

Code No: 742AA

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA II Semester Examinations, April/May-2019

HUMAN RESOURCE MANAGEMENT

Time: 3 hours

Max.Marks:75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 Marks = 25

1. Write short notes on:

- a) Equal Employment Opportunity
- b) Errors in Interviews
- c) Career Management
- d) Retirement Benefits
- e) Collective Bargaining

[5]

[5]

[5]

[5]

[5]

PART - B

5 × 10 Marks = 50

2. Explain the role and functions of human resource manager in organizational development. [10]

OR

3. Discuss the need and importance of human resource information system in the twenty first century. [10]

4. Write short notes on:

- a) Job Description
- b) Job Specification

[5+5]

OR

5. Explain the sources of recruitment with merits and demerits of each source. [10]

6.a) Explain the importance of Training and development.

b) Explain the training process.

[5+5]

OR

7. Discuss the techniques employed in the performance appraisal. [10]

8.a) List out the basic factors involved in determining pay rates.

b) What is the need for performance based payment.

[5+5]

OR

9.a) Write an essay on Minimum Wages Act.

b) Write about Employee welfare facilities.

[5+5]

10. Discuss the steps involved in the grievance redressal procedure. [10]

OR

11. List out the salient features of Industrial Disputes Act. [10]

--ooOoo--

Code No: 721CK

R15

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA II Semester Examinations, April/May-2019

HUMAN RESOURCE MANAGEMENT

Time: 3 hours

Max.Marks:75

Note: This question paper contains two parts A and B.
Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART- A

5 × 5 Marks = 25

1. a) What do you understand by 'HR scorecard'? [5]
- b) Write short notes on recruitment of direct workforce. [5]
- c) Explain the concept 'Employer Life cycle'. [5]
- d) What are the important provisions in 'Minimum wages Act'? [5]
- e) Explain the concept of Work Life Balance. [5]

PART-B

5 × 10 Marks = 50

2. Define 'Human Resource Management' and explain its role and significance in achieving organizational objectives. [10]

OR

3. Discuss in detail the importance and scope of global Human Resources Management. [10]

4. Define job analysis. What are the basic components of job analysis and explain the process in detail. [10]

OR

5. What is the need for 'Human Resource Planning'? Explain various steps involved in developing effective HRP process. [10]

6. What is purpose for performance Appraisal? Critical evaluate different methods of performance appraisal. [10]

OR

7. Describe the various methods of employee training. List out different training methods suitable in the present day organizations. [10]

8. Describe the necessity of national wage policy in unorganized sector in India. [10]

OR

9. What are the salient features of workman compensation Act? [10]

10. Discuss the salient features of Industrial Dispute Act, 1947. [10]

OR

11. Explain the concept 'collective bargaining' and discuss various types of collective bargaining. [10]

--ooOoo--

Code No: 724AK

R15

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA IV Semester Examinations, April/May-2019

INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Time: 3hours

Max.Marks:75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 Marks = 25

- 1.a) List components of IHRM? [5]
- b) What are the most important factors involved in selection process decision? [5]
- c) How does globalization affect the employment? [5]
- d) Describe the characteristics of Global Manager. [5]
- e) How quality of work life leads productivity? [5]

PART - B

5 × 10 Marks = 50

2. What are differences between domestic and international HRM? [10]
- OR**
3. "Performance management is the process of reviewing an employee's performance". Comment. Also discuss about the steps involved in performance review process. [10]
- 4.a) "International firms, while choosing employees for overseas operations, usually prefer people with certain skills". Elaborate that skill.
- b) How cultural differences influence selection process? [5+5]
- OR**
5. Discuss any two specific approaches MNCs may adopt to recruit employees for global operations. [10]
- 6.a) What is HRD under global business scenario.
- b) What is collective bargaining? [5+5]
- OR**
7. Discuss important features of virtual organization. What are advantages and disadvantages of virtual organization? [10]
- 8.a) Shed light on HR practices in India in context of global perspective.
- b) What is skill based approach in modern HR environment? [5+5]
- OR**
9. What are the major responsibilities of Indian HR manager in context of MNCs? What are the challenges faced by India based HR practices. [10]
- 10.a) Discuss the importance of IT in HRM.
- b) What do you mean by exit policy? [5+5]
- OR**
11. Write short notes on
a) HR out sourcing
b) Quality of work life [5+5]

--ooOoo--

Code No: 744AD

R17

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA IV Semester Examinations, April/May-2019

INTERNATIONAL FINANCIAL MANAGEMENT

Time: 3 hours

Max. Marks: 75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 Marks = 25

- 1.a) What are the various methods of international financial? [5]
- b) What are the different agencies that facilitate International flow of funds? [5]
- c) What are the different exchanging methods based on euro based transactions? [5]
- d) What is Purchasing Power Parity? How is inflation being measured by Purchase Power Parity? [5]
- e) What is international portfolio management? How to calculate risk and return in international portfolio management [5]

PART - B

5 × 10 Marks = 50

2. Discuss the challenges in international financial management? [10]
- OR**
3. What you mean by international financial management? Explain its implications and various components? [10]
 - 4.a) What are the factors affecting on International Trade flows? [5+5]
 - b) Discuss briefly the role of IMF.
- OR**
5. Explain the current exchange rate arrangements. How does exchange rate regime effect on International Monetary System? [10]
 6. What are the functions and structure of the Forex markets? [10]
- OR**
7. Assume today's settlement price on a CME EUR futures contract is \$1.3140/EUR. You have a short position in one contract. Your performance bond account currently has a balance of \$1,700. The next three days' settlement prices are \$1.3126, \$1.3133, and \$1.3049. Calculate the changes in the performance bond account from daily marking-to-market and the balance of the performance bond account after the third day. [10]
 8. What are the risks related to foreign exchange market? Explain exchange rate systems. [10]

OR

9. Suppose that the current spot exchange rate is €0.80/\$ and the three-month forward exchange rate is €0.7813/\$. The three-month interest rate is 5.6 percent per annum in the United States and 5.40 percent per annum in France. Assume that you can borrow up to \$1,000,000 or €800,000.
- a) Show how to realize a certain profit via covered interest arbitrage, assuming that you want to realize profit in terms of U.S. dollars. Also determine the size of your arbitrage profit.
- b) Assume that you want to realize profit in terms of euros. Show the covered arbitrage process and determine the arbitrage profit in euros. [10]
10. What are the different techniques under international capital budgeting? [10]
- OR
11. What is EXIM? What are the amendments executed in EXIM as the part of international trade? [10]

--ooOoo--

Code No: 744AC

R17

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA IV Semester Examinations, April/May-2019

INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Time: 3 hours

Max.Marks:75

Note: This question paper contains two parts A and B.
Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 Marks = 25

- 1.a) What are the major challenges in the global labour market? [5]
- b) How do you link HRM practices to competitive strategy? [5]
- c) What are the factors affect global staffing recruitment of HR. [5]
- d) What are the principles for guiding global training and development? [5]
- e) What are the compensation practices for repatriates? [5]

PART - B

5 × 10 Marks = 50

2. Being worked for an automobile company, what are the technological advancements do you consider making your workforce dynamic? [10]

OR

3. Analyse the cultural differences in IHRM. [10]

4. Leadership training and development plays a major role in the success of MNC. Comment. [10]

OR

5. How do you link HRM practices to competitive strategies of an organization? [10]

6. In order to meet global workforce demand, external environment scanning is necessary. Comment. [10]

OR

7. Your existing workforce is incompetent to meet global demands, you need dynamic workforce. What is your HR long-term planning? [10]

8. While managing international assignments, expatriate preparation is one of the important aspects. What is your training and development plans for it? [10]

OR

9. To gain competitive advantage workforce should be dynamic. What strategic concepts do you consider in the global market place in this regard? [10]

10. Managing compensation for PCN, HCN & TCN is an important HRM practice. Give your opinion and suggest any innovative practicing. [10]

OR

11. Countries differ in their management style in terms of goal oriented and process oriented management. In this context what are your important consideration for global performance management? [10]

--ooOoo--

R17

Code No: 744AB

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA IV Semester Examinations, April/May-2019

CUSTOMER RELATIONSHIP MANAGEMENT

Time: 3 hours

Max.Marks:75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A.

Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A**5 × 5 Marks = 25**

1. Explain the following:
 - a) Goals of CRM
 - b) Customer Lifetime Value
 - c) 4Cs of CRM Process
 - d) Strategies for Customer Acquisition
 - e) e-CRM

[5]
[5]
[5]
[5]
[5]

PART - B**5 × 10 Marks = 50**

2. "The worth of the Customer is just not limited to the single sale, but is the total sum of his lifetime purchases, which is the basis for implementing CRM". Comment, giving advantages and importance of CRM with special reference to customer lifetime value.

[10]

OR

3. "Cost of implementing CRM can be high, but it has its own payoff and advantages, which will offset the cost, both tangibly as well as intangibly". Comment giving advantages vis-à-vis cost. Also discuss the role of customer relationship management in an organization.

[10]

4. "It's always a battle between 'Hi-Touch Vs. 'Hi-Tech' in CRM". Comment justifying your answer with appropriate examples.

[10]

OR

5. "Customer's worth is not one time sale, it's sum total of all over their lifetime". Comment, discussing the concept of Customer Life Time Value and it's importance in CRM. Also discuss, how one can select profitable customer segments.

[10]

6. "CRM is a process which is implemented in Phases, each having a distinct objective". Comment, discussing the CRM Cycle and the phases in this Cycle.

[10]

OR

7. "CRM Process has specific objectives". Comment, explaining the CRM Process, its objectives and concept of e-CRTA/ online CRM.

[10]

8. "Its not easy to acquire, retain and develop a customer". Comment, discussing varied strategies for the customer acquisition, retention and development. [10]

OR

9. "A lot of models have evolved for CRM, each with its own merits and de-merits". Comment, discussing some of the popular models of CRM like G-SPOT, KOEL, ONYX, WebQual Audit Model. [10]

10. "CRM is a strategy and it requires a lot of planning". Comment, discussing the Strategic CRM planning process and implementation issues. [10]

OR

11. "e-CRM has become an important solution in this technology era". Comment, discussing the functional components of e-CRM, features and advantages of e-CRM. [10]

--ooOoo--

Code No: 724AG

R15

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA IV Semester Examinations, April/May-2019

INTERNATIONAL FINANCIAL MANAGEMENT

Time: 3hours

Max.Marks:75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A.

Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 marks = 25

- 1.a) Identify the main goal of an MNC and the potential conflicts with the goal. [5]
- b) Briefly explain the role of International Monetary Fund (IMF) in facilitating international flows. [5]
- c) What are the motives behind providing credit in foreign markets? [5]
- d) Explain the potential feedback effects of a currency's changing value on inflation. [5]
- e) Explain briefly how the financing decision can influence the sensitivity of the net present value (NPV) to exchange rate forecasts. [5]

PART - B

5 × 10 marks = 50

- 2.a) Explain why political risk may cause set back to international business.
 - b) Examine the role of internet in facilitating international business. [5+5]
- OR**
- 3.a) Briefly explain how an MNC is valued?
 - b) Describe any two methods used to conduct international business. [5+5]
- 4.a) Is a negative current account harmful to a country? Discuss.
 - b) Briefly explain the components of current account. [5+5]
- OR**
- 5.a) Explain the factors affecting FDI in India.
 - b) Examine critically the impact of Portfolio investment on MNCs. [5+5]
- 6.a) Compare and contrast forward and futures contracts.
 - b) Randy purchased a call option on British pounds for \$0.02 per unit. The strike price was \$1.45 and the spot rate at the time the pound option was exercised was \$1.46. Assume there are 31,250 units in a British pound option. What was Randy's net profit on this option? [5+5]
- OR**
- 7.a) Explain how currency futures can be used by corporations and speculators.
 - b) Longer term currency options are becoming more popular for hedging exchange rate risk. Why do you think some firms decide to hedge by using other techniques instead of purchasing long-term currency options? [5+5]

- 8.a) Explain the concept of interest rate parity. Provide the rationale for its possible existence.
b) How can the central bank use direct intervention to change the value of a currency? [6+4]

OR

- 9.a) Explain the impact of foreign inflation on the value of the MNC.
b) Assume that the spot exchange rate of the British pound is \$1.73. How will the spot rate adjust according to PPP if the United Kingdom experiences an inflation rate of 7 percent while the United States experiences an inflation rate of 2 percent? [5+5]
- 10.a) Briefly explain the following techniques used for adjusting project assessment for risk:
i) Risk-adjusted discount rate. ii) Sensitivity analysis.
b) How is it possible for a firm to incur a negative effective financing rate?
c) The spot rate of the Australian dollar is \$.62. The one-year forward rate of the Australian dollar is \$.60. The Australian one-year interest rate is 9 percent. Assume that the forward rate is used to forecast the future spot rate. Determine the expected effective financing rate for a US firm that borrows Australian dollars to finance its US business. [4+2+4]

OR

- 11.a) Why might a firm use a "local" capital structure at a particular subsidiary that differs substantially from its "global" capital structure?
b) Read the following caselet and answer the questions that follow:

Small Business Dilemma: Multinational Capital Structure Decision at the Sports Exports Company

The Sports Exports Company (USA) has considered a variety of projects, but all of its business is still in the United Kingdom. Since most of its business comes from exporting of footballs (denominated in pounds), it remains exposed to exchange risk. On the favorable side, the British demand for its footballs has risen consistently every month. Jim Logan, the owner of the Sports Exports Company, has retained more than \$100,000 (after the pounds were converted in to dollars) in earnings since he began his business. At this point in time, his capital is mostly his own equity, with very little debt. Jim has periodically considered establishing a very small subsidiary in the United Kingdom to produce the footballs there (so that he would not have to export them from the US). If he does establish this subsidiary, he has several options for the capital structure that would be used to support it.:

- (i) use all of his equity to invest in the firm
(ii) use pound- denominated long term debt, or
(iii) use dollar denominated long term debt. The interest rate on British long-term debt is slightly higher than the interest rate on US long term debt.

Questions:

- A) What is the advantage of using equity to support the subsidiary? What is a disadvantage?
B) If Jim decides to use long-term debt as the primary form of capital to support this subsidiary, should he use dollar-denominated debt or pound-denominated debt?
C) How can the equity proportion of this firm's capital structure increase over time after it is established? [10]

--ooOoo--

Code No: 743AA

R17

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA III Semester Examinations, April/May-2019

PRODUCTION AND OPERATIONS MANAGEMENT

Time: 3 hours

Max. Marks: 75

Note: This question paper contains two parts A and B.
Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 Marks = 25

1. Answer the following:
- a) Strategic role of Operations Management [5]
 - b) Benefits of standardization to quality [5]
 - c) Break-even chart [5]
 - d) Cause and effect diagram [5]
 - e) Categories of scrap [5]

PART - B

5 × 10 Marks = 50

2. Explain concept of production and discuss five generic competitive strategies in detail. [10]

OR

3. Define Job Shop. When does an operations manager prefer Job Shop production process? [10]
4. Explain the role of ergonomics product design and steps in process planning. [10]

OR

5. What is Value Analysis? Explain the objectives and steps in conducting Value Analysis. [10]

- 6.a) From the following data, you are required to calculate:

- (i) The amount of fixed expenses.
- (ii) The number of units to break-even.
- (iii) The number of units to earn a profit of Rs. 40,000.

The selling price per unit can be assumed at Rs. 100.

The company sold in two successive periods 7,000 units and 9,000 units and has incurred a loss of Rs. 10,000 and earned Rs. 10,000 as profit respectively.

- b) A company is making a loss of Rs. 40,000 and relevant information is as follows:

Sales Rs. 1,20,000; Variable Costs Rs. 60,000; Fixed costs Rs. 1,00,000.

Loss can be made good either by increasing the sales price or by increasing sales volume. What are Break even sales if

- (i) Present sales level is maintained and the selling price is increased.
- (ii) If present selling price is maintained and the sales volume is increased. What would be sales if a profit of Rs. 1,00,000 is required? [5+5]

OR

7. Discuss the objectives and principles of Plant Layout and brief on layout design procedure. [10]

8. Explain Johnson's algorithm in detail.

[10]

OR

9. Consider a flow shop that has only two processors. A job is completed first on processor 1 and then on processor 2. The data for 10 jobs are as follows

Job	1	2	3	4	5	6	7	8	9	10
Processor 1	2	7	9	0	3	10	1	5	6	8
Processor 2	6	8	4	10	9	7	5	1	2	3
Due date	25	19	30	25	16	55	60	32	45	39

a) Determine the schedule that minimizes the maximum flow time.

b) What is the maximum flow time for your schedule?

c) How many jobs are tardy in your schedule?

[10]

10. What is VED Analysis? Explain the importance of VED analysis in controlling the inventory.

[10]

OR

11. Discuss ABC analysis in detail and brief on components of integrated material management.

[10]

--ooOoo--

Code No: 723AA

R15

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA III Semester Examinations, April/May-2019

PRODUCTION AND OPERATIONS MANAGEMENT

Time: 3 hours

Max.Marks:75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 marks = 25

- 1.a) Define the concepts 'production' and 'operations' management and its relationship with materials department. [5]
- b) Why is capacity planning strategically important? Describe different strategies for expanding capacity. [5]
- c) What is the relationship between the volume, variety and flow characteristics of an operating firm and its layout? [5]
- d) Briefly discuss Priority Dispatching Rules followed in scheduling process. [5]
- e) What is integrated materials management? [5]

PART - B

5 × 10 marks = 50

- 2.a) What is a transformation process? Explain the transformation process in a commercial bank.
- b) How is job production different from batch production process? [5+5]

OR

- 3.a) Explain about World Class Manufacturing and its characteristics.
- b) Explain generic competitive strategies. [5+5]

4. Elaborate different steps involved in product design. Represent the various stages in a block diagram. [10]

OR

- 5.a) What do you understand by 'value analysis'?
- b) What are the different responsibilities of a process planning engineer? Explain with help of a suitable example in any industry of your choice. [5+5]

6. What are the different types of layouts? How can an organization decide on the type of layout to choose? [10]

OR

7. What is the importance of location decision in operations management? What are the consequences of a bad location selection? [10]

8. How is scheduling linked to other aspects of production planning? How would you determine the complexity of the scheduling problem? [10]

OR

9. A service provider has two stages in service delivery. Initially, the customers arrive at stage 1, get the service and then reach stage 2, where the remaining part of the service is completed. All arriving customers wait at a lounge and are called on some basis into the system once a batch of eight accumulates. All of them go through these two stages, although the time they spend in these two stages may vary depending on their specific requirements. The time spent by a set of eight customers on these two stages are given below.

	Customer number							
	1	2	3	4	5	6	7	8
Stage 1 (minutes)	11	10	9	13	12	10	9	11
Stage 2 (minutes)	9	14	10	12	14	14	11	10
Arrival time (minutes from start of batch)	0	1	3	4	5	7	8	10

- Use Johnson's rule to schedule customers in the system
 - Identify key performance measures for the above situation and compute them for the solution obtained using Johnson's rule.
 - If you schedule the customers using FCFS what is its impact on the performance criteria? [10]
10. What are the advantages and disadvantages of managing inventory? How you decide about the EOQ, re-order level, maximum, minimum level of the inventory having following details-
- Annual demand - 48000 units
 - Unit cost - Rs 1.25
 - Ordering cost - Rs 45
 - Carrying cost - 15% of average inventory
 - Working days - 300 days a year
 - Procurement time - 12 days
 - Safety stock - 500 units

[10]

OR

- How ABC analysis and VED analysis are different from each other?
- Write short note on purchase management.

[5+5]

---ooOoo---

Code No: 721AB

R15

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA I Semester Examinations, April/May-2019

BUSINESS LAWS AND BUSINESS ENVIRONMENT

Time: 3 hours

Max. Marks: 75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A.

Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 Marks = 25

1. Write short notes on the following:

- a) Void contract
- b) Memorandum of Association and its contents.
- c) Differences between promissory note and bill of exchange.
- d) Repo and Reverse repo rates
- e) Fiscal deficit.

[5]
[5]
[5]
[5]
[5]

PART - B

5 × 10 Marks = 50

- 2.a) What are the conditions under which an Agreement becomes illegal? Give examples.
- b) List out the remedies for breach of contract.

[5+5]

OR

- 3.a) What do you understand by the term 'Liquidated damages'?
- b) What are the kinds of guarantee?

[5+5]

- 4.a) What is meant by 'Corporate Veil'?
- b) What are the provisions of law regarding removal of directors of company?

[5+5]

OR

- 5.a) Under what circumstances Extraordinary General Body meetings of a company are called?
- b) What are the implications of company having separate legal entity?

[5+5]

- 6.a) What is the meaning of endorsement of negotiable instrument?
- b) What is a promissory note?

[5+5]

OR

- 7.a) What are the conditions under which a banker may dishonor a cheque?
- b) What is the meaning of 'payment in due course' of negotiable instruments?

[5+5]

- 8. Can you consider Industrial Policy of 1991 as a watershed event in the history of industrial development of the country? If so, how the policy was different from earlier policies?

[10]

OR

- 9. Trace the growth of Foreign Direct Investment into our country over the years. What are the causes leading to this growth?

[10]

10.a) How does balance of payments differ from balance of trade?

b) What are invincible receipts?

[5+5]

OR

11. Does the government policy of promoting exports always lead to favourable balance of trade position? Analyze the issue from both short term and long term perspectives, [10]

--ooOoo--

Code No: 741AE

R17

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA I Semester Examinations, April/May-2019

BUSINESS LAW AND ETHICS

Time: 3 hours

Max.Marks:75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 Marks = 25

- 1.a) Briefly explain about duties of directors. [5]
- b) Discuss about Performance of contract of sale. [5]
- c) Write a short note on Cheque and it's characteristics. [5]
- d) Discuss briefly about levels of business Ethics. [5]
- e) Write a brief note on need for cyber laws in India. [5]

PART - B

5 × 10 Marks = 50

2. Write in detail steps and procedures for incorporation of a company under Companies Act 2013? [10]

OR

- 3.a) Define winding – up of companies?
- b) Explain various modes of winding up of companies? [5+5]

4. Describe the nature of contract? Explain the essential elements for valid contract with examples? [10]

OR

- 5.a) Describe the different kinds of Sale of Goods Act.
- b) Distinguish between Sale and Agreement to sell. [5+5]

6. Explain about Goods and Services (GST). Discuss it's importance, advantages and disadvantages. [10]

OR

- 7.a) What are the essentials of Negotiable instruments.
- b) Distinguish between promissory notes and bills of exchange. [5+5]

- 8.a) Discuss the need , levels and five myths of business ethics.
- b) Can business ethics be taught and trained – Comment. [5+5]

OR

9. Describe various stages of moral development with emphasis on Kohlberg's and Carol Gilligan's theory. [10]

10. Describe the need for cyber laws in changing legal aspects of India? [10]

OR

11. Describe the cybercrime scenarios in India. Detail the issues and challenges in Cyber crime. [10]

--ooOoo--

Code No: 741AB

R17

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA I Semester Examinations, April/May-2019

BUSINESS ECONOMICS

Time: 3hours

Max.Marks:75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 Marks = 25

- 1.a) Outline the basic economic concepts and its relevance in decision making. [5]
- b) Analyze the major determinants of supply of Maruti Suzuki Cars in India. [5]
- c) Explain the optimal input combination with Isoquant and Isocost lines. [5]
- d) Explain the effect in fixed and variable cost on BEP and show with help of graph. [5]
- e) Outline the effect of demonetization on import and export trend in India. [5]

PART - B

5 × 10 Marks = 50

2. Outline and evaluate the nature and scope of business economics in decision making. [10]

OR

3. Describe the role of managerial economist in a firm. Explain why managerial economist need to work with other executives of the firm like financial controller, human resource manager, production manager etc. [10]
4. Construct a model for estimating the demand function for a health drink like Horlicks (include all the relevant variables that affect the demand for Horlicks). Describe those relevant variables and its relationship with demand for Horlicks with suitable diagrams. [10]

OR

5. Consider the Indian telecom sector. The demand for mobile phone has been growing consistently at 20% rates compared to that of other electronic gadgets industry growth of 7% during the last 10 years from 2008 and is expected to grow equally fast in the coming years too. If so, why should a firm (Jio) providing telephone services need to forecast its demand? Which method of forecasting would you suggest why? [10]
6. Evaluate the types of economies of scale. [10]

OR

7. Estimate average product and marginal product from the following data and draw the graph for total product (TP), average (AP) and marginal product (MP). From the graph, identify and analyse the relationship between TP, AP and MP. [10]

Labour Input	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14
TP	0	7	26	54	88	125	162	196	224	243	250	242	216	169	98

- 8.a) Compare the perfect and monopoly market structure.
b) Apply and explain in detail the price discrimination to Indian Railways. [4+6]

OR

9. Critically examine the price-output determination under monopolistic competition. [10]
10. Assume that during the financial years between 2016 and 2018, Indian Automobile industry has been facing recession. Discuss the effectiveness of two fiscal policy to control the recession. [10]

OR

11. Evaluate the trends in Foreign Direct Investment in India and analyze the critical factors to attract the Foreign Direct Investment for a State in India. [10]

--ooOoo--

Code No: 723AB

R15

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA III Semester Examinations, April/May-2019

STRATEGIC MANAGEMENT

Time: 3 hours

Max.Marks:75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A.

Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 Marks = 25

- 1.a) Evaluate 'outsourcing as a means of growth'. What are its strategic implications? [5]
- b) What are the key variables for ascertaining the competitive position of an organization? [5]
- c) Why acquisition strategy is not always successful? What are the likely pitfalls? [5]
- d) What are the success factors enabling the Indian Pharmaceutical companies to make foray into foreign markets notwithstanding heavy international competition? [5]
- e) What is the importance of strategic control? [5]

PART - B

5 × 10 Marks = 50

- 2.a) What are the characteristics of Corporate Objectives? How are they established?
- b) Explain how technology change has impact on strategies. [5+5]

OR

- 3.a) What is the importance of Corporate's vision and mission statements? How should they be formulated?
- b) Discuss about stress the need for strategic leaders being visionaries. [5+5]

- 4.a) What is cost leadership? When does a firm achieve it?
- b) What are the considerations underlying the choice of competitive strategy? [5+5]

OR

5. Discuss the various forces that influence the effectiveness of generic strategies. [10]
6. What is the nature of a diversification strategy? Why is it adopted? Is diversification always a must for business growth? Why and why not? [10]

OR

7. A company manufacturing certain well known brands of malted food, chocolates and biscuits has recently decided to diversify into computer software business. Earlier about six years back, it ventured in manufacture of apple juice, but had to sell of the plant after three years. During the present year, the company's sales were higher by 19% over the previous year despite new competition. Production of chocolates increased by 14% and of malted foods by 22%. The sale of biscuits was also higher, although these were processed by third parties and sold under popular brand names. The company had satisfactory financial results for the current year. What could then be the possible reasons underlying the company's decision to diversify into computer software business? [10]

- 8.a) What are the advantages of global firms enjoy in terms of input sourcing?
b) What is the strategic approach for developing products for a global market? [5+5]

OR

- 9.a) What are the advantages of strategic alliance approach to business?
b) What is the lesson for India of increased thrust and presence by Chinese companies all over the world at an increasingly fast pace? [5+5]

- 10.a) Discuss the nature of relationship between organization structure and strategy.
b) Explain Leadership implications for strategy. [5+5]

OR

- 11.a) What are the issues that appear quite distinct in international settings with regard to the practice of professional ethics in business?
b) What is the role played by leadership in strategy implementation? [5+5]

--ooOoo--

Code No: 743AB

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**MBA III Semester Examinations, April/May-2019****MANAGEMENT INFORMATION SYSTEM****Time: 3hours****Max. Marks:75****Note:** This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A**5 × 5 Marks = 25**

- 1.a) Explain the importance of MIS in Business. [5]
- b) Discuss the evolution of ERP. [5]
- c) What is Information system planning? [5]
- d) What are the objectives of system design? [5]
- e) Briefly explain about e-business. [5]

PART - B**5 × 10 Marks = 50**

2. Explain in general about the concept of system and information system. [10]
- OR**
3. What are the types of Information? [10]
4. Explain the various applications of E- Commerce. [10]
- OR**
5. What is Knowledge Management System? Explain briefly. [10]
6. What do you understand by system implementation? What are the steps involved? [10]
- OR**
7. Discuss the implications of IS security and Control. [10]
8. "Determining requirements of information system are difficult". Comment on the statement. [10]
- OR**
9. Explain any two of the structured Analysis tools. [10]
10. Explain about Cyber Crime and information Security. [10]
- OR**
11. What are the global perspectives on Cyber crime? [10]

--ooOoo--

Code No: 721CM

R15

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA II Semester Examinations, April/May-2019

FINANCIAL MANAGEMENT

Time: 3 hours

Max.Marks:75

Note: This question paper contains two parts A and B.
Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 Marks = 25

1. Explain briefly the following:
- a) Agency relationship. [5]
 - b) Marginal Cost of Capital. [5]
 - c) The MM Approach on Capital Structure. [5]
 - d) Major forms of Dividends. [5]
 - e) Cash Management Techniques. [5]

PART - B

5 × 10 Marks = 50

2. Explain the concept of Risk –Return trade off, with suitable examples and brief on concept of Time Value of money. [10]
- OR**
- 3.a) You invest Rs. 15,000 at the end of first year, Rs 20,000 at the end of 2nd year, and Rs 50,000 at the end of each year from 3rd year to 5th. Calculate the Future Value of these cash flows, if the interest rate is 10%.P.A.
- b) An investment of Rs.5,000 in a deep discount bond will return Rs. 1,00,000 in 20 years. Find the interest rate implicit in the offer? [5+5]

4. A company has the following Book value capital structure.

(Amount in Crores of Rupees)

Components of Capital	Amount
Equity Capital (In shares of Rs 10 each, fully paid)	15
12% Preference Capital(In shares of Rs 100 each, Fully paid)	1
Retained earnings	20
11.5% Debentures(Of Rs.100 each)	10
11% Term Loan	14
TOTAL	60

Additional Information:

- a) The Market price per equity share is Rs 40. The next expected dividend per share (DPS) is Rs 3.60 and the DPS is expected to grow at a constant rate of 7%.
 - b) The preference shares are redeemable after 10 years at par and are currently selling at Rs 75 per share.
 - c) The debentures are redeemable after 6 years at par and their current market rate is Rs 80 per debenture.
 - d) The tax rate applicable to the firm is 40%
- Calculate the Weighted Average Cost of Capital, using the Market Value proportions. [10]

OR

5. Calculate the NPV and IRR of a project, the cash flows of which are as follows.
(Amount in lakhs of Rupees)

Years →	0	1	2	3	4	5
Investment	70					
Cash Inflows		10	20	30	40	50

Additional Information:

- a) The cost of capital is 10%.
b) Salvage value at the end of 5th year is Zero.

[10]

6. The Income statement of XYZ Company is as follows. Calculate Finance Leverage, Operating Leverage and Composite leverage of the company based on the following data.

	ITEM	Amount in Rupees
	Total Sales / Revenue*(5000 units)	25,00,000
Less	Variable Expenses	10,00,000
Less	Fixed Expenses	9,00,000
	Earnings Before Interest and Tax	6,00,000
Less	Interest on Debt	75,000
	Profit Before Tax	5,25,000
Less	Tax @50%	2,62,500
	Profit After Tax	2,62,500
Less	Preference Dividend	50,000
	Equity Earnings	2,12,500

OR

7. The Equity Capitalization rate and Tax rate are 20% and 35% respectively, for firm A and Firm B. The EBIT of both the firms is Rs 2,25,000 each. Interest on debt in respect of firm A is Rs 75,000 (@15% PA). State, which of the two firms has optimal capital structure under Net Income approach?

[10]

8. Explain the factors determining the dividend policy of a company and basic model of valuation of the firm.

[10]

OR

9. The cost of capital and the rate of return on investments of a company are 10% and 15% respectively. The company has 10 lakhs equity shares of Rs 10 each. Its earnings per share are Rs 5.

Calculate the value of the firm in the following situations using Walter Model, and comment on the results.

- a) 100% Retention b) 50% Retention and c) No Retention

[10]

10. What are the different methods of financing the Working capital of a firm? Explain them with suitable examples.

[10]

OR

11. Explain the various types of short term and Long term sources of financing the inventory and receivables.

[10]

--ooOoo--

Code No: 742AC

R17

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA II Semester Examinations, April/May-2019
FINANCIAL MANAGEMENT

Time: 3 hours

Max.Marks:75

Note: This question paper contains two parts A and B. Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 Marks = 25

1. Write short notes on the following:

- a) Risk-Return trade off
- b) Cost of Equity capital
- c) Financial Leverage
- d) Trade Credit
- e) Credit Policy

[5]
[5]
[5]
[5]
[5]

PART - B

5 × 10 Marks = 50

2. Why is Wealth Maximization goal thought to be a better operating goal than profit maximization? [10]

OR

3. Write about:

- a) Goals of finance function
- b) Time value of money

[5+5]

4. What is Cost of Capital? Explain the importance of cost of capital in capital budgeting decisions. [10]

OR

5. A company is considering investing in a project that cost Rs.4,00,000. The estimated salvage value is zero, tax rate is 55 percent. Depreciation is calculated based on straight line method. The projected cash flows before tax (CFBT) are as follows:

Year	1	2	3	4	5
CFBT (Rs.)	1,00,000	1,20,000	1,50,000	1,70,000	2,50,000

Calculate:

- a) Net Present value at 10 percent cost of capital
- b) Internal Rate of Return
- c) Pay Back Period

[10]

6. Explain the factors determining the dividend policy of a company. [10]

OR

7. The sales of Hasini Ltd. are 20000 units at the rate of Rs. 20 each. The variable cost per unit is Rs. 8 per unit. The fixed expenses are Rs. 50000. The company employs 10% debentures of Rs. 500000 in its capital structure. You are required to calculate

- a) Degree of operating leverage
- b) Degree of Financial leverage
- c) Degree of combined leverage

[10]

8. What is Working Capital Management? What are the sources of Working Capital? [10]

OR

9. From the following information presented by a manufacturing company, prepare statement of working capital requirement. Expected sales are 1,20,000 units at the rate of Rs.100 per unit. The cost per unit in Rs. consists of:

Raw material	45
Labour	22
Overheads	13
Profit	20

Raw material in stock, on average one month

Material in process, on average one month

Finished goods in stock, on average one month

Credit allowed to debtors is one month

Credit allowed by creditors is one month

Lag in payment of wages is two weeks

One fourth of the output is sold for cash. Cash in hand is Rs.80,000.

[10]

10. Prepare cash budget for the three months starting from March 2019.

Month	Sales (Rs.)	Purchases (Rs.)	Wages (Rs.)
January, 2019	3,20,000	2,60,000	40,000
February, 2019	3,34,000	2,52,000	42,000
March, 2019	2,92,000	3,46,000	38,000
April, 2019	3,66,000	4,06,000	34,000
May, 2019	2,22,000	4,28,600	30,000

a) 25 percent of the sales is on cash. 50 percent of the credit sales is realized in the month following sales and the remaining 50 percent of the credit sales in the second month following.

b) Creditors are paid in the month following the month of purchase.

c) Estimated cash at bank as on 1st March, 2019 is Rs.80,000.

[10]

OR

11. Discuss the techniques of cash management.

[10]

--ooOoo--

Code No: 724AA

R15

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA IV Semester Examinations, April/May-2019

ENTREPRENEURSHIP

Time: 3hours

Max.Marks:75

Note: This question paper contains two parts A and B.
Part A is compulsory which carries 25 marks. Answer all questions in Part A.
Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 marks = 25

- 1.a) Briefly describe 'down to earth' type of a successful of entrepreneur. [5]
- b) Describe the salient features of individual entrepreneurship. [5]
- c) Define and explain the meaning of Franchising. [5]
- d) Explain the need of intellectual property protection. [5]
- e) What is strategic planning? [5]

PART - B

5 × 10 marks = 50

- 2.a) Describe the revolutionary impact of entrepreneurship and give few examples.
- b) Explain the process approach of entrepreneurship. [5+5]

OR

- 3.a) Briefly explain the evolution of entrepreneurship.
- b) Elucidate the recent trends in entrepreneurship and highlight with few examples. [5+5]

- 4.a) Explain the importance of risk and stress bearing capacity of an entrepreneur.
- b) What is entrepreneurial ego? And explain its consequences. [5+5]

OR

- 5.a) Describe the importance and nature of corporate entrepreneurial mindset.
- b) Explain the significance of corporate strategy and its sustainability. [5+5]

- 6.a) Describe identification of opportunities for entrepreneurial development.
- b) "Imagination and creativity is important rather the knowledge"-elucidate. [5+5]

OR

- 7.a) Define innovation and explain its importance in entrepreneurship.
- b) Explain different methods to initiate ventures. [5+5]

- 8.a) Explain the importance of trademarks and trade secrets in entrepreneurship.
- b) What are the steps involved in formulating entrepreneurship. [5+5]

OR

- 9.a) Explain the critical factors for new venture development.
- b) What is feasibility criteria approach? And explain its salient features. [5+5]

- 10.a) Elucidate the importance of strategic actions in entrepreneurship development.
- b) What is strategic positioning? And explain its importance. [5+5]

OR

- 11.a) What are the steps to be taken for business stabilization?
- b) Explain the managerial apprehension of growing ventures. [5+5]

--ooOoo--

Code No: 744AA

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA IV Semester Examinations, April/May-2019
STRATEGIC MANAGEMENT

R17

Time: 3hours

Max.Marks:75

Note: This question paper contains two parts A and B. Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5Marks = 25

- 1.a) What is environment scanning? [5]
- b) Briefly explain about Market Life Cycle model. [5]
- c) Explain the planning systems for strategy implementation. [5]
- d) Describe concept of core competence and distinctive competence with examples. [5]
- e) What are the measures for establishing strategic controls? [5]

PART - B

5 × 10 Marks = 50

2. List the environmental factors that can affect an organization's strategy. [10]
3. Critically examine the growth strategy of OLA Cabs. [10]
4. Explain strategic implications of BCG matrix model. [10]
5. Define Porter's five force framework. Explain how it can be used for defining the strategy of an organization. [10]
6. Explain the various phases of strategic formulation with an illustration. [10]
7. Give a detailed account on new strategies adopted by Indian organizations in the Internet economy. [10]
8. Differentiate between related and unrelated diversification strategy, with suitable examples. [10]
9. Explain Merger as a Strategy. Explain the types of merger, merger processes and advantages of merger. [10]
10. Describe Benchmarking as strategic management tool with suitable examples. [10]
11. Explain the process of strategic evaluation and control in details. [10]

--ooOoo--

Code No: 721CJ

R15

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA I Semester Examinations, April/May-2019

PROJECT MANAGEMENT

Time: 3 hours

Max.Marks:75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 Marks = 25

- 1.a) Make an overview of the objectives of project management. [5]
- b) Explain briefly on the 'Concepts of Energy Modeling'. [5]
- c) Give a short note on MIS in Contract Management. [5]
- d) Write a brief note on safety programmes. [5]
- e) Examine Graphic Method in Linear Programming and point out its benefits. [5]

PART - B

5 × 10 Marks = 50

2. What are the major managerial functions of a Project Manager right from Project Planning Stage to Project Completion Stage? [10]
OR
3. What is the role of a Project Manager as a Team Leader? What Leadership Qualities he does possess or demonstrate? Give some examples. [10]
4. What is Project Cost Over-run? What cost control measures can be implemented to arrest cost-over-runs? Give examples from construction industry. [10]
OR
5. What is Break-Even Point (BEP) Analysis? How is it useful in Managerial Decisions with regard to Profit Planning and Construction Cost Control? [10]
6. Describe briefly on the following typical modes of financing projects: (a) Private and Public Partnership (PPP) (b) BOT (c) BOOT and (d) BOLT. What are their advantages and disadvantages? [10]
OR
7. What welfare measures are expected to be taken by the Human Resource Management in Contract Management? Briefly explain them with some examples. [10]
8. What are the elements of Environmental Management Systems (EMS) under ISO 14000 standards? Provide a Model of EMS as per ISO 14000. [10]
OR
9. What are the leading Construction Management Practices available for High Quality Management and Safety in Construction Industry in the country? Give some examples. [10]

10.a) Define and provide meaning of Linear Programming.

b) Give some applications of Linear Programming in managerial decision making. Also provide the importance of Linear Programming. [10]

OR

11. Solve the following 2×3 Game Theory. [10]

X	Y		
	1	3	11
	8	5	2

--ooOoo--

Code No: 741AF

R17

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA I Semester Examinations, April/May-2019

BUSINESS RESEARCH METHODOLOGY

Time: 3 hours

Max.Marks:75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 Marks = 25

- 1.a) What is the importance of ethics in business research? [5]
- b) What is bias in survey? What are the reasons for bias? [5]
- c) Calculate the Standard Deviation of the following data: [5]
Age (in years): 23 27 28 29 30 31 33 35 36 38
- d) Distinguish between R-type and Q-type factor analysis. [5]
- e) Compare and contrast the findings and conclusions of a research study. [5]

PART - B

5 × 10 Marks = 50

2. Describe the process of business research. Do the stages in the research process follow the scientific method? [10]

OR

3. Explain the following: [5+5]
 - a) Operationalization and Conceptualization
 - b) Internal and External Validity.
- 4.a) Compare and contrast Cross Sectional and Longitudinal Design.
- b) A random sample of 10 boys has the following IQs:
70, 120, 110, 101, 88, 83, 95, 107, 100 & 98.
Do these data support the assumption of a population mean of IQ of 100? [5+5]

OR

- 5.a) "Research design in exploratory studies must be flexible but in descriptive studies, it must minimize bias and maximize reliability" - Discuss.
- b) A production manager wants to assess the reactions of the blue-collar workers in his department (including foremen) to the introduction of computer integrated manufacturing (CIM) systems. He is particularly interested to know how they would perceive the effects of CIM on:
 - (i) their future jobs.
 - (ii) additional training that they will have to receive
 - (iii) future job advancement.Design a questionnaire for the production manager. [5+5]

- 6.a) What is Frequency Distribution? Explain briefly.

- b) The results of a particular examination are given below in a summary form:

Result	Percentage of Candidates
Passed with distinction	10
Passed	60
Failed	30

It is known that a candidate gets plucked if he obtains less than 40 marks, out of 100 while he must obtain at least 75 marks in order to pass with distinction. Determine the mean and standard deviation of the distribution of marks assuming this to be normal. [5+5]

OR

- 7.a) What is Skewness? Explain the types of skewness.

- b) Calculate the Karl Pearson's coefficient of correlation for the following data:

X	28	45	40	38	35	33	40	32	36	33
Y	23	34	33	34	30	26	28	31	36	35

[5+5]

- 8.a) What do you mean by a Two-Factor Table? Explain.

- b) Find the regression equation from the following and estimate the yield for rainfall of 10 inches:
Rain fall (inches): 1 2 3 4 5 6 7 8 9
Yield (Tons): 1 3 2 5 5 7 6 9 8 [5+5]

OR

- 9.a) Explain the following:

(i) Cluster Analysis; and (ii) Structural Equation Modeling.

- b) Find the regression equations for the following data and also product the average value of y when x is 9:
X: 3 6 5 4 7 2 8 1
Y: 3 2 3 5 3 6 6 4 [5+5]

- 10.a) "Interpretation is an art of drawing inferences, depending upon the skill of the researcher". Elucidate the given statement explaining the technique of interpretation.
- b) Describe some of the important applications and uses of computers in present times. [5+5]

OR

- 11.a) Discuss the role of subjectivity and objectivity in research.

- b) 'Computer graphics will have an impact on the research report writing format' - Elaborate this in the light of computer application of report writing. [5+5]

--ooOoo--

R17

Code No: 741AG

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA I Semester Examinations, April/May-2019

PROJECT MANAGEMENT

Time: 3 hours

Max. Marks: 75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 Marks = 25

- 1.a) Discuss tools and techniques of Project Management?
- b) Write a note on Social Cost Benefit Analysis.
- c) Discuss different Project Evaluation Techniques.
- d) Explain Agile Project Management.
- e) Write short notes on participative management in Project.

[5]
[5]
[5]
[5]
[5]

PART - B

5 × 10 Marks = 50

2. Discuss the need and benefits of Project Management and brief on project management in different sectors.

[10]

OR

3. Explain the areas to be examined for a cement plant during definition phase of project life cycle.

[10]

- 4.a) What are the objectives of Project Appraisal?
- b) Describe the feasibility report for establishing a new project.

[5+5]

OR

5. Discuss various steps involved in Project Management Planning process with an illustration.

[10]

6. Explain the methods of project evaluation. Also write how a project is audited.

[10]

OR

7. Discuss the concept of cost estimation and cost improvement in project finance.

[10]

8. Explain the networking process during uncertainty and risk in scheduling a project.

[10]

OR

9. Define Project Execution? What are the various techniques in monitoring and controlling?

[10]

10. Enumerate the pitfalls of ineffective project team and brief on stress management.

[10]

OR

11. Describe the methods of resolving conflicts in project management.

[10]

Code No: 723AG

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA III Semester Examinations, April/May-2019

STRATEGIC MANAGEMENT ACCOUNTING

Time: 3 hours

Max.Marks:75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A**5 × 5 Marks = 25**

- 1.a) Discuss about the role of accounting information in Planning and Control. [5]
- b) Explain about the treatment of Abnormal Loss/Profit in Process Costing. [5]
- c) Explain the importance of Profit Planning in Marginal costing Applications. [5]
- d) Discuss about the need for Inter firm Comparison. [5]
- e) Define Budgetary Control. Explain the steps involved in Budgetary Control. [5]

PART - B**5 × 10 Marks = 50**

2. Distinguish between Management Accounting, Financial Accounting and Cost Accounting. [10]

OR

3. Following information is made available from the costing records of a factory

a) The original cost of the machine	:	1,00,000
Estimated Life	:	10 years
Residual Value	:	5000
Factory Operates 48 hours per week	:	52 weeks in a year

Allow 15% towards machine maintenance down time.

5% (of productive time assuming unproductive) may be allowed as setting up time

b) Electricity used by the machines is 10 units per hour at a cost of 50 paise per unit

c) Repairs & Maintenance cost is Rs.500 per month.

d) Two operators attend the machine during operations along with two other machines. Their total wages including fringe benefits amounting to Rs.5000 per month is paid

e) Other overheads attributable to the machine are Rs10, 431 per year.

Using the above data, calculate Machine Hour Rate. [10]

4. The accounts of X LTD show for three months ending 30th June, 2010

Materials used	10, 00,000
Direct Labor & Machine Labor Wages	15, 00,000
Works overhead Expenditure	3, 00,000
Establishment & General Expenses	2, 24,000

Show the works cost, the Total cost of manufacturer, the percentage that the works overhead cost bears to the Manual and machine labor wages and the percentage that establishment and general Expenses to the works cost.

What price should the company quote on the basis of the above to the manufacture of an electric washing machine, which it is estimated, will require an expenditure of Rs.800 & Rs.600 in wages, so that it will yield a profit of 15% of the total cost. [10]

OR

5. Write a short note on the following

- a) Inter-Process Profits
- b) By Products
- c) Equivalent Production

[10]

6. XYZ Ltd manufactures auto parts. The following cost is incurred for process in 1, 00,000 units of a component.

Direct Material Cost	Rs. 5 Lakhs
Direct Labor Cost	Rs. 8 Lakhs
Variable Factory Overheads	Rs. 6 Lakhs
Factory Overheads	Rs. 5 Lakhs

The Purchase price of the component is Rs.22. the fixed overhead would continue to be incurred even when the component is bought from outside although there would be reduction to the extent of Rs.2, 00,000.

Required:

- a) Should the part be made or bought, considering that the present facility when released following buying decision would remain idle.
- b) In case the released capacity can be rented out to another company for Rs. 1,50,000, what would be the decision?

[10]

OR

7. Discuss the importance of Marginal Costing Applications in Decision Making. [10]

8. The following information is given

Sales	-	2, 50,000
Variable cost	-	120000
Fixed cost	-	20000

Calculate:

- a) Break Even Point
- b) New BEP if selling price reduced by 10%
- c) New BEP if Variable cost is increased by 10%
- d) New BEP if Fixed cost is increased by 10%

[10]

OR

9. Define Inter-firm Comparison. Explain the types of Inter-firm Comparison. [10]

10. Prepare the Flexible Budget on the basis of the following information for the year 2007-08.

Direct Materials	Rs. 6, 00,000
Direct Labor	Rs. 4, 00,000
Direct Expenses	Rs. 2, 00,000
Machine Expenses	Rs. 1, 00,000
Motive Power	Rs. 1, 00,000
Factory overheads (80% Fixed)	Rs. 80,000
Office Overheads (60% Fixed)	Rs. 1, 20,000
Selling Overheads (50% Fixed)	Rs. 40,000

Sales (selling Price being Rs. 2000 per unit) Rs. 20, 00,000

During the year, all the units' produced were sold and the factory was working at the capacity of 60%. The flexible Budget is to be prepared with the following assumptions

- a) The capacity will be 75%
- b) The price of direct material will increase by 25% & wages will increase by 20%.

[10]

OR

11. XYZ Ltd. furnishes you the following information

Products	SQ In Units	SP (Per Unit)	AQ (In units)	AP(Per Unit)
A	1050	Rs.2	1100	Rs.2.25
B	1500	Rs.3.25	1400	Rs.3.5
C	2100	Rs.3.5	2000	Rs.3.75

Calculate:

- a) Material cost variance
- b) Material Price variance
- c) Material Usage Variance
- d) Material Mix variance

[10]

--ooOoo--

Code No: 743AP

R17

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA III Semester Examinations, April/May-2019

MANAGEMENT OF INDUSTRIAL RELATIONS

Time: 3 hours

Max.Marks:75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 Marks = 25

- 1.a) Who are the three actors of industrial relations? Explain their roles. [5]
- b) What are the principles of collective bargaining? [5]
- c) What is the link between tripartism and bipartism? [5]
- d) What are the objectives of ESI act? [5]
- e) What is quality of work life? What is its relevance to productivity and employer? [5]

PART - B

5 × 10 Marks = 50

- 2.a) What are the problems of trade unions in India?
- b) How is union formed? What is the difference between recognized and registered trade union? [5+5]

OR

- 3.a) What are the advantages of employer organizations?
- b) Trace briefly the history of trade union movement in India. [5+5]
4. What are the factors that contribute to success or failure of collective bargaining? [10]

OR

5. Explain the changes that have been brought about in Union- Management relationship due to liberalization and globalization. [10]

6. What is tripartism? Make a critical assessment of tripartism arrangement in India. [10]

OR

- 7.a) What is the role of government in industrial relations?
- b) What is industrial tribunal? Explain the process of appointing a industrial tribunal. [5+5]

8. What are the salient features of The Payment of Bonus act? [10]

OR

9. What are the contemporary issues in fixing minimum wages on a country wide basis? [10]

- 10.a) What are the causes of employee grievances?
- b) What are the approaches to deal with industrial conflict? [5+5]

OR

11. Discuss briefly the terms, 'agreement', and 'settlement' and 'award' and bring out the differences among them. [10]

--ooOoo--

Code No: 743AQ

R17

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA III Semester Examinations, April/May-2019
STRATEGIC MANAGEMENT ACCOUNTING

Time: 3 hours

Max.Marks:75

Note: This question paper contains two parts A and B.
Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 Marks = 25

- 1.a) Distinguish between direct and indirect expenses. [5]
- b) Explain Unit costing. [5]
- c) What is key or limiting factor? [5]
- d) What is diversification of products? [5]
- e) Distinguish between standard costing and budgetary control. [5]

PART - B

5 × 10 Marks = 50

2. Discuss the various cost concepts. What is the managerial use of classification of costs? [10]

OR

3. State the differences between Financial Accounting, Cost Accounting and Management Accounting. Explain how financial accounts are inadequate to measure the performance of an industry. [10]

4. Below is the enumerated expenditure in the manufacture of Commodity X:

Three months ended
31-12-1999

Raw materials	28,000
Fuel	6,900
Electric power	1,340
Process and general wages	63,500
Repairs	2,400
Haulage	1,060
Light & Water	400
Rent	2,000
Rates and Insurance	300
Office salaries and general expenses	7,000
Administration (office)	5,000
Depreciation on Machinery	2,500
Total	1,20,400
Tons manufacturers	17,200

Prepare a Cost-Sheet showing the cost per each item of expenses and total cost per ton for the period. [10]

OR

5. Distinguish between:
 a) Controllable costs and uncontrollable costs.
 b) Job costing and process costing. [5+5]

6. XYZ Ltd. supplies the following information data for the year ending 31st December 2018

Production	1100 units
Sales	1,000 units
There was no opening stock	
Variable manufacturing cost per unit	Rs.70
Fixed manufacturing overhead (total)	Rs.22,000
Variable selling and administration overhead per unit	Rs. 50
Fixed selling and administration overhead	Rs.4000
Selling price per unit	Rs.150

Prepare Income statement under marginal costing. [10]

OR

7. Explain application of Marginal costing in terms of cost control and closing down a plant. [10]

- 8.a) Explain briefly about Cost-volume-profit analysis.
 b) How contribution is related to Profit. Explain. [5+5]

OR

9. XYZ Ltd. which produces three products furnishes the following data

	Products		
	A	B	C
Selling price per unit (Rs.)	100	75	50
Profit/Volume ratio	10%	20%	40%
Maximum sales potential (units)	40,000	25,000	10,000
Raw material content as % of Variable cost	50%	50%	50%

The fixed expenses are estimated at Rs. 6,80,000 . The company uses a single raw material in all the three products. Raw material is in short supply and company has a quota for the supply of raw materials of the value of Rs.18,00,000 for the year for the manufacture of its products to meet its sales demand.

Calculate a) set a product mix which will give the maximum overall profit keeping the short supply of raw material b) maximum profit. [10]

10. Float glass manufacturing company requires to present the budget for the next year from the following information:

Sales :

Toughened glass

Rs.6,00,000

Bent glass

Rs.2,00,000

Direct material cost

60% of sales

Direct wages

20 workers @Rs.150 per month

Factory overheads:

Indirect labour

Rs. 500 per month

Works manager

Rs.400 per month

Foreman

Stores and spares

2.5% on sales

Depreciation machinery

Rs.12,600

Light and Power

Rs.3,000

Repairs and maintenance

Rs.8000

Others Sundries

10% on direct wages

Administration selling and distribution expenses

Rs. 36,000 per year

[10]

OR

11. Explain the following:

a) Performance budget

b) Cost Audit

c) Standard costing and marginal costing.

[10]

--ooOoo--

Code No: 723AJ

R15

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA III Semester Examinations, April/May-2019

FINANCIAL INSTITUTIONS MARKETS AND SERVICES

Time: 3 hours

Max.Marks:75

Note: This question paper contains two parts A and B.
Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 Marks = 25

- 1.a) Write a brief note on the non-statutory Financial organization.
- b) Explain Exchange Rates.
- c) Explain the investment pattern of GIC.
- d) Explain the role of Commercial Bill Market in security market.
- e) Explain the Bills Discounting process.

[5]

[5]

[5]

[5]

[5]

PART - B

5 × 10 Marks = 50

2. Discuss in detail the structure and components of Indian Financial System and indicators of financial development. [10]

OR

3. Explain the role and functions of RBI as a central bank of country. [10]

4. Write briefly about:

a) Capital Adequacy Norms

b) Non-performing Assets

[5+5]

OR

5. Compare public sector banks and private sector banks with respect to their structure and performance. [10]

6. Write an essay on the challenges being encountered by the Indian insurance sector. [10]

OR

7. Discuss the structure and functions of non-banking financial institutions and brief on the role of AMFI. [10]

- 8.a) Explain the structure and functions of Indian Securities Market.

- b) Explain the procedure of listing, trading and settlement in Indian Securities Market. [5+5]

OR

9. Write briefly about:

a) Government securities market

b) Commercial Papers

[5+5]

10. What is Lease Financing? Explain different types of lease financing. [10]

OR

11. Write briefly about:

a) Credit Rating

b) Hire Purchase Financing

[5+5]

--00000--

Code No: 743AH

R17

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA III Semester Examinations, April/May-2019

ADVERTISING AND SALES MANAGEMENT

Time: 3 hours

Max.Marks:75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 Marks = 25

- 1.a) What are the different types of advertising? [5]
- b) What is 'Consumer-oriented' appeal in Advertising? Illustrate your answer. [5]
- c) What are the different Sales Forecasting Methods? [5]
- d) Differentiate between Personal Selling vs. Advertising. [5]
- e) What are the factors affecting the ethical behavior of a sales person. [5]

PART - B

5 × 10 Marks = 50

2. Explain the importance of layout and art work in the preparation of advertisement and brief on AIDA model. [10]

OR

3. Describe the planning framework in advertising and state the elements of a layout of advertising. [10]

4. Discuss the types of media and media selection with examples. [10]

OR

5. What do you mean by Advertising Budget? Discuss the commonly used advertising budgeting method? [10]

6. "Success of Sales Activity is largely dependent upon good Salesmen". Discuss in the context of Sales Training and brief on sales force compensation methods. [10]

OR

7. Discuss the process of sales planning and methods of sales force control. [10]

8. Discuss in detail:

- a) Cross Promotion
- b) Surrogate Selling
- c) Bait and Switch advertising

[10]

OR

9. What are the basic objectives of a good sales force monitoring system? List and briefly explain the parameters used to monitor sales force of a company selling FMCG products. [10]

10. Why companies form a suitable organization for sales of their Products? How the Sales Organization is different for Industrial Products and Consumer? [10]

OR

11. What are the different methods of channel distribution? Discuss in detail. [10]

--ooOoo--

Code No: 743AJ

R17

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA III Semester Examinations, April/May-2019

LEARNING AND DEVELOPMENT

Time: 3 hours

Max.Marks:75

Note: This question paper contains two parts A and B.
Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 Marks = 25

- 1.a) Formulate the concept of adult learning theory. [5]
- b) Specify the reasons for planned training. [5]
- c) Write a short note on use of technology in training. [5]
- d) Discuss briefly about interpersonal relationship. [5]
- e) What do you mean by Career plateauing? [5]

PART - B

5 × 10 Marks = 50

2. Explain briefly in learning cycle and learning process theory. [10]

OR

3. Describe the instruction emphasis for learning outcomes. [10]

4. Write a detail note on models of training development strategy. [10]

OR

5. Summarize the trainers and training styles in designing training. [10]

6. Formulate the developing effective online learning and training methods. [10]

OR

7. Illustrate the mobile technology methods of learning and development. [10]

8. Generate the learning and development approaches in formal education. [10]

OR

9. Indicate the company's strategies for providing employee development. [10]

10. What is the external criteria in career management? [10]

OR

11. State the issues in associated with cross functional and cross cultural teams. [10]

--ooOoo--

Code No: 743AK

R17

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA III Semester Examinations, April/May-2019

FINANCIAL INSTITUTIONS, MARKETS, AND SERVICES

Time: 3 hours

Max.Marks:75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 Marks = 25

- 1.a) What do you mean by equilibrium in financial markets? [5]
- b) Expand AMFI and briefly explain its role in Financial Market. [5]
- c) Explain the role of Clearing Corporation of India. [5]
- d) Write about Factoring Vs. Forfeiting. [5]
- e) Write a short note on CBIL. [5]

PART - B

5 × 10 Marks = 50

2. Discuss the Role, Functions and different techniques of monetary control of RBI. [10]

OR

3. Critically examine the Financial Sector Reforms in India after 1991. [10]

- 4.a) How is Risk Management done in Banking?

- b) Explain the innovations in Indian banking system. [5+5]

OR

5. Explain the role of IRDA and discuss the challenges of insurance sector in India. [10]

6. What are the functions of call money market? Explain any five instruments in Indian money market. [10]

OR

7. Briefly explain the Role of SEBI in the regulation of Primary and Secondary market in India. [10]

8. What is lease finance? Explain the features and different types of leasing. [10]

OR

- 9.a) What do you mean by Hire Purchase?

- b) Differentiate Hire purchase and Lease Finance. [3+7]

10. Define Investment banking. Explain the challenges faced by the investment bankers. [10]

OR

- 11.a) Discuss the role of credit rating agencies in investor protection. [3+7]

- b) Explain the advantages and disadvantages of credit rating.

--ooOoo--

Code No: 723AH

R15

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA III Semester Examinations, April/May-2019

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Time: 3 hours

Max.Marks:75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 Marks = 25

- 1.a) Discuss about any two types of investment in secondary market. [5]
- b) Describe stages of company life cycle. [5]
- c) Discuss essential features of Bond and what are the advantages in Bond investment? [5]
- d) What is EPS and P/E ratio? [5]
- e) Explain SML with graph and how market risk premium of a given security is determined? [5]

PART - B

5 × 10 Marks = 50

2. "The investment process involves a series of activities leading to the purchase of securities or other investment alternatives." Elaborate all the activities involved in investment process. [10]
OR
3. "There are basically three tasks performed in process of buying and selling of securities Trading, Clearing and Settlement". Justify the statement. [10]
4. What are various basic tenets of Dow Theory? What are the various phases of bull and bear trend? Discuss in detail critical appraisal of Dow Theory. [10]
OR
5. Discuss in detail concept, origin, constitution and growth of fundamental analysis in India. What are latest methods commonly used for fundamental analysis in corporate world in the current scenario? [10]
- 6.a) Discuss types of bond. [10]
b) What is bond's coupon?
c) What is bond rating?
OR
7. How bond market pricing works? What is benchmark pricing curve? An investor currently holds a bond whose par value is Rs 10,000. The bond is currently priced at a discount of Rs. 9592, matures in 30 months, and pays a semi-annual coupon of 5%. Calculate Yield to Maturity (YTM). [10]

8. What is dividend discount model? Estimate the intrinsic value of a stock which is currently trading at Rs.35 based on the following data:
Required rate of return (i.e. cost of equity) is 10%.
Current dividend per share is Rs.2.
Dividend growth rate forever is 5%.
Is the stock a good investment or not? [10]

OR

9. Write short notes on:
a) Price / Book Value Ratio and Price / Sales Ratio [5+5]
b) EVA
10. Discuss in detail with the help of example how Markowitz model and Capital Asset Pricing Model helps to measure market efficiency. [10]
OR
11. What do you mean by portfolio management? Discuss in detail about portfolio evaluation and revision techniques. What are the different forms of bond portfolio management strategies? Discuss in detail. [10]

--ooOoo--

Code No: 743AD

R17

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA III Semester Examinations, April/May-2019
DIGITAL MARKETING

Time: 3 hours

Max.Marks:75

Note: This question paper contains two parts A and B.
Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 Marks = 25

- 1.a) What are concepts of digital marketing? Explain. [5]
- b) What is mobile marketing? Explain about online public relations. [5]
- c) Explain the need of digital marketing plan. [5]
- d) Describe the importance of search engine marketing. [5]
- e) Explain about social networking with Facebook, Google+ and LinkedIn. [5]

PART - B

5 × 10 Marks = 50

- 2.a) Describe the need and scope of digital marketing.
- b) What are digital marketing trends? Explain. [5+5]

OR

- 3.a) What are components of digital marketing? Explain.
- b) Give a comparison of marketing and digital marketing. [5+5]

- 4.a) Explain about search engine marketing and email marketing.
- b) What are purchasing characteristics? What are organizational characteristics? [5+5]

OR

- 5.a) Discuss about acquisition and retention of new customers.
- b) Explain about migrating from traditional channels to digital channels. [5+5]

6. What are elements of digital marketing? Explain in detail. [10]

OR

7. Explain about writing marketing plan and implementing the plan. [10]

- 8.a) How online advertising differs from traditional advertising? Explain.
- b) What are major search engines? What search engines look for? Explain. [5+5]

OR

- 9.a) How effective is B2B online advertising? Explain different payment models.
- b) How a typical search works? How a search site builds its database and assembles its index? [5+5]

10. Explain the following:
a) Social location Sharing with Foursquare, Gowalla, and MyTown
b) Analyzing digital media performance [5+5]

OR

11. Explain the following:
a) Social Bookmarking with Digg, Delicious, and StumbleUpon
b) Analyzing Website performance [5+5]

--ooOoo--

Code No: 743AE

R17

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA III Semester Examinations, April/May-2019

PERFORMANCE MANAGEMENT SYSTEMS

Time: 3 hours

Max. Marks: 75

Note: This question paper contains two parts A and B. Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 Marks = 25

1. Answer the following:
- a) Performance Planning
 - b) Job Description in standardization of work
 - c) Modes of Employee Development
 - d) Broad Banding
 - e) Balance Score Card

[5]

[5]

[5]

[5]

[5]

PART - B

5 × 10 Marks = 50

2. Define the term 'Performance Management' and explain its scope and advantages. [10]

OR

3. Write briefly about:
- a) Performance Management Strategic Planning.
 - b) Performance Mentoring

[5+5]

4. What do you mean by Metrics? Explain different types of Metrics.

[10]

OR

5. Discuss the measurement approaches used for measuring performance results and behaviours.

[10]

6. Write briefly about:
- a) Performance Management Framework
 - b) Employee Assessment System

[5+5]

OR

7. Explain the role of HR manager in performance management.

[10]

8. Explain the legal principles affecting performance management.

[10]

OR

9. What do you mean by 'Contingent Pay Plan'? Explain the steps involved in selecting a contingent pay plan.

[10]

10. What are high performance work teams? Explain the steps to be followed in building them.

[10]

OR

11. Discuss about the reward practices being followed by World-class business units.

[10]

--ooOoo--

Code No: 743AF

R17

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA III Semester Examinations, April/May-2019

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Time: 3 hours

Max.Marks:75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 Marks = 25

- 1.a) Distinguish between Investment and speculation. [5]
- b) Explain the features of indifference curves. [5]
- c) Explain Holding period return and Yield to call. [5]
- d) Compare and contrast weak form and strong form of market efficiency. [5]
- e) Explain Protective Put and Covered Call. [5]

PART - B

5 × 10 Marks = 50

- 2.a) Compare and contrast Capital Market and Money Market. [5+5]
- b) Discuss about securities trading and settlement.

OR

- 3.a) What is Margin trading? [5+5]
- b) Explain the various money market instruments.

4. The estimates of the standard deviations and correlation co-efficient for three stocks are given below

Stock	Standard Deviation	Correlation with Stock		
		A	B	C
A	32	1.00	-0.80	0.40
B	26	-0.80	1.00	0.65
C	18	0.40	0.65	1.00

If a portfolio is constructed with 15% of stock A, 50% of stock B and 35% of stock C, what is the portfolio's standard deviation? [10]

OR

- 5.a) Explain single Index model. [5+5]
- b) What is efficient frontier? Explain risk free lending and borrowing.

- 6.a) Explain the various types of Bonds.

- b) A Reliance industries debenture with a face value of Rs 100 has a coupon rate of 10% per annum coupon payment being made annually. The maturity date of the instrument is 7th May 2018. The traded price of the bond on 7th May 2016 is Rs.110. Compute the yield to maturity of the bond. [5+5]

OR

- 7.a) A Rs 100 par value bond bears a coupon rate of 14 percent and matures after five years. Interest is payable semi-annually. Compute the value of the bond if the required rate of return is 16%. [5+5]
- b) What is bond volatility and bond convexity?

8. A company paid dividends amounting to 0.75 per share during the last year. The company is expected to pay Rs 2. per share during the next year. Investors forecast a dividend of Rs 3. per share in the year after that. Thereafter, it is expected that dividends will grow at 10 percent per year into an indefinite future. Would you buy/sell the share if the current price of the share is Rs.54? Investor's required rate of return is 15 percent. [10]

OR

- 9.a) Describe the key economic variables that an investor must monitor as part of his Fundamental Analysis. [5+5]
- b) Explain about chart patterns and Relative strength Index (RSI).

- 10.a) The share of Omega Company which is not expected to pay dividend in the near future is currently selling for Rs 150. The risk-free interest rate is 0.8% per month. A 3-month futures contract is selling for Rs.152. Develop an arbitrage strategy and show what your profit will be 6.3 months hence. [5+5]
- b) Distinguish between futures and forwards.

OR

- 11.a) Given the following information:

	Portfolio A	Portfolio B
Beta	0.9	1.8
Return (%)	12.5	19
S.D (%)	20	26.5

Risk Free rate of return = 6% ; Market Return = 12% .
Calculate (i) Sharpe Ratio (ii) Treynor Ratio.

- b) Explain the types of mutual funds in India. [5+5]

--ooOoo--

Code No: 721AD

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA I Semester Examinations, April/May-2019
FINANCIAL ACCOUNTING AND ANALYSIS

Time: 3 hours

Max.Marks:75

R15

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 Marks = 25

- Explain briefly GAAP. [5]
- What are the merits of WDV method of depreciation? [5]
- What is goodwill? How is it valued? [5]
- How do you determine 'Funds from operations'? [5]
- What is cash cycle? What does it show? [5]

PART - B

5 × 10 Marks = 50

- What is meant by cash basis of accounting? [5+5]
- Explain the use of accounting standards with reference to accounting professionals.

OR

- Explain the following concepts of accounting.
i) Matching concept ii) cost concept.
- Explain briefly the following accounting conventions:
i) convention of materiality ii) convention of disclosure. [5+5]

- A book keeper could not tally the Trial Balance. The difference of Rs. 1,040 was placed temporarily to the credit of Suspense Account and subsequently the following errors have been detected.

- A sale of Rs-1000 to Shankar has been entered in the Purchase book.
 - The total of the Purchase book was short by Rs. 1200.
 - The total of the 'discount column' on the debit side of the Cash Book Rs. 300 was omitted to be posted in the ledger.
 - The total of the 'discount column' on the credit side of the cash book of Rs. 460 was not posted in the ledger.
 - A sale of Rs. 6390 was entered in the Sales Book as Rs.6,990.
- You are required to rectify the errors through Suspense Account. Give rectification entries also. [10]

OR

- Mr. A bought a machine for Rs.25,000 on which he spent Rs. 5,000 for carriage and freight, Rs. 1000 for brokerage of the middleman; Rs.3,500 for installation and Rs. 500 for an iron pad. The machine is depreciated at 10% every year on written down basis. After three years the machine was sold to Mr. B for Rs. 30,500 and Rs. 500 was paid as commission to the broker. Find out profit or loss on the sale of machine.
- Enter the following transactions in the appropriate journal of M/s Vas and Co.
2016 May 01. Bought goods from Mr.X Rs. 30,000 as per invoice no 15.
May 03. Sold goods to Mr.Y Rs.40,000 as per invoice no 32.
May 09. Returned to Mr. X goods Rs. 1000 as per debit note no. 1.
May 11. Y returned goods Rs. 7,500 as per credit note no. 7.
May 15. Purchased goods from Mr. Z Rs. 50,000 as per invoice no. 51.
May 19. Returned goods to Mr. Z Rs. 1600 as per debit note no. 9. [5+5]

- Explain the treatment of goodwill in case of dissolution of the firm.
- Calculate by FIFO method of inventory valuation, the cost of goods sold and value of ending inventory from the following data: [5+5]

Date	Transaction	Units	Rate per unit Rs.
May 01	Opening stock	100	2
May 04	Purchases	400	3
May 07	Sales	450	6
May 15	Purchases	500	4.25
May 25	Sales	300	5

OR

- Mr. Patel does not maintain double entry books of accounts. From the following details determine the profit for the year and statement of affairs at the end of the year.

Particulars	1-1-2016 /Rs.	31-12-2016 Rs.
Stock	80,000	1,20,000
Debtors	60,000	80,000
Cash	4,000	2,000
Bank	20,000	10,000 (O.D)
Creditors	30,000	50,000
Outstanding expenses	10,000	16,000
Furniture (cost)	6,000	4,000

Furniture Rs.2000 (cost) was sold for Rs. 10,000 on 1-11-2016, 10% depreciation is to be charged on furniture. Mr. Patel has drawn Rs. 2000 per month. Rs. 4,000 was invested by Mr. X in 2016.

Bank balance on 1-1-2016 is as per cash book. But the bank overdraft on 31-12-2016 is as per bank statement. Rs. 4,000 cheques drawn in Dec 2016 have not been encashed within the year. [10]

8. From the following Balance Sheet as on 31st Dec. 2015 and 31st Dec. 2016, you are required to prepare a Cash Flow Statement: [10]

Liabilities	2015	2016	Assets	2015	2016
	Rs.	Rs.		Rs.	Rs.
Share capital	1,00,000	1,50,000	Fixed assets	1,00,000	1,50,000
P & L account	50,000	80,000	Goodwill	50,000	40,000
General reserve	30,000	40,000	Inventories	50,000	80,000
12% bonds	50,000	60,000	Debtors	50,000	80,000
Sundry creditors	30,000	40,000	Bills payable	10,000	20,000
Outstanding expenses					
	10,000	15,000	Bank	10,000	15,000
	2,70,000	3,85,000		2,70,000	3,85,000

OR

9. Robinson Crusoe Ltd. presented the following financial statements for 2015 and 2016. Prepare sources and applications of funds statement from the data.

	2015	2016
Assets	Rs.	Rs.
Cash	1,06,000	62,000
Investments	1,74,000	---
Sundry debtors	6,92,000	10,56,000
Stock in trade	8,64,000	13,66,000
Net fixed assets	22,26,000	27,96,000
	40,62,000	52,80,000
Liabilities		
Sundry creditors	8,26,000	12,54,000
Bills payable	4,52,000	6,28,000
Loans from bank	2,00,000	4,70,000
Reserves and Surpluses	13,84,000	17,28,000
Share capital	12,00,000	12,00,000
	40,62,000	52,80,000

Depreciation of Rs. 3,78,000 was written for the year 2016 on fixed assets. [10]

- 10.a) Rs. 2,40,000 is the cost of goods sold. Inventory turnover is 8 times. Stock at the beginning is 1.5 times more than the stock at the end. Calculate the value of the opening and closing stock.
- b) What are liquidity ratios? What are their uses? [6+4]

OR

- 11.a) What are the major limitations of financial statements?
- b) How can be solvency position of a concern be determined? [5+5]

--ooOoo--

Code No: 741AC

R17

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA I Semester Examinations, April/May-2019
FINANCIAL ACCOUNTING AND ANALYSIS

Time: 3 hours

Max. Marks: 75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 Marks = 25

1. a) Accounting has been often called the language of business. Do you agree? What could be deficient with this description? [5]
- b) What is depreciation? What is the objective of providing for depreciation? List out the various methods of depreciation. [5]
- c) What is goodwill? How is it treated in the books of accounts? [5]
- d) What information can be obtained from cash flow? Explain how cash flow statements are prepared. [5]
- e) Explain the differences between horizontal and vertical analysis. [5]

PART - B

5 × 10 Marks = 50

2. Classify the following under Personal, Real and Nominal account.
a) capital account b) accrued interest c) interest on capital
d) interest on drawings e) goodwill f) patent and trade marks
g) salary h) rent i) current account of a partner j) fixtures [10]
- OR
3. a) Describe the basic concepts and conventions of accounting. [7+3]
 - b) What is basic accounting equation?

4. The total debit side of a Trial Balance of a company as at 31st Dec 2017 is 25,000 and credit side is Rs-5,000. The following mistakes were discovered:

Particulars	Correct fig. Rs	Fig. in Trial Balance. Rs.
Opening stock	17,500	25,700
Rent and rates	250	520
Sundry creditors	15,000	5,000
Commission received	750	750
taken on the debit side		
Miscellaneous income	60	30

Ascertain the correct total of Trial balance. [10]

OR

5. Following are the extracts from the Trial balance of a firm as on 31st March 2017.

Name of the account	Dr. (Rs.)	Cr. (Rs.)
Furniture and fittings	4,00,000	--
Motor vehicles	2,00,000	--
Plant	2,00,000	--

Additional information:

- a) Furniture of Rs. 20,000 was purchased on 1st July 2016. Write 10% off the furniture.
- b) Motor vehicle of Rs.20,000 was acquired on 1st July 2016. Depreciate the motor vehicles at 20% p.a.
- c) The plant of Rs. 20,000 was acquired during the year, charge depreciation on plant at 10% p.a.

Pass necessary journal entries and show how the items will appear in the firm's final accounts. [10]

6. a) Calculate the missing figure:

Capital at the	Rs. 18,000
Capital introduced during the year	Rs. 3,000
Drawings	Rs. 4,000
Loss	Rs. 1,000
Capital at the beginning	?
 - b) Calculate the capital of Mr. Ganesh as at 31st December 2015 from the following information. [3+7]
- OR
7. Determine the value of stock as per books of AT Ltd. as at 31st March 2016 from the following information:

- a) The cost of stock as per physical verification as on 24th March amounted to Rs. 1,00,000.
- b) Purchases as per Purchase Book after stock taking till 31st March amounted to Rs. 1,00,000 and included the following:
 Rs. 5,000 for goods received till 23rd March.
 Rs. 10,000 for goods received on 1st April
- c) Sales as per Sales Book after stock taking till 31st March amounted to Rs. 1,00,000 and included the following:
 Rs. 5,000 for goods delivered till 23rd March.
 Rs. 10,000 for goods delivered on 1st April.
- d) Goods are sold by the trader at a profit of 25% on cost.
 Also determine the cost of physical stock as on 31st March 2016. [10]

8. The following information and the balance sheet relate to Shyamsons Ltd.

Particulars	Year 1 Rs.	Year 2 Rs.
Assets		
Cash	10,000	15,000
Receivables	20,000	25,000
Inventory	20,000	35,000
Plant and machinery at cost	85,000	85,000
Less: accumulated depreciation	(15,000)	(10,000)
	1,20,000	1,50,000
Liabilities and capital		
Sundry creditors	8,000	10,000
Outstanding expenses	7,000	10,000
Debenture payable	10,000	5,000
Long term loans	5,000	25,000
Capital	50,000	50,000
Retained earnings	40,000	50,000
	1,20,000	1,50,000

Net profit for the period after charging Rs.5,000 on account of depreciation was Rs.20,000. A piece of equipment costing Rs.25,000 on which depreciation accumulated in the amount of Rs.10,000 was sold for Rs.10,000. Dividend paid during the year amounted to Rs.10,000.

Prepare a Source and use of funds statement.

[10]

OR

- 9.a) How does the statement of cash flows differ from the funds flow statement?
b) How will the following transactions be shown in the statement of cash flows:
i) Acquisitions of the assets of another company by issuance of shares for Rs.1,60,000.
ii) conversion of 10,000 preference shares of Rs. 100 each to 50,000 equity shares at a premium of Rs. 10 per share.
iii) Entering into finance lease for a new plant with a value of Rs. 2,30,000? [6+4]

10. The National Bank Limited has been approached by two customers for a short term loan of Rs.50,000. The following summarized financial information is available from the latest financial statements:

Particulars	Granny foods Rs.	Home foods Rs.
Net sales	9,10,000	7,50,000
Gross profit margin	3,82,200	2,92,500
Interest expense	20,000	8,200
Income tax	75,000	50,000
Profit after tax	82,000	56,250
Inventories	90,000	65,200
Debtors	70,000	56,000
Cash	6,000	18,000
Current liabilities	1,82,600	1,16,000
Long term liabilities	1,60,000	1,30,000
Shareholders equity	1,80,000	1,40,000

The bank intends to accept one of the two loan requests. Which customer's loan request should be accepted? Why? [10]

OR

- 11.a) A five year comparative analysis of Low Light Company's current ratio and quick ratio follows:

Particulars	Year 2005	Year 2006	Year 2007	Year 2008	Year 2009
Current ratio	1.19	1.85	2.50	3.40	4.02
Acid test ratio	1.15	1.02	0.98	0.72	0.50

- i) What has been happening on the liquidity of Low Light Company over the five years presented?
ii) Considering both ratios what does the trend indicate about, what has happened to the makeup of Low Light's current assets over the five year period? [5+5]

- b) What is solvency? Define and explain two of the ratios used for solvency.

---ooOoo---

Code No: 724AB

R15

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA IV Semester Examinations, April/May-2019

MANAGEMENT OF TECHNOLOGY

Time: 3 hours

Max.Marks:75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 Marks = 25

- 1.a) What are the dimensions of creativity? Explain. [5]
- b) Explain the use of risk adjusted discounted cash flow technique in R& D project evaluation. [5]
- c) While there could be numerous ideas at 'idea generation' stage of product development, only a very few reach commercial production stage. Why? [5]
- d) What are the imperatives for technology forecasting? [5]
- e) Why the pricing of the technology transfer cannot be very transparent? [5]

PART - B

5 × 10 Marks = 50

- 2.a) What are the important issues relevant to the process of technological innovation?
- b) What is the need for alignment of R&D strategy to corporate strategy? [5+5]

OR

3. Bring out the various techniques for developing creativity in individual. Explain each of them briefly. [10]

- 4.a) What is risk adjusted return? What are the tools for measuring risk adjusted returns?
- b) Explain any two multiple criteria methods for evaluating R&D projects. [5+5]

OR

- 5.a) Distinguish between risk and uncertainty.
- b) What is the need for making financial forecasts of R& D projects? [5+5]

6. What are the various stages or phases in project planning and control? Explain them briefly. [10]

OR

- 7.a) What is the concept of design for manufacture?
- b) What is the importance of market research prior to new product development? [5+5]

8. What are the various methods for technology forecasting under exploratory category? Explain each of them briefly. [10]

OR

- 9.a) What is the role of technology forecasting?
- b) What are the common mistakes and pitfalls in technology forecasting? [5+5]

- 10.a) What are the modes of technology transfer?
b) What are the features of technology package?

[5+5]

OR

- 11.a) What is the importance of assessing the technology absorption capabilities of recipients enterprise and competence of know-how of supplier?
b) What is the role of negotiation in Transfer of Technology?

[5+5]

--ooOoo--

R15

Code No: 724AE

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA IV Semester Examinations, April/May-2019

INTERNATIONAL MARKETING

Time: 3 hours

Max.Marks:75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 marks = 25

- 1.a) Explain the scope of International Marketing. [5]
- b) Brief on EXIM policy. [5]
- c) Elaborate the world market stages. [5]
- d) State the factors that impact international pricing. [5]
- e) Explain the E-market controlling. [5]

PART - B

5 × 10 marks = 50

2. Describe in detail the various reasons for a firm to enter International Marketing and brief on types of economics and markets. [10]
OR
3. Explain difference between Domestic and International Marketing and state international marketing theories. [10]
4. Write a detailed note on Trade Barriers with respect to International Marketing. [10]
OR
5. Discuss the Political and Economic environment types in Global Markets. [10]
6. Briefly describe the process of International Marketing Research and discuss different international trade agreements. [10]
OR
7. Explain Government policies and SWOT analysis of Target markets. [10]
8. Describe International Market Channels and distinguish between indirect and direct marketing channels. [10]
OR
9. Explain different promotional strategies in Global market. [10]
10. Discuss the implementation of Global marketing strategies negotiation with customers. [10]
OR
11. Discuss E-marketing channels controlling of the global marketing programme. [10]

--ooOoo--

R15

Code No: 724AF

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA IV Semester Examinations, April/May-2019

STRATEGIC INVESTMENT AND FINANCING DECISIONS

Time: 3 hours

Max.Marks:75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 marks = 25

- 1.a) What do you understand by 'risk analysis'? Explain types of risks. [5]
- b) Differentiate the investment from Disinvestment. [5]
- c) What is Hertz simulation? Explain its importance. [5]
- d) Define 'lease'. How does it differ from a hire purchase? [5]
- e) Discuss the possible reasons for mergers. [5]

PART - B

5 × 10 marks = 50

2. Explain the concept of risk and uncertainty and what are the types of investment decisions that can be adopted under uncertainty? [10]

OR

3. Suppose a firm has an investment proposal, requiring an outlay of Rs 2,00,000 at percent ($t=0$). The investment proposal is expected to have 2 years economic life with no salvage value. In year-1, there is a 0.3 probability (30 percent chance) that CFAT will be Rs 80,000; a 0.4 probability (40 percent chance) that CFAT will be Rs 1,10,000 and 0.3 probability (30 percent chance) that CFAT will be Rs 1,50,000. In year 2, the CFAT possibilities depend on the CFAT that occurs in year 1. That is, the CFAT for the year 2 are conditional on CFAT for the year 1. Accordingly, the probabilities assigned with the CFAT of the year 2 are conditional probabilities. The estimated conditional CFAT and their associated conditional probabilities are as follows.

If CFAT = Rs 80,000		If CFAT = Rs 1,10,000		If CFAT = Rs 1,50,000	
CFAT ₂	Probability	CFAT ₂	Probability	CFAT ₂	Probability
Rs 40,000	0.2	Rs 1,30,000	0.3	Rs 1,60,000	0.1
1,00,000	0.6	1,50,000	0.4	2,00,000	0.8
1,50,000	0.2	1,60,000	0.3	2,40,000	0.1

Comment on investment proposals.

[10]

4. What is the impact of inflation on capital budgeting decisions? Elaborate. [10]

OR

5. A firm whose cost of capital is 10% is considering two mutually exclusive projects X and Y, the details of which are:

	Year	Project X	Project Y
Cost	0	Rs.70,000	Rs.70,000
Cash inflows	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 Net Present Value at 10%, Profitability Index, and Internal Rate of Return of the two projects. [10]

6. Explain scope and importance of information and data bank in project selections. [10]

OR

7. Write a short note on:

- Discount payback
- Post payback
- Surplus payback
- Bail-out pay back

[10]

8. How do you evaluate the lease from the lesser point of view? [10]

OR

9. A company is considering the lease of an equipment which has a purchase price of Rs.3,50,000. The equipment has an estimated economic life of 5 years. As per the income tax rule a written down depreciation at 25 percent is allowed. The lease rentals per year are Rs. 1,20,000. Assume that the company's marginal corporate tax rate is 50 percent. If the before-tax borrowing rate for the company is 16 percent, should the company lease the equipment? Ignore tax shield on depreciation after 5 years. [10]

10. Explain different types of mergers. Compare and contrast between mergers and acquisition. [10]

OR

11. Videsh Limited is keen on reporting earnings per share of Rs. 6.00 after acquiring Swadesh Limited. The following financial data are given.

	Videsh Limited	Swadesh Limited
Earnings per share	Rs. 5.00	Rs. 5.00
Market price per share	Rs. 60.000	Rs. 50.00
Number of shares	1,000,000	800,000

There is an expected synergy gain of 5 percent. What exchange ratio will result in a post-merger earnings per share of Rs. 6.00 for videsh Limited. [10]

--ooOoo--

Code No: 744AF

R17

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA IV Semester Examinations, April/May-2019

INTERNATIONAL MARKETING

Time: 3 hours

Max.Marks:75

Note: This question paper contains two parts A and B.
Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 Marks = 25

1. a) "An international marketer has to trade-off between a standardized and customized product as it is difficult to evolve a global product." Establish your views in context of the statement with reasoning and suitable examples. [5]
- b) Explain how WTO facilitate freer trade among its members? [5]
- c) International marketing strategies are dependent on companies' orientations, which include production, customer, strategic and social. Give your views. [5]
- d) Explain with examples, how consumer behavior varies from one country to the other and is determined by economic development of different countries. [5]
- e) Explain how the latest developments in information technology has impacted the International marketing initiatives of firms across the globe. [5]

PART - B

5 × 10 Marks = 50

2. "A variety of cultural and economic conditions may call for altering products to capture foreign demand, but the cost of alteration relative to additional sales potential should be considered. In addition to determining when to alter products, companies also must decide how many and which products to sell abroad." In the context of the above statement, explain
 - a) The reasons behind a company altering their product
 - b) The reasons behind choice of products which a company decides to sell abroad. [10]

OR

3. "The political and legal environment in different markets is considerably heterogeneous, and the geographical distance is yet another problem."
 - a) Explain your understanding on how differences in political and legal environment across countries poses challenges for marketers in international markets.
 - b) Do you agree in today's connected world, geographical distance is at all a problem to market products and services across the globe? [10]

4. "WTO rules reduces the challenges for International Marketing of Goods and Services". Take a stand on the statement and explain your stand. [10]

OR

5. Write short notes on:
 - a) Cultural globalization
 - b) Globalization of markets

[5+5]

6. "Dimensions used to arrive at market potential of a country include market size, market growth rate, market consumption capacity, market receptivity and country risk". Explain each one of the dimensions and their importance to access the market potential of a country. [10]

OR

7. Critically evaluate various modes of entering foreign markets by comparing their merits and demerits. [10]

- 8.a) Explain the different cultural barriers in International communication with suitable examples?

- b) Explain your understanding on source and country of origin effects in International communication. [5+5]

OR

9. Explain the concept of marginal-cost pricing. Give reasons for its implications in international marketing vis-à-vis domestic marketing. [10]

10. Although the Internet offers new opportunities to sell internationally, using the Internet does not negate companies' needs to develop sound programs within their marketing mix. Explain with sound reasoning, why companies need to develop sound programs within their marketing mix. [10]

OR

11. Write short notes on:

- a) Clearing & Forwarding (C&F) agent
b) Bill of lading and Bill of exchange

[5+5]

--ooOoo--

R17

Code No: 744AH

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA IV Semester Examinations, April/May-2019

STRATEGIC INVESTMENT AND FINANCING DECISIONS

Time: 3 hours

Max.Marks:75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A**5 × 5 Marks = 25**

- 1.a) What is sensitivity analysis? Explain its impact on project investment decisions. [5]
- b) Define pure, simple and mixed investments. [5]
- c) Compare single period constraints and multi period capital constraint. [5]
- d) Define a lease. Elucidate its advantages. [5]
- e) Differentiate mergers and acquisitions. [5]

PART - B**5 × 10 Marks = 50**

2. What are the constraints while making investments in the new projects? Explain. [10]

OR

3. The Delta corporation is considering an investment in one of the two mutually exclusive proposals: project A which involves an initial outlay of Rs 1,70,000 and project B which has an outlay of Rs. 1,50,000. The certainty equivalent approach is employed in evaluating risky investments. The current yield on treasury bills is 0.05 and the company uses as the riskless rate. The expected values of net cash flows with their respective certainty-equivalents are:

Year	Project A		Project B	
	Cash flows (Rs Thousands)	certainty- equivalent	Cash flows (Rs Thousands)	certainty- equivalent
1	90	0.8	90	0.9
2	100	0.7	90	0.8
3	110	0.5	100	0.6

- a) Which project should be acceptable to the company?
- b) Which project is riskier? How do you know?
- c) If the company was to use the risk-adjusted discount rate method, which project would be analyzed with higher rate? [10]

4. What are the different types of investments? What is the rationale behind choosing each? [10]

OR

5. A plastic manufacturer has under consideration the proposal of production of high quality plastic glasses. The necessary equipment to manufacture the glasses would cost Rs 1-lakh and would last 5 years. The tax relevant rate of depreciation is 25 per cent on written down value. There is no other asset in this block. The expected salvage value is Rs. 10,000. The glasses can be sold at Rs 4 each. Regardless of the level of production, the manufacturer will incur cash cost of Rs 25,000 each year if the project is undertaken. The overhead costs allocated to this new line would be Rs 5,000. The variable costs are estimated at Rs 2 per glass. The manufacturer estimates it will sell about 75,000 glasses per year; the tax rate is 35 per cent. Should the proposed equipment be purchased? Assume 20 per cent cost of capital and additional working requirement, Rs 50,000. [10]

6. Write a short note on:

- a) Discount payback
- b) Post payback
- c) Surplus payback

[10]

OR

7. Briefly discuss the Hillier approach and Hertz simulation.

[10]

8. Welsh Limited is faced with a decision to purchase or acquire on lease a mini car. The cost of the mini car is Rs 1, 26,965. It has a life of 5 years. The mini car can be obtained on lease by paying in advance equal lease rentals annually. The leasing company desires a return of 10 per cent on the gross value of the asset.

Welsh Limited can also obtain 100 per cent finance from its regular banking channel. The annual rate of interest will be 15 per cent and the loan will be paid in 5 annual equal installments, inclusive of interest, each installment becoming due at the beginning due at the beginning of the year. The effective tax rate of the company is 40 per cent. For the purpose of taxation, it is to be assumed that the asset will be written off over a period of 5 years on a straight line basis.

a) Advice welsh Limited about the method of acquiring the car.

b) What should be the annual lease rental to be charged by the leasing company to match the loan option? [10]

OR

9. How do lease financial decisions evaluated compare to hire purchase?

[10]

10. Define takeover. What are the government guidelines for takeover?

[10]

OR

11. Discuss diversification strategies.

[10]

--ooOoo--

Code No: 744AG

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**MBA IV Semester Examinations, April/May-2019****LEADERSHIP AND CHANGE MANAGEMENT****Time: 3 hours****Max.Marks:75****Note:** This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A**5 × 5 Marks = 25**

- 1.a) Discuss briefly about leadership behavior. [5]
- b) Explain about team leadership. [5]
- c) What is meant by changing faces of change? [5]
- d) How should the leadership be in times of change? [5]
- e) Explain about organizational development. [5]

PART - B**5 × 10 Marks = 50**

2. What are the complexities of leadership? Explain with suitable cases. [10]

OR

3. Discuss about Ohio State leadership study. [10]

4. Explain Henry-Blanchard situational leadership theory. [10]

OR

- 5.a) Explain about Leadership and empowerment. [5+5]
- b) What is leadership ethics?

6. Explain about the sources of change and also the environmental triggers of change. [10]

OR

7. Discuss about the Resource dependence perspective and the institutional perspective on change. [10]

8. What are the sources of organizational culture? Explain dimensions of organizational culture. [10]

OR

- 9.a) Explain the link between politics, power and conflict. [5+5]
- b) Discuss the role of Management and leadership in change.

10. Compare and contrast the hard system model of change and the soft system models of change. [10]

OR

11. Explain the factors for effective change with suitable case. [10]

--ooOoo--

Code No: 721CN

R15

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA II Semester Examinations, April/May-2019

QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS

Time: 3 hours

Max. Marks: 75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 Marks = 25

- 1.a) What are the advantages and disadvantages of using Operations Research (OR) models in making business decisions? [5]
- b) What are the advantages and limitations in LPP? [5]
- c) Describe the basic steps of Hungarian method for solving an assignment problem. [5]
- d) What are the main ingredients of decision problem under uncertainty? Explain with suitable examples. [5]
- e) What is the typical structure of a waiting line system? [5]

PART - B

5 × 10 Marks = 50

2. What is a model? Why do we have to create a model in the process of decision making? [10]

OR

3. For most product (except essential commodities), higher prices result in decreased demand and vice versa. Let

d = annual demand for a product in units

p = price per unit

Assuming that a firm estimates the following price – demand relationship:

$d = 800 - 10p$, where p must be between Rs 20 and Rs 70.

Show the mathematical model for the total revenue, which is the annual demand multiplied by the unit price. How many units the firm can sell at Rs 50 per unit price? If the price options are Rs 30, Rs 40 and Rs 50 per unit only, at what price the total revenue will be maximum? [10]

4. Given the LP as

Max $2A + 3B$

Such that,

$1A + 3B \geq 90$

$5A + 5B \leq 400$

$-1A + 1B \leq 10$

$A, B \geq 0$

Solve the above problem graphically, mark the feasible region and explain the optimal solution. [10]

OR

5. For the transportation problem given by the following tableau, find an initial basic feasible solution by the North-West corner method and then find an optimal solution. [10]

	D	E	F	Supply
A	9	15	12	10
B	6	8	13	23
C	9	3	11	30
Demand	21	14	25	

6. Use the Simplex method to find the maximum value of:

$$Z = 2x_1 - x_2 + 2x_3$$

Subjected to constraints

$$2x_1 + x_2 \leq 10$$

$$x_1 + 2x_2 - 2x_3 \leq 20$$

$$x_2 + 2x_3 \leq 5$$

Where

$$x_1 \geq 0$$

$$x_2 \geq 0 \text{ and } x_3 \geq 0.$$

[10]

OR

7. Four persons A, B, C and D are to be assigned four jobs I, II, III and IV. The cost matrix is given as under, find the proper assignment. [10]

Man Jobs	A	B	C	D
I	8	10	17	9
II	3	8	5	6
III	10	12	11	9
IV	6	13	9	7

8. In the context of decision making under uncertainty, explain with suitable examples as to how to assess the expected value of perfect information and how to use this expected value. [10]

OR

9. A company is trying to decide whether to bid for a certain contract or not. They estimate that merely preparing the bid will cost £10,000. If their company bid, then they estimate that there is a 50% chance that their bid will be put on the "short-list", otherwise their bid will be rejected.

Once "short-listed" the company will have to supply further detailed information (entailing costs estimated at £5,000). After this stage their bid will either be accepted or rejected.

The company estimates that the labor and material costs associated with the contract are £127,000. They are considering three possible bid prices, namely £155,000, £170,000 and £190,000. They estimate that the probability of these bids being accepted (once they have been short-listed) is 0.90, 0.75 and 0.35 respectively.

What should the company do and what is the expected monetary value of your suggested course of action? [10]

10. Give one example of each of the following:

- a) Single server with finite population
- b) Single server with infinite population
- c) Multiple server with finite population
- d) Multiple server with infinite population

[10]

OR

11. Go-Bust International Bank operates a drive-up teller counter that allows customers to complete bank transactions without getting out of their cars. On week day mornings, arrivals to the drive-up teller occurs at random, with the arrival rate of 24 customers per hour. Assuming an exponential probability distribution with a service rate of 36 customers per hour, please calculate the following:

- a) The average number of customers waiting in the system
- b) The average time a customer spends in waiting
- c) The average time a customer spends in the system
- d) The probability that arriving customers will have to wait for service.

[10]

--ooOoo--

Code No: 742AD

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA II Semester Examinations, April/May-2019

QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS

Time: 3 hours

Max. Marks: 75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 Marks = 25

1. Write about the following:
- Meaning and any two definitions of Operations Research. [5]
 - Characteristics of Transportation Problem. [5]
 - Assignment Problem and its characteristics. [5]
 - Types of Decision Making Environments. [5]
 - Components of a Queuing system. [5]

PART - B

5 × 10 Marks = 50

2. Briefly describe the Applications of Operations Research in different management areas. [10]

OR

3. Describe the steps involved in processing for developing an Operations Research Model. [10]

4. Find the Dual of the following:
Minimize $Z = 8X_1 + 10X_2$; Subject to:

$$2X_1 + 3X_2 \geq 8;$$

$$5X_1 + 6X_2 \geq 18;$$

$$X_1 + 2X_2 \geq 13;$$

$$2X_1 + 3X_2 \geq 10 \text{ and } X_1, X_2 \geq 0.$$

[10]

OR

5. Provide a Mathematical Model of Transportation Problem. What is Degeneracy in Transportation Problem? How can it be resolved? [10]

6. What is the mathematical formulation of an Assignment Problem? Give certain variations of the Assignment Problem. [10]

OR

7. Solve the following Assignment Problem:

Jobs → Workers ↓	1	2	3
A	8	6	5
B	8	6	2
C	6	6	3

Note: The cost involved for each worker to his concerned Job is given in Rs. Find the optimum solution to the above problem by Hungarian Method. [10]

8. What is Critical Path in Network Analysis? What are its advantages? [10]

OR

9. For the following given problem,

- a) Construct the Network Diagram; and
b) Determine the Critical Path and Project Duration.

Activity	1-2	1-3	2-4	3-4	3-5	4-9	5-6	5-7	6-8	7-8	8-10	9-10
Time (Days)	4	1	1	1	6	5	4	8	1	2	5	7

[10]

10. Discuss the Structure of Queuing System and Queue Discipline. [10]

OR

11. In a MBA college, for finger print attendance, students arrive at the machine in Poisson distribution, forming a single waiting line. Their average arrival time is 10 minutes and average time to complete the operation is 5 minute.
Determine: (a) Average no. of students in the System, (b) Average no. of students in the Queue; (c) Average time a student spends in the Queue; and (d) Average time a student spends in the System. [10]

--ooOoo--

Code No: 744AM

R17

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA IV Semester Examinations, April/May-2019

TALENT AND KNOWLEDGE MANAGEMENT

Time: 3 hours

Max.Marks:75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 Marks = 25

- 1.a) What do you understand by competency? How is it different from skill? [5]
- b) What is the importance of succession planning to organization's growth and development? [5]
- c) What are the issues facing knowledge management? [5]
- d) Describe how knowledge differs from data and information. [5]
- e) What is Alversson and Karreman's knowledge management? [5]

PART - B

5 × 10 Marks = 50

2. What is competency modeling? Explain briefly the process of competency modeling. [10]

OR

3. Point out clearly the present day talent management challenges. [10]
4. How is coaching different from mentoring? What is the relevance of remedial coaching in talent development? [10]

OR

5. What is succession planning? What are the traditional approaches to succession planning? [10]

- 6.a) What is the importance of measurement of results in Organizational Knowledge Management strategies? [4+6]

- b) Bring out the important strategic drivers of Knowledge Management. [4+6]

OR

- 7.a) What is the effect of organizational size on Knowledge management? [5+5]
- b) Point out the effect of task characteristics on Knowledge Management processes. [5+5]

- 8.a) Explain how the subjective view of knowledge differs from objective view. [5+5]
- b) What is specific knowledge? Illustrate the types of specific knowledge with examples. [5+5]

OR

9. How does knowledge both enable creation and utilization of information? Illustrate your answer with some examples. [10]

- 10.a) Which are the major tools for capturing knowledge over the internet?
b) What are the barriers to discovery of knowledge?

[5+5]

OR

- 11.a) What is the barrier to use of knowledge sharing systems?
b) What is the direct impact of Knowledge management on organizational performance?

[5+5]

--ooOoo--

Code No: 744AK

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA IV Semester Examinations, April/May - 2019

MARKETING OF SERVICES

Time: 3 hours

Max.Marks:75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A.
 Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART-A**5 × 5 Marks = 25**

- 1.a) State the characteristics of services. [5]
- b) Distinguish between consumer perception and consumer satisfaction. [5]
- c) Explain different types of service innovations. [5]
- d) What is Service Blueprinting? [5]
- e) What do you mean by pricing strategies for services? [5]

PART-B**5 × 10 Marks = 50**

2. How do you classify services? Explain the factors that are responsible for growth of service sector. [10]

OR

3. Assess the impact of technology on service firms in modern times. [10]

4. What are consumer expectations in service? Also state the parameters that measure consumer satisfaction. [10]

OR

5. Elucidate
 a) Customer feedback b) Relevance of consumer behavior c) Recovery strategy [10]

6. Describe the various stages in service innovation and development along with a neat diagram. [10]

OR

7. Write notes on
 a) Customer Gap b) Service Quality c) Service failure [10]

8. What are the different stages involved in managing demand and supply of services? [10]

OR

9. Explain the following:
 a) Participants in services b) Mass production c) Service Guarantee [10]

10. How do you manage people in service industry in the context of turbulent environment? [10]

OR

11. Write note on
 a) Promotion strategies b) Marketing Communication c) Service promises [10]

--ooOoo--

Time: 3 hours

Max.Marks:75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A**5 × 5 Marks = 25**

- 1.a) Explain types of risk. [5]
- b) Compare and contrast interest rate risk and exchange rate risk. [5]
- c) What are the disadvantages of physical delivery of shares in a futures contract? [5]
- d) Build a case for an investor choosing call option. [5]
- e) Outline the mechanism involved in the interest rate swaps with a suitable diagram. [5]

PART - B**5 × 10 Marks = 50**

2. Examine the characteristics of different categorize of risks. [10]
- OR**
3. Evaluate the steps in the risk management process. [10]
4. Discuss on the regulatory framework with regard to financial risk management. [10]
- OR**
5. Distinguish between the features of value at risk (VaR) and cash flow at risk (CaR) methods. [10]
- 6.a) The spot and 60 day forward rate for the Yen are \$1.1250 and \$ 1.1276, respectively. What is the forward premium or discount on the Yen?
- b) Suppose the Pound Sterling is quoted at 0.2074-80 in Frankfurt, and the Euro is quoted at 4.7010-32 in London. Is there a profitable arbitrage situation? Explain it. [5+5]
- OR**
7. Estimate the impact of financial market imperfections on various stakeholders of the economy. [10]
8. Predict suitable option strategies for a continuous bull market scenario and continuous bear market scenario. [10]
- OR**
9. Demonstrate the superiority of binomial option pricing model in a certain financial situation. [10]
- 10.a) An investor wishes to buy Euro spot (at \$0.1080) and Sell Euro forward for 180 days (at \$0.1086). What is the swap rate on Euro? Also, What is the premium on 180 day Euro?
- b) Mr.ABC buys a Rupee put option (contract size is 250,000) at a premium of \$ 0.01 per Rupee. If the exercise price is \$0.21 and the spot price of the franc at the date of the expiration is \$0.2016, what is Mr.ABC's profit (loss) on the put option? [5+5]
- OR**
11. Appraise of the features, advantages and limitations of swaptions over swaps. [10]

R15

Code No: 724AH

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA IV Semester Examinations, April/May-2019

FINANCIAL DERIVATIVES

Time: 3 hours

Max.Marks:75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A**5 × 5 marks = 25**

- 1.a) What are the dangers associated with derivatives? [5]
- b) Make a comparison between forward and future contracts. [5]
- c) Briefly explain the types of options. [5]
- d) What are the benefits in trading in commodity market derivatives? [5]
- e) What is a compounding swap? [5]

PART - B**5 × 10 marks = 50**

- 2.a) Bring out the differences among hedging, speculation and arbitrage.
- b) When first issued, a stock provides funds for a company. Is the same true of stock option? Discuss briefly. [6+4]

OR

- 3.a) Options and futures are zero-sum games. Discuss.
- b) A United States company expects to pay 1 million Canadian dollars in six months. Explain how the exchange rate risk can be hedged using i) a forward contract and ii) an option. [5+5]

- 4.a) What does a stop order to sell at \$2 means? When might it be used? What does a limit order to sell at \$2 mean? When might it be used?
- b) What are the most important aspects of the design of a new futures contract? [5+5]

OR

- 5.a) On July 2017, a Japanese company enters into forward contract to buy \$1 million on Jan 1st 2018. On Sep 1, 2017, it enters into forward contract to sell \$1 million on Jan 1st 2018. Describe the profit or loss the company will make in yen as a function of the forward exchange rates on July 1, 2017 and Sep 1, 2017.
- b) Explain how margins protect investors against the possibility of default. [5+5]

- 6.a) Explain the difference between writing a put option and buying a call option.
- b) A United States investor writes five naked call option contracts. The option price is \$3.50, the strike price is \$60.00 and the stock price is \$57.00. What is the initial margin requirement? [5+5]

OR

7.a) A stock price is currently Rs. 70. It is known that at the end of 2 months it will be either Rs.60 or Rs.80. If the risk free interest is 15% per annum with continuous compounding, what is the value of a 6-month European call option with a strike price of Rs.68.

b) Explain briefly the principle of risk-neutral valuation. [6+4]

8.a) What are commodity swaps? Explain them briefly.

b) A farmer expects to have 120,000 kilograms of rice to sell in 3 months. The rice futures contract for delivery of 10,000 kilograms is available on the NCDEX. How can the farmer use the contract for the hedging? From the farmer's point of view what are the pros and cons of hedging? [5+5]

OR

9. Suppose that you enter into a short futures contract to sell July silver for Rs. 18,550 per kilogram on the MCX, The size of the contract is 5 kilograms. The initial margin is Rs. 20,000. What change in the future price will lead to a margin call? What happens if you do not meet the margin call? Explain. [10]

10.a) Why is the expected loss from a default on a swap less than the expected loss from the default of a loan with the same principal?

b) A corporate treasurer tells you that he has just negotiated a 5 year loan at a competitive fixed rate of interest of 5.2%. The treasurer explains that he achieved the 5.2% rate by borrowing at 6-month LIBOR plus 150 basis points and swapping LIBOR for 3.7%. He goes on to say that this was possible because his company has a comparative advantage in the floating rate market. What has the treasurer overlooked? [5+5]

OR

11.a) Explain what a swap rate is?

b) A financial institution has entered into an interest rate swap with company X. Under the terms of swap, it receives 10% per annum and pays 6-month LIBOR on a principal of \$ 10 million for 5 years. Payments are made every 6 months. Suppose that company X defaults on the sixth payment date (at the end of year 3) when the interest (with semiannual compounding) is 8% per annum for all maturities. What is the loss to the financial institution? Assume that 6-month LIBOR was 9% per annum halfway through year 3. [6+4]

--ooOoo--

Code No: 721CP

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA II Semester Examinations, April/May-2019

MANAGEMENT INFORMATION SYSTEM & ERP

Time: 3 hours

Max.Marks:75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 Marks = 25

- 1.a) For which of the two types of organizations viz. centralized and decentralized, MIS is important? Why? [5]
- b) Explain the reasons behind Ecommerce becoming all pervasive and the accepted means of commercial exchange and transactions. [5]
- c) What is firewall? How does it work? [5]
- d) What is the importance of prototype in building information system? [5]
- e) What are the complexities of cyber-crimes? [5]

PART - B

5 × 10 Marks = 50

- 2.a) How do you distinguish data from information?
- b) What are the dimensions of information? [5+5]

OR

3. Describe the structure of MIS following the approach of
 - a) physical components and
 - b) information system processing functions. [5+5]

- 4.a) Explain the concept of decision making. Illustrate Simon's model of decision making.
- b) Who are considered knowledge workers? [5+5]

OR

- 5.a) What are the various applications of e commerce?
- b) What are the important advantages of ERP systems? [5+5]

- 6.a) Why is evaluation of MIS important?
- b) What are the types of system maintenance? Explain them briefly. [5+5]

OR

- 7.a) What are the steps in planning information security?
- b) Explain briefly the concept of IS security and control. [5+5]

8. Explain in detail the waterfall model of system development. What are the limitations of this model? [10]

OR

- 9.a) Would you recommend the use of prototype method for system development? When and why?
- b) How would you formulate design objectives? [5+5]

10.a) Are cybercrimes in general, more difficult to detect than traditional crimes? Justify your answer.

b) What are the classifications of cybercriminals? [5+5]

OR

11. What are the initiatives by government in safeguarding against cybercrimes? Explain your answer with relevant legal measures taken by the government in this regard. [10]

--ooOoo--

Code No: 742AE

R17

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA II Semester Examinations, April/May-2019

ENTREPRENEURSHIP

Time: 3 hours

Max.Marks:75

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A.

Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

5 × 5 Marks = 25

- 1.a) Explain the various functions of Entrepreneurs. [5]
- b) What are the competencies required for an Entrepreneur? [5]
- c) Explain the various techniques for generating ideas. [5]
- d) Elucidate the challenges of new venture start-ups. [5]
- e) Explain the basic steps must be followed in strategic planning. [5]

PART - B

5 × 10 Marks = 50

2. Explain the process approach to Entrepreneurship and brief on 21st century trends in entrepreneurship. [10]

OR

3. Elucidate the various types of Entrepreneurs and state the role of entrepreneurship in economic development. [10]

4. Identify and describe the three major sources of information that supply data related to the entrepreneurial mind set. [10]

OR

5. What are four causes of stress among entrepreneurs? How can an Entrepreneur deal with each of them? [10]

6. Elucidate the four steps involved in developing personal creativity and state the methods to initiate ventures. [10]

OR

7. Identify and describe five of the innovation principles and brief on Franchising. [10]

8. How much protection does a copyright afford the owner? Can any of the individual's work be copied without paying a fee? Explain in detail, if an infringement of the copyright occurs, what legal resource does the owner have? [10]

OR

9. Discuss the process of formulation of the entrepreneurial plan and state the sources of finance. [10]

10. How is the strategic plan of an engineer/scientist entrepreneur likely to be different from that of an entrepreneur whose primary strength is in the manufacturing area? Be complete in your answer. [10]

OR

11. Identify and describe the four key factors that need to be considered during the growth stage and brief on women entrepreneurship. [10]

---ooOoo---