

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

MBA II Year I Semester Supplementary Examinations August/September-2024
BUSINESS ETHICS AND CORPORATE GOVERNANCE

Time: 3 hours

Max. Marks: 60

SECTION – A

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

UNIT-I

- | | | | | |
|------------|---|------------|-----------|-----------|
| 1 a | Explain various ethical theories. | CO1 | L2 | 5M |
| b | What is the importance of business ethics and corporate ethics? | CO1 | L2 | 5M |

OR

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|------------|--|------------|-----------|-----------|
| 2 a | Write about “ethics in business competition”. | CO1 | L2 | 5M |
| b | “Religion is the great extent influence of Business Ethics” Comment. | CO1 | L5 | 5M |

UNIT-II

- | | | | | |
|------------|---|------------|-----------|-----------|
| 3 a | What are the marketing ethics? Why should a firm follow these? Explain. | CO2 | L4 | 5M |
| b | Critically evaluate the role of sales force in unethical practices. | CO2 | L6 | 5M |

OR

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|---|---|--|-----|----|----|
| 4 | a | Explain the ethics to be followed in workplace. | C02 | L3 | 5M |
| | b | What are the issues of ethics at work place in a MNC company? Explain. | C02 | L3 | 5M |

UNIT-III

- | | | | | | |
|---|---|--|-----|----|----|
| 5 | a | Briefly explain the provisions of Information Technology Act 2000 dealing with cyber laws. | CO3 | L2 | 5M |
| | b | “Finance would be impossible without ethics” Do you agree? Comment | CO3 | L4 | 5M |

OR

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|---|---|---|-----|----|----|
| 6 | a | Explain the special significance of cybercrime with examples. | C03 | L1 | 5M |
| | b | How do you prevent computer crimes? Explain. | C03 | L1 | 5M |

UNIT-IV

- | | | | | | |
|---|---|--|-----|----|----|
| 7 | a | Describe various theories of corporate governance. | C04 | L2 | 5M |
| | b | Give a detailed description on structure and development of board. | C04 | L2 | 5M |

OR

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|---|--|-----|----|-----|
| 8 | “Corporate governance is not only the responsibility of listed companies but also public and private companies”. Do you agree with this statement? Substantiate with the proper justification. | CO4 | L6 | 10M |
|---|--|-----|----|-----|

UNIT-V

- | | | | | | |
|---|---|--|-----|----|----|
| 9 | a | Does political lobbying affect corporate social responsibility? Elaborate with examples. | CO5 | L4 | 5M |
| | b | Explain any four social responsibility roles. | CO5 | L1 | 5M |

OR

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|-----------|--|------------|-----------|-----------|
| 10 | a What do you mean by stake holders? Who is the major stake holders involved in business? | CO5 | L1 | 5M |
| | b What are the arguments for and against CSR? | CO5 | L1 | 5M |

SECTION – B
(Compulsory Question)

11

1 x 10 = 10 Marks

Jayanth is a son-in-law of a local MLA and is now posted as block development officer in his father-in-law's constituency. He comes to know that MLA's followers, who are mainly small contractors and many elected members of Gram Panchayat, are hand in glove with local Panchayat officials in misusing MGNREGA funds. He finds that each Panchayat secretary along with elected members have used machines to complete many works under the scheme and siphoned off funds using fake job cards. He also finds out that all this was done at the behest of his father-in-law, the local MLA. Now, the state government has taken cognizance of the issue after a media report and has ordered inquiry into the scam.

Jayanth has to probe the matter and file a report to higher authorities. His father-in-law is pressurizing him to file a false report as he himself is under pressure from his followers, who if found guilty will be slapped with a criminal case. Some contractors have contacted and requested him to not to mention their names in the report in return for a hefty bribe. Some Panchayat secretaries have requested him to spare them as according to them Panchayat members had coerced them into becoming partners in crime. Jayanth is recently married and it is his first government job.

What should be his course of action?

***** END *****

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

MBA II Year I Semester Supplementary Examinations August-2024

ENTREPRENEURSHIP DEVELOPMENT

Time: 3 hours

Max. Marks: 60

SECTION – A

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

UNIT-I

1 a What are the qualities of an entrepreneur? CO L1 5M

b As an entrepreneur what functions do you need to perform? Explain. CO L2 5M

OR

2 a Explore the functions to be performed by an entrepreneur. CO1 L2 5M

b As an entrepreneur what do you have to say on the role of entrepreneurship in Indian Economy? Explain. CO1 L3 5M

UNIT-II

3 a Assess the idea generation processes you use in starting food business. CO2 L4 5M

b How do you mobilize the capital for your food business? CO2 L4 5M

OR

4 a Make a short note on Intellectual property rights. CO2 L2 5M

b Why do you think trademarks are needed for MNCs? CO2 L2 5M

UNIT-III

5 a What is Project Planning in Entrepreneurship? CO3 L2 5M

b Why would you consider project planning important for an entrepreneur? CO3 L3 5M

OR

6 a What are the factors considered in a feasibility study? Explain. CO3 L2 5M

b If you want to start a hotel business write business plan for angel investor. CO3 L6 5M

UNIT-IV

7 a What is an entrepreneurial strategy? What is that you understand from an entrepreneurial strategy? CO4 L1 5M

b What are the advantages of a strategy? Discuss. CO4 L2 5M

OR

8 a Find three examples of firms that pioneered a new product in a new market and achieved long-run success based on that entry. CO5 L1 5M

b You started a business of resale of used toys. Apply the market scope strategy for the business. CO5 L5 5M

UNIT-V

9 a Discuss the scope of entrepreneurship among women. CO6 L2 5M

b Do you consider a woman entrepreneur faces challenges that are different from male entrepreneurs? Substantiate your argument. CO6 L2 5M

OR

10 a Discuss the need of Organizing EDPs and how it helps Rural Entrepreneurship. CO6 L4 5M

b State the Objectives of Rural Entrepreneurship. CO6 L2 5M

SECTION – B
(Compulsory Question)

11

1 x 10 = 10 Marks

CASE STUDY

As youth programs face severe budget cuts, many youth sports organizations respond by raising their fees, which shifts the costs to families. Good Sports was founded in 2003, to tackle this problem by providing new equipment, footwear, and apparel to those most in need. The organization's addressable markets include children ages five to eighteen living in low-income households, as defined by poverty data, and participating in youth sports in top fifty metropolitan service areas. This Boston-based organization has plans to expand from its three existing markets in Dallas, Chicago, and Boston to seven total markets by 2023 with a goal to serve 600,000 kids by that target date.

A. What would a customer empathy map look like for Good Sports' target user? What about its target customer segment? Would it or should it differ in differing markets? Is the Boston area user any different from say, an Atlanta, user?

B. Given its social mission, what are some impact measures Good Sports could use to gauge success and impact?

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**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
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**MBA II Year I Semester Supplementary Examinations August/September-2024
INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT**

Time: 3 hours

Max. Marks: 60

SECTION – A

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

UNIT-I

- 1 a Describe depositary system. CO1 L2 5M
b What are the types of orders in stock exchanges? CO1 L2 5M

OR

- 2 Give a detailed explanation on major objectives of investment. CO1 L2 10M

UNIT-II

- 3 a What is Technical analysis? CO2 L2 5M
b Explain the significance of Dow Theory on investment decisions. CO2 L2 5M

OR

- 4 a Explain company analysis. CO2 L2 5M
b How to find intrinsic value of a company. CO2 L2 5M

UNIT-III

- 5 a Calculate the value of the bond whose face value is 1000, coupon rate is 15%, maturity period is 5 years and required rate of return is 12% CO3 L5 5M
b Calculate YTM of the bond whose face value is 1000, maturity period is 5 years and coupon rate is 10% if the present value of the bond is 850. CO3 L5 5M

OR

- 6 a What are the risks involved in bonds? CO3 L2 5M
b Explain the relation between bond yields and prices. CO3 L4 5M

UNIT-IV

- 7 a b) The dividend expected next year is Rs.2.00. the investors' required rate of return on the stock is 15%. Growth rate is the expected to be 10%. Calculate the value of the share. CO4 L4 5M
b Explain zero-growth model of equity valuation. CO4 L4 5M

OR

- 8 The share of a certain stock paid a dividend of Rs.2.00 last year. The dividend is expected to grow at a constant rate of 6% in the future. The required rate of return on this stock is 12%. How much should this stock sell for now? Assuming that the expected growth rate and required rate of return remain the same, at what price should the stock sell 2 years hence. CO4 L3 10M

UNIT-V

- 9 Compare and contrast Capital Market Line and Security Market Line. CO5 L4 10M

OR

- 10
- | state of the economy | probability | return on stock A% | return on stock A % | return on portfolio% |
|----------------------|-------------|--------------------|---------------------|----------------------|
| 1 | 0.2 | 15 | -5 | 5 |
| 2 | 0.2 | -5 | 15 | 5 |
| 3 | 0.2 | 5 | 25 | 15 |
| 4 | 0.2 | 35 | 5 | 20 |
| 5 | 0.2 | 25 | 35 | 30 |
- CO5 L5 10M

Calculate portfolio return and risk.

SECTION – B
(Compulsory Question)

11

1 x 10 = 10 Marks

[L5, CO6][10M]

The rates of return on stock A and market portfolio for 15 periods are given below.

period	return on stocka (%)	return of market portfolio (%)	period	return on stock(a)%	return on market portfolio(%)
1	10	12	9	-9	1
2	15	14	10	14	12
3	18	13	11	15	-11
4	14	10	12	14	16
5	16	9	13	6	8
6	16	13	14	7	7
7	18	14	15	-8	10
8	4	7			

- a) What is the beta for stock A?
b) Calculate expected rate of return, if the risk free rate of return is 4%.

***** END *****

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

KNOWLEDGE MANAGEMENT

Time: 3 hours

Max. Marks: 60

SECTION – A

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

UNIT-I

- | | | | | | |
|---|---|--|-----|----|----|
| 1 | a | Briefly describe the elements of knowledge management. | CO1 | L2 | 5M |
| | b | Enumerate the difficulties that arise in knowledge management. | CO1 | L2 | 5M |

OR

- | | | | | | |
|---|--|--|-----|----|-----|
| 2 | | Define Knowledge Management. Explain the methods and techniques of knowledge management. | CO1 | L2 | 10M |
|---|--|--|-----|----|-----|

UNIT-II

- | | | | | | |
|---|--|---|-----|----|-----|
| 3 | | Describe knowledge management in health sciences. | CO2 | L1 | 10M |
|---|--|---|-----|----|-----|

OR

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|---|--|---|-----|----|-----|
| 4 | | Apply knowledge life cycle to education industry. | CO2 | L5 | 10M |
|---|--|---|-----|----|-----|

UNIT-III

- | | | | | | |
|---|---|---|-----|----|----|
| 5 | a | How knowledge management is implemented in organizations? | CO3 | L2 | 5M |
| | b | Explain the ten steps of knowledge management implementation of Amrit Tiwana. | CO3 | L2 | 5M |

OR

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|---|---|---|-----|----|----|
| 6 | a | Examine the road blocks to the success of knowledge management. | CO3 | L3 | 5M |
| | b | Relate the connection between business intelligence and knowledge management. | CO3 | L4 | 5M |

UNIT-IV

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|---|---|---|-----|----|----|
| 7 | a | Define benchmarking. Describe various types of benchmarking. | CO5 | L2 | 5M |
| | b | Suggest creative knowledge management systems through information technology. | CO4 | L6 | 5M |

OR

- | | | | | | |
|---|--|---|-----|----|-----|
| 8 | | How do you create effective knowledge management tools with information technology? | CO3 | L4 | 10M |
|---|--|---|-----|----|-----|

UNIT-V

- | | | | | | |
|---|--|---|-----|----|-----|
| 9 | | Does knowledge management system have future in an iron and steel manufacturing organization? Substantiate your answer. | CO6 | L5 | 10M |
|---|--|---|-----|----|-----|

OR

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|----|--|--|-----|----|-----|
| 10 | | What are challenges faced by knowledge management systems in manufacturing industries? Describe. | CO6 | L4 | 10M |
|----|--|--|-----|----|-----|

SECTION – B
(Compulsory Question)

11

1 x 10 = 10 Marks

Apple knowledge management, a result of culture: From near bankruptcy in the late 90's, to one of the world's most successful and lucrative just ten years later, Apple has a laundry list of things they have done right. Since Dec. of 2000, as recently reported by CNBC, Apple's market cap has grown \$412 BILLION, and each one of the events mentioned in the timeline above has directly (along with others) contributed to this astronomical growth. Apple's success stems from the mastery of several areas of business including, but not limited to, supply chain management, knowledge management, and operations. For the purpose of this posting, we will note Apple's strengths in regards to knowledge management.

- (i) Apple's ability to create knowledge (creation of product categories [iPad]).
- (ii) Apple's ability to constantly change its structure and goals with the release of every new or updated product.
- (iii) Apple's ability to constrain its secrets so there are limited leaks, despite the fact that its people leave at the end of every day, and its people are its greatest resource.

Apple's decision to keep its software specifically and solely for its products, and vice-versa knowledge management is Apple's fundamental core competency, and the reason it is successful in its most lucrative attribute, innovation. Without knowledge management, Apple's innovation would not be relevant, because the information would get out long before the products themselves do. Apple's culture implanted by its great pioneer Steve jobs is what keeps Apple employees loyal, and inevitably this translates to the brand loyalty demonstrated by the customers of the company.

Questions:

- (a) Is it possible for Apple to "lose" at this point in the game, and what are some ways that could happen?
- (b) Comment on Apple's strengths in regards to knowledge management.

***** END *****

**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
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**MBA II Year I Semester Supplementary Examinations August-2024
FINANCIAL MARKETS AND SERVICES**

Time: 3 hours

Max. Marks: 60

SECTION – A

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

UNIT-I

- 1 Describe different elements of financial system- In detail. CO1 L2 10M

OR

- 2 Explain the role of financial markets in the economic development. CO2 L5 10M

UNIT-II

- 3 Compare the functioning of public and private sector banking institutions in India. CO2 L3 10M

OR

- 4 Write about the growth of mutual fund industry in our country. CO2 L3 10M

UNIT-III

- 5 Describe the structure of secondary market. CO1 L2 10M

OR

- 6 a Distinguish between T-bills market and commercial bills market. CO2 L3 5M
b How commercial paper serves as money market instrument-explain. CO2 L1 5M

UNIT-IV

- 7 Discuss housing finance as a fund-based service-Elaborate. CO2 L3 10M

OR

- 8 Define leasing and write the advantages and disadvantages along with the types of leasing. CO1 L1 10M

UNIT-V

- 9 Identify the functions and services of merchant banking. CO1 L1 10M

OR

- 10 a Explain Stockbroking service in detail. CO2 L5 5M
b What are the Characteristics of fee-based Services? CO1 L1 5M

SECTION – B
(Compulsory Question)

11

1 x 10 = 10 Marks

HYB an emerging bank in East Asia. The bank having its most of the operations online, by using internet for over 10 years and security is the key structure obstruct whereupon the bank depends. Data security is esteemed at elevated level making operational, financial backing and making it a significant asset to the organization. Mr. Ravikanth, Manager-IT clarifies, "Financial business can't sustain without security checks. 24x7 checking is expected to protect the data. On the off chance that we neglect to consent to the security rules we can confront overwhelming fines and serious harm to our reputation of the bank". As indicated by him, the business integrity, confidentiality and accessibility of data should be protected reliable banking services to its customers. For this, he and his colleague Mr. Somesh, Senior Manager, IT predominantly demanded risk analysis, regularly updating the applications and procedures, get to checks and business consistency. Mr. Ravikanth proceeds, "This certification will assure the customers of our quality of service in security." Moreover, the senior manager of this trust bank planned to improve its waiting system in the bank. So, the bank planned to benchmark the waiting system process with a reputed hospital in that region which had an efficient waiting system management. Initially, the senior manager planned to benchmark its waiting system process with PRX bank in that city, it is waiting system management, payment processing, financial operations and satisfying customers are as good as HYB bank. But the PRX bank is not having ISO certification. Hence, the senior manager dropped the idea of benchmarking process with PRX bank. The proposed benchmarking process displays four phases of benchmarking - planning, data collection, analysis and adaptation.

QUESTION: Analyse and identify the suitable ISO standards (at least 2 standards) applicable for HYB Bank with proper justification, evaluate the benefits (at least 4) of implementing the ISO standards in the banking sector in specific to HYB Bank and how can you prove HYB Bank is superior than PRX Bank?

***** END *****

**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)****MBA II Year I Semester Supplementary Examinations August-2024
HUMAN RESOURCE PLANNING**

Time: 3 hours

Max. Marks: 60

SECTION – A

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

UNIT-I

- 1 What are various methods used in forecasting human resource planning? **CO1 L2 10M**
Explain its importance.

OR

- 2 Elaborate various methods of manpower inventorying. **CO1 L4 10M**

UNIT-II

- 3 Outline the factors which affect selection decisions in multiple unit organizations. **CO2 L3 10M**

OR

- 4 Elaborate various stages in the process of selection with examples. **CO2 L4 10M**

UNIT-III

- 5 Why job enrichment is needed in an organization? Discuss its methods. **CO3 L3 10M**
Suggest suitable job enrichment method for marketing executive.

OR

- 6 What is manpower utilization Index (MUI) and how it is calculated? State the factors influencing MUI. **CO3 L3 10M**

UNIT-IV

- 7 What is Human resource Audit? How does it help an organization in preparing Human resource planning? **CO4 L2 10M**

OR

- 8 Elaborate various downsizing techniques of human resources. **CO4 L4 10M**

UNIT-V

- 9 Explain the concept, need and scope of HR Audit. Describe the essential steps in the auditing process. **CO5 L2 10M**

OR

- 10 Explain various approaches of HR audit. Suggest suitable HR Audit for a higher educational institution. **CO5 L2 10M**

SECTION – B**(Compulsory Question)****11****1 x 10 = 10 Marks**

Pratham Cements is a 25 – year – old company that has been following the traditional methods of performance appraisal. But with the changing business environment, the CEO, felt that the company should change its performance appraisal system. The Company's employee strength was 5000 plus and implementing an appraisal system that catered to employees across different areas was not a simple task. The company held its monthly review meetings at which all the departmental heads discuss their current problems and future strategies. These meetings provided a forum for the managers in various departments to interact. During one such meeting, the CEO emphasized the importance of changing the appraisal system to sustain in a highly competitive industry; it needed to appraise its employees effectively so that they would put in their best efforts. He felt that HR department must change its functioning to more strategic functions like resource planning, organization planning etc. apart from the traditional functions like recruitment, selection etc., The new initiative was proposed in a meeting. For the effective implementation of these initiatives HR manager suggested that

- The company need to change the base of its variable pay incentives
- The processes in their operations had to be standardized and so the HR department had to play a vital role in training incentive plan, etc., The HR goals had to be in congruence with organizational goals so that performance management could be effectively designed.
- The management had to be flattened and a culture of empowerment brought in so that it could change the corporate culture.
- The employees had to be made more competitive and individual goals aligned with organizational goals.
- The HR department had to play an important role in reengineering the firm, as it had to create the base for all the staff and development activities.
- The promotion system had to emphasize on internal hiring so that employees would get the opportunity to apply for the job of their choice. This would also encourage the employees to make themselves marketable and overcome their shortcomings so as to qualify for particular vacant positions. The CEO asked all the departmental heads to go through the above recommendations and suggest any changes.

Questions:

- a) The case suggests that the HR manager was interested in implementing a performance management system. What is the difference between a performance appraisal system and a performance management system and how it will be useful for the firm?
- b) What steps should the management take to convince the employees about the implementation for the performance management system?

***** END *****

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

MBA II Year I Semester Supplementary Examinations August-2024
PRODUCT AND BRAND MANAGEMENT

Time: 3 hours

Max. Marks: 60

SECTION – A

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

UNIT-I

- | | | | | | |
|---|---|---|-----|----|----|
| 1 | a | Explain in detail about the product lines and product mix | CO1 | L2 | 5M |
| | b | Product line is competitive advantage – Justify. | CO1 | L5 | 5M |

OR

- | | | | | | |
|---|--|--|-----|----|-----|
| 2 | | Categorize and describe the various factors which are affecting the new product development. | CO1 | L4 | 10M |
|---|--|--|-----|----|-----|

UNIT-II

- | | | | | | |
|---|---|---|-----|----|----|
| 3 | a | Define Branding. | CO2 | L1 | 3M |
| | b | Discuss about the significance of Branding. | CO2 | L2 | 7M |

OR

- | | | | | | |
|---|--|---|-----|----|-----|
| 4 | | Explain the different types of Brands with suitable examples. | CO2 | L2 | 10M |
|---|--|---|-----|----|-----|

UNIT-III

- | | | | | | |
|---|--|---|-----|----|-----|
| 5 | | Building successful brand Loyalty in a country like India is a challenge. Comment on the above Statement. | CO3 | L5 | 10M |
|---|--|---|-----|----|-----|

OR

- | | | | | | |
|---|---|---|-----|----|----|
| 6 | a | Explain the significance of umbrella branding to build business. | CO3 | L2 | 5M |
| | b | Explain with examples how brand equity is built through different brand management methods. | CO3 | L2 | 5M |

UNIT-IV

- | | | | | | |
|---|--|---|-----|----|-----|
| 7 | | Develop a research design for measuring brand image and brand attitude for a prominent brand of your choice in FMCG category. | CO4 | L6 | 10M |
|---|--|---|-----|----|-----|

OR

- | | | | | | |
|---|--|--|-----|----|-----|
| 8 | | Elaborate on 'Brand Equity' and discuss various methods of measuring Brand Equity. | CO4 | L5 | 10M |
|---|--|--|-----|----|-----|

UNIT-V

- | | | | | | |
|---|--|--|-----|----|-----|
| 9 | | Examine and evaluate the characteristics of successful global brands with one example. | CO5 | L4 | 10M |
|---|--|--|-----|----|-----|

OR

- | | | | | | |
|----|--|---|-----|----|-----|
| 10 | | Identify the various factors which is favoring to global brand. | CO5 | L3 | 10M |
|----|--|---|-----|----|-----|

SECTION – B

(Compulsory Question)

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|----|--|---|-------------------|--|--|
| 11 | | | 1 x 10 = 10 Marks | | |
| | | You are the Business Development Executive of a leading Tractor Selling company in India. You have been requested to prepare business marketing strategy for the company which is planning to enter South India. Your business plan should consist of the following: (i) Market segmentation – ways and means (ii) Distribution strategy (iii) Advertising and sales promotion. | | | |

Question:

- i) Prepare the above said marketing strategies for the successful brand positioning in South India.

***** END *****

