VARDHAMAN COLLEGE OF ENGINEERING
(AUTONOMOUS)

MBA II Semester Regular Examinations June/July - 2014
(Regulations: VCE-R11)
FINANCIAL MANAGEMENT
(Master of Business Administration)

Date : 21 June, 2014   **Time : 3 Hours**   **Max. Marks : 60**

Answer any FIVE Questions. All Questions carry equal marks
All parts of the question must be answered in one place only

1. a) Mr. X wishes to determine the present value of the annuity consisting of cash inflows of Rs.1000 per year for 5 years. The rate of interest he can earn from the investment is 10 per cent.   8M
   b) Explain the concept of 'time value of money'?   4M

2. Contrast the IRR and NPV methods. Under what circumstances will they lead to comparable recommendations and conflicting recommendations. In which circumstances they give contradictory results, which criteria should be used to select the project and why?   12M

3. Explain why: 12M
   i. Debt is usually considered the cheapest source of financing available to the firm
   ii. The cost of preference shares is less than the cost of equity
   iii. The cost of retained earnings is less than the cost of new equity
   iv. The cost of equity and retained earnings is not zero

4. How would you determine the following: 12M
   i. The cost of equity in the NOI approach
   ii. The value of equity, given the equity capitalization rate, EBIT and interest
   iii. The overall capitalization rate, given the EBIT, value of equity and value of debentures

5. A company belongs to a risk class for which the appropriate capitalization rate is 10 percent. It currently has outstanding 25,000 shares selling at Rs. 100 each. The firm is contemplating the declaration of dividend of Rs. 5 per share at the end of the current financial year. It expects to have a net income of Rs. 2,50,000 and has a proposal for making new investments of Rs. 5,00,000. Show that under the MM assumptions, the payment of dividend does not affect the value of the firm.   12M

6. a) How are net working capital, liquidity, technical insolvency and risk related?   6M
   b) Length of operating cycle is a major determinant of working capital needs of a business firm. Explain   6M

7. a) What are the principal motives for holding cash?   5M
   b) Explain the factors that determine the cash needs of the firm. Give examples to illustrate the short, long and procurements costs?   7M

8. A company produces a product which has a monthly demand of 4000 units. The product requires a component X which is purchased at Rs. 20. For every finished product one unit of component is required. The ordering cost is Rs. 120 per order and the holding cost is 10 percent per annum. You are required to calculate EOQ If the minimum lot size is to be supplied is 5,000 units, what is the extra cost the company has to incur and What is the minimum carrying cost the company has to incur?   12M

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MBA II Semester Regular Examinations June/July - 2014
(Regulations: VCE-R11)
MARKETING MANAGEMENT
(Master of Business Administration)

Date : 23 June, 2014   Time : 3 Hours   Max. Marks : 60

Answer any FIVE Questions. All Questions carry equal marks
All parts of the question must be answered in one place only

1. What do you understand by Marketing Strategy? Briefly explain the various factors affecting Marketing Strategy.   12M

2. Discuss the present day importance of marketing research and what is the contribution of marketing research in decision making?   12M

3. L. G. Electronics from South Korea wants to launch its digital a color television in Indian market. As a marketing consultant advise the company on segmentation and positioning strategy to be adopted for identifying the right groups of customers.   12M

4. Describe the need and importance of product development in marketing management. Also state the role of branding and packaging in product development.   12M

5. What are the typical pricing objectives? Describe the various internal and external factors that influence the pricing strategy of a firm.   12M

6. a) Explain the role of integrated marketing communications?   6M
   b) Explain the distinctive characteristics of services with examples.   6M

7. What is distribution? What channels of distribution would you select for marketing soft drinks? Give reasons for the selection.   12M

8. Describe the role and importance of advertising in sales promotion. What are the methods of sales promotion?   12M

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MBA II Semester Regular Examinations June/July - 2014
(Regulations: VCE-R11)
HUMAN RESOURCE MANAGEMENT
(Master of Business Administration)

Date : 25 June, 2014   **Time : 3 Hours**   **Max. Marks : 60**

Answer any FIVE Questions. All Questions carry equal marks
All parts of the question must be answered in one place only

1. a) "Job Analysis is the most basic personnel activity." Discuss.   6M
    b) In a company with only 25 employees, is there less need for job descriptions? Why or   6M
        why not?

2. a) If you have to analyse a job of a '*creative designer*', which of the data collection   5M
        methods is suitable and why?
    b) An energetic young individual was appointed as a line manager. He is creative and finds   7M
        his own ways & means of completing a task, keeping aside the set standards &
        eventually interfering in the staff functions of the organization. This has brought
        conflict between a line & staff managers. Discuss the solutions.

3. a) Assume you were asked to develop a training programme to improve sales of company.   6M
        What training techniques would your use? Why?
    b) Outline the steps involved in conducting a training programme in a systematic way.   6M

4. MBO is a more systematic appraisal involving employees than a just performance appraisal   12M
    method. Discuss.

5. a) Based on an evaluation of SKA's, a company has determined that two jobs (job A and   6M
        job B) are equal. However, when the firm studies the labor market, it finds that
        applicants for job A are plentiful whereas those for job B are very scare. Should the firm
        offer less to those who apply for job A or should the pay be equal?
    b) What factors should be kept in mind by the management in handling the grievance of   6M
        the workers? What steps should be taken in handling the grievances?

6. Compare and contrast the following methods of job evaluation: 12M
    i.   Ranking
    ii.   Classification
    iii. Factor comparison
    iv.   Point method

7. You are the president of a small business. What are some of the ways you expect "going   12M
    international" that will affect HR activities in your business?

8. If you were responsible for hiring someone for your job, "state which recruitment sources   12M
    would you consider and also which you will avoid." Explain with reason?

VARDHAMAN COLLEGE OF ENGINEERING
(AUTONOMOUS)
MBA II Semester Regular Examinations June/July - 2014
(Regulations: VCE-R11)
PRODUCTION AND OPERATIONS MANAGEMENT
(Master of Business Administration)

Date : 27 June, 2014   **Time : 3 Hours**   **Max. Marks : 60**

Answer any FIVE Questions. All Questions carries equal marks
All parts of the question must be answered in one place only

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1. a) Mention situations in: 6M
   - i. Banking
   - ii. Advertising
   - iii. Agriculture
   - iv. Hoteliering where production and operations is involved
   - v. Describe the inputs
   - vi. Outputs, processes and utilities

   b) Write short notes on different stages in a product life cycle with respect to manufacturing strategies and challenges of each stage in the life cycle.   6M

2. a) How does a good plant layout help to improve productivity?   6M
   b) Discuss the following statement "Some industries are located near the source of raw materials, whereas some near the markets for finished goods".   6M

3. Explain the different types of costs associated with aggregate planning. For each of the cost, enumerate the areas where the cost plays an important role.   12M

4. a) Would the Line of balance technique be useful to the General Manager (production) or to a Plant superintendent? Explain.   6M
   b) What are the scheduling problems in line balancing?   6M

5. How can work study be used for arriving at: 12M
   - i. Manufacturing budget
   - ii. Production Plan
   - iii. Materials Planning
   - iv. Personnel Policies

6. a) Why is an ISO 9000 certification important to a firm? What are the advantages to the firm? Explain.   6M
   b) Is TQM more applicable in manufacturing industry as compared to service industry? Discuss.   6M

7. Draw the network for the following activities and the time duration shown, calculate the   12M
    total time taken for completion of the activities and identify the critical path.

Activity	Duration
1-2	10
2-3	2
2-5	6
3-4	12
3-7	9
4-5	8
4-6	5
4-8	10
5-8	4
6-7	0
7-9	7
8-10	5
9-11	8
10-11	10

8. a) How is the concept behind ABC classification useful for managing a manager's time?   6M
        Explain.
    b) List and explain different costs associated with inventory.   6M

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MBA II Semester Regular Examinations June/July - 2014
(Regulations: VCE-R11)
QUANTITATIVE DECISIONS FOR BUSINESS ANALYSIS
(Master of Business Administration)

Date : 30 June, 2014   Time : 3 Hours   Max. Marks : 60

Answer any FIVE Questions. All Questions carries equal marks
All parts of the question must be answered in one place only

1. Explain the characteristics and scope of operations research.   12M

2. Solve the following LPP by graphical method: 12M

    $\text{Max } Z = 5X1 + 10X2$

    $St : 3X1 + 5X2 \le 60$

    $4X1 + 4X2 \le 72$

    $2X1 + 4X2 \le 100$

    $X1, \ X2, \ge 0$

3. Solve the following transportation problem using Vogel's approximation method: 12M

	D1	D2	D3	D4	Supply
O1	2	2	2	1	3
O2	10	8	5	4	7
O3	7	6	6	8	5
Demand	4	3	4	4	15

4. a) What is replacement? Describe some important replacement situations.   6M
    b) Distinguish between individual replacement and group replacement policies.   6M

5. Solve the following game graphically: 12M

$$\begin{bmatrix} -6 & 0 & 6 & -\dfrac{3}{2} \\ 7 & -3 & -8 & 2 \end{bmatrix}$$

6. A newspaper boy has the following probabilities of selling a magazine.   12M

No: of copies sold	10	11	12	13	14
probability	0.10	0.15	0.20	0.25	0.3

    Cost of a copy is 30paise and the sale price is 50 paise. He cannot return unsold copies. How
    many copies should he order?

7. Patients arrive at a clinic according to a Poisson distribution. At the rate of 30 patients per   12M
    hour. The waiting room does not accommodate more than 14 patients. Examination time
    per patient is exponential with mean rate 20 per hour.
    i.   Find the effective arrival rate at the clinic?
    ii. What is the probability that an arriving patient will not wait? Will he find a vacant
         seat in the room?
    iii. What is the expected waiting time until a patient is discharged from the clinic?

8. a) What is simulation? What are the advantages and limitations of simulation?   6M
    b) Distinguish between deterministic and stochastic simulation models.   6M

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MBA II Semester Regular Examinations June/July - 2014
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LOGISTICS AND SUPPLY CHAIN MANAGEMENT
(Master of Business Administration)

Date : 02 July, 2014   Time : 3 Hours   Max. Marks : 60

Answer any FIVE Questions. All Questions carries equal marks
All parts of the question must be answered in one place only

1. What is strategic fit? Explain how a company achieves strategic fit between its supply chain strategy and its competitive strategy.   12M

2. What are the drivers of supply chain performance? With a neat diagram, describe the framework for structuring drivers.   12M

3. Explain the various design options for a distribution network?   12M

4. What is Demand Forecasting? Explain the steps involved in Demand Forecasting.   12M

5. Explain the modes of transportation and their performance characteristics?   12M

6. What is Bullwhip effect? Explain its causes and obstacles to coordination in a supply chain.   12M

7. Discuss the factors stimulating Logistics Service-Based Alliances.   12M

8. a) Discuss the barriers to Global Logistics.   6M
   b) Discuss the Views of Global Logistics.   6M