

SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)

MBA I Year II Semester Regular & Supplementary Examinations August-2024
HUMAN RESOURCES MANAGEMENT

Time: 3 Hours**Max. Marks: 60****SECTION – A**

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

UNIT-I

- | | | | | | |
|---|---|---|-----|----|----|
| 1 | a | Definen HRM and discuss its nature and scope. | CO1 | L1 | 5M |
| | b | Explain the principle of HRM. | CO1 | L2 | 5M |

OR

- | | | | | | |
|---|--|---|-----|----|-----|
| 2 | | Explain the strategies importance of HRM and different strategies of HRM in detail. | CO1 | L4 | 10M |
|---|--|---|-----|----|-----|

UNIT-II

- | | | | | | |
|---|--|---|-----|----|-----|
| 3 | | Enlist the methods of performance appraisal and explain any one of the methods in detail. | CO2 | L4 | 10M |
|---|--|---|-----|----|-----|

OR

- | | | | | | |
|---|--|---|-----|----|-----|
| 4 | | Explain the steps in recruitment and selection. | CO2 | L4 | 10M |
|---|--|---|-----|----|-----|

UNIT-III

- | | | | | | |
|---|---|--|-----|----|----|
| 5 | a | What is the need for training and development? Explain the objectives of training and development. | CO3 | L3 | 5M |
| | b | Discuss various on-the-job and off-the-job training methods. | CO3 | L3 | 5M |

OR

- | | | | | | |
|---|---|--|-----|----|----|
| 6 | a | Explain the mechanism of wage and salary administration. | CO3 | L2 | 5M |
| | b | What are Fringe benefits? Summarize the benefits given to the employees. | CO3 | L4 | 5M |

UNIT-IV

- | | | | | | |
|---|--|--|-----|----|-----|
| 7 | | What is QWL? Plan the improvement of quality of work life for employees in an educational institution. | CO4 | L6 | 10M |
|---|--|--|-----|----|-----|

OR

- | | | | | | |
|---|--|--|-----|----|-----|
| 8 | | What is competency mapping? Briefly discuss the methods of competency mapping. | CO4 | L3 | 10M |
|---|--|--|-----|----|-----|

UNIT-V

- | | | | | | |
|---|--|--|-----|----|-----|
| 9 | | Discuss the causes and effects of grievance. Outline the features of a grievance procedure and the steps involved in it. | CO5 | L4 | 10M |
|---|--|--|-----|----|-----|

OR

- | | | | | | |
|----|--|--|-----|----|-----|
| 10 | | What are Industrial Relations? Explain its objectives. | CO5 | L1 | 10M |
|----|--|--|-----|----|-----|

SECTION – B
(Compulsory Question)

11

1 x 10 = 10 Marks

HR Plan for Trading Assistants

Magnum Financial Services Ltd. (MFSL) is a large financial services company with over 4000 employees scattered all over India in their twelve branches. In view of the ups and downs in the stock market, which affect the demand for and supply of qualified finance graduates, from time to time, in different cities, it has been decided sometime back to centralise manpower planning activities at the corporate head quarters, viz., New Delhi itself.

The company has trading terminals spread over the whole of India. In addition to collecting fixed deposits from corporate houses and general public, it has also been managing funds from high net worth individuals. It has plans to launch a number of mutual fund products for which approval has come from Securities Exchange Board of India. It has considerable reputation in the market as a merchant banker and as a money changing agent.

Hiring people with requisite skills, especially after the introduction of the online trading mechanism, is proving to be a tough job. The stock indices have been galloping day by day, thanks to the dramatic growth rates reported by information technology companies in recent months. Looking at the increasing number of trading centres that are opening in various parts of the country, the company wanted to hire twenty five trading assistants by offering competitive salaries. While assessing manpower needs at various locations, the Notes following things are generally taken into account:

Manpower Needs

1. Details of previous selections in each centre
2. Current employee strength in each centre
3. Sanctioned posts for each centre
4. Number of vacancies, likely to arise due to competition, unforeseen events, expansion, etc.
5. Surplus, if any, from other centres.
6. Over and above the next vacancies that are likely to arise in each centre, two additional posts have been earmarked so as to serve as a 'cushion' to absorb sudden fluctuations. The actual details about trading assistants in various centres were:

Details of Employees and Posts

- | | | |
|---|---|---------------------------|
| 1. Number of people with 2 years' experience | : | 94 |
| 2. Number eligible for promotion to next grade | : | 28 |
| 3. Number of vacancies on hand | : | 25 |
| 4. Number on rolls | : | 142 |
| 5. Anticipated needs to be filled up owing to market conditions | : | 24 ('two' in each centre) |
| 6. 'Reserve' to be kept over and above sanctioned posts | : | 5 |
| 7. Total requirements over a period of 12 months | : | 54 |

In the first batch, it was planned to hire 25 people having one year's exposure to online market operations, in the 5000 -8500 grade. The chief HR manager arrived at Mumbai to coordinate the recruitment activity. The Mumbai office got the fax message from headquarters on Monday advocating caution and restraint while hiring trading assistants. Around 150 short listed graduates have been called for the interview on that day.

Questions:

- i) Prepare a comprehensive human resource plan for each centre of MFSL.
- ii) Looking at the scenario, what should the chief HR manager do?
- iii) Is it advisable to decentralise the hiring process, so as to avoid problems of the nature mentioned above? Why? Why not?

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SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
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MBA I Year II Semester Regular & Supplementary Examinations August-2024
FINANCIAL MANAGEMENT

Time: 3 Hours**Max. Marks: 60****SECTION – A**

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

UNIT-I

- 1 What is financial management? Explain nature and scope of financial management. **CO1 L1 10M**

OR

- 2 Every Manager has to take three major decisions while performing the finance function. Briefly explain them. **CO1 L3 10M**

UNIT-II

- 3 Define investment. Discuss the process of investment. **CO2 L2 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 Payback Period? **CO2 L5 10M**

UNIT-III

- 5 How would you determine the optimum level of current assets ? Illustrate your answer. **CO3 L2 10M**

OR

- 6 A firm sold goods worth rupees 5,00,000 and its gross profit is 20% of sales value. The inventory at the beginning of the year was rupees 16,000 and at the end of the year was rupees 14,000. Compute inventory turnover ratio and also the inventory holding period. **CO3 L5 10M**

UNIT-IV

- 7 a Define cost of capital and explain components of cost of capital. **CO4 L2 5M**
b Explain capital structure relevant theories. **CO4 L2 5M**

OR

- 8 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 at 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? **CO4 L5 10M**

UNIT-V

- 9 With an example, compare and contrast Walter and Gordon's model on dividend policy. Which do you think to be the best? Justify your answer with scenarios. **CO5 L3 10M**

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 L5 · 10M**

SECTION – B

(Compulsory Question)

- 11 **1 x 10 = 10 Marks**
The following information is available in respect of a firm: Capitalization rate (K_e) = 0.10 Earnings per Share (E) = Rs.40. Assume rate of return on investments (r); (i) 13% (ii) 10% and (iii) 8%. Show the effect of dividend policy on the market price of shares, using Walter's model.
When Dividend payout ration is a) 0% b) 25% c) 37.5% d) 50% e) 75% f) 100%.

***** END *****

SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)
MBA I Year II Semester Regular & Supplementary Examinations August-2024
MARKETING MANAGEMENT

Time: 3 Hours**Max. Marks: 60****SECTION – A**

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

UNIT-I

- 1 Define Marketing Environment? Explain the significance of marketing environment. CO1 L1 10M

OR

- 2 Explain the steps involved in consumer decision process. CO1 L2 10M

UNIT-II

- 3 Discuss the strategies to be followed in different stages of PLC with suitable examples. CO2 L6 10M

OR

- 4 What are the bases of segmentation? Illustrate your answer with suitable examples. CO2 L1 10M

UNIT-III

- 5 Explain the various levels of product planning. CO3 L5 10M

OR

- 6 What are the different product lines and approaches in managing the services? CO3 L1 10M

UNIT-IV

- 7 What are the precautions to be taken while taking pricing decisions and also brief out various methods of pricing? CO4 L1 10M

OR

- 8 What do you mean by sales force management? Discuss the selection process of sales force. CO4 L1 10M

UNIT-V

- 9 How do you organize, evaluate and control the marketing activities in marketing fast moving consumer goods? CO5 L1 10M

OR

- 10 Define marketing audit and explain the elements of marketing audit CO5 L1 10M

SECTION – B
(Compulsory Question)

11

1 x 10 = 10 Marks

Mediquip Ltd. is a company dealing in distribution of medical equipments. The company recently imported 15000 units of sugar testing machines to test the sugar levels without taking blood samples. For deciding the marketing strategy, the Chief Executive Officer of the company called a meeting of the marketing heads of different zones. In the meeting, Sandeep, the North Zone Marketing Head, suggested that since the machines were sophisticated they need to visit hospitals personally, to explain its working to the hospital staff who would be using the machines. He also suggested that additional trained people may be recruited for the same. Himanshu, another Zonal Head, added that since lot of money had been spent on the import of the machines, the company was short of funds to pay to the additional staff as suggested by Sandeep. Rahul, a newly appointed Zonal Head of South Zone suggested that since the size of the order is not large, a detailed study of the factors determining the choice of channels of distribution is required before making the right choice.

- a) Identify the factors influencing the choice of channels of distribution which were discussed in the meeting.
- b) Also, explain briefly the other consideration to be taken care of in each factor identified in part.

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SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
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MBA I Year II Semester Regular & Supplementary Examinations August-2024
BUSINESS RESEARCH METHODS

Time: 3 Hours**Max. Marks: 60****SECTION – A**

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

UNIT-I

- 1 What is information? Discuss the type of information needed to run the Business. L2 CO1 10M

OR

- 2 Explain the ethical issues involved in business research. How can they be resolved? L3 CO1 10M

UNIT-II

- 3 Give the sources of research problem. How a problem is identified? Enumerate the criteria for the selection of a problem. L3 CO2 10M

OR

- 4 Discuss the various types of research design. L1 CO2 10M

UNIT-III

- 5 Under what circumstances would you recommend:
(a) A probability sample.
(b) A non-probability sample.
(c) A stratified sample.
(d) A cluster sample. L3 CO2 10M

OR

- 6 What are the various methods of collecting research data? Explain their advantages and limitation. L1 CO3 10M

UNIT-IV

- 7 What are the statistical techniques which are commonly used in educational research? L2 CO4 10M

OR

- 8 What is mean by inferential analysis discuss various methods? L1 CO4 10M

UNIT-V

- 9 What do you understand by research report or thesis? Indicate its need and importance in the research work. L3 CO5 10M

OR

- 10 Distinguish between a technical report and popular report. L1 CO5 10M

SECTION – B
(Compulsory Question)

11

1 x 10 = 10 Marks

Krupa Medical Stores – Evaluating its Brand Image using Semantic Differential Scaling

This case study primarily deals with measuring the attitudes of the customers of Krupa Medical Stores towards the store, the location of the store and the availability of drugs in the store. Krupa Medical Stores is one of the famous retail medical stores located in Koti, Hyderabad. Since the store is located in one of the busiest locations in Hyderabad, it enjoyed a huge, loyal customer base. However, the development and the expansion of the city in all directions is posing a major problem for Krupa Medical Stores as the number of customers visiting the store has reduced. Even though the store fulfils most of its customers' needs, the store's location has become a major constraint. It is not easily accessible since it is situated in a corner of the city. Since there are many retail medical stores in and around Hyderabad, not everyone comes here to purchase medicines. Worried over this issue, the owner, Ravi Bhaskar approached a research consultant who used Semantic Differential Scale in order to measure the brand value of Krupa Medical Stores through measuring the attitude of its customers towards the store and its brand image.

Questions answer the following

- i). How to apply Semantic Differential Scaling?
- ii). How to design a questionnaire for the case study?

***** END *****

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MBA I Year II Semester Regular & Supplementary Examinations August-2024
OPERATIONS MANAGEMENT

Time: 3 Hours**Max. Marks: 60****SECTION – A**

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

UNIT-I

- 1 How Automobile sector is using the functions of operational management. CO1 L3 10M

OR

- 2 What factors play a key role in Process Design? Explain with help of the diagram. CO1 L2 10M

UNIT-II

- 3 Distinguish between Optimization of Product Vs Process Layout with examples. CO2 L2 10M

OR

- 4 If you are a manager at Audi what are the issues you face in Break down maintenance. Highlight the issues. CO2 L6 10M

UNIT-III

- 5 a Write a short note on Scheduling. CO3 L1 5M
b Explain Scheduling importance in Operations Management (OM). CO3 L1 5M

OR

- 6 How do Methods of Production Control models work? Explain in your own words. CO3 L3 10M

UNIT-IV

- 7 List out the types of different control charts for variables. CO4 L1 10M

OR

- 8 Why would Apple corp. choose Six Sigma method for production? Justify your answer. CO4 L1 10M

UNIT-V

- 9 Define productivity and production. Explain how productivity can be enhanced in the Indian industries. CO5 L2 10M

OR

- 10 Consider yourself as CEO of Benz company. If you find errors in Productivity Engineering what measures do you suggest to rectify them. CO5 L6 10M

SECTION – B
(Compulsory Question)

11 Case Study

1 x 10 = 10 Marks

A job consists of four work elements and all are performed by the same operator. An analyst conducted work sampling to determine the standard time for the job. The duration of the study in one day with two shifts. Each shift has 420 minutes of effective time. The details of observations are summarized in the following table. The total number of acceptable units produced during the study period is 225 units.

Determine the standard time by assuming allowance of 12%.

Work element number	Frequency of performance	Performance rating
1	50	90%
2	90	150%
3	75	100%
4	85	115%

***** END *****

SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
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MBA I Year II Semester Regular & Supplementary Examinations August-2024
OPERATIONS RESEARCH

Time: 3 Hours**Max. Marks: 60****SECTION – A**(Answer all Five Units **5 x 10 = 50 Marks**)**UNIT-I**

- 1 Define the following CO1 L1 10M
(i) Basic variable (ii) Artificial variable (iii) Slack variable (iv) Feasible solution (v) Optimal solution

OR

- 2 A company manufactures two products P_1 and P_2 . Each product uses lathe and milling machine. The processing time per unit of P_1 on the lathe is 5 hours and on the milling machine is 4 hours. The processing time per unit of P_2 on the lathe is 10 hours and on the milling machine is 4 hours. The maximum number of hours available per week on the lathe and the milling machine are 60 hours and 40 hours respectively. Also the profit per unit of selling P_1 and P_2 are Rs.6.00 and Rs. 8.00 respectively. Formulate a linear programming model to determine the production volume of each of the products such that the total profit is maximized. CO1 L6 10M

UNIT-II

- 3 Discuss the steps involve in U-V method to find the optimal solution from the initial basic feasible solution for a transportation problem. CO2 L2 10M

OR

- 4 Find an initial basic feasible solution to the following transportation problem using Least cost cell method. CO2 L3 10M

		To			
From	To	1	2	3	Supply
	1	2	7	4	5
	2	3	3	1	8
	3	5	4	7	7
	4	1	6	2	14
	Demand	2	9	18	

UNIT-III

- 5 Discuss the steps involving in game with pure strategies. CO3 L2 10M

OR

- 6 Find the optimum strategies of the players in the following game: CO3 L3 10M

		B		
A		1	2	3
	1	30	20	40
	2	55	50	60
	3	60	30	40

UNIT-IV

- 7 Write short notes on CO4 L2 10M
i) Project Crashing ii) PERT

OR

- 8 Determine the optimum project duration and cost for the following data if the indirect cost per week is Rs.160 CO4 L3 10M

Activity	Normal Time (Weeks)	Normal Cost (Rs)	Crash Time (Weeks)	Crash Cost (Rs)
1-2	13	700	9	900
1-3	5	400	4	460
1-4	7	600	4	810
2-5	12	800	11	865
3-2	6	900	4	1130
3-4	5	1000	3	1180
4-5	9	1500	6	1800

UNIT-V

- 9 a Define replacement models? Explain the replacement model types in detail. CO5 L1 5M
 b What are the steps involved in the problems with n jobs through machines A,B,C. CO5 L2 5M

OR

- 10 There are five jobs (namely 1,2,3,4 and 5), each of which must go through machines A, B and C in the order ABC. Processing Time (in hours) are given below: CO5 L2 10M

Jobs/Machine	1	2	3	4	5
Machine-A	5	7	6	9	5
Machine-B	2	1	4	5	3
Machine-C	3	7	5	6	7

Find the sequence of that will minimize the total elapsed time.

SECTION – B
(Compulsory Question)

- 11 1 x 10 = 10 Marks
 The cost of the machine is Rs 61000/- and its scrap value is Rs 1000 at the end of every year, The Maintenance cost found from experience are as follows:

Year	1	2	3	4	5	6	7	8
Maintenance cost in rupees	1000	2500	4000	6000	9000	12000	16000	20000

When should the machine be replaced?

*** END ***

SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
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MBA I Year II Semester Regular & Supplementary Examinations August-2024
ADVANCED STUDIES ON INDIAN ECONOMY & POLICY

Time: 3 Hours

Max. Marks: 60

SECTION – A

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

UNIT-I

- 1 Define de-industrialization. How India's De-industrialization was different to other nations? CO1 L1 10M

OR

- 2 a Explain the development of Indian economy. CO1 L1 5M
b What is meant by Poverty? Explain different committee findings on Poverty in India. CO1 L2 5M

UNIT-II

- 3 a What is Business Environment? Explain its nature . CO2 L2 5M
b Write a short note on Liberalization. CO2 L4 5M

OR

- 4 Explain in detail the latest industrial policy of the Indian government. CO2 L2 10M

UNIT-III

- 5 Define Budget. What are its objectives and its significance? CO3 L1 10M

OR

- 6 What is the role of RBI in monetary policy? Substantiate. CO3 L2 10M

UNIT-IV

- 7 a Discuss Bilateral trade agreements. CO4 L1 5M
b Explain about Multilateral trade agreements? CO4 L2 5M

OR

- 8 What is india's trade policy? Mention the difference between foreign trade policies from the British India to Independent India. CO4 L2 10M

UNIT-V

- 9 What are the dumping anti-dumping measures in world trade? CO5 L2 10M

OR

- 10 Write short notes on any three trading blocks. CO L2 10M

SECTION – B
(Compulsory Question)

11

1 x 10 = 10 Marks

After completing his education, Arun joins his father in their family business of manufacturing cookware. As a businessman, his father is rigid in his approach and has fixed ideas about various issues. He tends to maintain a distance from the factory workers. However, Arun is more receptive to the needs of the workers and doesn't seem to believe in any class-differences. He believes that the prosperity of their business greatly depends upon the prosperity of their workers and vice versa. At the same time, he has a good understanding of the business environment. Therefore, he introduces a new range of green pans that provide a healthy cooking surface, as they are manufactured with all ceramic or silicon coating and are considered safer than the traditional petroleum based non-stick surfaces which may contain toxic substances. Although, the new cookware range is highly priced, he expects a ready market for it as both the purchasing power of people and their preference for better quality products have increased over the years.

In context of the above case:

1. Identify the nature of management which is being reflected in the different styles of management in practice adopted by Arun and his father.
2. Name and explain the related internal environmental factors of the first question.
3. Explain the related external factors of business environment.

***** END *****