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ST. JOSEPH'S DEGREE & PG COLLEGE

Autonomous College – Affiliated to Osmania University, Hyderabad.

DEPARTMENT OF BUSINESS MANAGEMENT

MBA I Year II Semester Internal – I Assessment Test March 2020

	Programme	MBA		Date:	04/03/2020			
Subject Code/Course Code: BM.09.301.21T				Duration:	1 Hr 30 Mins.			
Subjec	Subject Name/Course Name: Human Resource Managemen			x. Marks:	30 Marks			
	Name of the Student:			Roll No:				
					u.			
Bloom	's Taxonomy Levels:							
Re	emember – BL1	Apply – BL3		Evaluate – BL5				
Un	derstand – BL2	Analyse – BL4		Crea	ite – BL6			
		<u>SECTION –A</u>		5 I				
	Answer all quest	ions	(5Q :	x 3 M = 15 Marks)				
Q.NO			Marks	BTL	LOT/HOT			
1	Explain the meaning Management.	and definition of Human Resource	3	BL2	Understand			
2	2 Identify the objectives of Human Resource 2 Management.				Remember			
3	Describe the factors Planning.	affecting Human Resource	3	BL2	Understand			
4	Summarise the app	proaches of Job Design.	3	BL2	Understand			
5	Enumerate the quali	ties of human resource manager.	3	BL1	Remember			
	A	<u>SECTION –B</u> Answer all questions(2Qx 5 M= 2	10 Marl	ks)				
6. a.	6. a. Discuss the functions of Human Resource Management Or			BL2	Understand			
о. 7. а b.	 b. Examine the impact of environmental factors on HRM Demonstrate the process of Job Analysis through an example. Or b. Explain the human resource planning process of an organization. 			BL2	Understand			

	<u>SECTION –C</u>				
Questi	on (1Q x 5 M = 5 Marks)				
8. a	Mr. Kishore is a Branch Manager of Indian Bank at one of its village branches. His staff included two clerks and an attender. Very often Mr. Kishore was left alone in the bank after 5 p.m. to tally accounts, day books and complete all other formalities. On the 30 th December, Mr. Kishore was working till past 2 a.m. tallying the accounts since hardly one day is left for closing accounts for the year. On this fateful night, the Branch Manager was attacked by a band of robbers, who looted Rs. 5 lakhs after brutally wounding Mr. Kishore's right hand, which had to be amputated later. After his recovery, the Branch manager applied for compensation. The bank management was of the opinion that Mr. Kishore violated the job specification by working beyond the stipulated hours of work. He, in their view, was not entitled to compensation as the accident occurred during the non-employment hours. They also called for an explanation as to why the amount lost cannot be recovered from his salary and Provident Fund.	5	BL4	Analyse	~
36	Give logical reasoning for the following Questions: 1. How do you justify the bank's stand on this case? 2. What modifications do you suggest in job specification to overcome such incidents in the future? OR Design Job description for an HR executive.		BL6	Create	(



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	Programme: MBA						Date: 04/03/2020					
Sul	oject Code/Course Code	e: BM	[.09.301	.22T			Dur	ation:	1 Hr 30 I	Mins.		
Subj	ect Name/Course Name	e: FIN	ANCIA	L M	ANAGEM	ENT	Max. M	larks:	30 Mark	S		
	Name of the Studen	t:					Ro	ll No:				
Bloom	Bloom's Taxonomy Levels:											
	Remember – BL1		А	pply -	- BL3			Evaluate – BL5				
l	Understand – BL2		Ar	nalyse	– BL4			С	reate – Bl	L6		
	Answer all question	ons		<u>SE</u>	CTION -	- <u>A</u>	(50	Q x 3 M	M = 15 N	larks)		
Q.NO	Q.NO					Marl	ks BTI	LOT/HOT				
1	List out the functions	of a Fi	nance M	lanage	er in an org	ganizati	ion.	3	BL1	Remember		
2	State the reasons for t	time pre	eference	of mo	oney.			3	BL2	2 Understand		
3	Explain the important	ce of Ca	apital B	udgeti	ng Decisio	n.		3	BL2	2 Understand		
4	Mention any three dif	fference	es betwe	en NP	V and IRF	R .		3	BL1	Remember		
5	Identify the steps in c	apital b	udgetin	g.				3	BL1	Remember		
6. a. b.	Answer all questie Discuss the Goals of From the following in discount rate: Years Cash Inflows(₹)	ons Financi oformat 0 2,000	al Mana OR ion form 1 3,000	SEC ngemen nulate 2 4,000	CTION – nt. present va 3 0 5,000	B lue at 1 4 4,500	(20 0% 5,500	Q x 5 I	M= 10 M BL4	Analyse		
₹) OR 7.a. Briefly discuss the techniques of capital budgeting with their Merits and Demerits. b. OR A firm has two investment opportunities each costing ₹ 1,00,000 and each having an expected CFAT as shown below: ₹ 1,00,000 Years 1 2 3 4 Project A(₹) 50,000 40,000 30,000 10,000 Project B(₹) 20,000 40,000 50,000 60,000 After giving due consideration to the risk criteria in each project the management has decided that Project A should be evaluated at 10% cost of capital and Project B, a risky project with 15% cost of capital. Compute NPV and suggest the course of action for the management if: (i) Both projects are Independent (ii) Both are Mutually Exclusive Horiget A Horiget A						5	BL4	Analyse				

	<u>SECTION –C (</u> CASE STUD	Y/APPLICA	FION ORIE	NTED PRO	BLEM)	
Questio	on- (Unit-1/Unit-2)	(1Q x 5 M	I = 5 Marks)			
8. a.	Mr. Arun is working in a private comp After 5 years he is going to retire from secure his future from small investment the bank for the next 5 years is as follow 1 st Year - ₹ 500 2 nd Year - ₹ 900 3 rd Year - ₹ 1,400 4 th Year - ₹ 1,900 5 th Year - ₹ 2,400	bany as Resear his service ar hts like deposi bws:	rch Analyst. nd he wants to ting amount i) n		
	The bank is giving him 5 % compound know his future return after 5 years. E OR	l interest and l valuate his ret	ne wants to urns.	5	BL5	Evaluate
b.	Mr. A is having a proposal of p project for which he needs an inve- purchase of machinery .The cost of cash flows are generated for 5 year years . Inflows given below a tax.Analyze the project and calc project should be accepted or not?	n a the net of 5 and her				
	Year 1 Year 2 Year 3 (₹) (₹) (₹) 30,000 40,000 60,000	Year 4 (₹) 30,000	Year 5 (₹) 20,000			

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MBA I Year II Semester Internal – I Assessment Test March 2020

	Programme:	MBA		Date:	05-03-2020
Subje	ect Code/Course Code:	BM.06.301.23T.		Duration:	1 Hr 30 Mins.
Subjec	t Name/Course Name:	BUSINESS RESEARCH METHODS	Ma	x. Marks:	30 Marks
	Name of the Student:			Roll No:	
Bloom	's Taxonomy Levels:				
Re	emember – BL1		Evalu	ate – BL5	
Un	derstand – BL2	Analyse – BL4		Crea	te – BL6
		<u>SECTION –A</u>			
	Answer all question	ons	(5Q)	x 3 M = 13	5 Marks)
Q.NO			Marks	BIL	LOT/HOT
1	Explain Exploratory	and Conclusive Research.	3	BL2	Understand
2	Importance.	Research and describe its	3	BL2	Understand
3	Write a note on Prin	nary Data.	3	BL1	Remember
4	Explain the concept	of Sample Design.	3	BL1	Remember
5	Write a note on Cro	ss Functional research.	3	BL1	Remember
	A	<u>SECTION -B</u> nswer all questions(2Qx 5 M= 1	l0 Mark	(s)	
6. a.	Define Research an Good Research.	nd illustrate the features of a	_	BL2	Understand
b.	Write a note on Fina in detail.	Or ancial and Accounting research	5	BL2	Understand
7. a.	Define Measureme Measurement Scales	ent. Explain the types of s.	5	BL2	Understand
b.	Define Secondary D data in research.	Data and the uses of Secondary	5	BL3	Apply
	<u>SECTION –C(</u>	CASE STUDY/APPLICATION O	RIENTE	ED PROBI	LEM)
Questic	on- (Unit-1/Unit-2)(1Q	x 5 M = 5 Marks)			
8. a.	You, as a Managen MBA want to start have applied for a asked you to subr Hence, prepare a objectives of your b undertaken necessa business.	nent Trainee, after completing an enterprise for which you loan. And your banker has nit a detailed project report. research proposal stating the business and the research to be ary to start your proposed Or	5	BL6	Create



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b.	 You, as a Research Associate, were asked to collect some information on the top two ice cream parlours in Hyderabad in the month of February 2020. You have found top two ice cream parlours namely parlour 'X' and parlour 'Y'. Based on the search of the above two ice cream parlours please answer the following question. 1. What are the bases of your search for top ice cream parlours and state your parameters based on your perceptions. 		BL 6	Create
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MBA I Year II Semester Internal – I Assessment Test March 2020

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	Programme:	MBA		Date:	05.03.2020
Subje	ect Code/Course Code:	BM.09.301.24T		Duration:	1 Hr 30 Mins.
Subjec	et Name/Course Name:	Operations Research	М	ax. Marks:	30 Marks
	Name of the Student:			Roll No:	
Bloom	's Taxonomy Levels:				
Re	emember – BL1	Apply – BL3		Evalu	ate – BL5
Ur	nderstand – BL2	Analyse – BL4		Crea	te – BL6
		<u>SECTION –A</u>			
	Answer all questi	ons	<u>(5Q</u>	x 3 M = 1	5 Marks)
Q.NO			Marks	BTL	LOT/HOT
1	Define Operations science.	Research as decision making	3	BL1	Remember
2	List the Tools and	Techniques of OR.	3	BL1	Remember
3	A furniture dealer deals in only two items, tables and chairs. He has Rs.5000/- to invest and a space to store at most 60 pieces. A table costs him Rs.250/- and a chair Rs.50/ He can sell a table at a profit of Rs.50/- and a chair at a profit of Rs.15/ Assuming, he can sell all the items that he buys,			BL2	Understand
4	Write a note on Sir	unlex Method of I PP	3	BI 2	Understand
5	Mention the special	cases of LPP	3	BL1	Remember
	intention into special	SECTION -B			Remember
	A	nswer all questions $(20x 5 M = 1)$	10 Mar	ks)	
6. a. b.	a) Discuss the G Research. b) Solve the foll Method Maximize Z=15 Subject to const $4X_1 + 6$ $3X_1 \le 1$ $5X_2 \le 2$ $X_1, X_2 \ge$	Characteristics of Operations Or owing LPP using Graphical $X_1 + 10X_2$ raints $5X_2 \le 360$ 80 00 ≥ 0	5	BL2 OR BL3	Understand or Apply
7.	a) Solve the followi Max Z= 3X Subject to const X X X	ng LPP using Simplex Method + 2Y raints $Y + Y \le 4$ $Y \le 2$ $Y \ge 0$ Or	5	BL3	Apply



	b) Convert the following primal to Dual $Min Z = 40X_1 + 200X_2$ Subject to constraints $4X_1 + 40X_2 \ge 160$ $3X_1 + 10X_2 \ge 60$ $8X_1 + 10X_2 \ge 80$ $X_1, X_2 \ge 0$ <u>SECTION -C(CASE STUDY/APPLICATION O</u>)	RIENT	ED PROBL	JEM)
Questi	on- (Unit-1/Unit-2)(1Q x 5 M = 5 Marks)			
8.	 a) A Firm manufactures two types of products A and B and sells them at a profit of Rs.2 on type A and Rs.3 on type B. Each product is processed on two machines G and H. Type A requires one minute of processing time on G and 2 minutes on H, type B requires one minute on G and one minute on H. The machine G is available for not more than 6 hours and 40 minutes while machine H is available for 10 hours during one working day. Formulate the problem as a linear programming problem and solve it using Graphical Method. Or b) A furniture manufacturer makes two types of sofas — sofa of type A and sofa of type B. For simplicity, they divide the production process into three distinct operations, say carpentry, finishing and upholstery. The amount of labor required for each operation Varies. Manufacture of a sofa of type A requires 6 hours of upholstery. Manufacture of a sofa of type B requires 3 hours of carpentry, 1 hour of finishing and 2 hours of upholstery. Owing to limited availability of skilled labor as well as of tools and equipment, the factory has available each day 96 man hours of carpentry, 18 man hours for finishing and 72 man hours for upholstery. The profit per sofa of type A is Rs.80 and the profit per sofa of type B should be produced each day in order to maximize the profit? Formulate the problems as linear programming problem and Solve it using Simplex Method. 	5	BL3	Apply

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	Programme:	MBA		Date:	06 - 03 - 2020
Subje	ct Code/Course Code:	BM.09.30.25T		Duration:	1 Hr 30 Mins.
Subject	Name/Course Name:	OPERATIONS MANAGEMENT	Ma	x. Marks:	30 Marks
	Name of the Student:			Roll No:	
Bloom'	s Taxonomy Levels:				
Re	member – BL1	Apply – BL3		Evalu	ate – BL5
Un	derstand – BL2	Analyse – BL4		Crea	ite – BL6
		SECTION -A			
	An	swer all the following (5Q x 3 M	= 15 Ma	arks)	
Q.NO			Marks	BTL	LOT/HOT
1	Give the meaning of out its objectives.	f Operations Management and list	3	BL1	Remember
2	2 What do you understand by term Production Planning Control? Outline its Functions.				Remember or Understand
3	3 Write a short note on Aggregate planning and Master Production Schedule.				Remember
4	Define the term 'P examples.	lant Capacity' and give suitable	3	BL2	Understand
5	Explain the concept principles of a good	of Line Balancing, and list out the Plant layout.	3	BL2	Understand
		SECTION -B			
	Answer all the follo	wing	(2	$Q \times 5 M =$	10 Marks)
6. (a) (b)	 Explain the scope of operations Management in a given business scenario. OR Explain the Classification of 'Process Technologies' used in operations. Also mention at least two 			BL2/ BL3	Understand/Apply
7. (a)	advantages and disad A. Explain different least two advantag	vantages for each. types of Plant layout, mention at ges and disadvantages for each OR	5	BL2/ BL3	Understand/Apply
(0)	Plant using releva	ant examples.			



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	SECTION -C(CASE	E ST	UD	Y/A	PPL	ICA	ΓΙΟΝ	ORIENT	TED PROBL	LEM)
Qı	uestion- (Unit-1/Unit-2)							(1Q	x 5 M = 5 M	larks)
7. (a)	A customized product is company X. Parts are treat Through time and moti- operation time are measure for variety of products have processes. Based on due priority are assigned to scheduled on the basis of measured processing time, some new jobs are es- utilization of the machine used.	to ated on red a ving e da the of pu the tima s av	be on stucture diff ates job rior tim ted vaila	man ava dy otal feren dif s an ity. nes f an ible	nufac ilable setup proc nt ma fferer nd th In v for pr d fo an a	tured tim essin nufac nt le jo iew ocess or ef lgori	by a chines. e and g time cturing vel of bs are of the sing of ficient thm is		BL4	Analyze
(b)	 From the above situation of technology is suita same. Do you think skilled w /No. Justify. Explain the concept Schoor Contere are three machines manufacturing unit. 6 jobs three machines in the ord times are given in minu 	n acc ble? work eduli DR X, T are er X	cord Gi tfore ing Y a to X, Y	ing i ive ce i nd <i>L</i> be p <i>/</i> , <i>Z</i>	to yo reasc s req Z ava proces and the	u wh ons f uired ailabl ssed proc	at type or the ? Yes e in a on the essing	5		
	times are given in minu determine the optimal sequ elapsed time. Find also th machines in the process of DOBS	tes. ience e id com	Us e tha le that plet	ing at w imes ing 3	the fill m s of e the si	data inimi each x job	given ize the of the s.		BL 5	Evaluate
	Processing times									
	X	4	9	8	5	10	9			
	Y	5	4	3	6	2	5			
	Z	7	8	6	12	6	7			
	L		-							

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MBA I Year II Semester Internal – I Assessment Test March 2020

	Programme: MBA			Date:	06 - 03 - 2020		
Subje	ct Code/Course Code:	BM.09.301.28T		Duration:	1 Hr 30 Mins.		
Subject	Subject Name/Course Name: DIGITAL MARKETING			x. Marks:	30 Marks		
	Name of the Student:			Roll No:			
Bloom'	s Taxonomy Levels:						
Re	member – BL1	Apply – BL3		Evalu	ate – BL5		
Un	derstand – BL2	Analyse – BL4		Crea	te – BL6		
		SECTION -A					
0.110	Answer all questi	ons	(5Q)	$\mathbf{x} 3 \mathbf{M} = 1$	o Marks)		
Q.NO	5 6 1		Marks	BIL	LOT/HOT		
1	Define the concept the history of Digita	of Digital Marketing and recall al Marketing?	3	BL1	Remember		
2	2 Summarise the steps involved in a Digital Marketing Strategy.				3 BL2 Understand		
3	Explain how a com Marketing.	3	BL2	Understand			
4	What is meant by examples	Interactive Marketing? Give	3	BL1	Remember		
5	Outline the various Marketing can be de	ways in which Mobile one.	3	BL2	Understand		
		SECTION -B					
	A	nswer all questions(2Qx 5 M= 1	l0 Marl	ks)			
6. (a)	Explain the needs Digital Marketing in	and benefits associated with today's world.	5	BL2	Understand,		
(b)	Outline the diffe Marketing & Digita	erences between Traditional l Marketing.	5	BL2	Understand		
7. (a)	7. (a) Explain the various modes of Online Advertising. Develop a PPC ad strategy for a digital watch.				Understand/Ap ply		
(b)	Categorize the var available for Digital	ious Social Media Networks Marketing. List each of them.		BL4	Analyze		

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	SECTION								
Questic	Question- (Unit-1/Unit-2)(1Q x 5 M = 5 Marks)								
8. (a)	Create a Digital Marketing strategy for a 'Bike Rental service' start-up using the new trends in the technological world of Digital Marketing.		BL6	Create					
(b)	Or ChuChu TV, India's third most subscribed YouTube Channel wants to entrust its digital marketing objectives to a Digital Marketer so to become a global brand and making ChuChu TV a platform for parents to engage and interact Design a strategy on Social Media that will lead to	5	BL6	Create					
	increase of its YouTube Subscribers by the parents across the world.								

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