

SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)
MBA I Year II Semester Supplementary Examinations April-2026
BUSINESS RESEARCH METHODS

Time: 3 Hours

Max. Marks: 60

SECTION - A

(Answer all Five Units 5 x 10 = 50 Marks)

- 1 a Define Research. Enumerate the characteristics of Research. CO1 L1 5M
b Write a short note on Concepts and Constructs. CO1 L2 5M
- OR**
- 2 a Discuss the role of Business Research in Managerial decision making. CO1 L2 5M
b List out and explain the different types of ethics to be followed in Research. CO1 L2 5M

UNIT-II

- 3 a Give the sources of Research Problem. CO1 L1 5M
b Explain the criteria for selection of a Research Problem. CO1 L2 5M
- OR**
- 4 Discuss in detail about the different types of Research design. CO2 L2 10M

UNIT-III

- 5 What do you mean by Sample Design? Explain in brief about the different sampling techniques used in Research. CO3 L2 10M

OR

- 6 Narrate the guidelines to be followed for construction of Questionnaires. CO4 L3 10M

UNIT-IV

- 7 Differentiate between descriptive statistical analysis and Inferential statistical analysis. CO4 L4 10M

OR

- 8 List out and explain the different descriptive statistical tools used in Research for data analysis. CO4 L2 10M

UNIT-V

- 9 Discuss the Layout of research report covering all points. CO5 L2 10M
- OR**
- 10 a What are the guidelines to be followed for writing a good research report? CO5 L2 5M
b Write a short note on oral presentation. CO5 L2 5M

11

SECTION - B

(Compulsory Question)

1 x 10 = 10 Marks

Customer Satisfaction Study in ABC Bank

ABC Bank has recently introduced a mobile banking application to improve customer convenience. However, within six months, the bank received mixed feedback—some customers appreciated the ease of transactions, while others complained about technical glitches, security concerns, and poor user interface.

The bank's management wants to conduct a research study to understand:

Factors influencing customer satisfaction
Problems faced while using the app
Impact of the app on customer retention

They have appointed a research team to design and conduct the study.
Questions:

- i) Identify the appropriate research design (Exploratory, Descriptive, Experimental, or Case Study) for this situation and justify your answer.
ii) Develop any two testable hypotheses based on the case and explain how you would test them.

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FINANCIAL MANAGEMENT

Time: 3 Hours

Max. Marks: 60

SECTION – A

(Answer all Five Units 5 x 10 = 50 Marks)

UNIT-I

1 Explain nature and scope of financial management in detail. CO1 L2 10M

OR

- 2 a Explain Role of Financial Manager in the Business Context . CO1 L2 5M
b Discuss the role of Risk -return trade off. CO1 L1 5M

UNIT-II

3 Examine Various Methods of Capital budgeting and its merits. CO2 L5 10M

OR

- 4 Assume that a project requires an outlay of 50000 rupees and yields annual cash inflows of 10000, 12000, 14000, 15000 and 18000 respectively from year one through five. Calculate Accounting Rate of Return and Pay-back Period. CO2 L4 10M

UNIT-III

- 5 a Discuss types of Working Capital . CO3 L2 5M
b Write a Short note on Economic order Quantity (EOQ). CO3 L1 5M

OR

6 Define Ratio and explain the various types of Financial Ratios for decision making. CO3 L1 10M

UNIT-IV

7 Critically examine capital structure irrelevant theories. CO4 L5 10M

OR

- 8 a What are long term sources of finance? "Discuss" CO4 L1 5M
b A company has a total sales of Rs.1,00,000 variable cost of 60%, total cost Rs.90,000 and debt of Rs.46,000 @ 10% rate of interest and its tax rate is 35%. What are Financial, Operating leverages and Earnings after tax. CO4 L4 5M

UNIT-V

- 9 a What are the factors that determine the dividend policy of a company? CO5 L1 5M
b Explain forms of Dividend in brief. CO5 L2 5M

OR

10 The following information is available in respect of a firm: Capitalization rate (K_e) = 0.10 ,Earnings per Share (E) = Rs.10. Assume rate of return on investments (r); (i) 15% (ii) 8% and (iii) 10%. Show the effect of dividend policy on the market price of shares, using Walter's model. CO5 L4 10M

SECTION – B

(Compulsory Question)

11

1 x 10 = 10 Marks

A company has a total sales of Rs.10,00,000, variable cost of 70%, total cost Rs.9,00,000 and debt of Rs.5,00,000 @ 10% rate of interest and its tax rate is 40%. What are Financial, Operating leverages and Earnings after tax? If the firm wants to double up its EBIT, how much of a rise in sales would be needed on a percentage basis?

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HUMAN RESOURCES MANAGEMENT

Time: 3 Hours

Max. Marks: 60

SECTION – A

(Answer all Five Units 5 x 10 = 50 Marks)

UNIT-I

1 Define HRM and discuss its Nature and Scope. CO1 L1 10M

OR

2 Distinguish between Personnel Management and HRM. CO1 L2 10M

UNIT-II

3 What is Selection? Explain the process of Selection? CO2 L1 10M

OR

4 Define Performance Appraisal. Enlist the various methods of Performance Appraisal in detail. CO2 L4 10M

UNIT-III

5 Discuss various on-the-job and off-the-job training methods. CO3 L3 10M

OR

6 Explain the Significance and Process of Career Planning and Development. CO3 L3 10M

UNIT-IV

7 Elucidate on the importance of Work life Balance in the current day scenario. CO4 L4 10M

OR

8 What is Competency mapping? Briefly discuss the methods of Competency Mapping CO4 L3 10M

UNIT-V

9 Explain the importance of maintenance of Employee Safety and Health in the workplace. CO5 L1 10M

OR

10 Discuss the causes and effects of Grievance. Outline the features of a grievance procedure and the steps involved in it. CO5 L4 10M

SECTION – B

(Compulsory Question)

11 1 x 10 = 10 Marks

Mr. Sharma has a small business set up employing 100 workers. Now he is planning to further expand his workforce. He discusses the situation with the new human resource manager of the organization. He expresses his interest to have a mix of old people who have a better understanding of the running processes and new joiner who are more tech savvy and hold professional.

Question: Assuming that you are a human resource manager, what would you suggest Mr. Sharma so that he is able to manage his human resource efficiently?

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