

S. V. K. P. & Dr. K. S. RAJU ARTS & SCIENCE COLLEGE (AUTONOMOUS)

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PENUGONDA-534320, W. G. Dist., A.P.
(Affiliated to Adikavi Nannaya University)



MODEL QUESTION PAPERS
DEPARTMENT OF MANAGEMENT STUDIES

2019-20

S.V.K.P & Dr.K.S. RAJU ARTS & SCIENCE COLLEGE (A)
Penugonda-534320, W. G. Dt., A.P.

MBA– I Semester

19MBA1C1: PERSPECTIVES OF MANAGEMENT
(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs.

MODEL QUESTION PAPER

Max. Marks: 75

SECTION- A (5 X 4 = 20 Marks)

Answer any FIVE questions not exceeding one page each.

1. Henry Fayol
2. Management is art or science?
3. Planning Vs. Forecasting
4. Purpose of Planning
5. Line Organisation
6. Decentralisation
7. Motivation
8. TQM

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

9. A) Out line the main functions of management
(OR)
B) Define management. Explain about social responsibility of management.
10. A) Examine the nature and importance of planning.
(OR)
B) Discuss the benefits and limitations of decision tree analysis.
11. A) Briefly explain about different kinds of organisational structures.
(OR)
B) Explain about organisational conflicts.
12. A) What is leadership? Explain its types.
(OR)
B) Discuss about Herzberg's two factor theory of motivation.
13. A) Describe the steps in controlling
(OR)
B) Explain the concepts of PERT and CPM.

SECTION-C (15 Marks)
Case Study (Compulsory)

14. Mr. Ranjan Kumar is the Managing director of Soaps manufacturing company. To increase the sales, the board of directors wanted to start a full-fledged marketing department. Mr. Kumar is entrusted with task of finding a suitable candidate to head the proposed marketing department. After considering a number co-candidates, he has narrowed down his choice to two persons: Viswanath Dutt and Rajnarayan.

Mr. Viswanth Dutt has an excellent track record in the company. During his fruitful association with the company, to be precise ten years, he has always shown a high degree of enthusiasm and initiative in his work. He is still young (35Years) dynamic and aggressive. He is result oriented and he is more interested in ends rather than means. One of the workers, testifying his leadership qualities, remarked thus: “though he is harsh at times, you will know where you stand when you work with him. When you have done a good a job, he lets you know it”. Mr Dutt is willing to shoulder additional responsibilities. He decides things quickly and when action is required, he is ‘always on his toes’.

During his 15 years tenure in the company. Mr. Rajnarayan has endeared him self to all his colleagues by his superior workmanship and pleasing manners. He always believes in the principle of employee participation in the decision making process. Unlike Mr. Dutt he encourages his subordinates to come out with innovative ideas and use full suggestions. Before arriving at a decision he always makes it a point to consult his subordinates. Nor surprisingly all his subordinates are very pleased to work under him and praise his leadership qualities. They readily admit that the participative climate has encouraged them to use their talents fully in the service, if organisation record also bear evidence for the increase in the production soon after Rajnarayan become the head of his department.

Questions:

1. Analyse the leadership qualities and styles of Mr.Dutt and Mr. Rajnarayan.
2. Between the two people, whom would you recommended for the position of a marketing manager? Why?

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MBA– I Semester

19MBA1C2: ACCOUNTING FOR MANAGEMENT

(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs.

MODEL QUESTION PAPER

Max. Marks: 75

SECTION- A (5 X 4 = 20 Marks)

Answer any FIVE questions not exceeding One page each.

1. Nature of Management account
2. Cost accounting
3. Profit and Loss account contents
4. Financial accounting systems
5. CVP analysis
6. Significance of break even analysis
7. Special order pricing
8. Flexible budget

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

9. A) Define Management Accounting discuss the role of accountant in modern organization .
(OR)
B) Distinguish between Financial accounting, cost accounting and management Accounting
10. A) Explain generally accepted accounting principles
(OR)
B) What is balance sheet its need, contents and present the format of balance sheet
Explain.
11. A) Differentiate between absorption Costing and Marginal Costing
(OR)
B) Explain the managerial uses and limitations of CVP analysis in profit planning.

12. A) What are difference cost concepts for decision making explain
(OR)

B) With the help of the following data. Advice a manufacturer whether to buy an item from the market or to produce in factory .

	Proposed Make (Rs)
Sales	18,00,000
Costs: Variable	11,00,000
Fixed	6,00,000
Capital required	14,00,000

If the product is purchased from the market, the price would be Rs.10,00,000 and fixed cost would be Rs.5,00,000.

13. (A) What is Budget? Explain different types of budgets
(OR)

(B) the budget expenses of a factory working at 70% level of activity with 700 hours of variable – 1400, semi variable -1600, fixed – 2000.

The semi variable expenses go up by 10%. Between 85 and 95% level of activity, and by 25% above 95% activity . Prepare a flexible budget for 80,90,100 percentage level of activity.

SECTION-C (15 Marks)

Case Study (Compulsory)

14. The following are the details of sales and profits of Rao Limited .for two years

	2012	2013
	Rs.	Rs.
Sales	4,00,000	5,50,000
Profit	1,00,000	1,50,000

Your are required to determine:

- P/V ratio
- Fixed Cost
- Breakeven point and
- Sales required to earn a profit of Rs.1,75,000

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Penugonda-534320, W. G. Dt., A.P.

MBA– I Semester

19MBA1C3: BUSINESS ENVIRONMENT

(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs.
75

MODEL QUESTION PAPER

Max. Marks:

SECTION- A (5 X 4 = 20 Marks)

Answer any FIVE questions not exceeding one page each.

1. Political environment
2. Technological environment
3. Private Sector
4. Joint sector
5. Social responsibility
6. Ethics in business
7. Trade Unions
8. WTO

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

9. A) What is business Environment ? Explain its components and significance?
(OR)
B) What are external factors influencing business environment?
10. A) Define economic system outline the advantages and disadvantages of mixed economic systems

(OR)

B) Explain about 1991 industrial policy?

11. A) Explain the changes and challenges in international business?

(OR)

B) What are the emerging trends in Indian business environment?

12. A) What are the various methods of correcting balance of payments?

(OR)

B) How exchange rate will be determined?

13. A) Explain about WTO origin and objectives?

(OR)

B) Explain about organizational structure and functioning of WTO

SECTION-C (15 Marks)

Case Study (Compulsory)

14. Analyse the Case and answer the questions raised at the end:

Economics have been trying, with some frustration, to paint stripes of India since 1991. It is more appropriate to picture India as an elephant that has begun to lumber and move ahead; it may never have speed but it will always have stamina. India's positioning between capitalism and democracy suggests that India might have a more stable, peaceful and negotiated transition into the future than, say, China. It will also avoid some of the harmful side effects of an unprepared capitalist society, such as Russia. Although slower, India is likely to preserve its way of life and its civilization of diversity, tolerance and spirituality against, the global culture. If does then it is, a wise elephant.

Questions:

- (a) Discuss the present business environment in India.
- (b) Based on the above points how would you assess the future business environment in India?
- (c) What culture would you suggest?

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Penugonda-534320, W. G. Dt., A.P.

MBA– I Semester

19MBA1C4: MANAGERIAL ECONOMICS
(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs.
75

MODEL QUESTION PAPER

Max. Marks:

SECTION- A (5 X 4 = 20 Marks)

Answer any FIVE questions not exceeding One page each.

1. Profit maximization
2. Wealth maximization
3. Law of demand
4. Elasticity of demand
5. Isoquants curves
6. Isocost curves
7. Monopoly

8. Business cycle

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

9. A) Managerial economics is the discipline which deals with the application of economic theory of business management. Explain?
(OR)
B) Discuss the main objectives of the firm
10. A) Distinguish between price elasticity and income elasticity of demand
(OR)
B) Explain the quantitative and qualitative techniques of demand forecasting methods
11. A) Explain and illustrate isoquants and isocost curves.
(OR)
B) Explain difference between short run and long run production function.
12. A) How price will determine in monopolistic competitions?
(OR)
B) Bring out the basic characteristics of perfect competition.
13. A) What are the various types and causes of inflation?
(OR)
B) What are the various measures to control inflation?

SECTION-C (15 Marks)
Case Study (Compulsory)

14. An umbrella manufacturer makes an average profit of Rs 2.50 per piece in selling at price of Rs.14.30 by producing and selling 60,000 pieces or 60 percent of potential capacity. This cost of sales is

Direct material	Rs. 3.50
Direct wages	Rs. 1.25
Works overheads	Rs. 6.25 (50% Fixed)
Sales overheads	Rs. 0.80 (25% Variable)

During the current year, he intends to produce the same number but anticipates that his fixed charges will go up by 10%, while rates of direct labour and direct material will increase by 8% and 6% respectively. But he has no option of increasing the selling

price. Under this situation, he obtains an offer from a further 20% of total capacity. What minimum price will you recommend for the offer to ensure manufacturer an overall profit of Rs. 1,673 lakhs? Give reasons for your recommendation.

(A) **S.V.K.P. & Dr.K.S. RAJU ARTS & SCIENCE COLLEGE**

Penugonda-534320, W. G. Dt., A.P.

MBA– I Semester

19MBA1C5: MANAGERIAL COMMUNICATION SKILLS

(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs.

MODEL QUESTION PAPER

Max. Marks:

75

SECTION- A (5 X 4 = 20 Marks)

Answer any FIVE questions not exceeding one page each.

1. Oral Communication
2. Good Listening
3. Formal Communication
4. Johari Window
5. Interpersonal Perception
6. Semantic Barriers
7. Oral Presentation
8. Report Writing

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

9. A) Explain the role of communication in Business
(OR)
B) Discuss the methods of communication
10. A) Discuss the merits and demerits of informal communications
(OR)
B) Explain the methods of interpersonal communications
11. A) Write a note on gate ways to effective inter personal communications
(OR)
B) Discuss the role of emotion in interpersonal communications
12. A) Explain the essentials of effective business correspondence
(OR)
B) Explain the importance of technology in business communication
13. A) Explain various stages in writing formal and long business report
(OR)
B) Explain the different types of reports

SECTION-C (15 Marks)
Case Study (Compulsory)

14. “ I don’t want to hear your excuses. Just get those planes in the air”, Jim Tuchman was screaming at his gate manager. As head of American Airlines operations at the Mexico city airport, Tuchman has been consistently frustrated by the attitude displayed by his native employees. Transferred from Dallas to Mexico city only three months ago, Tuchman was having difficulty adjusting to the Mexican style

of work. “ Am I critical of these people ? You bet I am They don’t listen when I talk. They think things are just fine and fight every change I suggest. And they have no appreciation for the importance of keeping on schedule”.

If Tuchman is critical of his Mexico City Staff, it’s mutual. They universally dislike him. Here’s a few anonymous comments made about their boss : “ He’s totally insensitive to our needs”. “ He thinks if he yells and screams that things will improve. We don’t see it that way”. I have been working here for four years. Before he came here, this was a good place to work. Not anymore .I’m constantly in fear of being chewed out. I feel stress al the time, even home. My husband has started commenting on it a lot.

Tuchman was brought in specially to tighten up ther Mexico City operation. High on his list of goals is improving American’s on-time record in Mexico City, increasing productivity, and improving customer service. When Tuchman was asked if he thought he had any problem with his staff, he replied, “Yep, We just can’t seem to communicate.

Questions:

1. Does Jim Tuchman have a communication problem? Explain
2. What suggestions, if any would you make to Jim to help him improve his managerial effectiveness?

MBA– I Semester
19MBA1C6: ORGANISATIONAL BEHAVIOUR
(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs.
75

MODEL QUESTION PAPER

Max. Marks:

SECTION- A (5 X 4 = 20 Marks)

Answer any FIVE questions not exceeding One page each.

1. Organizational Behaviour
2. Personality traits
3. Motives
4. Group Dynamics
5. Conflict
6. Negotiation
7. Change Process
8. Ethical Organization

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

9. A) Discuss the challenges for the organizational behaviour
(OR)
B) Examine the foundations of individual behaviour
10. A) Explain any one of motivational theory
(OR)
B) Explain the various leadership styles
11. A) Explain the concept of organizational conflict and their consequences?
(OR)
B) Explain the negotiation process?
12. A) What is resistant to change what steps management take to over come resistant to change
(OR)
B) Explain different approaches to organizational change ?
13. A) What do you meant by organizational culture culture influence individual and organizations?
(OR)
B) Define stress management explain the causes of stress and suggest measure to overcome it?

SECTION-C (15 Marks)
Case Study (Compulsory)

14. Mr. Kamal Nayan joined as Office Manager, Industrial Products Limited, Bombay , after coming back U.S.A from where he got his M.B.A. degree with specialisation in personnel management. He was young and energetic and believed in results. Before proceeding to U.S.A he had several years of experience in India in different capacities. When Mr.Nayan joined Industrial Products Limited, its office time was 10.30 A.M to 5.30P.M. He felt that the timing should be changed to 10.00 to 5.00 P.M because he knew that office personnel in U.S.A did not work after 5.00 P.M. He thought this to be true for India also and to ensure more availability of effective time for office, he changed it to 10.00 A.M to 5.00P.M. He announced the change officially.

No one reacted initially but after two days Mr.Nayan received a written memorandum by all office personnel that old office timing be restored. Mr.Nayan did not yield to this demand . However he was convinced that the first step was to build co-operative spirit among his employees through informal get-together. Therefore he prepared a scheme of having monthly dinner party of all members of the office. In the party, all members were to bring their homemade dishes. Their wives and children were to be encouraged to attend the monthly dinner party. The scheme was announced through placing it on the information bulletin of the company. The notice also invited suggestions from the members for making the scheme successful. Two weeks elapsed and no suggestion came. On one occasion when the day was nearing for the first dinner meeting, he overheard the following conversation between two of his office members.

First Employee : “ So, what are you bringing for the party? As for my self, I will bring Bhelpuri”.

Second Employee: “ I will bring Chana” (both laughed)

Mr Nayan felt that nobody seemed to be concerned in his scheme.

Questions:

- (a) What were the reasons for not supporting the actions of Mr. Kamal Nayan by his employees ?
- (b) Advise Mr.Kamal Nayan how he should proceed in the matter.

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MBA– I Semester

19MBA1C7: QUANTITATIVE TECHNIQUES FOR MANAGEMENT
(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs.
75

MODEL QUESTION PAPER

Max. Marks:

SECTION- A (5 X 4 = 20 Marks)

Answer any FIVE questions not exceeding One page each.

1. Write the importance of Quantitative Techniques?
2. Explain Quantitative Techniques?
3. Discuss various measures of Central Tendency?
4. What is Correlation?
5. Multiplication rule of probability
6. Normal distribution
7. Sampling distribution and standard error
8. Test of difference of proportions.

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

- 9 A) Describe Nature, Scope of Quantitative Techniques in business decisions?

(OR)

B) Explain the Significance of Quantitative Techniques in business problems?

- 10 A) Discuss the managerial uses and limitations of correlation and regression analysis

(OR)

B) Find the coefficient of correlation from the following data :

X :	10	6	9	10	12	13	11	9
Y :	9	6	9	11	13	8	4	4

- 11 A) What is Baye's theorem and state its application in business decisions
(OR)

B) If a probability of defective bolts be $\frac{1}{10}$, find the following for the binominal distribution of defective bolts in a total of 400. Find,
i) Mean ii) S.D ii) Skewness

- 12 A) The mean life of a sample of 100 electric bulbs produced by a company is to be 1570 hour. With standard deviation of 120 hours. if population mean life time of all the bulbs produced by a company is 1600 hour against the alternation hypothesis using a level of significance at 5%. (OR)

B) What is sampling ? discuss various sampling methods with merits and demerits

- 13 A) What is meant by analysis of variance? Explain the procedure for conducting “F” test.

(OR)

B) The following table gives the classification of 100 workers according to their gender and nature of work. Test whether the nature of work is dependent upon the gender of the worker.

Gender	Nature of work	
	Skilled	Unskilled
Male	40	20
Female	10	30

SECTION-C (15 Marks)

Case Study (Compulsory)

- 14 As head of the department of a consumers research organisation, you have the responsibility for testing and comparing life times of 4 brands of electric bulbs . Suppose you test the life-time of 3 electric bulbs of each of the 4 brands. The data are shown below, each entry representing the life-time of an electric bulb, measured in hundreds of hours.

Brand			
A	B	C	D
20	25	24	23
19	23	20	20
21	21	22	20

Can we infer that the mean lifetimes of the 4 brands of electric bulbs are the same ?
(Use ANOVA. Give $F_{3,8} (0.05)=4.07$)

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MBA– II Semester

19MBA2C1: MARKETING MANAGEMENT
(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs.

MODEL QUESTION PAPER

Max. Marks: 75

SECTION- A (5 X 4 = 20 Marks)

SECTION – A

Answer any FIVE questions not exceeding one page each

1. Industrial Market
2. Service Market
3. Consumer Behaviour
4. Market segmentation
5. Product life cycle management
6. Brand Management
7. Channels of distribution
8. Emergency trends in marketing?

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

9. (A) Explain the importance and scope of marketing

(OR)

- (B) Define concepts of markets and marketing environment?

- 10 (A) Develop a Marketing Information System for Mobile phone marketing?

(OR)

- (B) Explain different types in Buyer Behavior Models with example?

11. (A) Explain the stages of Product Life Cycle and strategies to adopt at every Stage?

(OR)

- (B) What is a Product – Mix? Discuss various products – Mix strategies?

- 12 (A) Illustrate the different pricing strategies with suitable examples.

(OR)

(B) Explain the major channels of distribution.

13 (A) Define Sales Promotion and explain the methods of sales promotion in the current competitive market?

(OR)

(B) Explain Guerilla marketing and green marketing with suitable examples?

SECTION-C (15 Marks)
Case Study (Compulsory)

14. Sachin and Virat are two enterprising youth. They have passed out from IIM, Bangalore. They thought instead of doing a job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Sachin and Virat fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was bought by Star Hotels in Bangalore. Further, the hotel placed orders for supply of 20kgs every day.

Now mushrooms industry is run by small entrepreneurs, like Sachin and Virat. Another big player M/s Ashtavinayaka Mushrooms, equipped with cold storage facility was more interested in the export market. Sachin and Virat have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food.

Questions:

- How will you advise Sachin and Virat, as how to increase the consumer awareness about this new food?
- What would be your suggestions for distribution channel for mushrooms?

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Penugonda-534320, W. G. Dt., A.P.

MBA– II Semester

19MBA2C2: FINANCIAL MANAGEMENT

(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs.

MODEL QUESTION PAPER

Max. Marks: 75

SECTION- A (5 X 4 = 20 Marks)

SECTION – A

Answer any FIVE questions not exceeding one page each

1. Explain the role of a financial manager?
2. What is operating ratio?
3. Financial leverage
4. Define cost of capital
5. Initial investment?
6. Time value of Money?
7. Bonus shares?
8. Techniques of cash budgeting?

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

- 9 (A) What is financial management ? Explain the difference between profit maximization Vs wealth maximization?
(OR)
(B) What is cash flow analysis ? Describe the importance and process of preparing Cash flow in details ?
- 10 (A) Explain EBIT/EPS analysis? What is the indifference point in EBIT /EPS Analysis?
(OR)
(B) Discuss factors influencing of capital structure ?
- 11 (A) What is capital budgeting ? Explain the process of capital budgeting ?

(OR)

(B) What do you mean by IRR? Discuss its advantages & dis-advantages ?

12 (A) x limited company belongs to a wrist class for the appropriate capitalization rate is 10%. It currently has outstanding 5000 shares selling at Rs. 100/- each the firm is declaring a dividend of Rs.6/- per share at the end of current financial year. The company experts to have a net income of 50,000 & has a proposal for making new investment of 1,00,000/-, show that the payment of dividend does not effect. The value of a firm using MM hypothesis.

(OR)

(B) What is dividend? Explain the types of dividend policy?

13 (A) What is meant by working capital ? Explain the classification and signification of

Working capital?.

(OR)

(B) Calculate the EOQ from the following calculation (i) annual usage – 20,000 units (ii) cost of placing & receiving one order is 100/-

(iii) Cost of material per unit – 50/- annual carrying cost of 1 unit 10% of inventory value.

SECTION-C (15 Marks)
Case Study (Compulsory)

14) Determine the EPS of the textile company which has EBIT of Rs.1,60,000/-. It capital structure consists of the following securities.

Particulars	
10% Debentures	5,00,000
12 % preference shares	1,00,000
Equity shares (of Rs.100/-)	4,00,000

The company is in the 35% tax bracket.

1. Determine the firm EPS

2. Determine the percentage change in EPS associated with 30% increase in EBIT..

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MBA– II Semester

19MBA2C3: HUMAN RESOURCE MANAGEMENT
(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs.

MODEL QUESTION PAPER

Max. Marks: 75

SECTION- A (5 X 4 = 20 Marks)

SECTION – A

Answer any FIVE questions not exceeding one page each

1. Ethical aspects of HRM
2. HR challenges
3. HR Planning process
4. Interview Techniques
5. Employee performance
6. Counselling
7. Incentives and rewards
8. Trade unions

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

- 9 (A) Explain Definitions, importance and Principles of Human Resource

management

(OR)

(B) Describe in brief the nature and scope for Personnel Function in an Organization. What are the indicators of its working in an Organization ?

10 (A) Explain Human Resource Planning Process

(OR)

(B) Describe the selection process?

11 (A) Explain importance, need and objectives of training?

(OR)

(B) What do you understand about on the job training and off the job training Methods?

12 (A) Discuss about the concepts and principles of compensation?

(OR)

(B) Explain current trends in compensation methods?

13(A) Explain the importance of industrial relations ? What are the major reasons For the poor industrial relations in india?

(OR)

(B) What is collective bargaining process? Explain collective bargaining strategies?

SECTION-C (15 Marks)

Case Study (Compulsory)

Mr.Kishore is a Branch Manager of Indian Bank at one of its village Branches. His staff included two clerks and and attender.Very often Mr.Kishore was left alone in the bank after 5.p.m. to tally accounts, day books and complete all other formalities. On the 30th December Mr. Kishore was working till past 2 a.m. tallying the accounts since hardly one day is left for closing the accounts for the year. On this fateful night, the Branch Manager was attacked by a bad of robbers, who looted Rs. % lakhs after brutally wounding Mr.Kishore's right hand, which had to be amputated later. After his recovery, the Branch Manager applied for compensation. The Bank Manager was of the opinion that Mr. Kishore violated the job specification by

working beyond the stipulated hours of work. He, in their views, was not entitled to any compensation as the accident occurred during non-employment hours. They also called for an explanation as to why the amount lost cannot be recovered from his salary and provident fund.

Questions

1. How do you justify the bank's stand in this case?
2. What modification do you suggest in job specification to overcome such incidents in Future?

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MBA– II Semester

19MBA2C4: OPERATIONS MANAGEMENT
(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs.

MODEL QUESTION PAPER

Max. Marks: 75

SECTION- A (5 X 4 = 20 Marks)

SECTION – A

Answer any FIVE questions not exceeding one page each

1. Define Operations Management
2. Manufacturing Systems
3. Gantt Charts
4. Aggregate Planning
5. Plant Location
6. Material Handling

- 7. Method Study
- 8. Quality Circles

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

9 (A) Explain the Nature, Scope and Historical evaluation of Operations Management?
(OR)

(B) Explain the Importance of Operations Management?

10 (A) What are the different stages in Production Planning and Control?
(OR)

(B) Explain the concept of preventive maintenance in a manufacturing organization?

What is its significance?

11(A) Explain different types of Plant Lay Out?
(OR)

(B)What are the models used in lay out designs?

12(A) What do you mean by process flow chart? What is its significance?
(OR)

(B) Explain the factors affecting Productivity?

13(A) Discuss about ABC Analysis with suitable example?
(OR)

(B) Explain how Just in time production Tata Quality Management?

SECTION-C (15 Marks)
Case Study (Compulsory)

14 (A)What are the costs associated with inventory? Distinguish between deterministic and

Stochastic models in Inventory Theory.

(B) The annual demand for pens is 5000 unit cost is Rs.8 and inventory carrying cost 25% per annum. If the cost per procurement is Rs. 15 compute.

(i) Economic order quantity

(ii) No. of orders per years

(iii) The Optimal Cost

(iv) Time between two consecutive orders.

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Penugonda-534320, W. G. Dt., A.P.

MBA– II Semester

19MBA2C5: OPERATIONS RESEARCH
(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs.

MODEL QUESTION PAPER

Max. Marks: 75

SECTION- A (5 X 4 = 20 Marks)

SECTION – A

Answer any FIVE questions not exceeding one page each

1. Write four definitions of OR?

- 2 What is degeneracy in TP?
- 3 Write the general goal programming model?
- 4 Sensitivity analysis in LPP?
- 5 Monte Carlo simulations?
- 6 Dominance in game theory?
- 7 Difference between PERT and CPM?
- 8 Queue discipline?

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

9(A) Solve the following LPP by Simplex method :

Maximum $z = 10x_1 + 5x_2$

Subject to the conditions :

$$3x_1 + 3x_2 \leq 36$$

$$2x_1 + 6x_2 \leq 60$$

$$5x_1 + 2x_2 \leq 50$$

$$x_1, x_2 \geq 0$$

(OR)

(B) Using Big-M method, solve the following LPP :

Maximize $z = 3x_1 + 2x_2 + 3x_3$

Subject to :

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

$$3x_1 + 4x_2 + 2x_3 \geq 3$$

$$x_1, x_2, x_3 \geq 0$$

10 (A) Solve the following transportation problem to maximize profit :

Profit (Rs.)/Unit

Destination

	A	B	C	D	supply
	40	25	22	33	100
	44	35	30	30	30
	38	38	28	30	70
Demand	40	20	60	30	

(OR)

(B) Differentiate between integer and goal programming problems. Discuss various applications of the two programming problems.

11(A) A store is manned by one attendant who can attend 8 mechanics in an hour on an

average . The arrival rate of the mechanics average 6 per hour. Assuming that the

pattern of mechanics arrived in Poisson distributed and the servicing time is

exponentially distributed: determine

- (i) Expected time spent by a mechanic in the queue
- (ii) Expected number of mechanics in the system.

(OR)

(B) Solve the following LPP using simplex method

$$\text{Minimize : } z = 2500x_1 + 2000x_2 + 500x_3$$

$$10x_1 + 5x_2 + x_3 \geq 23$$

$$6x_1 + 10x_2 + 2x_3 \geq 32$$

$$x_1, x_2, x_3 \geq 0$$

12(A) Customers arrive at a railway reservation counter manned by a single operator at the rate of 15 per hour. The operator takes 3 minutes on the average to serve a customer.

- (i) What is the average queue length ?
- (ii) What is the average waiting time of a customer in the system ?
- (iii) What is the probability that a customer will have to wait for service on his arrival?

(OR)

B) State interger linear programming problem, where are the consequences of approximating in L.P solution to the nearest integer solution ?

13.(A) An agricultural research institute has suggested to a farmer to spread out at least 4800kgs of a special phosphate fertiliser and no less than 7200 kgs. Of nitrogen fertilizer to rise productivity of crops in his ingredients, namely, mixture A and mixture B. Both of these are available in bags weighing 100 kgs each and costs Rs.400 and Rs.240 respectively. Mixture A contains phosphate and Nitrogen equivalent to 20 Kgs and 80 kgs respectively while mixture B contains these ingredients equivalent to 50 kgs each. Formulate this as a LPP and determine how many bags of each type should the farmer buy in order to obtain the required fertilizer at minimum cost.

(OR)

(B) Define stimulations, State the applications of simulation models. Outline the advantages and disadvantages. what is the procedure for Monte Carlo simulation ?

SECTION-C (15 Marks)

Case Study (Compulsory)

14. Find the optimum solution to the following transportation problem, given the profit Matrix.

Origin	Destination			Supply
	X	Y	Z	
A	9	10	6	90
B	12	9	5	50
C	7	4	12	80
D	9	6	7	60
Demand	120	100	110	

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MBA– II Semester

19MBA2C6: COMPUTER APPLICATIONS IN MANAGEMENT
(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs.

MODEL QUESTION PAPER

Max. Marks: 75

SECTION- A (5 X 4 = 20 Marks)

SECTION – A

Answer any FIVE questions not exceeding one page each

1. Elements of a computer
2. Software
3. Input –Output Devices
4. Printing Presentations
5. Graphs and charts by MS Excel
6. Applications of MS Word in Business Correspondence
7. Navigating in MS Power Point
8. Types of Network

SECTION-B (5 X 8 = 40 Marks)

Answer all questions not exceeding four pages each

- 9 (A) Explain the characteristics of a computer
(OR)

(B) Discuss in detail the classification of computer

- 10 (A) Explain Software and give its nature and qualities.

(OR)

(B) Explain Windows Operation System function.

11. (A) Discuss various applications of Microsoft Excel.

(OR)

(B) How to construct Tables and Queries by using MS Access.

12.(A) Explain Designing Presentation in MS Power Point.

(OR)

(B) Explain Toolbar, their Icons and Commands in MS Power Point.

13(A) Discuss the Protocols of Net work.

(OR)

(B) Explain about communications Media of Computer Networks.

SECTION-C (15 Marks)

Case Study (Compulsory)

14 Amer Raja battery is a Battery Company engaged in manufacturing and selling of different types of batteries in India and abroad. You are a newly appointed management trainee in the company. The Chairman asked you to make a power point presentation before a foreign delegation. How do you structure your presentation?

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MBA– II Semester

19MBA2C7 : RESEARCH METHODOLOGY FOR MANAGEMENT
(W.e.f. 2019-20 Admitted Batch)

Time: 3 hrs.

MODEL QUESTION PAPER

Max. Marks: 75

SECTION- A (5 X 4 = 20 Marks)

SECTION – A

Answer any FIVE questions not exceeding one page each

1. Research Process
 2. Hypothesis
 3. Stratified Sampling
 4. Quota Sampling
 5. Primary Data
 6. Nominal Scale
 7. Data Editing
 8. Multivariate Analysis

SECTION-B (5 X 8 = 40 Marks)

Answer all questions

- 9 (A) Explain the significance and scope Research in present business scenario?
(OR)

(B) Discuss the process of research?

- 10 (A) Explain the role of Research Design?
(OR)

(B) Explain various sampling methods?

- 11(A) Difference between Primary and Secondary data?
(OR)

(B) Describe the procedure of conducting a survey of consumer's preference for

Good articles. Give a brief questionnaire that would be used for the survey?

- 12 (A) Write about the Importance of Editing, Coding and Tabulation of data?

(OR)

(B) Explain the features of good research report?

13. (A) Explain the concepts and applications of discriminate analysis

(OR)

(B) Discuss what a Factor analysis is?

SECTION-C (15 Marks)
Case Study (Compulsory)

14. Fit a multiple linear regression equation of Y on x_1 and x_2 from the following data

And interpret the results.

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y :	16	13	7	11	10
x_1 :	8	7	9	10	6
x_2 :	18	16	9	10	8