

## **THE HINDU COLLEGE - MBA MACHILIPATNAM**

### **MBA 201: MARKETING MANGEMENT**

Answer any five of the following questions

1. Define Marketing and explain company orientation towards marketing?
2. Explain Integrated Marketing concept
3. Describe Marketing Segmentation
4. Explain Product Lifecycle
5. Describe Marketing Communication mix
6. Discuss recent trends in Marketing Communication
7. What is Marketing Channel system and explain its functions?
8. Explain How a company can design channel effectively
9. What is Customer attraction and also explain how company can retain customers?
10. Explain Customer Relationship Marketing

## **MBA 202: HUMAN RESOURCE MANAGEMENT**

Answer any one from each of the following question

1.
  - a. What is Human Resource Management and define its functions?
  - b. Explain about various models of Human Resources Management?
2.
  - a. Elucidate the concept of Job analytics and its importance?
  - b. Describe Human Resource Planning and its process?
3.
  - a. Examine the implementation process of training and development models into an organization?
  - b. Evaluate the significance of performance appraisal process and models to an employee while improving his skills and abilities?
4.
  - a. Observe the methodologies for sound salary administration.
  - b. Elucidate various Human Resource Management approaches to reward Management?
5.
  - a. What is quality of work life and define its components?
  - b. Examine the changing role of Human Resource in knowledge Era, Mergers, Acquisitions, outsourcing HR functions etc.

## **MBA 203: FINANCIAL MANAGEMENT**

Answer any one from each of the following question

1.
  - a. Explain about the functions and goals of financial management
  - b. What is financial forecasting and explain the process of financial forecasting.
2.
  - a. Define financial leverage and explain about types of leverages
  - b. Explain about cost of capital
3.
  - a. Explain about capital structure and its theories
  - b. Define the term capital budgeting and what are its techniques.
4.
  - a. What is working capital management?
  - b. Define the terms:
    - i. management of cash receivables
    - ii. inventory management
5.
  - a. Explain about ratio analysis
  - b. What are the different types of ratios?

## **MBA 204: OPERATIONS MANAGEMENT**

Answer any one from each of the following question

1.
  - a. Explain about production system
  - b. Explain about Facilities location & layout design
2.
  - a. Explain about Production planning
  - b. Explain Types and methods of Forecasting
3.
  - a. Explain about Maintenance management
  - b. Explain about Technology management
4.
  - a. Explain about Material requirements planning
  - b. Inventory planning and control systems
5.
  - a. Write about Economics of Quality Assurance
  - b. Total Quality Management

## **MBA205: ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT**

Answer any one from each of the following question

1.
  - a. Explain the term entrepreneur and characteristics of entrepreneur
  - b. explain the concept of women entrepreneurship
2.
  - a. what is venture capital
  - b. what are the steps involved in preparing a business model
3.
  - a. what are the steps involved in preparing the project report
  - b. explain about working capital and seed capital
4.
  - a. causes of sickness in Indian industry
  - b. what are the objectives of small enterprises
5.
  - a. explain about any three central level institutions which are helping entrepreneurs
  - b. explain about any three state level institutions which are helping entrepreneurs

## **MBA206: MANAGEMENT INFORMATION SYSTEM**

1.
  - a. Define MIS. explain the functions & characteristics of MIS
  - b. Explain the types of Networks & Topologies
2.
  - a. Explain the Information systems levels
  - b. Explain about SDLC(System Development Life Cycle)
3.
  - a. Explain the Importance & Types of DBMS
  - b. Explain the model of DSS & Applications of DSS
4.
  - a. Explain about logistics management
  - b. Explain the ERP system
5.
  - a. Write the Emerging trends in IT
  - b. Write about Intellectual Property Rights as relate to IT services/products

## MBA207: OPERATIONS RESEARCH

### UNIT I

1) A) Define OR and its characteristics. Briefly explain the OR techniques, application Areas and limitations of OR. (OR)

B) The ABC printing company is facing a tight financial squeeze and is attempting to cut costs wherever possible. At present it has only one printing contract and, luckily, the book is selling well in both the hardcover and paperback editions. It has just received a request to print more copies of this book in either the hardcover or paperback form. The printing cost for hardcover books is Rs 600 per 100 while that for paperback is only Rs 500 per 100. Although the company is attempting to economize, it does not wish to lay off any employee. Therefore, it feels obliged to run its two printing presses at least 80 and 60 hours per week, respectively. Press I can produce 100 hardcover books in 2 hours or 100 paperback books in 1 hr. Press II can produce 100 hardcover books in 1 hour or 100 paperbacks in 2 hours. Determine how many books of each type should be printed in order to minimize costs

### UNIT 2

2) A) A firm manufactures two products A and B on machines I and II as shown below:

MACHINE	PRODUCT A	PRODUCT B	AVAILABLE HOURS
I	30	20	300
II	5	10	110
Profit per unit (Rs)	6	8	

Write the dual and solve this LPP .

(OR)

B) A sociologist planned a questionnaire survey consisting of the following tasks:

Activity	Description	Immediate predecessor	Duration( days )		
			Likely	Minimum	Maximum
A	Design of questionnaire	-	5 6	4	
B	Sampling design	-	12	8	16
C	Testing of questionnaire & refinement	A	5 12	4	
D	Recruiting for interviewers	B	3	1	5
E	Training of interviewers	D, A	2	2	2
F	Allocation of areas to interviewers	B	5	4 6	
G	Conducting interviews	C, E, F	14	10	18
H	Evaluation of results	G	20	18	34

- a) For this PERT network find the expected task durations and the variances of task durations
- b) Draw a network for this project and find the critical path. What is the expected length of the critical path ? What is the variance of the length of the critical path?
- c) What is the probability that the length of the critical path does not exceed 60 days ?



### UNIT III

3) A) A company has factories F1, F2, F3 which supply to warehouse at W1, W2, W3. Weekly factory capacities are 200, 160, 90 units respectively. Weekly warehouse requirements are 180, 120, 150 respectively. Unit shipping costs (in rupees) are as follows:

Warehouse(→)

Factory (!)	W1	W2	W3	SUPPLY
F1	16	20	12	200
F2	14	8	18	160
F3	26	24	16	90
DEMAND	180	120	150	<b>450</b>

Determine the optimal distribution for this company to minimize total shipping cost.

( OR)

B) A pharmaceutical company is producing a single product and is selling it through five agencies situated in different cities. All of sudden, there is a demand for the product in another five cities not having any agency of the company. The company is faced with the problem of deciding on how to assign the existing agencies to dispatch the product to needy cities in such a way that the travelling distance is minimized. The distance between the surplus and deficit cities (in Kms) is given in the following table:

Deficit Cities(-→)

Surplus Cities (!)	J	K	L	M	N
A	160	130	115	190	200
B	135	120	130	160	175
C	140	110	125	170	185
D	50	50	80	80	110
E	55	35	80	80	105

Determine the optimum assignment schedule.

## UNIT IV

4) A) In a small town, there are only two stores, X and Y that handle sundry goods. The total number of customers is equally divided between the two, because price and quality of goods sold are equal. Both stores have good reputation in the community, and they render equally good customer service. Assume that a gain of customers by X is a loss to Y and vice versa. Both stores plan to run annual pre-Diwali sales during the first week of November. Sales are advertised through a local newspaper, radio and television media. With the aid of an advertising firm store X constructed the game matrix given below (figures in the matrix represents a gain or loss of customers)

		Strategy of Y		
		Newspaper	Radio	Television
Strategy of X				
Newspaper	30	40	-80	
Radio	0	15	-20	
Television	90	20	50	

Determine optimal strategies and the worth of such strategies for both X and Y

(OR)

B) A glass factory specializing in crystal is developing a substantial backlog and the firm's management is considering three courses of action: Arrange for subcontracting (S1), Begin overtime production (S2), Construct new facility(S3). The correct choice depends largely upon future demand which may be low, medium, high. By consensus, management ranks the respective probabilities as 0.1, 0.5, and 0.4. A cost analysis reveals effect upon the profits that is shown in the table below:

Demand	Probability	Course of Action		
		S1	S2	S3
Low	0.1	10	-20	-150
Medium	0.5	50	60	20
High	0.4	50	100	200

Show this decision situation in the form of a decision tree and indicate the most preferred decision and corresponding expected value.

### UNIT V

5) A) A repair shop attended by a singly mechanic has an average of four customers an hour who bring small appliances for repair. The mechanic inspects them for defects and takes six minutes on an average. Arrivals are Poisson and service rate has the exponential distribution. You are required to

- a) find the proportion of time during which there is no customer in the shop
- b) find the probability of finding at least one customer in the shop
- c) what is the average number of customers in the system ?
- d) find the average time spent by a customer in the shop including service.

(OR)

B) For a manufacturing company, frequency distribution of Contribution per unit, Annual demand and required Investment were found as follows:

Contribution per unit: 3 5 7 8 9

Relative frequency: 0.1 .2 .4 .2 .1

Annual Demand('000 units) 20 25 30 35 40 45 50

Relative frequency: .05 .1 .2 .3 .2 .1 .05

Required Investment(Rs'000): 1750 2000 2500

Relative Frequency: .25 .5 .25

Consider the random number 93, 03, 51, 59, 77, 61, 71, 62, 99, 15 for using Monte – Carlo simulation for 10 runs, to estimate the percentage of return on investment.

## **MBA 209: INDUSTRY AND BUSINESS ANALYSIS LAB**

Answer All Questions:

1. What dimensions to be considered in analyzing an Industry with an Industry example of your choice?
2. Do a critical analysis of players in your chosen industry.
3. Explain the history/journey of a company from its inception to the current situation by referring authentic resources/ reports.
4. Do a critical financial analysis by using several tools to the latest data of your chosen company and report the key insights.
5. Write in detail about Industry regulator, Professional trade bodies of Industry and recent developments in your chosen Industry.