Code No: PP24MBT07

R24

HALL TICKET NUMBER

PACE INSTITUTE OF TECHNOLOGY & SCIENCES: ONGOLE
(AUTONOMOUS)

MBA II SEMESTER END REGULAR EXAMINATIONS, JUNE-2025

FINANCIAL MANAGEMENT

(Common for All Specializations)

Time: 3 hours | Max. Marks:70

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

PART-A

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

		UNIT-I	Marks	CO	KL
1		Discuss the nature and scope of financial management? What is the role of Financial Manager in the current scenario?	[12M]	1	2
		(OR)			
2		Explain the difference between Profit maximization and wealth maximization.	[12M]	1	2
		UNIT-II			
3		What is the meaning of financial leverage? Explain about EBIT-EPS analysis?	[12M]	2	3
		(OR)			
4		Define the concept of cost of capital and explain how you would determine the weighted average cost of capital of a firm.	[12M]	2	2
		UNIT-III			
5		What is investment decision and explain the key factors influencing investment decisions.	[12M]	3	2
		(OR)			
6		Briefly discuss about discounted and non-discounted cashflow techniques?	[12M]	3	3
		UNIT-IV			
7		Calculate market price using Walter's model. r = 10%, k = 10%, Eps = Rs. 100 Different payout ratios are 10%, 50%, 80% and 100%.	[12M]	4	3
		(OR)			
8		What is a dividend? Write about various forms of dividend?	[12M]	4	2
		UNIT-V			
9		What is working capital and explain the classification and significance of working capital.	[12M]	5	2
		(OR)			
10		Discuss in detail about factors influencing working capital? Discuss about the process of estimating working capital requirement?	[12M]	5	2

PART-B

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

11		CASE STUDY:	Marks	CO	KL
		A company is considering buying a new machine for ₹50,000. The machine	[10M]	3	4

is expected to generate the following cash inflows over 5 years:

Year	Cash flow(Rs.)
1	12000
2	15000
3	14000
4	13000
5	10000

The company uses a discount rate of 10% for evaluating projects.

1. Calculate Payback Period
2. Calculate Net Present Value (NPV)
3. Decide whether to accept or reject the project based on NPV.

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Code No: PP24MBT08

HALL TICKET NUMBER

R24

PACE INSTITUTE OF TECHNOLOGY & SCIENCES: ONGOLE
(AUTONOMOUS)

MBA II SEMESTER END REGULAR EXAMINATIONS, JUNE-2025

HUMAN RESOURCE MANAGEMENT

(Common for All Specializations)

Time: 3 hours Max. Marks:70

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

PART-A

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

		UNIT-I	Marks	CO	KL
1		Analyze the evolution of HRM and evaluate how ethical aspects of HRM that influence modern HR practices in organizations.	[12M]	1	4
		(OR)			
2		Create a comprehensive HR strategy framework for a technology company operating in a changing global environment, incorporating emerging trends in HRM.	[12M]	1	6
		UNIT-II			
3		Evaluate the effectiveness of different recruitment sources and design an integrated e-recruitment strategy for a multinational corporation.	[12M]	2	5
		(OR)			
4		Define job analysis and explain its components with an example.	[12M]	2	2
		UNIT-III			
5		Critically analyze the latest trends in performance appraisal systems and addresses traditional methods limitations.	[12M]	3	4
		(OR)			
6		Synthesize the relationship between compensation principles and career development, and propose an integrated reward system that motivates employees across different career stages.	[12M]	3	5
		UNIT-IV			
7		Examine the legal framework governing wage administration in India.	[12M]	4	4
		(OR)			
8		Explain statutory and non-statutory welfare programs that are practicing in India	[12M]	4	2
		UNIT-V			
9	a)	Evaluate the role of trade unions in modern industrial relations	[6M]	5	5
	b)	Design a framework for effective employee participation schemes in the digital age.	[6M]		5
		(OR)			
10		Analyze the collective bargaining process and explain grievance resolution mechanism that prevents disputes and ensures industrial harmony.	[12M]	5	4

PART-B

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

11		CASE STUDY:	Marks	CO	KL
		Techno Soft Solutions, a software development company with 1,800 employees across three locations in India, is undergoing rapid digital transformation. The company has been growing at 25% annually and recently acquired two smaller firms to expand its market presence. The HR department is facing multiple challenges: - Talent Acquisition Crisis: Difficulty in recruiting skilled software developers and data scientists due to intense market competition. - Remote Work Management: 60% of employees now work remotely, creating challenges in performance monitoring and team collaboration - Cultural Integration: Employees from acquired companies have different work cultures and compensation structures. - Skill Gap: Existing employees need upskilling in emerging technologies like AI, blockchain, and cloud computing. - Employee Retention: High attrition rate (18%) especially among millennials and Gen-Z employees. - Performance Management: Traditional annual appraisal system is inadequate for agile project environments. Additional Information: - The company has a diverse workforce with employees from different generations. - Recent employee survey shows 40% dissatisfaction with current compensation and career growth opportunities. - Management wants to implement data-driven HR practices. - The company plans to expand internationally within the next two years. **Questions:** Design an integrated HR solution that addresses performance management, employee development, and cultural integration challenges simultaneously.	[10M]	3	6
		******			

Code No: PP24MBT09

R24

HALL TICKET NUMBER

PACE INSTITUTE OF TECHNOLOGY & SCIENCES: ONGOLE
(AUTONOMOUS)
MBA II SEMESTER END REGULAR EXAMINATIONS, JUNE-2025
OPERATIONS MANAGEMENT
(Common for All Specializations)

Time: 3 hours Max. Marks:70

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

PART-A

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

		UNIT-I	Marks	CO	KL
1		Describe the relation between the production Management and other functional area of Management?	[12M]	1	2
		(OR)			
2		What is Lean Manufacturing and list out key issues in lean manufacturing?	[12M]	1	2
		UNIT-II			
3		Explain the concept of Job design and its various strategies?	[12M]	2	2
		(OR)			
4		Explain various Value Analysis Techniques adopted by a manufacturing company?	[12M]	2	2
		UNIT-III			
5		Illustrate the difference between the qualitative and quantitative forecasting in operation management?	[12M]	3	2
		(OR)			
6		Examine the need of purchase management in operations management?	[12M]	3	2
		UNIT-IV			
7		Analyze the significance of Operations Process Chart (OPC) and Flow Process Chart (FPC)?	[12M]	4	2
		(OR)			
8		Illustrate the key issues concern with Engineering and Behavioral approaches in Operational Management?	[12M]	4	2
		UNIT-V			
9		Critically evaluate ‘Acceptance Sampling’ as a statistical measure in quality control?	[12M]	5	2
		(OR)			
10		Evaluate the key difference between Total Quality Management and traditional quality control?	[12M]	5	2

PART-B

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

11		CASE STUDY:	Marks	CO	KL

		In the highly competitive and fast-paced frozen food industry, maintaining operational efficiency while ensuring product quality and safety presents a significant challenge. This case study explores the journey of a leading frozen food processing company that faced critical challenges and how transforming its operations helped them to return to profitability. The company was facing excessive scrap, product give away, and spoilage of frozen foods, which were compromising downstream processing and negatively impacting costs. This situation was exacerbated by increasing pressure from low-cost regions, driving down margins and necessitating a rapid increase in shareholder return. To address these issues, there was an immediate focus on turning the plant around and returning it to profitability. This was achieved by driving sustainability through implementing daily management processes, ensuring a comprehensive approach to overcoming operational challenges and enhancing financial performance. Through the application of value-stream analysis, significant losses were identified in changeover and sanitation times, leading to lost capacity and increased operating costs. Furthermore, Six Sigma techniques were employed to pinpoint the root causes of product variation and give away. Total Productive Maintenance (TPM) was implemented to mitigate these issues to minimize product variation. Additionally, scheduling efficiency was enhanced to reduce changeover waste and increase uptime. The problem of defrosting times causing spoilage was addressed, and sanitation practices were standardized to eliminate or reduce sources of bacteria growth, further streamlining the production process and improving overall operational efficiency. 1. Evaluate the critical challenges faced by the Frozen Food Processing Company? 2. What is your understanding about application of Value-Stream Analysis adopted by the company?	[10M]	5	4
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Code No: PP24MBT10

R24

HALL TICKET NUMBER

PACE INSTITUTE OF TECHNOLOGY & SCIENCES: ONGOLE
(AUTONOMOUS)
MBA II SEMESTER END REGULAR EXAMINATIONS, JUNE-2025
MARKETING MANAGEMENT
(Common for All Specializations)

Time: 3 hours Max. Marks:70

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

PART-A

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

		UNIT-I	Marks	CO	KL
1		Explain the concept of Market, Marketing and Marketing Mix? Differentiate between Needs and Wants with examples?	[12M]	1	3
		(OR)			
2		Compare and contract Societal Marketing and Green Marketing concepts?	[12M]	1	3
		UNIT-II			
3		What is meant by Targeting and Positioning? How you identify market segments?	[12M]	2	3
		(OR)			
4		Define Corporate Clientele markets? How can we develop a positioning strategy?	[12M]	2	3
		UNIT-III			
5		Explain the objectives of Pricing? State the pricing methods to be used for a new product in the introduction stage of the PLC?	[12M]	3	2
		(OR)			
6		Define Product Mix? Explain the stages of Product Life Cycle?	[12M]	3	2
		UNIT-IV			
7		Explain about Communication Process? How is it different from Integrated Marketing Communication?	[12M]	4	3
		(OR)			
8		Discuss about Public Relations and Direct Marketing? How can we determine the Sales Force Size?	[12M]	4	3
		UNIT-V			
9		Explain the various channels of distribution with suitable examples?	[12M]	5	2
		(OR)			
10		Explain the role of strategic control in ensuring long-term success in marketing?	[12M]	5	2

PART-B

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

11		CASE STUDY:	Marks	CO	KL
		Patanjali Ayurved, led by Baba Ramdev, disrupted India’s FMCG market by positioning itself as a "Swadeshi" and Ayurvedic alternative to multinational brands. It rapidly gained market share in categories like toothpaste, hair oil, and atta noodles. Despite early success, Patanjali faced challenges like quality control issues and declining brand loyalty after 2020. The brand then invested in modernizing its supply chain, rebranding through digital platforms, and diversifying into dairy and personal care. It also partnered with retail giants like Reliance and launched an e-commerce app. **Questions:** 1. Identify the marketing challenges and key differentiators in Patanjali’s marketing strategy? 2. Analyze the Product Diversification strategy of Patanjali? How Brand Positioning played a role in Patanjali's success.	[10M]	3	4
		******			

Code No: PP24MBT11

R24

HALL TICKET NUMBER

PACE INSTITUTE OF TECHNOLOGY & SCIENCES: ONGOLE
(AUTONOMOUS)
MBA II SEMESTER END REGULAR EXAMINATIONS, JUNE-2025
RESEARCH METHODS FOR BUSINESS DECISIONS
(Common for All Specializations)

Time: 3 hours Max. Marks:70

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

PART-A

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

		UNIT-I	Marks	CO	KL
1		Define social science research and highlight the importance of research in management.	[12M]	1	2
		(OR)			
2		Explain the process for defining the research problem. Describe the basic types of research.	[12M]	1	2
		UNIT-II			
3		Clearly explain the difference between collection of data through questionnaire and schedules.	[12M]	2	2
		(OR)			
4		“Scaling describes the procedures by which numbers are assigned to various degrees of opinion, attitude and other concepts.” Discuss.	[12M]	2	2
		UNIT-III			
5		Discuss and classify survey method. What are the criterias for evaluating observational methods?	[12M]	3	2
		(OR)			
6		“Processing of data implies editing, coding, classification and tabulation”. Describe in brief these four operations pointing out the significance of each in context of research study.	[12M]	3	2
		UNIT-IV			
7		Define hypothesis and describe the procedure of testing hypothesis in brief.	[12M]	4	2
		(OR)			
8		Briefly describe the important parametric tests used in context of testing of hypotheses. How such tests differ from non-parametric tests? Explain.	[12M]	4	2
		UNIT-V			
9		What do you mean by multivariate techniques? Explain their significance in context of research studies.	[12M]	5	2
		(OR)			
10		Describe briefly the technique of analysis of variance for one-way and two-way classification.	[12M]	5	2

PART-B

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

11		CASE STUDY:	Marks	CO	KL
		The table given below shows the data obtained during outbreak of smallpox:	[10M]	4	4

	Attacked	Not Attacked	Total
Vaccinated	31	469	500
Not Vaccinated	185	1315	1500
Total	216	1784	2000

		Test the effectiveness of vaccination in preventing the attack from smallpox. Test your result with the help of Chi-Square at 5 per cent level of significance.			
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Code No: PP24MBT12

R24

HALL TICKET NUMBER

PACE INSTITUTE OF TECHNOLOGY & SCIENCES: ONGOLE
(AUTONOMOUS)

MBA II SEMESTER END REGULAR EXAMINATIONS, JUNE-2025

BUSINESS ANALYTICS
(Common for All Specializations)

Time: 3 hours Max. Marks:70

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

PART-A

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

		UNIT-I	Marks	CO	KL
1		Explain the role of a data analyst in an organization and the skills required for a data analyst.	[12M]	1	2
		(OR)			
2		Define Data? What is the role of Data Analytics in today's world? Give the tools and techniques used in data analytics?	[12M]	1	2
		UNIT-II			
3		Explain the process of data analysis.	[12M]	2	2
		(OR)			
4		How would you apply different data analytics tools (e.g., Excel, Python, Tableau) to solve a real-world business problem?	[12M]	2	3
		UNIT-III			
5		How would you use data visualization to improve communication in a data-driven project? Illustrate with examples.	[12M]	3	3
		(OR)			
6		Define data visualization. Explain the advantages of data visualization.	[12M]	3	2
		UNIT-IV			
7		Explain how standard deviation is used in business analytics in formulating plans and policies in the organization.	[12M]	4	2
		(OR)			
8		How can descriptive analytics be applied to enhance decision-making in a retail business scenario?	[12M]	4	3
		UNIT-V			
9		Explain the structured approach to build good regression models.	[12M]	5	2
		(OR)			
10		Given a business dataset, how would you determine whether to use descriptive, predictive, or prescriptive analytics for analysis? Justify your approach.?	[12M]	5	3

PART-B

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

11		**CASE STUDY:**	Marks	CO	KL
		A local bakery noticed fluctuations in its daily sales and wanted to understand how temperature affects the number of cupcakes sold. The owner collected data for 10 days, recording the temperature (in °C) and	[10M]	5	4

corresponding number of cupcakes sold. Initial observation suggested a trend: warmer days seemed to bring more customers. To analyze the relationship, the owner applied the method of least squares to fit a simple linear regression model, where temperature was the independent variable (X) and number of cupcakes sold was the dependent variable (Y). The equation derived from the analysis was:
$Y = 2.5X + 10$, indicating that for every 1°C increase in temperature, approximately 2.5 more cupcakes are sold. The regression line minimized the sum of the squares of the vertical distances (errors) between the actual data points and the predicted values. The owner used this model to forecast sales and prepare stock accordingly. This data-driven decision helped reduce wastage and improve customer satisfaction.

Questions:

1. Apply the least squares method to derive the regression equation from the given temperature and sales data.
2. How can the regression equation be used to predict cupcake sales on a day when the temperature is 32°C?
3. If the actual sales were 95 on a 32°C day, evaluate the accuracy of the prediction using the model.

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Code No: PP21MBT07 R21

HALL TICKET NUMBER

PACE INSTITUTE OF TECHNOLOGY & SCIENCES: ONGOLE
(AUTONOMOUS)
MBA II SEMESTER END SUPPLEMENTARY EXAMINATIONS, JUNE– 2025
FINANCIAL MANAGEMENT
(Common for All Specializations)

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		Discuss about the objectives of Financial Management? What is risk-return trade-off?	[12M]	1	3
OR					
2.		What are the roles of a Financial Manager in business? Explain?	[12M]	1	3
UNIT-II					
3.		What is weighted average cost of capital? Discuss in a brief about various sources of finance in a business?	[12M]	2	3
OR					
4.		Discuss in brief any two theories of Capital Structure decisions?	[12M]	2	3
UNIT-III					
5.		Discuss about Investment Decision Process? Why investment decisions are very important in business?	[12M]	3	3
OR					
6.		What is capital Budgeting? Write about methods of Capital Budgeting?	[12M]	3	3
UNIT-IV					
7.		Briefly explain about Gordon Model and M M Hypothesis?	[12M]	4	2
OR					
8.		Explain in detail various forms of dividend? Short notes on dividend polices of Indian companies?	[12M]	4	2
UNIT-V					
9.		Discuss in detail about factors influencing working capital requirements in business?	[12M]	5	3
OR					
10.		Explain the concepts and characteristics of Working Capital?	[12M]	5	2

PART-B

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

11		CASE STUDY:	Marks	CO	KL
		A project with Initial investment of Rs.60000; life of the Project is 4 years. Estimated annual cash flows is given in the below table: calculate the IRR. And comment on the proposal if the opportunity cost of capital is 12%	[10M]	3	4

Year	1st year	2nd year	3rd year	4th year
Cash inflows (Rs.)	15000	20000	30000	20000

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Code No: PP21MBT08

R21

HALL TICKET NUMBER

PACE INSTITUTE OF TECHNOLOGY & SCIENCES: ONGOLE
(AUTONOMOUS)

MBA II SEMESTER END SUPPLEMENTARY EXAMINATIONS, JUNE-2025

HUMAN RESOURCE MANAGEMENT

(Common for All Specializations)

Time: 3 hours Max. Marks:70

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

PART-A

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

		UNIT-I	Marks	CO	KL
1		Critically evaluate the strategic role of HR department in organizational transformation and assess how HR policies can be aligned with business objectives to enhance firm performance.	[12M]	1	5
		(OR)			
2		Analyze the principles of HRM and synthesize how these principles can be applied to address contemporary challenges in managing a diverse, multi-generational workforce.	[12M]	1	4
		UNIT-II			
3		Design a comprehensive HR planning model that integrates demand forecasting, supply analysis.	[12M]	2	6
		(OR)			
4		Compare the effectiveness of traditional training methods with modern HRD approaches, and develop an innovative training program that addresses the needs of remote and hybrid work environments.	[12M]	2	5
		UNIT-III			
5		Construct a 360-degree feedback system that incorporates modern performance metrics and continuous feedback mechanisms.	[12M]	3	4
		(OR)			
6		Evaluate the relationship between compensation strategies and employee motivation theories.	[12M]	3	5
		UNIT-IV			
7		Analyze the determinants of wage structure and design an equitable incentive payment system that balances productivity, fairness, and legal compliance in the Indian context.	[12M]	4	4
		(OR)			
8		Assess the impact of statutory welfare measures on employee satisfaction and organizational productivity.	[12M]	4	6
		UNIT-V			
9		Critically analyze the changing dynamics of industrial relations in the digital age.	[12M]	5	4
		(OR)			
10		Evaluate the effectiveness of different collective bargaining strategies and design a collaborative framework that promotes win-win outcomes for both management and employees. |	[12M]	5	5

PART-B

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

11		CASE STUDY:	KL	CO	Marks
		Global Manufacturing Corp is a 50-year-old automotive parts manufacturer with 3,200 employees across India. The company has been family-owned for three generations and is known for its traditional management approach and strong employee loyalty. **Current Situation:** The company is facing a leadership crisis as several key developments have occurred simultaneously: **Leadership Challenges:** • The CEO (age 65) and three senior VPs (ages 58-62) plan to retire within the next 18 months • 40% of middle management positions will become vacant due to retirements and resignations • The founder's son, designated as the next CEO, lacks operational experience and has poor employee relations **Workforce Demographics:** • 35% of employees are over 50 years old and eligible for retirement • Only 15% of the workforce is under 30 years old • Critical technical knowledge is concentrated among senior employees • Low representation of women in leadership positions (only 12%) **Performance Issues:** • Declining employee engagement scores (from 78% to 52% over two years) • Increased competition from younger, more agile companies • Technology adoption has been slow due to resistance from senior management • High-potential employees are leaving for better opportunities **Organizational Culture:** • Hierarchical decision-making structure • Limited career development opportunities for younger employees • Inadequate knowledge transfer mechanisms • Resistance to change and innovation **Recent Developments:** • Two major clients have expressed concerns about the company's future capabilities • Employee union has raised concerns about job security and career advancement • Board of directors is pressuring for immediate succession planning • Competitor companies are actively recruiting their experienced employees **Questions:** Design a comprehensive succession planning strategy that addresses leadership development, knowledge transfer, and cultural transformation. Include both short-term and long-term initiatives.	[10M]	2	6
		******			

Code No: PP21MBT09 R21

HALL TICKET NUMBER

PACE INSTITUTE OF TECHNOLOGY & SCIENCES: ONGOLE
(AUTONOMOUS)

MBA II SEMESTER END SUPPLEMENTARY EXAMINATIONS, JUNE-2025

MARKETING MANAGEMENT
(Common for All Specializations)

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 importance of Marketing? Distinguish between Needs and Wants with examples?	[12M]	1	2
OR					
2.		Discuss the importance of Societal Marketing and Green Marketing Concept in Indian context?	[12M]	1	3
UNIT-II					
3.		Differentiate between consumer and institutional Clientele Market Segmentation?	[12M]	2	2
OR					
4.		Explain the positioning strategy for Beverages in Indian Market?	[12M]	2	2
UNIT-III					
5.		Define Product? Product Mix? Also explain the details about PLC?	[12M]	3	2
OR					
6.		Explain the Methods of Pricing with suitable examples?	[12M]	3	2
UNIT-IV					
7.		Explain the Communication Process and Communication Mix in the marketing scenario?	[12M]	4	2
OR					
8.		Define Sales force? What are the components of Sales force compensation?	[12M]	4	2
UNIT-V					
9.		Explain about Intensive, Selective and exclusive channels of distribution?	[12M]	5	2
OR					
10.		What are the different components of Marketing Control?	[12M]	5	2

PART-B

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

11		CASE STUDY:	[10M]		4
		Amul, India's largest dairy brand, has a long-standing legacy built on quality, affordability, and emotional connect with the Indian middle class. Traditionally strong in print and television ads with iconic cartoons, Amul adapted to the digital age by increasing its social media presence. During the pandemic, Amul became one of the top FMCG brands in terms of online engagement. In 2023, Amul started direct-to-home deliveries in metros via its app and tied up with food delivery platforms. It also launched regional campaigns in vernacular languages and promoted products like Amul Kool and chocolates aimed at the youth. Amul's digital-first strategy also involved influencer tie-ups and meme marketing to appeal to Gen Z. **Questions:** 1. Analyze Amul's brand positioning strategy in the digital era. 2. Analyze Amul's promotion strategy from traditional to digital.			

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Code No: PP21MBT10

R21

HALL TICKET NUMBER

PACE INSTITUTE OF TECHNOLOGY & SCIENCES: ONGOLE
(AUTONOMOUS)

MBA II SEMESTER END SUPPLEMENTARY EXAMINATIONS, JUNE-2025

PRODUCTION AND OPERATIONS MANAGEMENT

(Common for All Specializations)

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 role of Digital intervention & Automation of production processes in Operational Management?	[12M]	1	2
		OR			
2.		What is Just in Time in inventory management and how it works in a business unit?	[12M]	1	2
		UNIT-II			
3.		Explain the objectives and types of Plant Layout?	[12M]	2	2
		OR			
4.		Explain various techniques of Work Measurement?	[12M]	2	2
		UNIT-III			
5.		Illustrate the key aspects of Operational Planning?	[12M]	3	3
		OR			
6.		Examine the role of supply chain management in operations management?	[12M]	3	3
		UNIT-IV			
7.		Analyze the various factors affecting the Productivity of an organization?	[12M]	4	4
		OR			
8.		Outline the Method Study Procedure for a manufacturing company?	[12M]	4	4
		UNIT-V			
9.		Illustrate the key differences between ISO9000 and ISO 14000 series?	[12M]	5	3
		OR			
10.		Evaluate the significance of Statistical Quality Control Techniques in Operations Management?	[12M]	5	4

PART-B

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

11		CASE STUDY:	[10M]	4	4
		SPX Technologies Successfully Leaned into Continuous Improvement SPX Technologies, a global HVAC industry supplier, needed a scalable leadership and continuous improvement (CI) training model to support its rapid growth and Mergers and Acquisition activities. To address this, SPX implemented the Lean Leader School, a hands-on and classroom-based CI program, now the global standard across its operations. The initiative has enhanced performance, cultural alignment, and ESG integration, with employees worldwide participating. Since 2018, SPX has executed 13 acquisitions, with over 90% adopting the CI program, ensuring consistency and long-term success. The company had a dual challenge on its hands – 1) developing a CI service model that worked best for both its geographically dispersed customer and employee bases, and 2) implementing a repeatable, sustainable training process that could flex up or down depending on on-boarding volumes. The bulk of the effort had to be focused on the people and culture factor, and conveying the value of the change. The company knew which model it wanted to integrate, and had some ideas for how it wanted the training to be structured, with a blend of classroom, Kaizen workshops and hands-on experience. Lean Leader School includes a mix of hands-on and classroom learning. This approach and methodologies were successfully piloted and refined across six sites and has now become the CI learning & implementation standard globally. It will be integrated across newly merged and acquired organizations as the cultural practice of CI methodology to ensure consistency in supporting the SPX corporate goals. Questions: 1. What is the challenge SPX was focused on the best way to cultivate and train leaders? 2. Discuss about the lean-based CI model with a leadership emphasis delivered through the Lean Leader School experience.			

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Code No: PP21MBT11

R21

HALL TICKET NUMBER

MBA II SEMESTER END SUPPLEMENTARY EXAMINATIONS, JUNE-2025
BUSINESS RESEARCH & STATISTICAL ANALYSIS
(Common for All Specializations)

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 steps in the research process and illustrate how they are interconnected.	[12M]	1	2
OR					
2.		Describe the characteristics of the scientific method and its importance in business research.	[12M]	1	2
UNIT-II					
3.		Discuss the problems of measurement in management research with suitable examples.	[12M]	2	2
OR					
4.		Explain the different levels of measurement and their relevance in business research.	[12M]	2	2
UNIT-III					
5.		A survey collected the number of hours 20 students spend on online classes in a week: 4, 6, 7, 5, 9, 8, 4, 6, 7, 6, 5, 8, 9, 6, 7, 5, 6, 7, 6, 5,8,7,5,4,6,5,7 a. Create a frequency distribution. b. Draw a histogram and a pie chart representing the data.	[12M]	3	4
OR					
6.		Explain the differences between probability and non-probability sampling techniques.	[12M]	3	2
UNIT-IV					
7.		Explain the significance of Type I and Type II errors in hypothesis testing.	[12M]	4	2
OR					
8.		A company claims that the average monthly salary of its employees is ₹50,000. A random sample of 10 employees yields a mean of ₹48,500 with a standard deviation of ₹3,000. At 5% significance level, test whether the company's claim is valid using a one-sample t-test.	[12M]	4	4
UNIT-V					
9.		Describe the types of reports commonly prepared in business research and their purposes.	[12M]	5	2
OR					
10.		Explain the structure and key components of a research report.	[12M]	5	2

PART-B

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

11		CASE STUDY:	Marks	CO	KL
		Three different training methods were tried on employees in three branches of a company. The performance scores after training are as follows: • Branch A: 75, 78, 80 • Branch B: 70, 72, 68 • Branch C**:** 82, 85, 84 Use one-way ANOVA to test if there is a significant difference in performance scores across branches at a 0.05 significance level.	[10M]	4	4

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Code No: PP21MBT12

R21

HALL TICKET NUMBER

PACE INSTITUTE OF TECHNOLOGY & SCIENCES: ONGOLE
(AUTONOMOUS)
MBA II SEMESTER END SUPPLEMENTARY EXAMINATIONS, JUNE-2025
ENTREPRENEURSHIP DEVELOPMENT & SMALL BUSINESS
(Common for All Specializations)

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		Briefly elucidate ethics and social responsibility of entrepreneurs.	[12M]	1	2
		OR			
2.		What are the precautionary measures taken to overcome the problems of women entrepreneurship?	[12M]	1	2
		UNIT-II			
3.		Explain the need for training for new and existing entrepreneurs.	[12M]	2	2
		OR			
4.		Explain the operational mechanism of feedback and performance of trainees	[12M]	2	2
		UNIT-III			
5.		"Project ideas are like other ideas which don't take concrete shape immediately". Explain the stages of project identification?	[12M]	3	3
		OR			
6.		Explain various stages involved in project formulation?	[12M]	3	2
		UNIT-IV			
7.		What measures have been taken by the government of India to protect and promote small business in the country?	[12M]	4	2
		OR			
8.		Explain the role and significance of MSME's in the economic and social development of the country	[12M]	4	2
		UNIT-V			
9.		Describe the role of NIESBUD in entrepreneurial development in India.	[12M]	5	2
		OR			
10.		Why is entrepreneurship considered a vital driver of economic growth, innovation and social changes in the 21st century?	[12M]	5	3

PART-B

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

11		CASE STUDY:	Marks	CO	KL

		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 scenarios is idea for types of entrepreneurs to step into green world and take advantage of untapped opportunities. Eco-entrepreneurship has become apparently increasing that indeed contribute to the economic and social development. An entrepreneur makes capital works for them through business where as the 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-green lining 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: (a). Analyze and explain opportunities to ecopreneurs. (b). Suggest the strategies to develop ecopreneurs.	[10M]	2	4

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