional methods of performance appraisal.	[12M]	3	2
UNIT-IV				
7.	Illustrate the statutory and non-statutory welfare measures.	[12M]	4	3
OR				
8.	Identify the determinants of payment of wage.	[12M]	4	3
UNIT-V				
9.	Illustrate the levels of workers participation.	[12M]	5	3
OR				
10.	Examine the collective bargaining process.	[12M]	5	3

PART-B

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

11.	CASE STUDY:	[10M]	2	4
-----	-------------	-------	---	---

	A large, well known Canadian company had found full depreciation of the equipment which was used to make specialized automobile companies for north-American automobile producers. Although the equipment had been well maintained and worked well, it required to be handled by a large number of labourer's. The result was the high labour costs that made the company's brake assemblies, manufacturer, and related products unprofitable. A decision was made to replace the equipment with more highly automated, numerically controlled machine tools. Since the economic value of the old equipment exceeded its value as scrap, the equipment was shipped to the company's Brazilian operations, where labour costs were considerably lower. Upon arrival and after the setting up of a new facility, the company received numerous profitable orders from Brazil's rapidly growing automobile industry. Though the labour hours per product remained about the same the lower Brazilian labour rates allowed the new facility to be profitable. Soon a second shift was added and with-it problems began. The equipment began to experience a growing "downtime" because of machine failures and quality particularly on part dimensions-declined dramatically. At a staff meeting the Brazilian plant manager met his staff, including several industrial engineers who had been trained in Canada and the United States. The engineers argued that the problems were almost certainly caused by maintenance since the machinery had worked well in Canada and initially in Brazil. The HR director agreed that it was perhaps the question of maintenance of the old machinery but he also noted that many of the on-machine instructions and maintenance manuals had not been translated into Portuguese. He also observed that the Problems began after the Second shift was hired. Questions: From the discussion of job analysis information and job design, what actions would you recommend to HR department?			
--	--	--	--	--

Code No: PP21MBT09

R21

HALL TICKET NUMBER

--	--	--	--	--	--	--	--	--	--

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

I MBA II SEMESTER END REGULAR EXAMINATIONS, JULY– 2024
MARKETING MANAGEMENT

Time: 3 hours

Max. Marks: 70

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

PART-A

Answer all the questions from each UNIT in Part-A (5X12=60M)

Q.No.	Questions	Marks	CO	KL
UNIT-I				
1	Describe the needs, wants and demand in marketing.	[12M]	1	2
OR				
2.	Interpret the concept marketing mix.	[12M]	1	2
UNIT-II				
3.	Discuss the evaluation and selection of target marketing.	[12M]	2	2
OR				
4.	Explain the types in market segmentation.	[12M]	2	2
UNIT-III				
5.	Illustrate the stages in product life cycle.	[12M]	3	3
OR				
6.	Identify the ways to advertise a product in market.	[12M]	3	3
UNIT-IV				
7.	Demonstrate public relations and direct marketing.	[12M]	4	3
OR				
8.	Illustrate the communication process in market communication.	[12M]	4	3
UNIT-V				
9.	Classify the channels of distribution in marketing management.	[12M]	5	4
OR				
10.	Examine the process of control of marketing performance.	[12M]	5	4

PART-B

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

11	CASE STUDY:	[10M]	2	4
----	-------------	-------	---	---

	Firstcry.com (Firstcry), an initiative of Supam Maheshwari and Amitava Saha, entered the baby care products market in the year 2010. The start-up was launched through an online platform and offered various baby care products. The founders later developed a hybrid or O2O model (combination of both online and offline) to create an Omni channel presence for the company. Along with this integrated business model, Firstcry adopted various customer-driven marketing strategies such as Direct-to-a parent program, the launch of its brands, a kiosk innovation model, one price strategy, and many more. The company also used digital marketing strategies such as Search Engine Optimization (SEO), email marketing, social media marketing, mobile marketing, and many more to reach its target customers. It launched various advertisement campaigns as well to promote its products. Firstcry faced various challenges such as the changing preferences of Indian parents, difficulty in understanding the wants and behavior of parents, and many others. The major challenge it faced was the increased competition in the Indian baby care products market. Although Firstcry started with innovative customer-driven marketing strategies, it progressively began adopting digital marketing to remain profitable and competitive. It remains to be seen what additional strategies the company would adopt to sustain its leading position in the online segment of the Indian baby care products market. Question What further steps would Firstcry must take to extend its offline presence in India?			
--	---	--	--	--

HALL TICKET NUMBER

--	--	--	--	--	--	--	--	--	--

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

I MBA II SEMESTER END REGULAR EXAMINATIONS, JULY– 2024

PRODUCTION AND OPERATIONS MANAGEMENT

Time: 3 hours

Max. Marks: 70

Note: Question Paper consists of Two parts (Part-A and Part-B)**PART-A****Answer all the questions from each UNIT in Part-A (5X12=60M)**

Q.No.	Questions	Marks	CO	KL
UNIT-I				
1.	What is Intermittent Manufacturing and Explain its types.	[12M]	1	2
OR				
2.	Define Production and Operations Management and interpret its scope.	[12M]	1	2
UNIT-II				
3.	Describe the importance of value chain analysis in production process.	[12M]	2	2
OR				
4.	Define Product Design and explain its stages.	[12M]	2	2
UNIT-III				
5.	Illustrate the methods of forecasting to schedule production levels.	[12M]	3	3
OR				
6.	Illustrate the Purchase Management Process.	[12M]	3	3
UNIT-IV				
7.	Demonstrate the various steps in Method Study.	[12M]	4	3
OR				
8.	Identify the factors affecting productivity.	[12M]	4	3
UNIT-V				
9.	Determine the process of ISO Certification.	[12M]	5	3
OR				
10.	Define Acceptance Sampling and illustrate its tools.	[12M]	5	3

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

11.	CASE STUDY:	[10M]	2	4
-----	-------------	-------	---	---

	You have the opportunity to invest INR 100 billion for your company to develop a jet engine for commercial aircrafts. Development will span 5 years. The final product costing Rs. 500 million / unit could reach a sales potential, eventually of Rs. 2500 billion. The new engine can be placed in service 5 years from now, but only if it qualifies four years from now for certification clearing commercial use and only if it meets America's Federal Aviation Administration's (FAA) ever tightening standards for noise reduction. Certification also has to be obtained from India's Director General of Civil Aviation (DGCA). There is competition from world-class manufacturers like Pratt and Whitney and Rolls Royce who are developing competing engines. If you decide to proceed with the project, you must also determine where the new engines will be produced and develop the manufacturing facilities. If you decline to proceed, your company could invest its resources elsewhere and based on its track record, get attractive returns. Questions: (a) What would be your line of action? (b) In case of lengthy product design and development time, what kind of risks are there?			
--	---	--	--	--

HALL TICKET NUMBER

--	--	--	--	--	--	--	--	--	--

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

I MBA II SEMESTER END REGULAR EXAMINATIONS, JULY– 2024
BUSINESS RESEARCH & STATISTICAL ANALYSIS

Time: 3 hours

Max. Marks: 70

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

PART-A

Answer all the questions from each UNIT in Part-A (5X12=60M)

Q.No.	Questions	Marks	CO	KL
UNIT-I				
1.	Explain the nature and importance of Business Research.	[12M]	1	2
OR				
2.	Describe the steps in Research Process.	[12M]	1	2
UNIT-II				
3.	Discuss the tools and techniques of collecting data in business research.	[12M]	2	2
OR				
4.	Explain the need of Measurement in business research.	[12M]	2	2
UNIT-III				
5.	Describe the characteristics of a good sample design.	[12M]	3	2
OR				
6.	Differentiate Random Vs Non Random sampling.	[12M]	3	2
UNIT-IV				
7.	Illustrate the procedure of Hypothesis testing in business research.	[12M]	4	3
OR				
8.	Illustrate the usage of ANOVA and Chi square test in data analysis.	[12M]	4	3
UNIT-V				
9.	Analyze a good research report with an example.	[12M]	5	4
OR				
10.	Outline the important precautions to be follow while writing a research report.	[12M]	5	4

PART-B

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

11	CASE STUDY:	[10M]	4	4
----	-------------	-------	---	---

		The following data show the number of worms quarantined from the GI areas of four groups of muskrats in a carbon tetrachloride anthelmintic study. Conduct a two-way ANOVA test.						
		I	II	III	IV			
		338	412	124	389			
		324	387	353	432			
		268	400	469	255			
		147	233	222	133			
		309	212	111	265			

HALL TICKET NUMBER

--	--	--	--	--	--	--	--	--	--

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

I MBA II SEMESTER END REGULAR EXAMINATIONS, JULY– 2024

ENTREPRENEURSHIP DEVELOPMENT & SMALL BUSINESS

Time: 3 hours

Max. Marks: 70

Note: Question Paper consists of Two parts (Part-A and Part-B)**PART-A****Answer all the questions from each UNIT in Part-A (5X12=60M)**

Q.No.	Questions	Marks	CO	KL
UNIT-I				
1.	Define entrepreneurship. Discuss the importance of women entrepreneurship.	[12M]	1	2
OR				
2.	Define the term entrepreneur. What are the chief characteristics of an entrepreneur?	[12M]	1	2
UNIT-II				
3.	What is Training? Do you think that Training Program is essential to inculcate Entrepreneurship among entrepreneurs? Illustrate.	[12M]	2	3
OR				
4.	Predict the various innovative sources and methods of Ideas in Planning and Development of Programs.	[12M]	2	3
UNIT-III				
5.	Examine the steps in a project planning.	[12M]	3	3
OR				
6.	Illustrate the feasibility report preparation and evaluation criteria for a business plan.	[12M]	3	3
UNIT-IV				
7.	Discuss about the main causes leading to sickness amongst the small business units. What remedial measures do you offer?	[12M]	4	2
OR				
8.	Define MSMEs. Explain about the Significance of MSMEs in India.	[12M]	4	2
UNIT-V				
9.	Determine how do entrepreneurial development institutions impact policies and Programs for entrepreneurship growth.	[12M]	5	3
OR				
10.	Evaluate the Role of IDBI, SISI and DIC in promoting startups.	[12M]	5	3

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

11	CASE STUDY:	[10M]	1	4
	Globalization 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 scenario is idea for types of entrepreneurs to step into green world and take advantage of untapped opportunities. Eco-entrepreneurship has become apparently increasing that indeed contribute to the economic and social development. An entrepreneur makes capital works for them through business where as the ecopreneurs use their business to create eco-friendly atmosphere. The transformation to ecopreneurs occurs when their courage and their determination to solve ecological problems increases and they attempt to do business in e-greenlining of earth, resorting degraded land, cleaning the air, building healthy and safe home, preserving the environment and cultural wonders. In the current era, consumers also prefer to buy products that are eco-friendly. The changing attitude of consumers in India toward environmentally comfortable products led extra opportunities to ecopreneurs. Questions: 1 Analyze and explain opportunities to Ecopreneurs. 2 Suggest the strategies to develop Ecopreneurs.			
