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 **DATE: 02/04/2019**
SUBJECT: HUMAN RESOURCE MANAGEMENT **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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MBA I Year/ II Semester Examinations April – 2019
INTERNAL – II

TIME: 1 Hr 30 Mins **DATE: 02/04/2019**
SUBJECT: FINANCIAL MANAGEMENT **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 5lakhs 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 **DATE: 03/04/19**
SUBJECT: Business Research Methods **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 manage 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 ₹ s 75,000 ₹ s 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 ate 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 1	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 **DATE: 03/04/19**
SUBJECT: OPERATIONS RESEARCH **MAX MARKS: 30**

Section-A

I. Answer all the questions **(5 x 3 = 15 Marks)**

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

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

II. Answer the following questions **(3 x 5 = 15 Marks)**

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

i) Draw the project network and identify all the paths through it and calculate slack
ii) Calculate Standard Deviation and Variance of each Project
iii) 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 Lq,Ls,Ws & Wq

OR

b) What are the Characteristics of Game?

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

TIME: 1 Hr 30 Mins **DATE: 04/04/2019**
SUBJECT: OPERATIONS MANAGEMENT **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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MBA I Year/ II Semester Examinations April – 2019
INTERNAL – II

TIME: 1 Hr **DATE: 04/04/2019**
SUBJECT: CORPORATE COMMUNICATION **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

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INTERNAL – II

TIME: 1 Hr 30 Min **DATE: 04/04/2019**
SUBJECT: E-BUSINESS **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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