Paper Codc: MBA/HRM/S1/AM19

St. Joseph's Degree & PG College

Autonomous – Affiliated to Osmania University Re- Accredited by NAAC with 'A' Grade Extended Campus, Caprotti Hall Building, Gunfoundry, Abids, Hyderabad —500001. MBA I Year External Examinations April/May 2019

Semester - II

#### Subject: HUMAN RESOURCE MANAGEMENT

	MAX MARKS: 60
TIME: 3 Hrs	DATE: 22/04/2019

#### **SECTION - A**

#### I. Answer all Questions

(5x12=60 Marks)

1 a) What is HRM? Discuss the scope of HRM.

## OR

- b) i) Explain The Harvard Modelii) Discuss the major challenges of HRM
- 2 a) What is HRP? Discuss the importance of HRP.

#### OR

- b) i) Explain Job Description
  - ii) Explain Job Characteristics Approach
- 3 a) What is Recruitment? Discuss the factors affecting Recruitment.

#### OR

- b) i) Explain the process of Placement
  - ii) Write a note on traditional sources of Recruitment.
- 4 a) What is training? Discuss the nature of training and development in detail.

#### OR

- b) i) Explain the elements of a Career Planning programme.
  - ii) Explain Sensitivity Training in detail.
- 5 a) What is Performance Appraisal? Explain its process.

#### OR

- b) i) Explain Behaviorally Anchored Rating Scales
  - ii) Explain the merits and demerits of Employee Welfare.



## Paper Code: MBA/EB/S2/AM19

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Semester - II

Subject: E-Business

	MAX MARKS: 60
TIME: 3 Hrs	DATE: 03/05/2019

#### **SECTION - A**

# I. Answer all Questions

(5x12=60 Marks)

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1. A) Explain Traditional Commerce Vs E-Commerce.

# OR

B) i) Explain the potential benefits and limitations of e-commerce.

ii) Discuss about Online Recruitment Services with an example.

2. A) Explain Business to Government and Government to Citizens.

#### OR

B) i) Explain solutions to security issues on electronic payment systems.

ii) Discuss about E-Cash, Smart Card and Electronic Purse.

3. A) Explain in detail about Email, SMS and Blogs.

#### OR

B i) Explain the Marketing actions and its responses.

ii) Explain Customer Lifetime value.

4. A) Explain the Business Models of E-Marketing.

#### OR

B) i) Explain the advantages of online retailers.

ii) Discuss about Multi-Channel shopping Behaviour.

5. A) Explain the sources of delays & monitoring and managing delays.

#### OR

B) i) Explain Mobile Commerce Framework.

ii) Explain about Mobile Payment Models.



Paper Code: MBA/CC/S2/AM19

St. Joseph's Degree & PG College Autonomous – Affiliated to Osmania University Re-Accredited by NAAC with 'A' Grade Extended Campus, Caprotti Hall Building, Gunfoundry, Hyderabad —500001. MBA I Year External Examinations April/May 2019 Semester – II Subject: CORPORATE COMMUNICATION

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		MAX MARKS: 30
TIME: 2 Hrs		DATE: 06/05/2019

# I. Answer any FOUR Questions out of 6 questions

(4x2 <sup>1</sup>/<sub>2</sub> =10 Marks)

1. Crisis PR

2. Explain the relevance of Corporate Communication to your Professional Career.

3. Corporate Social Responsibility

4. Corporate PR ethics

5. Media Management

6. Image Management

#### Part-B

II. Answer any <u>TWO</u> out of 4 questions.

(2x10=20 Marks)

7. Explain the different types of Communication in an organization.

- 8. Describe in detail any two models of Communication.
- 9. Discuss in detail the role of Public Relations in Corporate Communication
- 10. What is the meaning of Public information? Discuss the role of Public information for effective governance.

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#### Paper Code: MBA/OR/S2/AM19

# St. Joseph's Degree & PG College

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# MBA I Year External Examinations April/May 2019

Semester – II

## Subject: OPERATIONS RESEARCH

	•	MAX MARKS: 60
TIME: 3 Hrs		DATE: 29/04/2019
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#### **SECTION - A**

## I. Answer all Questions

(5x12=60 Marks)

1. A. Solve graphically: Maximise  $Z = 5X_1+7X_2$  subject to the constraints

 $X_1+X_2 \le 4$   $3X_1+8X_2 \le 24$   $10X_1+7X_2 \le 35$   $X_1, X_2 \ge 0$ **OR** 

B. (i) Write about origin of Operations Research.

(ii) Explain the structure of a LPP.

2. A. Solve the following LPP using simplex method.

Minimise  $Z = 6X_1 + 4X_2$  subject to the constraints

$$2X_1+3X_2 \le 30$$
  
 $3X_1+2X_2 \le 24$   
 $X_1+X_2 \ge 3$   
 $X_1, X_2 \ge 0$   
**OR**

B. (i) Write about Primal-Dual relationship in LPP.

(ii) Find the Dual of the following LPP and explain sensitivity analysis with respect to the given LPP.

Maximise  $Z = 15X_1 + 10X_2$  subject to the constraints

$$4X_1 + 6X_2 \le 360$$
  

$$3X_1 \le 180$$
  

$$5X_2 \le 200$$
  

$$X_1, X_2 \ge 0$$

3. A. Find initial solution to the following TP using VAM and solve TP using MODI Method.

Destination  $D_4$ Supply  $\mathbf{D}_2$  $D_3$  $D_1$ 1000 4 2 2  $S_1$ 2 3 700 6 4 4  $S_2$ Supply 900 0 2 1 3 S3 500 400 800 Demand 900 OR

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- B. (i) Write a note on Unbalanced TP and Degenerate TP.
  - (ii) Solve the following AP:

	Р	Q	R
Α	20	10	14
B	27	18	16
С	30	16	12

4. A. Find critical path. Calculate total float and free float given the following data.

Node	Activities	Normal Time
1.2	A	2
1-2	B	7
1-5	Б С	8
1-4	D	3
2-5	D	6
3-5	E	10
3-6	F	10
3-7	G	4
4-6	Н	0
5-7	Ι	2
6-8	J	5
7-8	K	6
		$\Delta D$

OR

B. (i) Write a note on project crashing.

(ii) Draw the project Network and calculate the length and variance of the critical path.

Ioh	Duration		
300	to	tm	tp
1.2	3	6	15
1-2	2	5	14
1-0	6	12	30
2-3	2	5	8 .
2-4	5	11	17
3-5	3	6	15
4-5	2	9	27
6-7	5	4	7
5-8		10	28
7-8	4	19	

5. A. A TV repairman finds that the time spent on his job has exponential distribution with mean 30 minutes. He repairs sets in the order in which they come in. Sets arrive according to poisson distribution average rate of 10 per 8 hours. Find (i) Length of the queue (ii) Length of the system (iii) Waiting time in the queue (iv) Waiting time in the system.

OR

B. (i) Explain the principle of dominance in game theory.

(ii) Solve the following game.

	00		
	$B_1$	$B_2$	$B_3$
A <sub>1</sub>	-3	-2	6
A <sub>2</sub>	2	0	2
A <sub>3</sub>	5	-2	-4
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#### Paper Code: MBA/OM/S2/AM19

# St. Joseph's Degree & PG College

Autonomous – Affiliated to Osmania University Re- Accredited by NAAC with 'A' Grade Extended Campus, Caprotti Hall Building, Gunfoundry, Abids, Hyderabad —500001. MBA I Year External Examinations April/May 2019 Semester – II

Subject: Operations Management

	MAX MARKS: 60
TIME: 3 Hrs	DATE: 01/05/2019

#### **SECTION - A**

# I. Answer all Questions

(5x12=60 Marks)

1. A) Explain in detail about Evolution of the Production Function.

OR

B) i What are the Principles of Production Planning and Control?

ii. What is Product life cycle? Explain.

2. A) In a factory there are six jobs to perform each of which should go through two machines A and B in the order AB. The processing timings in hours for the jobs are given below. You are required to determine, the sequence for performing the jobs that would minimize the total elapsed time.

Jobs	1	2	3	4	5	6
Machine A	7	4	2	5	9	8
Machine B	3	8	6	6	4	1
			OD			

OR

B) i. What are the Principles of Plant Layout?

ii. What is Maintenance? Explain Preventive Maintenance.

3. A) The following data gives readings for a quality control jobs. Determine whether the process is

under control. Given  $A_2 = 0.58$ ;  $D_3 = 0$ ;  $D_4 = 2.115$ .

S.No	Mean	Range
1	43	5
2	49	6
3	37	5
4	44	7
5	45	7
6	37	4
7	51	8
8	46	6
9	43	4
10	47	6
		OR

B) i. What is work study? Explain the objectives of work study.

ii. Explain the types of Acceptance Sampling plans.

4. A) What is Value Analysis? Explain the types of value.

#### OR

- B) i. What are the Principles of TQM?
  - ii. PDCA cycle.

5. A) Define stores and stores management. What are the objectives of stores management.

#### OR

B) i. A factory uses annually 24,000 units of raw materials which cost Rs. 1.25 per unit placing each order cost of Rs. 25 and carrying cost is 6% per year of the average inventory. Find EOQ and the total inventory cost.

ii. What are the factors of Inventory Management and control?

# St. Joseph's Degree & PG College

Autonomous – Affiliated to Osmania University Re- Accredited by NAAC with 'A' Grade Extended Campus, Caprotti Hall Building, Gunfoundry, Abids, Hyderabad —500001. MBA I Year External Examinations April/May 2019 Semester – II Subject: BUSINESS RESEARCH METHODS

	MAX MARKS: 60
TIME: 3 Hrs	DATE: 26/04/2019

## **SECTION - A**

#### I. Answer all Questions

#### (5x12=60 Marks)

1. a) What do you understand by the term research design? Explain exploratory research design.

#### OR

- b) i) What is research? Explain different types of research.ii) Highlight various characteristics of good research.
- 2 a) What is Primary Data? What are the Sources of collecting Primary Data? **OR**

#### b) i) How do you assess the validity and reliability of a scale?

- ii) What steps are needed in sequencing the questions in a questionnaire?
- a) A dairy farm wants to determine the quantity of butter it should produce to meet the demand. Past records have shown the following demand pattern:
   Quantity required No.of days demand occurred

15	6
20	14
25	20
30	80
35	40
40	30
50	10

The stock levels are restricted to the range 15-50kgs due to inadequate storing facilities. Butter costs Rs40/kg and sold at Rs 50/kg.

- i) Construct a conditional payoff table
- ii) Determine the action alternative associated with the maximisation of expected profit
- iii) Determine EVPI

b) i) What is decision tree? How do you construct a decision tree?

ii) How to calculate EVPI and how is it different from EPPI?

4 a) A company's trainees are randomly assigned to groups which are taught a certain industrial inspection procedure by three different methods. At the end of the instructing period they are tested for inspection performance quality. The following are their scores:

Method A	80	83	79	85	90	68	
Method B	82	84	60	72	86	67	91
Method C	93	65	77	78	88		

Use Kruskal Wallis H test to determine at 0.05 level of significance whether the three methods are equally effective?

OR

- b) i) What is Mann-Whitney test? Explain.
  - ii) Ten Workers are given on the Job training with a view to shorten assembly time for a certain mechanism. The result of the time (in 5minutes) and Motion studies before & after the training programme are given below.

worker	1	2	3	4	5	6	7	8	9	10
Before	61	62	55	62	59	74	62	57	64	62
After	59	63	52	54	59	70	67	65	59	71

Apply Wilcoxon matched pair test.

5 a) Find the multiple regression equation of Y on X1 and X2 from the data given below:

Y	2	4	6	8
X1	3	5	7	9
X2	4	6	8	10
			0	R

b) i) What are the precautions to be taken while writing a research report?

ii) Explain multi dimensional scaling

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TIME: 3 Hrs	DATE: 24/04/2019	

# **SECTION - A**

# I. Answer all Questions

(5x12=60 Marks)

1 a) Explain the role of Finance Manager in the contemporary business scenario.

OR

- b) i) Explain the concept of risk return trade off.
- ii) Explain the concept of Time Value of money.
- 2 a) A firm whose cost of capital is 10% is considering two mutually exclusive projects A and B both of which need investment of Rs.70,000. The inflows are as follows

Year	Inflows for Project X	Inflows for Project Y
1	10,000	50,000
2	20,000	40,000
3	30,000	20,000
4	45,000	10,000
5	60,000	10,000

Compute the NPV and suggest the best project.

#### OR

- b) i) Calculate the Payback period of a project requiring a cash outlay of Rs. 1,00,000. The cash inflows are as follows – 20,000; 40,000; 30,000; 15,000 and 15,000.
- ii) Discuss the significance of Capital Budgeting decisions.
- 3 a) ABC Co. Ltd., has an all equity capital structure consisting of 15000 shares of Rs.100 each. The management is considering the following three alternatives to raise another Rs 30,00,000/- to fund its expansion activities.
  - i) To issue 30,000 equity shares of Rs. 100 each
  - ii) To issue 30,000, 10% debentures of Rs. 100 each
  - iii) To issue 30,000, 10% preference shares of Rs. 100 each

The company's expected EBIT is Rs. 9 lakhs. Corporate tax rate is 50%. Suggest the best alternative to the management for raising additional funds.

2,00,000 equity shares	Rs 40,00,000
Reserves	Rs 10,00,000
15% debentures	Rs 35,00,000
14% long term loan	Rs 15,00,000
	Rs 100,00,000

3 b) i) XYZ Co. is having the following capital structure.

During the last five years the company has paid an equity dividend of 25% and in future it is expected to grow at 5%. Calculate the Weighted Average Cost of Capital based on the existing capital structure.

ii) Explain the assumptions and implications of Net Operating Income Approach.

4 a) From the following information prepare a statement showing the working capital requirements to finance a level of activity of 4,00,000 units of output. The cost structure is as follows:

Particulars	Cost Per Unit (Rs)
Raw Material	25
Wages	10
Overheads	15
Total Cost	50
Profit	10
Selling Price	60

Additional Information:

Minimum cash balance to be maintained is Rs. 1,25,000/-Raw materials are held in stock for an average of 2 months Work in Progress will approximate to half a month's production Finished goods remain in warehouse on an average for a month. Suppliers are extended a month's credit and debtors allow two months credit. There is a time lag in payment of wages of a month; and half-a-month in the case of overheads.

#### OR

4 b) i) Explain ABC Analysis.

- ii) A firm's expected net earnings per share are Rs. 25/-. Capitalisation rate of the firm is 18% and rate of return on investment is 20%. Applying Gordon's Model, calculate the share price of the firm if the dividend payout ratio is 50%.
- 5 a) Explain in detail Corporate Mergers. Discuss their advantages and disadvantages.

#### OR

b) i) Explain comparable approach to Corporate Valuation.

ii) Explain Alcar Approach.