

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE**  
(UGC-AUTONOMOUS)

**MBA II Year I Semester (R14) Regular End Semester Examinations-Dec/Jan- 2015-16**  
(Regulations: R14)

**OPERATIONS RESEARCH**

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.  
In Q.no 1 to 5 answer either I or II only. Q.no 6 which is a case study is compulsory.

Q.1(I) Discuss the scope and limitations of Operations Research. 10M

**OR**

Q.1(II) A person requires 10, 12 and 12 units of chemicals A, B, C, respectively for his garden. A liquid product contains 5, 2, 1 units of A, B and C, respectively, per jar. A dry product contains 1, 2 and 4 units of A, B, C per carton. If the liquid product is sold for Rs.3 per jar carton and the dry product is sold for Rs2 per carton, how many units of each product should be purchased, in order to minimize the cost and meet the requirements? 10M

Q.2(I) Explain the MODI's algorithm for solving transportation problem. 10M

**OR**

Q.2(II) A department of a company has five employees with five jobs to be performed. The time (in hours) that each man takes to perform each job is given in the effective matrix. 10M

		Employees				
		I	II	III	IV	V
Jobs	A	10	5	13	15	16
	B	3	9	18	13	6
	C	10	7	2	2	2
	D	7	11	9	7	12
	E	7	9	10	4	12

How should the jobs be allocated, one per employee, so as to minimize the total man-hours?

Q.3(I) There are five jobs, each of which must go the two machines A and B in the order AB. Processing times are given in table below. 10M

		Processing time (hours)				
		1	2	3	4	5
Job						
Time for A		5	1	9	3	10
Time for B		2	6	7	8	4

Determine a sequence for five jobs that will minimize the elapsed time T. Calculate the total idle time for the machines in this period.

**OR**

Q.3(II) Explain the terms (a) two-person zero-sum games (b) pay-off matrix (c) Minimax-Maxmin principle and (d) Saddle point and value of the game. 10M

Q.4(I) The cost of a machine is Rs.6100 and its scrap value is only Rs100. The maintenance costs are found from experience to be: 10M

Year	:	1	2	3	4	5	6	7	8
Maintenance cost (in Rs):		100	250	400	600	900	1250	1600	2000

When should machine be replaced?

OR

Q.4(II) What is simulation? Explain Monte-Carlo Simulation. 10M

Q.5(I) The following table gives the activities and duration of a construction of project (6+4) M

Activity:	1-2	1-3	2-3	2-4	3-4	4-5
Duration (days):	20	25	10	12	6	10

- Draw the network for the project
- Find the critical path

OR

Q.5(II) Elucidate the following terms: 10M  
a) Arrival pattern                      b) Service pattern  
c) The queue discipline and      d) Customer's behavior.

Q.6 **CASE STUDY (COMPULSORY)** 10M

Solve the following game by using dominance property:

		Player B			
		A	B	C	D
Player A	I	3	2	4	0
	II	3	4	2	4
	III	4	2	4	0
	IV	0	4	0	8

\*\*\*END\*\*\*

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# MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA II Year I Semester (R14) Regular End Semester Examinations – Dec/Jan- 2015-16

(Regulations: R14)

## BUSINESS ANALYTICS

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.  
In Q.no 1 to 5 answer either I or II only. Q.no 6 which is a case study is compulsory.

Q.1(I) Define Business Analytics? Explain the categorization of analytical models and methods. 10M

OR

Q.1(II) I am buying 40 kgs of candy. Some of the candy sells for Rs 10/- per kg and some sells for Rs 6/-. How much of each type of candy should I buy to make the average cost per kg Rs 7/-.

Q.2(I) Explain various types of graphical representations of data available in statistics. 10M

OR

Q.2(II) Define Hypothesis? Elucidate steps involved in Hypothesis Testing. 10M

Q.3(I) Explain various decomposition models - trend, seasonality and cyclical components in Time Series Analysis. 10M

OR

Q.3(II) A firm sales for a product line during 12 quarters of the past three years were as follows: Forecast the sales for 13<sup>th</sup>, 14<sup>th</sup>, 15<sup>th</sup> and 16<sup>th</sup> quarter using trend line regression. 10M

Quarter	1	2	3	4	5	6
Sales	600	1550	1500	1500	2400	3100
Quarter	7	8	9	10	11	12
Sales	2600	2900	3800	4500	4000	4900

Q.4(I) Use the given historical prices of HUL Shares and compute mean and standard deviation of the series. 10M

OR

Q.4(II) Using given historical data, compute future prices of that share using simulation. 10M

Q.5(I) What is decision theory approach? Explain the steps involved in decision theory approach. Explain the environment in which decisions are made. 10M

OR

Q.5(II) Explain with Business application of Bayes's Rule. 10M

Q.6(I) **Case Study** 10M

Use the historical data of Airtel and HUL to fit a regression line for both companies and construct a regression trend lines for both companies.

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Hall Ticket No: 

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**SET - 1**

Course Code: 14MBA115

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE**

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**BUSINESS ANALYTICS**

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.  
In Q.no 1 to 5 answer either I or II only. Q.no 6 which is a case study is compulsory.

Q.1(I) What is Business Analytics? Elucidate evolution and scope of Business Analytics. 10M

**OR**

Q.1(II) I Expect to earn 10% per year on my retirement investments. At the end of each of the next 40 years I want to put the same amount of money in my retirement portfolio. I am going to retire in 40 years. How much money do I need to put in each year if I want to have Rs 2,000,000/- in my account when I retire? 10M

Q.2(I) Explain the following: 10M

- a. Weighted Mean Score    b. Skewness  
c. Standard Deviation    d. Frequency  
with some hypothetical data

**OR**

Q.2(II) What is Hypothesis? Explain the process of Hypothesis Testing. 10M

Q.3(I) Explain Time Series forecasting technique with various methods. 10M

**OR**

Q.3(II) Using the data given in the following table forecast the demand for the period 1987 to 1991 using a. 3- year moving average and b. 5- year moving average forecast the demand for year 1991. 10M

Year	1983	1984	1985	1986	1987	1988	1989	1990	1991
Demand	100	105	103	107	109	110	115	117	-

Q.4(I) Use the given data set to create three cluster using K-means clustering algorithm and identify the cluster centers and their distances. 10M

**OR**

Q.4(II) Using given historical data of Emami L&T, compute future prices of that share using simulation. 10M

Q.5(I) What is a Decision Tree? Explain the step involved in construction of Decision Tree with its advantages and Limitations. 10M

**OR**

Q.5(II) Elucidate Baye's Rule and its applications in Business. 10M

Q.6(I)

**Case Study**

10M

You have been assigned to analyze the profitability of Abdul Kalam new autobiography.

**The Following assumptions have been made.**

- Bill is receiving Rs of 12 million royalties.
- The Fixed Cost of Producing the Hardcover version of the book is Rs 1 million.
- The variable Cost of producing each Hardcover book is Rs 4/-
- The Publishers net profit from book sales per Hard Cover unit sold is Rs 15/-.
- The publisher expects to sell 1 million Hard Cover copies.
- Paper Back Sales will be double Hard Cover sales.
- The Fixed Cost of Producing the paperback is Rs 100,000/-.
- The Variable Cost of Producing each paperback book is Rs 1/-.
- Publishers net from the book sales per paperback unit sold is Rs 4/-.

**Use this information to answer the following questions:**

1. Determine how the publishers before tax profit will vary as Hard Cover sales vary between 100,000 and 1000,000 copies.
2. Determine how the publisher before tax profit varies Hard Cover sales vary between 100,000 and 1000,000 copies and the ration of Paper Back to Hard Cover sales varied between 1 and 2.4.

**\*\*\*END\*\*\***

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## MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

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**MBA II Year I Semester (R14) Regular End Semester Examinations – Dec/Jan- 2015-16**

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### INTERNATIONAL BUSINESS

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.  
In Q.no 1 to 5 answer either I or II only. Q.no 6 which is a case study is compulsory.

Q.1(I)	Discuss the reasons how and why developing countries growth rates are higher? Give the Examples.	10M
<b>OR</b>		
Q.1(II)	Give a brief account of Porter's theory of International Business.	10M
Q.2(I)	Write a detail note on IMF	10M
<b>OR</b>		
Q.2(II)	What do you mean by BOP? Differentiate between BOP and Balance of Trade.	10M
Q.3(I)	Write a detail note on WTO	10M
<b>OR</b>		
Q.3(II)	What is GATT? Mention its role in Global Business Integration.	10M
Q.4(I)	Why expatriates want returns early? Discuss steps to prevent this trend.	10M
<b>OR</b>		
Q.4(II)	Discuss the approaches and issues in selecting and training managers for overseas placements.	10M
Q.5(I)	Briefly discuss Foreign Trade zones, Economic Processing zones and Special Economic zones.	10M
<b>OR</b>		
Q.5(II)	Discuss highlights of current Indian EXIM policy	10M
Q.6	<b>Case Study</b>	
	<p>American Motors Corporation (AMC) for years had been America's fourth largest producer of automotive vehicles. It dropped to fifth position when Volkswagen began producing cars in US, after joining with Renault of France in 1980. AMC started to drop them. It began producing and selling Renault's designed cars instead of its own. AMC was also the world's largest producer of four wheelers since its acquisition of Jeep from Kaiser in 1870. Joining with Renault did not threaten the viability of AMC's Jeep line because Renault had no four wheelers. In fact, Renault became exclusive distributor for Jeeps in France and elsewhere.</p> <p>By 1980, world wide sales of Jeep were over 2 lakhs per year with <math>\frac{3}{4}</math> of that in the</p>	10M

US and Canada, which represented the domestic business. The international sales in 1981 including communist countries were 45,000. Until the fall of Shah, Iran was the biggest market. Among four wheelers, Jeep was the largest seller. Its competitors in order were Toyota, Nissan and Land Rover. Jeep was the most global of the competitors also with manufacturing, assembly and on licensing in over 20 countries. In contrast, Toyota had most of its assembly operations in just Indonesia and Venezuela. Most of the Jeeps were produced from Ohio. However, AMC Jeep had limited manufacturing in a few foreign markets with assemble and licensing in many others. AMC Jeep had equity in plant in Australia, Egypt etc. Altogether, 2 assembly plants in Africa, 3 in Middle East, 12 in Asia Pacific and 4 in Latin America. Most of the local manufacturing is done to meet local content.

Jeep sales outside US and Canada are the responsibility of a firm based in Michigan. The concern has 185 employees, of which, 25 are living in foreign countries, 25 are American expatriates. Jeep vehicles have enjoyed universal recognition and appeal due to their use in the Second World War by US. In developed countries, Jeeps are promoted as recreational vehicles while multipurpose in developing countries. It can be seen that Jeep are sold in large number in world markets and in countries with difficult economies, environmental and use conditions.

Questions:

Assuming as international business manager, make appropriate suggestions on the following:

- (a) To what degree should Jeep vehicles be adopted for world markets?
- (b) Should Jeep have a uniform international brand in world markets?
- (c) Should the Jeep warranty be the same in every market?
- (d) What should be the service and promotion strategy for world markets?

**\*\*\*END\*\*\***



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**MBA II Year I Semester (R14) Regular End Semester Examinations – Dec/Jan- 2015-16**

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**SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.  
In Q.no 1 to 5 answer either I or II only. Q.no 6 which is a case study is compulsory.

Q.1(I) What do you mean by investment? Explain the different objectives of financial investment. 10M

**OR**

Q.1(II) What are the functions of a Stock Exchange? Discuss about problems facing the Indian Stock Market 10M

Q.2(I) What is fundamental analysis? Explain the key macro-economic factors considered in fundamental analysis. 10M

**OR**

Q.2(II) What is technical analysis? Explain the tools of Technical analysis with examples. 10M

Q.3(I) The Beta Corporation has a required rate of return of 16 % and its dividend is Rs.3 per share. If the current price is Rs.55 per share. Determine the growth rate of its dividend and dividend yield of the Beta Corporation. 10M

**OR**

Q.3(II) What is investment risk? Explain the various risks that affect investor required rate of return? 10M

Q.4(I) How do you use the CAPM model in investment management? 10M

**OR**

Q.4(II) Explain Markowitz portfolio theory. 10M

Q.5(I) The following information is provided regarding performance of the funds. Risk free rate of interest is 9%. Rank them and comment using Sharpe and Tenor index. 10M

Particulars	$R_p$	$\sigma_p$	$\beta$
SBI Mutual fund	25.38	4	.23
ICICI Mutual fund	25.11	9.01	.56
LIC Mutual fund	25.01	3.55	.59

**OR**

Q.5(II) Explain various equity portfolio management strategies. 10M

Q.6(I)

**CASE STUDY**

10M

Stocks ABC and XYZ have yielded the following returns for the past two years.

Year	Return (%)	
	ABC	XYZ
2005	12	14
2006	18	12

As a financial Analyst, which security you advice to the investors on the basis of risk and return and If an investor invests 60% of funds in ABC and 40 % in XYZ stocks .what would be the portfolio return and the portfolio risk?

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Hall Ticket No:

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Course Code: 14MBA413

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE**  
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**HUMAN RESOURCE PLANNING**

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.  
In Q.no 1 to 5 answer either I or II only. Q.no 6 which is a case study is compulsory.

Q.1(I)	Define HRP? Explain the factors that are affecting the HRP?	10M
<b>OR</b>		
Q.1(II)	Briefly Discuss the Micro & Macro level manpower planning with two examples?	10M
Q.2(I)	Bring out the techniques of forecasting HR demand	10M
<b>OR</b>		
Q.2(II)	Write a short notes on	6M
	(A) Regression analysis	4M
	(B) Delphi technique	
Q.3(I)	Explain the internal and external sources of HR Supply?	10M
<b>OR</b>		
Q.3(II)	Explain the different methods used for forecasting HR Supply?	10M
Q.4(I)	Define Selection? Explain Selection Process and Tests in detail?	10M
<b>OR</b>		
Q.4(II)	Write a short notes on	5M
	(a) Retrenchment	5M
	(b) VRS	
Q.5(I)	Explain the methods of valuation of Human Resource Audit?	10M
<b>OR</b>		
Q.5(II)	Define HR Accounting? Discuss the objective and applications of HR Accounting?	10M
Q.6(I)	<b>Case Study</b>	10M

A large, well known Candian 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 labourers. The result was the high labour costs that made the company's brake assemblies, manufacturer 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:**

1. From the discussion of job analysis information and job design, what actions would you recommend to HR department?
2. Given the problems associated with the second shift, what differences would you look for between first shift and second shift workers?
3. Since the Canadian workers had considerable experience with the equipment but the workers particularly in second shift in Brazil had very little experience, what implications do you see for the job design?

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**MBA II Year I Semester (R14) Regular End Semester Examinations – Dec/Jan- 2015-16**

(Regulations: R14)

### FINANCIAL INSTITUTIONS MARKETS & SERVICES

3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.  
In Q.no 1 to 5 answer either I or II only. Q.no 6 which is a case study is compulsory.

Q.1(I)	Discuss the role of financial system in economic development?	10M
<b>OR</b>		
Q.1(II)	Explain various financial markets in financial system?	10M
<hr/>		
Q.2(I)	What is the Role and Responsibilities of RBI with respect to Money Market?	10M
<b>OR</b>		
Q.2(II)	Explain the various money market instruments?	10M
<hr/>		
Q.3(I)	Describe the NSDL?	10M
<b>OR</b>		
Q.3(II)	Describe the SHCIL?	10M
<hr/>		
Q.4(I)	Explain the Stock Exchange Trading and settlement?	10M
<b>OR</b>		
Q.4(II)	Discuss the NSE & BSE role in stock markets?	10M
<hr/>		
Q.5(I)	Defines a mutual fund & describes the various schemes that can be offered by it?	10M
<b>OR</b>		
Q.5(II)	Explain the methodology followed by CRISIL in rating credit instruments?	10M
<hr/>		
Q.6(I)	<b>Case Study</b>	10M

Since 2009, when the Sahara Group's activities first came under the radar of SEBI leading up to the arrest of Sahara India Pariwar founder Subrata Roy in 2014, both parties have been Engaged in an aggressive regulatory conflict. SEBI alleged that Sahara India Real Estate Corp Ltd (SIRECL) and Sahara Housing Investment Corp Ltd (SHICL), which issued Optional Fully Convertible Debentures (OFCD), illegally collected investor money.

Meanwhile, Sahara denied SEBI had any jurisdiction in the matter. SEBI went on to order Sahara to issue a full refund to its investors, which was challenged by Sahara

before the Securities Appellate Tribunal (SAT). When the SAT upheld SEBI's order, Sahara moved to the Supreme Court in August 2012, which ordered Sahara to refund investors' money by depositing it with SEBI? Sahara then declared that most of the US \$3.9 billion had already been repaid to investors, Save for a paltry US \$840 million, which it handed over to SEBI.

This was disputed by SEBI, Which claimed that the details of the investors who were refunded had not been provided. Sahara failed to deposit the remaining money with SEBI and Subrata Roy skipped his hearing, the Supreme Court of India issued an arrest warrant for the Sahara chief in February 2014. Amid rumors of black money laundering and the misuse of political connections, Sahara vehemently denied all charges and continued to defy SEBI. The regulator persevered through what the Supreme Court referred to as the "ridiculous game of cat and mouse" and finally managed to pin down Sahara chief Subrata Roy in 2014. In this rare victory, SEBI not only brought Sahara to justice, but also made an excellent case for why the regulator, and others like it, require greater autonomy and penalizing powers.

1. Detail the fraudulent practices of Sahara Group.
2. Explain the SEBI regulations violated by Sahara Group.
3. In the light of Sahara's Incidence, what new regulations would you propose?

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Hall Ticket No:

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Course Code: 14MBA427

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE**  
 (UGC-AUTONOMOUS)  
**MBA II Year I Semester (R14) Regular End Semester Examinations – Dec/Jan- 2015-16**  
 (Regulations: R14)  
**RETAIL MANAGEMENT STRATEGY**

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.  
 In Q.no 1 to 5 answer either I or II only. Q.no 6 which is a case study is compulsory.

Q.1(I)	Define retailing? Explain the Classification of Retailing.	10M
<b>OR</b>		
Q.1(II)	Explain retailing environment in brief.	10M
Q.2(I)	What are the factors that influence the customer's decision making process?	10M
<b>OR</b>		
Q.2(II)	Explain Population analysis.	10M
Q.3(I)	Explain the significance of retail market strategy.	10M
<b>OR</b>		
Q.3(II)	Discuss the strategy planning process in retail.	10M
Q.4(I)	Is advertising required for a retail outlet? Support your opinion with required factors.	10M
<b>OR</b>		
Q.4(II)	Discuss the factors considered while selecting advertising media for retail promotion.	10M
Q.5(I)	"Store layout, design and location are key for the success of a retail store"-do you disagree? Substantiate your answer with suitable examples.	10M
<b>OR</b>		
Q.5(II)	Discuss the role of atmospherics in store design.	10M
Q.6(I)	<b>Case Study</b>	10M

**Pratap's Wild Dining - A Jungle Theme Restaurant**

Pratap Kapoor's wild dining format is unique and one of the kinds in Mumbai. Advertised as a jungle theme restaurant, it is named as 'Sher Baugh'. Wild dining is more of an amusement park than dining space with all the facilities, which can delight a family. It delivers its promises through robotic animals and a simulated thunderstorm, features that would delight children. It gives the feeling of living in the wild for the urbanites and gives them a break from the typical fancy restaurants.

Mr. Pratap was planning to convert his venture into franchise format with opening of outlet in all the metro cities in India. However, he is not sure of the sale ability of this kind of retail format in the Indian context. This critic of his venture says that for adults who put the food over the experience of eating in an artificial jungle the wilding dining restaurant is not all that fun. In addition, the cost incurred in setting up the format is a point of concern.

**Answer the questions**

1. What is wild dining offering and target market?
2. According to you will this kind of theme based dining format succeed in the Indian context? Why? Explain.

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### INTERNATIONAL FINANCIAL MANAGEMENT

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.  
In Q.no 1 to 5 answer either I or II only. Q.no 6 which is a case study is compulsory.

- |           |  |     |
|-----------|--|-----|
| Q.1(I)    | Explain briefly about system of gold standard in International Monetary system.  | 10M |
| <b>OR</b> |  |     |
| Q.1(II)   | Write a note on fixed and floating rate regimes.   | 10M |
| <hr/>     |  |     |
| Q.2(I)    | Explain about the structure of foreign exchange market.  | 10M |
| <b>OR</b> |  |     |
| Q.2(II)   | If the current spot rate is USD/INR 46 and Indian and U.S. one year risk-free rates are 6 percent and 4 percent respectively, then calculate the futures price of U.S. dollar and suggest the investor to sell in futures market or in spot market.  | 10M |
| <hr/>     |  |     |
| Q.3(I)    | What is Transaction exposure? How it is different from translation exposure and from operating exposure?   | 10M |
| <b>OR</b> |  |     |
| Q.3(II)   | What are various types of swaps? Explain it in brief.  | 10M |
| <hr/>     |  |     |
| Q.4(I)    | Write short notes on:<br>(a) IDA<br>(b) IFC  | 10M |
| <b>OR</b> |  |     |
| Q.4(II)   | Explain the components of working capital in a multinational enterprise.   | 10M |
| <hr/>     |  |     |
| Q.5(I)    | What is capital budgeting analysis and explain the factors to be considered in International capital budgeting.  | 10M |
| <b>OR</b> |  |     |
| Q.5(II)   | What are various approaches in evaluating a project in international context?  | 10M |
| <hr/>     |  |     |
| Q.6(I)    | <b>Case Study</b>  | 10M |
|           | An Indian importer expects appreciation of US\$ while importing goods for US\$ 1,000. So he goes for buying \$ 1,000 one month forward coinciding the time of payment for the import. spot rate and the forward rate is respectively Rs. 40 and Rs.40.50. Surprisingly the futures spot rate on the maturity is only Rs. 40.30/\$, will be forward deal be beneficial? |     |

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**BUSINESS TO BUSINESS MARKETING**

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.  
In Q.no 1 to 5 answer either I or II only. Q.no 6 which is a case study is compulsory.

- |           |   |     |
|-----------|---|-----|
| Q.1(I)    | What is B2B Marketing? Explain the Recent Trends and Changes in B2B Marketing.                            | 10M |
| <b>OR</b> |   |     |
| Q.1(II)   | Explain briefly the various B2B markets that are operating simultaneously in a IT hardware market?        | 10M |
| <hr/>     |   |     |
| Q.2(I)    | If you are the Relationship manager for Dell, explain how you can manage customer relationships.          | 10M |
| <b>OR</b> |   |     |
| Q.2(II)   | Explain the nature of Business buying and discuss organizational buying process?                          | 10M |
| <hr/>     |   |     |
| Q.3(I)    | What is sales forecasting? Discuss the various Sales forecasting methods for business markets?            | 10M |
| <b>OR</b> |   |     |
| Q.3(II)   | “Value based segmentation-A model to the business firm for segmenting the organizational Market” Discuss? | 10M |
| <hr/>     |   |     |
| Q.4(I)    | Explain how a business firms can manage pricing tactics to get competitive advantage.                     | 10M |
| <b>OR</b> |   |     |
| Q.4(II)   | What is marketing mix? Explain the how marketing mix help the B2B markets.                                | 10M |
| <hr/>     |   |     |
| Q.5(I)    | Define Key Account Management? how do you select KAM's in FMCG sector and Explain their benefits.         | 10M |
| <b>OR</b> |   |     |
| Q.5(II)   | Explain the channel objective and explain how can you select and motivate the channel members.            | 10M |
| <hr/>     |   |     |
| Q.6(I)    | <b><u>Case Study</u></b>  | 10M |

Dow Chemical Company is one of the large chemical companies in the United States, making a diversified line of organic and inorganic chemicals, plastics, by-products, and metals. Research has played a vital role in the company's growth. Recently, Dow's research laboratories developed a new product in the anti-freeze line-Dowtherm 209. Much research was devoted to the technical phase, involving various experiments concerned with the quality of the components in the new product.

The anti-freeze commonly used now is ethylene glycol. If it leaks into the crankcase

oil, it forms a thick pasty sludge that can produce bearing damage, cylinder scoring, or a dozen other costly and time-consuming troubles for both the operator and owner of heavy-duty equipment.

Dowtherm 209 has been proven in the laboratory to prevent seizing of rod and main bearings, pistons, rings, and piston pins which are common with glycol leakage. The new product will not remain in the engine oil and will cut down on the sludge residue. At first,

Dow thought it had two attractive markets for the product:

- (a) The manufacturers of heavy-duty equipment, and
- (b) The users of heavy-duty equipment,

Dow salesmen have made numerous calls and so far neither type of customer has been found to be very interested. The manufacturers are reluctant to show interest in the product until it has been proven in actual use. The buyers for construction companies and other firms using heavy-duty equipment have also been beneficiaries hesitant. Some felt the price was far too high for the advantage offered. Others didn't understand what was wrong with the present anti-freeze and dismissed the idea of paying extra for 'just another' anti-freeze.

The price of Dowtherm 209 is \$7.98 per gallon, which is more than twice the price of regular anti-freeze. The higher price is a result of higher costs in producing the product and an investment for making a better type of anti-freeze.

**Questions :**

- (a) Explain what has happened so far.
- (b) What would you do if you were responsible for this product?

\*\*\*END\*\*\*

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# MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA II Year I Semester (R14) Regular End Semester Examinations – Dec/Jan- 2015-16

(Regulations: R14)

## E-BUSINESS

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.  
In Q.no 1 to 5 answer either I or II only. Q.no 6 which is a case study is compulsory.

Q.1(I)	Explain the different strategies in E-business.	10M
<b>OR</b>		
Q.1(II)	Write a note on the challenges of e-business.	10M
Q.2(I)	Explain Electronic Payment system in e-business.	10M
<b>OR</b>		
Q.2(II)	Write a note on E-markets vs Traditional markets.	10M
Q.3(I)	What is middle ware? and explain Remote Data Access middle ware.	10M
<b>OR</b>		
Q.3(II)	Briefly describe the types of middle ware and describe the relationship between them.	10M
Q.4(I)	What is Business Process Reengineering the most appropriate approach to legacy system Integration?	10M
<b>OR</b>		
Q.4(II)	What are the major types of legacy system re-engineering? and how do they differ.	10M
Q.5(I)	Write about Risk-management modernization in E-business.	10M
<b>OR</b>		
Q.5(II)	Explain in detail about security and reliability for e-business.	10M
Q.6(I)	<b>Case Study</b>	10M

### Visa Implements Smart Card Technology

Visa cards to day can be used to pay for purchases at more than 42 million merchant locations in 300 countries and territories. They can also be used to obtain cash at over 700,000 ATMs in 136 countries. More than 14000 U.S. financial institutions rely on the visa net processing system to facilitate over \$765 billion in annual transaction volume- including more than half of all internet payments.

Visa continues to work on behalf of its members financial institutions, merchants and consumers to continually deliver better ways to pay. The company announced the smart visa cards in May 2001 as a means of providing a highly personalized card capable of changing as your needs change and as new services become available. The visa smart card uses an embedded chip that is programmed accept, store and send data. It is also designed to minimize card duplication and forgery. An especially useful feature of the smart visa is that it enables you to consolidate many of the store and discount cards filling your wallet

onto its memory chip. Visa's vision is that smart cards will continue to add new services and levels of convenience to consumers every day lives by, functioning as electronic keys for a home, office, or car or offering payment services through a personal computer, mobile phone or personal digital assistance.

Smart visa cards readers are credit card –sized devices that connect to your personal computers to provide additional features. You can pay for online purchases by simply inserting your smart visa card into the reader. The password protected smart visa card works with verified by visa allows you to add a personal password to your existing visa card. When you make purchases at participating online stores, you validate your identity by entering your password in a special verified by visa window. This gives you added safety and reassurance that only you can use your visa credit online.

As smart card technology evolves and new services become available, you will be able to use the reader to download these new features onto your smart visa card. The smart visa card and reader also provide secure access to your account through your financial institutions web sites. You can obtain smart visa card readers from the financial institutions that issue the smart visa cards or from a variety of consumer electronics retailers.

Visa is confident that smart card acceptance and usage will increase significantly in the US. However for this to happen, merchants must pay up to \$1000 for new point of sale devices that are smart card enabled. As a critical first step in providing smart card payments, visa brought together key industry players including Hypercom, Ingenico Fortronic and Verifone, to build smart card devices, networking equipment and software. Importantly all hardware and software had to confirm to EMV standards. These standards cover specifications for financial transaction systems and smart card based credit cards, and they must be adhered to for smart cards to be universally compatible in world markets.

**Questions:**

1. What are the advantages of a smart card over an ordinary credit card or debit card? Are there any disadvantages?
2. Identify all the technology infrastructure components that are required to make the smart card from visa operate effectively. Identify all of the Information Systems technology component providers mentioned in this special-interest box and describe their role?

**\*\*\*END\*\*\***

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE**  
(UGC-AUTONOMOUS)  
**MBA II Year I Semester (R14) Regular End Semester Examinations – Dec/Jan- 2015-16**  
(Regulations: R14)

**LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.  
In Q.no 1 to 5 answer either I or II only. Q.no 6 which is a case study is compulsory.

- |           |  |     |
|-----------|--|-----|
| Q.1(I)    | What is Logistics? Explain the various types of Logistics.   | 10M |
| <b>OR</b> |  |     |
| Q.1(II)   | Explain with advantages and disadvantages of various Modes of Transportation of Goods in India                                   | 10M |
|           |  |     |
| Q.2(I)    | What is Demand Forecasting? Elucidate various techniques of Demand Forecasting.  | 10M |
| <b>OR</b> |  |     |
| Q.2(II)   | What do you Understand by Distribution Resource Planning (DRP)? How is it having an edge over Distribution Requirement Planning? | 10M |
|           |  |     |
| Q.3(I)    | Define supply chain management? Explain the role of manager in Supply Chain.   | 10M |
| <b>OR</b> |  |     |
| Q.3(II)   | What are the features of Supply Chain Management?  | 10M |
|           |  |     |
| Q.4(I)    | What is Vertical Marketing System? Explain Different types of Vertical Marketing System.   | 10M |
| <b>OR</b> |  |     |
| Q.4(II)   | Discuss the roles of Channel Distribution in Marketing.  | 10M |
|           |  |     |
| Q.5(I)    | What is bullwhip effect in supply chain and how it is measured? Describe the major bullwhip effect in supply chain.              | 10M |
| <b>OR</b> |  |     |
| Q.5(II)   | Elucidate SCOR model with Pictorial representation.  | 10M |
|           |  |     |
| Q.6(I)    | <b>Case Study</b>  | 10M |

**Nikon Inc**

Nikon Inc. is the world's leader in precision optics, 35mm and digital imaging technology. So it's no surprise that when the company saw the next big trend in photographic technology digital cameras they were ready to deliver with some of the most advanced product designs in the marketplace. But to ensure that retailers could meet the demand of tech-hungry consumers and professional photographers, Nikon, with the help of UPS Supply Chain Solutions, reengineered its distribution network to keep them well supplied. To support the launch of its new digital cameras, Nikon knew that customer service capabilities needed to be completely up to speed from the start and that distributors and retailers would require up-to-the-minute information about product availability. While the company had previously handled new product distribution in-house, this time Nikon realized that burdening its existing infrastructure with a new, demanding,

high-profile product line could impact customer service performance adversely. For Nikon, that meant applying its well-known talent for innovation to creating an entirely new distribution strategy and taking the rare step of outsourcing distribution of an entire consumer electronics product line. With UPS Supply Chain Solutions on board, Nikon was able to quickly execute a synchronized supply chain strategy that moves product to retail stores throughout the United States, Latin America and the Caribbean and allows Nikon to stay focused on the business of developing and marketing precision optics. Starting at Nikon's manufacturing centers in Korea, Japan and Indonesia, UPS Supply Chain Solutions manages air and ocean freight and related customs brokerage. Nikon's freight is directed to Louisville, Kentucky, which not only serves as the all-points connection for UPS's global operations, but also is home to the UPS Supply Chain Solutions Logistics Center main campus. Here, merchandise can either be "kitted" with accessories such as batteries and chargers, or repackaged to in-store display specifications. Finally, the packages are distributed to literally thousands of retailers across the U.S., or shipped for export to Latin American or Caribbean retail outlets and distributors, using any of UPS's worldwide transportation services to provide the final delivery. With the UPS Supply Chain Solutions system in place, the process calibrates the movement of goods and information by providing SKU-level visibility within complex distribution and IT systems. UPS also provides Nikon advance shipment notifications throughout the U.S., Caribbean and Latin American markets.

**Question:**

- a) Critically examine the Nikon distribution system with SWOT Analysis?

**\*\*\*END\*\*\***



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(Regulations: R14)

## PERFORMANCE MANAGEMENT

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.  
In Q. no 1 to 5 answer either I or II only. Q. no 6 which is a case study is compulsory.

Q.1(I) Define Performance Management. Distinguish between Performance Management and Performance Appraisal. 10M

OR

Q.1(II) What is Performance Management Theatre? Explain the concept and scope of Performance Management. 10M

Q.2(I) Explain the role of mutual expectations and performance criteria in an effective Performance Management Process. 10M

OR

Q.2(II) Describe the process of establishing organizational and individual Performance Planning Objectives. 10M

Q.3(I) What are the objectives of monitoring Managee performance? Explain the process of monitoring and review of manage performance. 10M

OR

Q.3(II) Distinguish between Coaching and Mentoring 10M

Q.4(I) What is Stock taking Potential? Elucidate the role of efficient feedback in managing the performance. 10M

OR

Q.4(II) Differentiate Process of Judgment from Process of Analysis involved in Stock taking Performance. 10M

Q.5(I) Elucidate the Principles involved for developing Code of Ethics in Performance Management. What is the significance of ethics in Performance Management? 10M

OR

Q.5(II) Discuss about few illustrations of Performance Management Systems followed in various Multinational Companies. 10M

Q.6(I) **Case Study** 10M

An Executive, Mr. X, was working for a department. He was a sensitive individual. He was reporting to a senior manager and had a complaint that his immediate boss was ambiguous in giving him a performance feedback. As a result he felt that he was not being considered for advancement into a general management position. He felt aggrieved.

After the executive director's advice to the senior manager, he expressed

that he had given his feedback which was admittedly delicate, as he did not wish to damage Mr. X's self-esteem by being too direct. However, the senior manager agreed to try once by giving direct feedback. The boss expressed to Mr. X that his execution capability was limited by his inability to get along with the peers and other departments. As a result, the boss felt that Mr. X had become part of the problem, not a part of the solution.

Mr. X, on hearing this again, had a complaint. To make the complaint now is different. He said that his boss had been brutal in his feedback and there was no need to make a big deal out of one's supposed shortcomings. It was amazing about the feeling of Mr. X as he only sought a more direct feedback. After that Mr. X expressed that he has to think and look for his future. Then Mr. X left the company to do jobs in a couple of outside companies but information were that he was not achieving as much happiness as he employed, hence not much success.

- a) Do you think that the approach followed by the manager is correct while giving feedback to Mr. X? If yes why, If No suggest your opinion to be followed by the manager.
- b) What is the problem prevailing in the case?

**\*\*\*END\*\*\***