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Code No: PP18MBT14

HALL TICKET NUMBER

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PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE

(AUTONOMOUS)

MBA III SEMESTER END SUPPLEMENTARY EXAMINATIONS, FEB - 2024

BUSINESS ETHICS AND CORPORATE GOVERNANCE

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	a)	What is the meaning of values and ethics in business? How important is Values and Ethics to the business and society?	[6M]
	b)	What are Indian ethical traditions? How these traditions influence on business decisions?	[6M]
2	a)	Discuss any two cases in Indian corporate world about unethical practices in Indian Corporate world?	[6M]
	b)	Define fraud. Explain the impact of major frauds in India on Economic Development.	[6M]
3	a)	Discuss in detail about role of corporate culture in Ethical decision making?	[12M]
4	a)	Elucidate the best practices of good corporate governance?	[6M]
	b)	Discuss about OECD Principles?	[6M]
5	a)	What is Corporate Governance? Select any two companies of your choice and explain how these companies follow Corporate Governance.	[12M]
6	a)	Environmental ethics are important for any type of business. Discuss.	[6M]
	b)	Finance would be impossible without ethics. Do you agree? Comment.	[6M]
7	a)	“Directors are the key persons in corporate governance structure”. Comment.	[6M]
	b)	Discuss the role of Media in corporate governance?	[6M]

PART-B

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

8		CASE STUDY:	Marks
		Ben is a recent Santa Clara University graduate who has just started his first job in the finance department of a publicly traded Silicon Valley company. One of his main responsibilities is to create and distribute extensive Microsoft Excel reports that analyze costs and revenues for different divisions. Ben sends completed reports to his direct supervisor and the CFO. The CFO then uses the information to create the company's financial reports, in addition to the strategy and forecasting formulation. While Ben considers himself to be detailed-oriented, the complicated nature of and the sheer volume of data sometimes overwhelm him, which is exacerbated by their strict deadlines. While Ben works hard to prepare the reports as accurately as possible, he often finds errors after he has submitted his final report. When the errors are critical, he revises the reports and resends them. However, some of the errors are minor, in Ben's estimation, and he doubts that the CFO will use or look at these figures. Ben is ambitious and wants to be promoted, but worries that if he frequently sends out revised reports, he will appear unreliable and unqualified. At the same time, the potential consequences	

		from inaccurate financial reports put the company, the CFO and CEO, and Ben himself at risk. 1. What actions should Ben take when he catches a mistake? 2. Is he obligated to report every error, particularly since he works for a publicly traded company? 3. Is there such a thing as a small error in this context?	
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Code No: PP18MBT15

HALL TICKET NUMBER

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PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE

(AUTONOMOUS)

MBA III SEMESTER END SUPPLEMENTARY EXAMINATIONS, FEB - 2024

RETAILING MANAGEMENT

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	a)	Discuss the various Characteristics of retailing	[6M]
	b)	Evaluate various types of retailers.	[6M]
2	a)	Explain Retailing Development in India.	[6M]
	b)	Examine Various Functions performed by retailers?	[6M]
3	a)	What are the steps involved in Retail Planning Process?	[6M]
4	a)	Explain Various retail Growth strategies?	[6M]
	b)	How to Build Retail Competitive advantages?	[6M]
5	a)	Explain different types of Retail Locations?	[6M]
	b)	Discuss various retail Promotional strategies?	[6M]
6	a)	Explain various Inventory management Techniques?	[6M]
	b)	Discuss various Sales promotional Techniques?	[6M]
7	a)	Explain STP approach in Retail marketing??	[6M]
	b)	Evaluate various characteristics of advertising?	[6M]

PART-B

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

8		CASE STUDY:	Marks
		Whole Foods Market is a supermarket chain with less than two-hundred stores selling healthy, gourmet products such as organic vegetables, free-range poultry, foods without artificial ingredients or hydrogenated fats, and many environment-friendly products such as non-polluting detergents and chlorine free diapers. The company began in the 1970s as a natural-food stores that catered to hippies. Through the purchase of smallhealth food stores in major cities, the company gained more exposure and access distribution channels for natural foods. During the late 1980s and the 1990s, the company's growth was fuelled by the by the upsurge's in Americans' desire for healthy living and their interest in gourmet cooking. Whole Foods does very little advertisings but receives constant free media exposure because it is often mentioned in popular TV series, praised by celebrities on talk shows, and featured in newspapers and magazines as a	[12M]

business success story. The company educates consumers about foods, provides recipes, and even arranges trips where consumers meet with local fishermen. Its supermarket cashiers and stock personnel receive education about foods and earn above average wages. Whole Foods' prices are significantly higher than products in traditional supermarkets because the keys to its profitability and higher profit margins for products that traditionally yield slim margins, and much larger than per-square-foot sales than that of conventional supermarkets. But as the company's CEO pointed out, Americans spend far less of their income on food than other nations and that's why most of it doesn't taste very good; if they want to eat higher-quality foods, they have to pay for them. In 2005, Whole Foods stated its numbers to double the number of its stores by 2015.

Questions

1. Discuss the promotion strategy of Whole foods. Why or why not is it appropriate? Elaborate.

2. Discuss the Positioning of Whole Foods.

3. Do you think doubling the number of stores is a sound strategy when "Americans spend far less of their income on food than other nations". Explain your point of view.

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R18

Code No: PP18MBE01

HALL TICKET NUMBER

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PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE

(AUTONOMOUS)

MBA III SEMESTER END SUPPLEMENTARY EXAMINATIONS, FEB - 2024

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

(Finance Management)

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	a)	The investment process involves a series of activities starting from the policy formulation Discuss.	[6M]
	b)	"Stock Exchanges are act as barometers of the health of the economy." Explain?	[6M]
2	a)	How are multiple year holding stock prices estimated with two stage and three stage growth models?	[6M]
	b)	Explain the concept of present value and time value of money and explain how these could influence investment decisions	[6M]
3	a)	Elucidate the concept of DOW theory.	[6M]
		Compare and contrast efficient market hypothesis with fundamental and technical analyses.	[6M]
4	a)	Discuss the strong from of EMH with empirical evidence	[6M]
	b)	Explain the concept of Elliot Wave theory	[6M]
5	a)	Explain the Sharp index model. How does it differ from the Markowitz model	[6M]
	b)	Explain the difference between Markowitz model and Sharpe single index model.	[6M]
6	a)	Explain the types of mutual funds in India.	[6M]
	b)	Elucidate the techniques of portfolio revision.	[6M]
7		The rate of return and risk for three growths – oriented mutual funds were calculated over the most recent 5 years and are listed below.	[12M]

Growth Fund	Return	Risk (STD. Dev)
Jones	15%	16%
Packers	13%	18%
Franklin	12%	11%

Rank each fund by Sharpe's Index or portfolio performance it the risk-free rate is 7%.

PART-B

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

8		CASE STUDY:	Marks
		A bond of Rs.1000 was issued five years ago at a coupon rate of 6%. The bond had a maturity period of 10 years and as of today, therefore, five more years are left for final repayment at par. The market interest rate currently is 12 %. Determine the value of the bond.	[12M]
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R18

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PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE

(AUTONOMOUS)

MBA III SEMESTER END SUPPLEMENTARY EXAMINATIONS, FEB - 2024

SUPPLY CHAIN MANAGEMENT

(Logistic Management)

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	a)	Define Supply Chain? What are the Types of Supply Chain Management?	[6M]
	b)	Differentiate between Supply Chain activities and Supply chain Organization	[6M]
2	a)	How you Narrate the Objectives of Supply Chain Management?	[6M]
	b)	What are the basic principles of supply chain information strategy?	[6M]
3		Describe the Role of Supply Chain Management in CRM? What are the key tools and component of CRM	[12M]
4	a)	What are the major challenges that must overcome supply chain successfully?	[6M]
	b)	Explain briefly the management of transaction risk?	[6M]
5	a)	Explain the purpose and benefits of supply chain integration?	[6M]
	b)	How you assess supply chain performance measure? How can you assess internal integration?	[6M]
6	a)	How you measure the impact on bottom line Logistics on shareholder value?	[6M]
	b)	What is the role of Channel of Distribution in supply chain management?	[6M]
7	a)	What is International Supply chain management? How is it differing with International Logistics Infrastructure?	[6M]
	b)	Discuss about Terms and Traces of International Contracts in relating to SCM?	[6M]

PART-B

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

8		CASE STUDY:	Marks
8		One of the best-known examples of how an organization can use its supply chain to achieve a competitive advantage is the Benetton Group. Founded by the Benetton family in the 1960s, the company is now one of the largest garment retailers, with stores which bear its name located in almost all parts of the world. Part of the reason for its success has been the way it has organized both the supply side and the demand side of its supply chain. Although Benetton does manufacture much of its production itself, on its supply side the company relies heavily on ‘contractors’. Contractors are companies (many of which are owned, or part-owned, by Benetton employees) that provide services to the Benetton factories by knitting and assembling Benetton’s garments. These contractors, in turn, use the services of sub-contractors to perform some of the manufacturing tasks. Benetton’s manufacturing operations gain two advantages from this. First, its production costs for woollen items are significantly below some of its competitors because the small supply companies have lower costs themselves. Second, the arrangement allows Benetton to absorb fluctuation in demand by adjusting its supply arrangements, without itself feeling the full effect of demand fluctuations.	[12M]

On the demand side of the chain, Benetton operates through a number of agents, each of whom is responsible for their own geographical area. These agents are responsible for developing the stores in their area. Indeed, many of the agents actually own some stores in their area. Products are shipped from Italy to the individual stores where they are often put directly onto the shelves. Benetton stores have always been designed with relatively limited storage space so that the garments (which, typically, are brightly coloured) can be stored in the shop itself, adding colour and ambience to the appearance of the store.

Because there is such limited space for inventory in the stores, store owners require that deliveries of garments are fast and dependable. Benetton factories achieve this partly through their famous policy of manufacturing garments, where possible, in greggio, or in grey, and then dyeing them only when demand for particular colours is evident. This is a slightly more expensive process than knitting directly from coloured yarn, but their supply-side economies allow them to absorb the cost of this extra flexibility, which in turn allows them to achieve relatively fast deliveries to the stores.

Questions:

1.Brief your understanding about Benetton Supply Chain operations.
2.In your understanding, what is the specialty of Benetton's contractors?
3.Do this method provide Benetton competitive advantage over their competitors? Is this method sustainable in the long term?

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

MBA III SEMESTER END SUPPLEMENTARY EXAMINATIONS, FEB - 2024

STRATEGIC MANAGEMENT

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)

Q.No.		Questions	Marks
1	a)	Explain the concept of vision, mission, objectives and goals of any one organization.	[6M]
	b)	Write about nature and importance of strategic management	[6M]
2	a)	Briefly discuss about strategic leadership	[6M]
	b)	Short notes on Balanced score card	[6M]
3		Discuss the importance of Porters value chain analysis?	[12M]
4	a)	Explain tools and techniques of strategic leadership	[6M]
	b)	Impact of organizational values on firms strategy?	[6M]
5	a)	Discuss about strategic information system?	[6M]
	b)	Short notes on strategic audit?	[6M]
6		Brief about environmental scanning process?	[12M]
7		What are the various challenges faced by organizations during strategy implementation?	[12M]

PART-B

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

8		CASE STUDY:	Marks
		TATA NANO Tata motors have been eyeing the Indian passenger market for a long time. During earlier times, their brands such as Tata Sumo were well received; the company had a very low share in the Indian passenger car market due to stiff competition from Maruti. Tata motors came up with Tata Indica, which mirrored Maruti's products and challenged Maruti's dominance in small car market. Inspired by the success of Indica Tata launched the Tata Nano. Critics were of the view it could not be possible due to the low cost of the car. Tata Nano's modular design is one of the most innovative aspects, it can be shipped separately and assembled in any region. 3 However the fanfare with which Nano was launched did not show much result, the car was not well accepted by the masses despite the low prices, it started selling in discounts like any other car in the Indian market. Tata's as a company are concerned about the same and are still trying to rework out strategies for revival of the market share and to fit into the vision of the company. **Questions** Q1 What was the type of strategy Tata's adopted during the launch of Nano. Q2 Using a SWOT analysis outline the failure of the car in the Indian markets.	[12M]
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R21

Code No: PP21MBE13

HALL TICKET NUMBER

PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE
(AUTONOMOUS)
MBA III SEMESTER END REGULAR EXAMINATIONS, FEB - 2024
ADVERTISING AND BRAND MANAGEMENT
(Marketing Management Specialization)

Time: 3 hours Max. Marks: 70

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

PART-A

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

Q.No.		Questions	Marks	CO	KL
UNIT-I					
1.		What is the Role of Advertising in a developing economy?	[12M]	1	1
OR					
2.		Distinguish between Trade and Professional advertisement? How is it differing from advertisement in marketing mix	[12M]	1	2
UNIT-II					
3.		Explain the objectives and functions of Advertainment Department? and Advertising Manager?	[12M]	2	2
OR					
4.		What are the types of Advertisement Budgets? How you determine optimal expenditure?	[12M]	2	1
UNIT-III					
5.		What is the impact of use of words to create advertisement effective?	[12M]	3	1
OR					
6.		Explain in brief Pre-test and Post-test for an effective advertisement	[12M]	3	2
UNIT-IV					
7.		What is the significance of Media Selection in advertising?	[12M]	4	1
OR					
8.		What is Advertising Media Positioning? How is it different from Purchase proposition?	[12M]	4	1
UNIT-V					
9.		Explain about Brand and Brand Extensions with suitable examples?	[12M]	5	2
OR					
10.		What are the challenges facing brands and its impact on Indian business?	[12M]	5	1

PART-B

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

Q.No.	CASE STUDY:	Marks	CO	KL

11		In 2019, the Marketing Manager of ABC Ltd. was worried about the performance of their leading product; "GEMS brand of Jams". The management was considering whether to change the advertising strategy or not. The market for this brand was declining through overall market for Jam was on the increase. Data was gathered and analyzed using consumer panels. It was found that major loss was due to consumers shifting to more exotic tastes like mango, two-in-one etc. other competitors were supplying substitute for Jams like butter, margarine etc. The marketing manager felt that advertisement failed to communicate the nutrition value. He felt this attribute must be included in the advertisement to be released. The company conducted focus group interview with customers. Participants were asked to evaluate and suggest alternatives, which highlighted the comparison between GEMS and other Jams. The group presented the following alternatives as the advertisement copy: (i) GEMS is the only Jam which contains vitamin that forms an essential part of the diet. (ii) Your kids may dislike fruit. Free yourself from anxiety by giving them GEMS. (iii) ABC Ltd. is a trusted household name the makers of GEMS Jam. (iv) Unlike other substitutes only GEMS is nutritious. **Questions:** (a) Which advertise message do you think is very close to the objectives to be achieved by the company? (b) Are there any other messages that need to be conveyed to gain the lost market?	[10M]	3	3
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Code No: PP21MBT14

R21

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PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE

(AUTONOMOUS)

MBA III SEMESTER END REGULAR EXAMINATIONS, FEB - 2024

BUSINESS ETHICS AND CORPORATE GOVERNANCE

Time: 3 hours Max. Marks: 70

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

PART-A

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

Q.No.		Questions	Marks	CO	KL
UNIT-I					
1.		List the three basic ethical theories with an example of each in practice. Identify the limitations of each theory.	[12M]	1	5
OR					
2.		State the difficulties involved in ethical decision making. Bring out the guidelines which help ethical decision making.	[12M]	1	4
UNIT-II					
3.		Discuss the types of harmful impact that marketing practices can have on competition and the associated problems.	[12M]	2	4
OR					
4.		Explain financial implications of corporate social responsibility.	[12M]	2	2
UNIT-III					
5.		What are the ethical issues involved in selection process?	[12M]	3	2
OR					
6.		What are the major issues involved in false advertising?	[12M]	3	2
UNIT-IV					
7.		Define corporate governance. Explain the principles of corporate governance.	[12M]	4	3
OR					
8.		What are the objectives of corporate governance? Explain the emergence of corporate governance in India.	[12M]	4	2
UNIT-V					
9.		Explain the role of audit committee and who are the members in it?	[12M]	5	3
OR					
10.		Explain the duties and responsibilities of independent director.	[12M]	5	3

PART-B

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

11		CASE STUDY:	Marks	CO	KL
		Radha hails from an-educated family. She has a postgraduate degree and well-trained in a dress-making company. She had undergone training in the US for about six months in designing cloths. Styles is a large dress-making company in Bhopal and Radha has joined this company as a chief designer.	[10M]		

		Radha has to direct the activities of 12 designers. The job of the designers requires a certain amount of training so as to develop attractive designs. The chief designer has to approve the designs of the designers. Radha’s group is composed of all females ranging from 20 to 50 years of age. Most of them have high school education with a certificate in dress-designing. Radha will be replacing a long time employee Vatsala who is retiring after 28 years with styles. Radha expected no problems from her employees expect possibly from Mrs. Vimala who is in her fifties and is known as the ‘grand old lady’. Radha understood that without Vimals’s support, her job would be difficult. Questions: (a)Suggest strategies for Radha to pursue. (b) What should Radha do if Vimal revolts along with her colleagues?			
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R21

Code No: PP21MBE02

HALL TICKET NUMBER

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PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE

(AUTONOMOUS)

MBA III SEMESTER END REGULAR EXAMINATIONS, FEB - 2024

BANKING & INSURANCE MANAGEMENT

(Finance Management Specialization)

Time: 3 hours Max. Marks: 70

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

PART-A

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

Q.No.		Questions	Marks	CO	KL
		UNIT-I			
1.		Critically evaluate the role of commercial banks in economic development.	[12M]	1	4
		OR			
2.		Explain financial statement analysis of bank with illustration.	[12M]	1	3
		UNIT-II			
3.		Explain the assessment of credit worthiness of a prospective borrower.	[12M]	2	4
		OR			
4.		Elucidate on Customer Profitability Analysis.	[12M]	2	3
		UNIT-III			
5.		Explain Managing risk when risk is measured by VaR or CaR	[12M]	3	3
		OR			
6.		Evaluate management of interest rate risk, liquidity risk, credit risk.	[12M]	3	4
		UNIT-IV			
7.		Elucidate the characteristics and functions of Insurers.	[12M]	4	4
		OR			
8.		Elaborate on the role Agents & brokers in Marketing channels.	[12M]	4	3
		UNIT-V			
9.		Critically evaluate the suitability of the life insurance in present with illustrations.	[12M]	5	3
		OR			
10.		Elucidate on the growth of Micro Insurance in India.	[12M]	5	4

PART-B

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

Q.No.		CASE STUDY:	Marks	CO	KL
11		Kevin, age forty-three and Patricia, age forty-one, are a married couple with two children, ages eight and eleven. Kevin earns $120,000 annually as a marketing and sales manager for a local firm. Patricia earns$32,000 annually as an administrative assistant with the local school district. She works only during the school term so she can be home with the children when they are on summer break.	[10M]	5	4

		Kevin and Patricia purchased their home ten years ago. It is currently valued at $309,000, with an outstanding mortgage of $142,500. They have one family car, valued at $27,500, which has an outstanding loan amount of $2,600. Kevin’s employer supplies him with a company car for which all expenses are paid. Kevin is contributing to a retirement plan (called a “401(k)”) sponsored by his employer, who matches his contribution’s up to 5 percent. The current value of his tax-deferred contributions, employer contributions and investment earnings are $232,000. Kevin also has a group universal life (GUL) policy through his employer in an amount equal to his salary ($120,000) and has purchased additional coverage up to two times his salary for a total of $240,000. Patricia has a retirement plan with the school district that pays a specified benefit. Based on a retirement age of sixty-five, she would receive $392 monthly. Questions: 1. Do a need analysis and find how much life insurance is needed for Kevin and Patricia. 2. Write your views on importance of Insurance. .			
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R21

Code No: PP21MBE07

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PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE

(AUTONOMOUS)

MBA III SEMESTER END REGULAR EXAMINATIONS, FEB - 2024

COMPENSATION AND PERFORMANCE MANAGEMENT

(Human Resource Management Specialization)

Time: 3 hours Max. Marks: 70

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

PART-A

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

Q.No.		Questions	Marks	CO	KL
		UNIT-I			
1.		What is Compensation? Explain the dimensions of compensation	[12M]	1	2
		OR			
2.		What is compensation? List the factors of compensation.	[12M]	1	2
		UNIT-II			
3.		Illustrate the recommendations of the National Commission on Labor – fringe benefits	[12M]	2	2
		OR			
4.		Discuss the significance of equity theory in compensation management.	[12M]	2	3
		UNIT-III			
5.		List any six laws relating to wages	[12M]	3	4
		OR			
6.		Outline the significance of wages in cost accounting.	[12M]	3	2
		UNIT-IV			
7.		Discuss the four pillars of performance management	[12M]	4	3
		OR			
8.		Explain the step-by-step process of performance appraisal	[12M]	4	2
		UNIT-V			
9.		Brief about performance audit.	[12M]	5	2
		OR			
10.		List the principles of monitoring.	[12M]	5	4

PART-B

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

Q.No.		CASE STUDY:	Marks	CO	KL
11		You are the Head of HR in a manufacturing company, and you've noticed a decline in employee morale despite strong individual performance appraisals. Analyze the potential reasons behind this issue, linking it to the appraisal process and its impact on team dynamics. Suggest strategies to improve both individual and team-based appraisals to address this problem.	[10M]	5	4
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R21

Code No: PP21MBE31

HALL TICKET NUMBER

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PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE

(AUTONOMOUS)

MBA III SEMESTER END REGULAR EXAMINATIONS, FEB - 2024

ESSENTIALS OF BUSINESS ANALYTICS

(Business Analytics Management Specialization)

Time: 3 hours Max. Marks: 70

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

PART-A

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

Q.NO	UNIT-I	KL	CO	Marks
1	Explain two major subdivisions in the field of statistics?	3	1	12M
	(OR)			
2	Discuss the merits and demerits of diagrammatic and Graphic presentation of data?	2	1	12M
	UNIT-II			
3	Explain the difference between Arithmetic mean and Geometric mean?	3	2	12M
	(OR)			
4	What is the relevance and uses of Quartile Deviations with examples?	2	2	12M
	UNIT-III			
5	Define Probability and Explain the basic rules of probability?	3	3	12M
	(OR)			
6	Explain the practical uses of Poisson Distribution?	2	3	12M
	UNIT-IV			
7	What are the factors that influence sampling Distribution?	2	4	12M
	(OR)			
8	Explain the large sample standard error of difference between means?	2	4	12M
	UNIT-V			
9	How do you determine the strength of association between two variables based on Pearson Correlation Coefficient?	2	5	12M
	(OR)			
10	How do you perform trend analysis? Explain its relevance for a business organization?	3	5	12M

PART-B

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

Q.No.		CASE STUDY:	KL	CO	Marks
11		To check the quality of two brands of light bulbs, their life in burning hours was estimated as under for 100 bulbs of each brand.	4	2	10M
		******			

Life in (in hrs)	No. of bulbs Brand A	Brand B
0–50	15	2
50–100	20	8
100–150	18	60
150–200	25	25
200–250	22	5
	100	100

(i) Which brand gives higher life?
(ii) Which brand is more dependable?

R21

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HALL TICKET NUMBER

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PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE

(AUTONOMOUS)

MBA III SEMESTER END REGULAR EXAMINATIONS, FEB - 2024

MANAGING SOFTWARE PROJECTS

(System Management Specialization)

Time: 3 hours Max. Marks: 70

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

PART-A

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

Q.No.		Questions	Marks	CO	KL
		UNIT-I			
1.		What are the Challenges in software projects? Discuss in detail.	[12M]	1	1
		OR			
2.		Illustrate various activities involved in Stepwise project planning	[12M]	1	1
		UNIT-II			
3.		Discuss about Software Process Workflows in Software Project Management	[12M]	2	2
		OR			
4.		Discuss about different types of Process Artifacts	[12M]	2	2
		UNIT-III			
5.		What is Function Point analysis? Discuss the Objectives and benefits of FPA	[12M]	3	1
		OR			
6.		Explain Activity Identification Approaches in Software Engineering	[12M]	3	2
		UNIT-IV			
7.		Discuss the importance of the Monte Carlo approach with an example	[12M]	4	2
		OR			
8.		What are the risks associated with software development? Discuss	[12M]	4	1
		UNIT-V			
9.		How to Monitor Progress in Software Project Management. Explain	[12M]	5	2
		OR			
10.		Differences between product quality and process quality with examples	[12M]	5	2

PART-B

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

Q.No.		CASE STUDY:	Marks	CO	KL
11		Design And Implementation of Database System For Student attendance management System	[10M]	2	4
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R21

Code No: PP21MBE01

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PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE

(AUTONOMOUS)

MBA III SEMESTER END REGULAR EXAMINATIONS, FEB - 2024

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Time: 3 hours Max. Marks: 70

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

PART-A

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

Q.No.		Questions	Marks	CO	KL
UNIT-I					
1.	a)	What are the importance and limitation of stock exchange?	[6M]	1	
	b)	Illustrate the investment alternatives in detail.	[6M]	1	
OR					
2.	a)	Elaborate the methods for measurement of risk	[6M]	1	
	b)	The returns of two assets under four possible states of nature are given below: (see table below) What is the coefficient of correlation between the returns on assets M and Q?	[6M]	1	
UNIT-II					
3.	a)	Explain the cash flow valuation and asset valuation method.	[6M]	2	
	b)	Mr. Nik is expected to receive earnings per share of ₹ 100 every year for 2 years. If the cost of is 14%, what is the current value of the shares?	[6M]	2	
OR					
4.	a)	Discuss the bond yield with example	[6M]	2	
	b)	If ₹100 coupon payment is re-invested at an interest rate of 10%, ₹1,000 investment in the bond will grow after 2 years to ₹1,210. The coupon paid in the first year in reinvested and rows with interest to a 2nd year value of ₹120, which together with the 2nd coupon payment and payment of par value in the 2nd year results in a total value of ₹1,210	[6M]	2	
UNIT-III					
5.	a)	Illustrate the tools and techniques of fundamental analysis.	[6M]	3	
	b)	Discuss the assumptions and fundamental principles of technical analysis.	[6M]	3	

State of Nature	**Probability**	**Return on Asset M**	**Return of Asset Q**
1	0.2	-7%	12%
2	0.3	17%	14%
3	0.4	20%	14%
4	0.1	24%	20%

OR

6. a) What is a moving average analysis? Discuss the types of moving average. [6M] 3

b) Describe the volume indicators in detail. [6M] 3

UNIT-IV

7. a) What is portfolio? Explain the portfolio risk and return. [6M] 4

b) A portfolio is constituted with four securities having the following characteristics. [6M] 4

Security	**Return (%)**	**Proportion of Investm**
P	19.6	0.16
Q	27.4	0.26
M	17.2	0.46
A	24.2	0.16

Calculate the expected return of the portfolio.

OR

8. a) What is the Sharpe single index model? Discuss its assumption. [6M] 4

b) A portfolio of 4 securities with the following details: [6M] 4

Security	**Weighting**	α_i	β_i
1	0.1	1.9	1.3
2	0.2	1.6	0.9
3	0.4	-0.7	1.7
4	0.3	1.3	1.4

Calculate the return of the portfolio under a single index model. If the return on market index is 17.3% and the SD of return on market index is 15%.

UNIT-V

9. a) Explain the structure and types of mutual funds. [6M] 5

b) Let's consider two portfolios. Calculate Sharpe's Ratio. [6M] 5

Portfolio	**Return (R_P)**	**Risk Free (R_F)**	**Excess Return (R_P - R_F)**	**Portfolio Risk σ**
V	23	9	14	11
D	19	9	10	9

OR

10. a) What are the strategies of portfolio revision? [6M] 5

b) Actual Return and Risk: [6M] 5

Funds	R_{ft}	R_{jt}	R_{mt}	**Beta**
S	5	14	17	1.0
Z	5	22	17	1.3
G	5	16	17	1.7

PART-B

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

11		CASE STUDY:	Marks	CO	KL
		The share price fluctuations are random and do not follow any regular pattern. “Highlight the statement in view of Efficient Market Theory. Also discuss test for different forms of efficiencies.	[10M]		
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Code No: PP21MBT13

R21

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PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE
(AUTONOMOUS)
MBA III SEMESTER END REGULAR EXAMINATIONS, FEB - 2024
STRATEGIC MANAGEMENT

Time: 3 hours Max. Marks: 70

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

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

Q.No.		Questions	Marks	CO	KL
		UNIT-I			
1.		Briefly discuss about factors need to be considered while designing corporate strategy?	[12M]	1	2
		OR			
2.		Explain why a mission statement should accommodate the future growth of a company.	[12M]	1	3
		UNIT-II			
3.		Explain the concept of competitive advantage and give measures how to sustain it?	[12M]	2	3
		OR			
4.		Discuss in detail about strategic leadership and key strategic leadership actions?	[12M]	2	2
		UNIT-III			
5.		Briefly explain about strategy framework for analyzing competition?	[12M]	3	2
		OR			
6.		What is turnaround management? Explain the elements of a successful turnaround strategy?	[12M]	3	3
		UNIT-IV			
7.		What is meant by resource allocation? Explain techniques generally employed for allocating resources.	[12M]	4	2
		OR			
8.		Briefly explain about strategies for competing in Globalizing markets and internet economy?	[12M]	4	2
		UNIT-V			
9.		Briefly explain about strategic information system, its importance and its role in taking decisions?	[12M]	5	3
		OR			
10.		What is bench marking? Explain the role of a strategist in performing bench marking.	[12M]	5	3

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

11		CASE STUDY:	Marks	CO	KL

		Mr. Palani, Chairman of a company just had a discussion with a group of local people. The group known as 'Council for Environmental Action' demanded an immediate reduction of the pollutants thrown into the air by the plants of the company. Mr. Palani had explained the company's policy of gradual reduction of pollutants and promised to study the matter further. But the group has not satisfied and asked for another meeting in a week time. Mr. Palani reluctantly agreed. **Suggest a suitable proposal to present before the group in the next meeting to convince it totally.**	[10M]	2	3
		******			