



ST. JOSEPH'S DEGREE & PG COLLEGE

(Extended Campus), Re-accredited by NAAC with 'A' Grade
Autonomous, Affiliated to Osmania University, Co-Educational Christian Catholic Minority Institution
Managed by Hyderabad Archdiocese Educational Society
5-9-300, Caprotti Hall building, Gunfoundry, Abids Hyderabad- 500001, Telangana State, India

MBA I Year/ II Semester Examinations April – 2019 INTERNAL – II

TIME: 1 Hr 30 Mins
SUBJECT: HUMAN RESOURCE MANAGEMENT

DATE: 02/04/2019
MAX MARKS: 30

Section-A

I. Answer all the questions

(5 x 3 = 15 Marks)

1. Explain the purpose and importance of recruitment
2. Discuss the contents of induction
3. Discuss the following
 - i. Succession Planning
 - ii. Placement
4. What are various types of internal sources of recruitment
5. Discuss the methods used to evaluate the training programs

Section-B

II. Answer the following questions

(3 x 5 = 15 Marks)

6. (a) Explain the process of selection

OR

- (b) Discuss the external sources of recruitment

7. (a) Explain briefly factors affecting recruitment and the process of recruitment

OR

- (b) Explain various off the job management development methods

8. (a) Define career, career planning and explain the stages of career planning and development

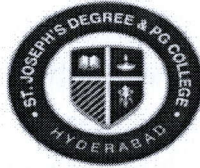
OR

- (b) Explain the objective and scope of Human Resource Development



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TIME: 1 Hr 30 Mins

SUBJECT: FINANCIAL MANAGEMENT

DATE: 02/04/2019

MAX MARKS: 30

I. Answer all the questions

(Marks: 5 X 3 = 15)

1. Write a note on MM Approach.
2. Define EBIT-EPS Analysis.
3. Define Capital Structure and Optimal Capital Structure.
- 4 Venkat co. Ltd. Expects operating profit (EBIT) of Rs. 1,00,000/-. The company has raised 12% Debentures of Rs.3,00,000/- . The company's Equity Capital cost is 13%. Determine the value of the firm and cost of capital.
5. Write a note on Working Capital Cycle

II. Answer the following questions

(Marks: 3 x 5 = 15)

- 6 a) Define Capital Structure and write a note on determinants of Capital Structure.

OR

- b) XYZ Ltd, has a total capitalization of Rs 10 lakhs consisting entirely of equity capital (Rs 10/-each share). It is planning to raise additional funds of Rs 5 lakhs for implementing capital budgeting project. There are two alternatives available to the company.

a) Entire equity share capital by issue of shares.

b) Entire amount by debt at 10% interest.

The company is in the tax bracket of 50%. Calculate Indifference point.

- 7 a) Define Working Capital and state its Advantages.

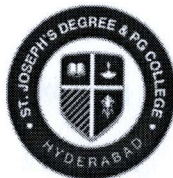
OR

- b) Write a note on the Net Working Capital (NWC) and Gross Working Capital (GWC)

- 8 a) From the following particulars of VJ Company, Calculate operating and financial leverages. The Company's current Sales Revenue is Rs.15,00,000/- and sales are expected to increase by 25%. Rs.9,00,000/- incurred on Variable Expenses for generating Rs. 15,00,000/- Sales Revenue. The Fixed cost is Rs.2,50,000/-. The company has Rs.20,00,000/- Equity Share Capital and Rs.20,00,000/- 10% Debt Capital, Rs. 10 per Equity Share and 50% Tax rate.

OR

- b) "Working Capital is considered to be a life blood of an Enterprise". Comment and state its Determinants.



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MBA I Year/ II Semester Examinations April – 2019 INTERNAL – II

TIME: 1 Hr 30 Mins
SUBJECT: Business Research Methods

DATE: 03/04/19
MAX MARKS: 30

Section-A

I. Answer all the questions

(5 x 3 = 15 Marks)

1. What is Regret Criterion?
2. What are the advantages and disadvantages of Decision tree approach?
3. Write note on i) EMV ii) EVPI
4. What do you mean by non-parametric test?
5. Explain the procedure of Mann-Whitney Test

Section-B

II. Answer the following questions

(3 x 5 = 15 Marks)

- 6 a) The market research department of Hindustan Lever has recommended the marketing department to launch a Shampoo of three different types. The marketing manager has to decide one of the types of shampoo to be launched under the following estimate pay-offs (in millions of ₹) for various levels of sales.

Types of Shampoo	Estimated Level of Sales (Units)		
	15,000	10,000	5000
Clinic Plus	30	10	15
Sun Silk	45	20	10
All Clear	50	25	5

What will be the marketing manager's decision if

- i) Optimistic ii) Pessimistic iii) Regret iv) Laplace v) Hurwicz Criterion is applied?
($\alpha = 0.7$)

OR

- b) Discuss the different decision making environments.

- 7 a). A manufacturing of a toy is interested to launch a ABC or XYZ model of a toy. If ABC model is launched, the probabilities are 0.3, 0.4 and 0.3 that the market will be good, fair and poor respectively, giving to the pay-offs of ₹70,000, ₹35,000 and ₹5000. If the XYZ model is introduced, the corresponding probabilities are given by 0.4, 0.3 and 0.3 with respective pay-off ₹75,000, ₹40,000 and ₹(-7000). Use Decision tree analysis and decide which model the manufacture should launch?

OR

- b) A Newspaper boy has the following probability of selling a magazine:

No of copies sold : 10 11 12 13 14

Probability : 0.10 0.15 0.20 0.25 0.30

Cost of a copy is 30 paise and sale price is 50 paise. He cannot return unsold copies.
How many copies should he order?

8. a) Use the Kruskal-Wallis test to test the three samples. What are your conclusions?

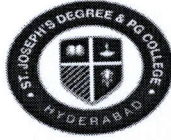
Sample-I	95	97	98	99	99	99	99	94	95	98
Sample-II	104	102	105	102	99	102	111	103	100	103
Sample-III	119	130	136	132	141	172	145	150	144	135

OR

- b) Two models of machine are under consideration for purchase. An organization has one of each type for trial period and a team of 14 operators use machine for a fixed length of time. The results are :

Operator	A	B	C	D	E	R	G	H	I	J	K	L	M	N
Output of machine 1	78	75	53	68	82	64	95	86	64	71	54	80	51	70
Output of machine 2	60	58	46	71	80	59	73	78	37	75	60	79	38	51

Using Wilcoxon matched pair test find out whether there is any significant difference between the outputs of the two machines. Test at 5% level of significance



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MBA I Year/ II Semester Examinations April – 2019 INTERNAL – II

TIME: 1 Hr 30 Mins

SUBJECT: OPERATIONS RESEARCH

DATE: 03/04/19

MAX MARKS: 30

Section-A

(5 x 3 = 15 Marks)

I. Answer all the questions

1. Draw the network diagram to the following data

Activity	1-2	1-3	2-3	2-5	3-4	3-6	4-5	4-6	5-6	6-7
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2. Calculate the average Duration and Variance for the data given.

To	6	4	14	7	3	13	10	12	9	17
Tm	9	7	17	10	5	18	14	15	11	20
Tp	12	8	20	13	9	25	16	18	12	25

3. What is Zero Sum Game

4. What is Simulation?

5. Write a note on Lq and Ls

Section-B

(3 x 5 = 15 Marks)

II. Answer the following questions

6. a) From the following data draw the network, Find the critical Path and the three floats for each Activity

Activity	1-2	1-4	2-3	3-5	3-8	4-8	5-6	5-8	6-7	7-8	7-9	8-9	9-10
Duration	4	36	2	15	10	2	4	9	9	9	8	20	20

OR

b) The time Estimates for the activities of a PERT network are given below

Activity	1-2	1-3	1-4	2-5	3-5	4-6	5-6
To	1	1	2	1	2	2	3
Tm	1	4	2	1	5	5	6
Tp	7	7	8	1	14	8	15

- Draw the project network and identify all the paths through it and calculate slack
- Calculate Standard Deviation and Variance of each Project
- What is the probability of completing the project in 16 weeks?

7 a) Solve the following Game

		Player B			
Player A		B1	B2	B3	B4
	A1	3	2	4	0
	A2	3	4	2	4
	A3	4	2	4	0
	A4	0	4	0	8

OR

b) What are the advantages and disadvantages of Simulation?

8 a) A self service store employs one cashier at its counter. 9 customers arrives on an average every 5 mins while the cashier can serve 10 customers in 5 mins. Determine L_q, L_s, W_s & W_q

OR

b) What are the Characteristics of Game?



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TIME: 1 Hr 30 Mins

SUBJECT: OPERATIONS MANAGEMENT

DATE: 04/04/2019

MAX MARKS: 30

Section-A

I. Answer all the questions

(5 x 3 = 15 Marks)

1. Write a note on statistical quality control along with its objectives
2. Write a note on Acceptance Sampling Plans and Draw OC curve
3. What is Six Sigma? Give its objectives
4. Discuss 5 Ss and PDCA cycle.
5. What is Value Analysis? Discuss types of Values.

Section-B

II. Answer the following questions

(3 x 5 = 15 Marks)

6. a) 10 samples each of size 100 of a component were inspected. The results of the inspection are given below. Draw the relevant control chart considering 3 sigma limits.

Sample No	1	2	3	4	5	6	7	8	9	10
No. of Defectives	2	0	4	3	1	2	3	1	1	2

OR

- b) Discuss briefly quality control tools

7. a) Elucidate evolution of TQM

OR

- b) What is TQM? Give its Benefits and Costs.

8. a) Briefly discuss work Measurement techniques

OR

- b) Discuss the contributions made by Deming and Shewart



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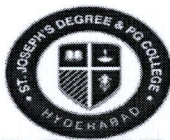
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MBA I Year/ II Semester Examinations April – 2019
INTERNAL – II

TIME: 1 Hr

SUBJECT: CORPORATE COMMUNICATION

DATE: 04/04/2019

Max Marks: 20

I. Answer all the Questions

(5*1=5 MARKS)

1. Define communication
2. What is CSR?
3. Explain Crisis PR
4. Describe Grapevine
5. Explain Environment analysis

II. Answer the following questions

(3*5=15 MARKS)

6. a) Explain the importance of communication in an organization.

OR

- b) Explain the role of HR Development in an organization

7. a) Discuss the different types of communication with examples.

OR

- b) Explain the role of corporate social responsibility with examples

8. a) Discuss the role of public relations in corporate communication

OR

- b) Relate Corporate PR with Environment analysis



THE UNIVERSITY OF CHICAGO

THE DIVISION OF THE PHYSICAL SCIENCES

DEPARTMENT OF PHYSICS

PHYSICS 311

LECTURE 1

THEORY OF QUANTUM MECHANICS

PROF. J. J. HALL

SPRING 1991

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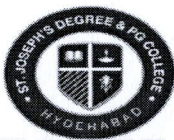
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INTERNAL – II

TIME: 1 Hr 30 Min
SUBJECT: E-BUSINESS

DATE: 04/04/2019
Max Marks: 30

I. Answer all the Questions.

(5*3=15 MARKS)

1. Write short notes on RSS Feed?
2. Write short notes on Podcast?
3. What is computer cluster?
4. Define E-Retailing with an example?
5. Write notes on problems faced by Traditional Stores?

II. Answer the following questions

(3*5=15 MARKS)

6. a) Write about types of online communication channels?

OR

- b) Write about Metcalfe's law and how it is useful for E-Commerce?

7. a) Write short notes on E-Commerce Marketing techniques?

OR

- b) Write about E-Retailing process with a company example?

8. a) Mention the different models of E-Retailing?

OR

- b) What are the different online advertising methods being used?



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