

**FACULTY OF MANAGEMENT**  
**MBA (CBCS) II - Semester (New) Examination, September 2023**  
**Subject: Human Resource Management**  
**Paper No. MB – 201**

**Time: 3 Hours**

**Max. Marks: 70**

**PART – A**

**Note: Answer all the questions.**

**(5 x 4 = 20 Marks)**

1. Expand HRIS
2. Explain Job Design
3. What is HR Audit?
4. What is the importance of Standing Orders?
5. Explain HR Analysis

**PART – B**

**Note: Answer all the questions.**

**(5 x 10 = 50 Marks)**

6. (a) Define HRM and What are the functions of HRM?  
(OR)  
(b) Explain the importance of Strategic HR Metrics and HR Dashboards.
7. (a) Explain the difference between Recruitment and Selection.  
(OR)  
(b) What is Performance Appraisal? Explain the Performance Evaluation Techniques.
8. (a) Explain the need and importance of Training?  
(OR)  
(b) Explain the off the Job Training Techniques with their advantages.
9. (a) Describe the reasons for Stress and explain the techniques to overcome stress?  
(OR)  
(b) Explain the Grievance handling procedure and techniques.
10. (a) What is HR Score Card? Describe the importance of HR Score Card.  
(OR)  
(b) What are the Recent Trends in HRM? Explain the strategic HR and sustainable HR with suitable examples.

**FACULTY OF MANAGEMENT**  
**MBA (CBCS) II - Semester (New) Examination, September 2023**  
**Subject: Financial Management**  
**Paper No. MB – 202**

Time: 3 Hours

Max. Marks: 70

**PART – A**

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. What is Wealth Maximization?
2. What is NPV?
3. What is Cost of Capital?
4. What are Gordon Model's assumptions?
5. What is EOQ?

**PART – B**

Note: Answer all the questions.

(5 x 10 = 50 Marks)

6. (a) Explain the nature and scope of Financial Management in detail.  
(OR)
- (b) Mr. Rajesh and sons invests Rs.50,000, Rs.2,00,000 and Rs.2,50,000 at the end of each year. You are required to calculate the compound value at the end of fifth year. Compound annually when the Interest charges is 5% per annum.
7. (a) Elucidate the various Capital budgeting evaluation techniques.  
(OR)
- (b) A company is considering two mutually exclusive projects X and Y. Project X costs Rs.30,000 and Project Y Rs.36,000. You have been given below the net present value probability distribution for each project:

Project X		Project Y	
NPV estimate (Rs.)	Probability	NPV estimate (Rs.)	Probability
3,000	0.1	3,000	0.2
6,000	0.4	6,000	0.3
12,000	0.4	12,000	0.3
15,000	0.1	15,000	0.2

- (i) Compute the expected net present value of projects X and Y.
  - (ii) Compute the risk attached to each project i.e., standard deviation of each probability distribution.
  - (iii) Which project do you consider more risky and why?
  - (iv) Compute the profitability index of each project.
8. (a) Explain the NI and NOI approaches of Capital structure decisions.  
(OR)

- (b) The financial manager of a company has formulated various financial plans to finance Rs.30,00,000 required to implement various capital budgeting projects. You are required to determine the indifference point for each financial plan, assuming 55% corporate tax rate and the face value of equity shares as Rs.100; (i) Either equity capital of Rs.30,00,000 or Rs.15,00,000 10% debentures and Rs.15,00,000 equity; (ii) Either equity capital of Rs.30,00,000 or 12% preference shares of Rs.10,00,000 and Rs.20,00,000 equity; (iii) Either equity capital of Rs.30,00,000 or 12% preference capital of Rs.10,00,000, Rs.10,00,000 10% debentures and Rs.10,00,000 equity; and (iv) Either equity share capital of Rs.20,00,000 and 10% debentures of Rs.10,00,000 or 12% preference capital of Rs.10,00,000, 10% debenture of Rs.8,00,000 and Rs.12,00,000 equity.
9. (a) Explain the need, importance and determinants of working capital?  
(OR)  
(b) A Company has total investment of Rs.5 Lakhs assets and 50,000 outstanding equity shares of Rs.10 each. It earns a rate of 15% on its investment and has a policy of retaining 50% of the earnings. If the appropriate discount rate for the firm is 10%, you are required to determine the price of its share using Gordon model. What shall happen to the price, if the company has a payout of 80% and 20%.
10. (a) Explain the types of mergers with examples.  
(OR)  
(b) List out and explain the principles of good governance in detail.

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**FACULTY OF MANAGEMENT**  
**MBA (CBCS) II - Semester Examination, September 2023**  
**Subject: Operations Research**  
**Paper No. MB – 203**

Time: 3 Hours

Max. Marks: 70

**PART – A**

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Write the uses of Operations Research?
2. Write rules for converting primal to its dual?
3. Write about degeneracy in Transportation problem?
4. Explain about Optimistic Time and Pessimistic Time
5. What are the applications of simulation in management?

**PART – B**

Note: Answer all the questions.

(5 x 10 = 50 Marks)

6. a) Explain how and why operations research techniques have been valuable in aiding decision making process. Give examples to support your views?  
(OR)  
b) Discuss the application of Linear Programming in various functional areas of management? List limitation of OR.
7. a) A firm has an advertising budget of Rs.72000. It wishes to allocate this budget to two media: Magazines and Televisions, so that total exposure is maximized. Each page of magazine advertising is estimated to result in 60,000 exposures, where as each spot on television is estimated to result in 1,20,000 exposures. Each page of magazine advertising costs Rs.9,000 and each spot on television costs Rs.12,000. An additional condition that the firm has specified is that at least two pages of magazine advertising be used and at least three spots on television. Determine the optimal media mix for this firm?

(OR)

b) Use dual and solve:

$$\text{Min } Z = X_1 + X_2 + X_3$$

$$\text{Subject to } X_1 - 3X_2 + 4X_3 = 5$$

$$-2X_2 + X_3 \leq 3$$

$$2X_1 - X_3 \geq 4$$

$$\text{Where } X_1, X_2, X_3 \geq 0$$

8. a) Suggest optimum assignment to sales territories, where the estimates of sales to be made by each salesperson in different territories are given below:

		Territories				
		I	II	III	IV	V
Sales Persons	A	10	15	17	14	14
	B	6	18	10	12	16
	C	12	5	13	13	6
	D	8	11	16	10	12

(OR)

- b) A company manufacturing air coolers has two plants located at Hyderabad and Chennai with a weekly capacity of 200 units and 100 units respectively. The company supplies air coolers to its 4 showrooms situated at A, B, C, D cities have a demand of 75, 100, 100 and 30 units respectively. The cost per unit (in Rs) is shown in the following table:

	A	B	C	D
Hyderabad	90	90	100	100
Chennai	50	70	130	85

Plan the production Programmes so as to minimize the total cost of transportation?

9. a) (i) Explain the rules to frame the network?  
(ii) Explain the Fulkerson's rule to numbering of events?

(OR)

- b) For the network given below find the optimum cost schedule for the completion of the project.

	Normal		Crash	
	Time(Days)	Cost (Rs)	Time(Days)	Cost (Rs)
1-2	10	60	8	120
2-3	9	75	6	150
2-4	7	90	4	150
3-4	6	100	5	140
3-5	9	50	7	80
3-6	10	40	8	70
4-5	6	50	4	70
5-6	7	70	5	110

10. a) Customers arrive at the first class ticket counter of a theater at a rate of 12 per hour. There is one clerk service the customer at rate of 30 per hour.
- (I) What is the probability that there is no customer in counter.
  - (II) What is the probability that there are more than 2 customers in the counter.
  - (III) What is the average number of customers waiting in the queue?
  - (IV) What is the average waiting time of the customer in the system?

(OR)

- b) Solve the following game

	Firm B	B1	B2	B3	B4
Firm A	A1	35	65	25	05
	A2	30	20	15	0
	A3	40	50	0	10
	A4	55	60	10	15

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Code No: E-2010/N

**FACULTY OF MANAGEMENT**  
**MBA (CBCS) II - Semester (New) Examination, September 2023**  
**Subject: Entrepreneurship Development**  
**Paper No. MB – 204**

Time: 3 Hours

Max. Marks: 70

**PART – A**

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Who is an Entrepreneur?
2. What is the significance of EDPs?
3. What is Prototyping?
4. What are the characteristics of Social Entrepreneurship?
5. Explain the significance of Business plan.

**PART – B**

Note: Answer all the questions.

(5 x 10 = 50 Marks)

6. (a) What are the characteristics of Entrepreneur and what are the types of Entrepreneurs.  
(OR)  
(b) Explain the Role of Entrepreneurship in Economic development in India.
7. (a) What is the Role of Government in the promotion of Entrepreneurship.  
(OR)  
(b) Explain Growth of Entrepreneurship in India and explain evaluation of EDP's.
8. (a) Write a short note on Idea Generation Strategies and Entrepreneurial Opportunity Recognition.  
(OR)  
(b) Explain Feasibility Analysis and Industry & Competition Analysis.
9. (a) What are the differences between Business and Social Entrepreneurs.  
(OR)  
(b) Explain the PCDO frame work and its importance.
10. (a) Explain MVP and Digital Presence for ventures.  
(OR)  
(b) What are the Guidelines for Writing Business Plan and explain the perspective of Investor.

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Code No: E-2011/N

**FACULTY OF MANAGEMENT**  
**MBA (CBCS) II - Semester (New) Examination, September 2023**  
**Subject: Business Research Methods**  
**Paper No. MB – 205**

Time: 3 Hours

Max. Marks: 70

**PART – A**

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Importance of Business Research
2. Sampling Techniques
3. Editing
4. ANOVA
5. Plagiarism

**PART – B**

Note: Answer all the questions.

(5 x 10 = 50 Marks)

6. (a) Discuss briefly the various types of Research designs.  
(OR)  
(b) What are the characteristics of Research? Explain the role of literature review in Research.
7. (a) Explain the process of research in detail.  
(OR)  
(b) What are the various sampling techniques? Explain the sampling procedure.
8. (a) Explain the significance of measurement? Explain various types of scales.  
(OR)  
(b) Explain the importance of Editing and Tabulation?
9. (a) Explain about various non-parametric tests?  
(OR)  
(b) The following are the details of sales effected by three sales persons in three door to-door campaigns.

Sales person	Sales in door – to – door campaign			
A	8	9	5	10
B	7	6	6	9
C	6	6	7	5

Construct an ANOVA table and find out whether there is any significant difference in the performance of the sales persons.

10. (a) Explain the components of preparing a Research report?  
(OR)  
(b) Explain the need for Research Ethics and also write about the Subjectivity and objectivity in Research?

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Code No: E-2012/N

**FACULTY OF MANAGEMENT**  
**MBA (CBCS) II - Semester (New) Examination, September 2023**  
**Subject: Business Law and Ethics**  
**Paper No. MB – 206**

Time: 3 Hours

Max. Marks: 70

**PART – A**

Note: Answer all the questions.

(5 x 4 = 20 Marks)

1. Explain Capacity to Contract
2. Differentiate between Bailment and Pledge
3. What are the contents of a Company's Prospectus?
4. Discuss Cyber Crimes.
5. What are the legal protections for intellectual properties?

**PART – B**

Note: Answer all the questions.

(5 x 10 = 50 Marks)

6. (a) What is Contract? Explain the classification of contracts.  
(OR)  
(b) What do you mean by breach of contract? Explain the remedies for breach of contract.
7. (a) Explain the features of contract of Agency in detail.  
(OR)  
(b) How is Warranty different from Conditions? Explain.
8. (a) Write about Memorandum of Association and Articles of Association.  
(OR)  
(b) Briefly discuss the law relating to meeting and proceedings of a Company.
9. (a) (i) What are various bodies of consumer redressal machinery?  
(ii) State the rights of consumers.  
(OR)  
(b) Explain Law of Industrial and Intellectual Property.
10. (a) Discuss about law of Real estate regulations.  
(OR)  
(b) Discuss the importance of CSR?

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