1. List the factors that determine the capital structure of a firm.

2. State the objectives of financial management.

3. What is capital rationing?

4. Define the terms operating, financial, and combined leverage.

5. What is capital structure?

PART A — (6 x 6 = 36 marks)

Maximun : 100 marks

Time : Three hours

FINANCIAL MANAGEMENT

General/Marketing/Finance/RM/Tourism

Second Semester

DECEMBER 2015/ JANUARY 2016

N.P.A. DEGREE EXAMINATION

MBAC 2001/MBA 1003
The options are:

1. ABC Company has currently an equity share capital of Rs. 25 lakhs, consisting of 2500 shares of Rs. 100 each. How do you calculate weighted average cost of capital? Explain with suitable illustrations.

2. Discuss the various finance functions in detail.

3. What are the determinants of working capital?

4. What is an operating cycle?

5. Define dividend. What are its types?

6. PART B — (5 x 10 = 50 marks)

7. What is the interest rate on long-term borrowing?

8. What is the interest rate on short-term borrowing?

9. What are the common methods used for financing projects?
Interest
Rs. 60,000

Fixed cost
Rs. 1,00,000

Variable cost
Rs. 2,00,000

Sales
Rs. 5,00,000

From the following data:

14. (a) Calculate operating and financial leverage.

Two leverage: Do you agree?

13. "A company should try to have a balance of the management disciplines.

Important decisions in the field of financial capital expenditure decisions are by far the most

why?

Common which alternative is the best and determine the EPS in each alternative and assuming a corporate tax rate of 50% the company's EBIT will be Rs. 8 lakhs.

5% dividend.
Rs. 10 lakhs through preference shares.
Rs. (d) Rs. 10 lakhs through equity shares and
Rs. 5 lakhs through long term borrowings.
Rs. 15 lakhs through long term borrowings.
Rs. 6 lakhs through equity shares and

(d) Benefit cost ratio
(e) Pay back period
Net present value method (Assume = 10%)

Evaluate the project proposal's utility

Which project proposal should be chosen and why?
Total cost of sales Rs 40,000
Average finished goods stock holds Rs 8,000
Finished goods inventory Rs 8,000
Average work-in-process inventory Rs 30,000
Work in progress inventory Rs 10,000
Average stock of raw materials Rs 60,000

- Raw materials consumed during the year Rs 60,000
- Average stock at end of the year Rs 45,000
- Average stock at beginning of the year Rs 50,000
- Average period allowed by suppliers 45 days
- Average period allowed to customers 30 days

Required/day:
(a) The amount of working capital
(b) The amount of working capital held in inventory
(c) The amount of working capital held in current assets
(d) The amount of working capital tied up in fixed assets

Net Operating cycle period and Number

From the following particulars, compute
(i) Number of operating cycles in a year
(ii) Operating cycle period

15. What are the assumptions and implications of WACC.

16. Explain the different methods used to forecast the working capital needs of a company.

PART C - (1 x 20 = 20 marks)

17. Case Study: Computory

Cash inflows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>000.00</td>
</tr>
<tr>
<td>1</td>
<td>000.00</td>
</tr>
<tr>
<td>2</td>
<td>000.00</td>
</tr>
<tr>
<td>3</td>
<td>000.00</td>
</tr>
<tr>
<td>4</td>
<td>000.00</td>
</tr>
</tbody>
</table>

Initial cash on hand: 5,000

During the project:

- Project A: 6,000
- Project B: 1,000

A choice has to be made between two competing

Cash flows as under:

Rs 3,000,000 and are expected to generate net

initial investment of Rs 3,000,000. Which requires an equal initial investment
6. Explain the function of a distribution channel.

5. What are the pricing objectives?

4. Enumerate the different stages of product life cycle.

3. State and explain the sources of new product ideas.

2. What are the uses of market segmentation?

1. Marketing begins and ends with consumer.

- All questions carry equal marks.
- Answer any FIVE questions.

SECTON A — (5 × 6 = 30 marks)

MAXIMUM: 100 marks

Time: Three hours (2012-2013 Batch)

MARKETING MANAGEMENT

General/Marketing/Finance/IB/HRM/Logistics

Second Semester

DECEMBER 2014/ JANUARY 2016

MB.A. DEGREE EXAMINATION

MBGC 2002/MBLC 106

How can fashion retailers offer satisfaction?

(c)

(b)

(a) Why are my customers?

(5 marks)

They would need to answer...

To move forward this path most people in the industry will have to understand the company's relationship with their current customers. Attracting new customers to the store will not only help strengthen the company's customer base, but also encourage other customers to visit the store. The marketing mix of retailing for all areas of the marketing mix of retailing is the responsibility of the company. Marketing is an important tool for the company. Without the appropriate assistance, before a sale, during a sale, and after a sale, the company will not be able to effectively market its products. This has led to a major challenge with customers demanding that more information be given to them. Standardization of service quality will increase only if every employee...

The Indian apparel market is no longer a mass...
Influencing consumer demand:

16. Explain the techniques that are adopted to
advertisements?

15. How will you measure the effectiveness of an
promotional activities in recent days?

14. In India, consumer product which is sold all over
for selecting the channels of distribution for a
Distinguish various factors you would like to consider
product?

12. Explain how will you fix the price for a new
How will you develop a new product?

11. Factors influencing the marketing of goods,
Categorically examine the various environmental
marketing measurement.

9. Describe the various functions of modern
All questions carry equal marks.

Answer any 5 of questions.

SECTION B — (6 x 10 = 60 marks)

8. Distinguish between advertising and sales
promotion.

7. State the functions of a retailer.

SECTION C — (1 x 20 = 20 marks)

17. Case Study

Corporation

5. What are the benefits of high quality of work?

4. What are the bases on which training programs are evaluated? Explain.

3. Why do organizations prefer internal recruitment over external recruitment?

2. Briefly explain the functional areas of personnel management.

1. What are the contributions of Human Factor to an organization?

Answer any five questions out of eight questions.

PART A — (5 x 6 = 30 marks)

Time: Three hours

Maximum: 100 marks
1. What are the sources of efficiency? Explain.

2. What are the different kinds of management techniques discussed?

3. What are the various financial and non-financial incentives discussed?

4. What are the determinants of reward? Explain.

5. What are the recent issues of HR in Indian industries?

6. Discuss the characteristics of a sound HR policy.

7. Why do you think workers' participation in management is necessary?

8. "The role of trade union is irreplaceable in personal management." Explain.

Questions:

(a) What could Britain learn from Joe in terms of work ethics?

(b) What could Britain learn from Joe in terms of work ethics?

(c) How could the human capital aspects of running a hotel be improved?

(d) How could training and development of employees be implemented in the Beachside Hotel?

(e) What other human resource initiatives could complete with the Sunny Hotel?

(f) How could a return on investment perspective be undertaken by either the Sunny Hotel or Beachside Hotel in order to help with the performance of their respective hotels?
are of the hotel, especially in locations like
hotel. Because he realized the importance of that
potential employees for his front desk area of the
general manager. He does a good job of coaching
assistant general manager before he became the
front desk agent to front desk supervisor, and finally to
development. He worked his way up at Sunrise Hotel from
has been with Sunrise Hotel for a total of 10 years. He
been in his current position for 5 years. He
Joe is the general manager of Sunrise Hotel and
90% and off-peak occupancy of 70%.
Beachside Hotel has peak season occupancy of
winter months goes down to 65%. The
during the winter months goes down to 65%. The
peak season for the Sunrise Hotel is 98%, but
a view of the beach. The occupancy during
next door to each other, with 60 guest rooms each
potential employees. They are budget hotels, right
the same set of features, as well as the same set of
Northeast U.S. The hotels are both competitive for
17. This is a case of two competing hotels, Sunrise
Case Study (Compulsory)

PART C — 1 x 20 = 20 marks

Can help guide Brian
can help him come up with ways that be specifically
Brian’s vision to go back and observe his employees
make it happen. Joe is happy to help, but
Brian’s vision to go back and observe his employees
see a window over there for a while. He sees a
with and so he goes to the Sunrise Hotel to
deal with and so he goes to the Sunrise Hotel to
deal
Brian knows that he has many problems to deal

rate, occupancy rates, and REVPAR

reports for the hotel and analyzing revenue daily
spends most of his days looking at the financial
improves with training and development. He
in the first year of the hotel all, and does not get
after they quit or are fired, Brian is not involved
that are hired from other hotels in the area
10 possible ratings. Most of the front desk agents
satisfaction rating of the Beachside is a 6 out of 10.
the Beachside is a 6 of 10 of the front desk agents at the
hotel. The area is known for its front desk agents as
everyone else when things go wrong. TheBeachside
positions and therefore everyone positions
Marketing department of the hotel do not communicate very
down for employees to use as a guide for
employees late, there are no policies within

PART B — 1 x 20 = 20 marks
Because she is so busy, Paydelys often come out of the back of the hotel, taking care of business and doing tasks. This has been busy lately to keep up with staffing and human resource matters. So far, she has been successful in keeping her job at the front desk. The owner of the hotel wanted to see what the front desk was doing and what she could do to help. Mary was promoted to human resource manager after several promotions in the hotel. She felt she could handle the position because she really could handle the promotions. The promotions in the hotel were part of a development program that was put in place by the hotel owner. The development program was designed to increase the number of employees at the front desk, and it appears to be working well. The hotel has seen the turnover of hourly employees at the front desk consistently.

The turnover of hourly employees at the front desk is 120%, and that means that Mary is the backup if any of the front desk employees are absent. Human resource is an aspect of the job, but has not been involved with the understanding of the numbers in the department. In his old hotel, he was a great manager of the accounting and finance department. He was able to get along with his boss, but he should be as good as the Sunnise Hotel, which has only 50% of its employees by the boss. The occupancy of peak season at the Sunnise Hotel is 50% higher, and the current露天 restaurant is 4 years, and his current salary is $10. His hotel revenue is $2.7 billion less than the revenue of the hotel. He is an excellent job. His guest satisfaction rating is better, but he wants to do more to improve the hotel's performance at the front desk, and his development programs are designed to give excellent performance of the front desk agents and training.
Subject to: \[ -2x + 4x^2 \geq 1 \]

Maximize \[ 4x^2 + 4x \]

1. What are the different stages of development of Operations Research?

2. List out the limitations of Operations Research.

3. Solve the following problem graphically.

\[ \begin{align*}
0 & \geq x^2 + x \\
0 & \leq -x + 1 \\
2 & \geq x \\
2 & \leq x + 1 \\
1 & \geq x^2 + x + 1
\end{align*} \]

PART A — (6 x 5 = 30 marks)

PART B — (4 x 10 = 40 marks)

Maximum: 100 marks

Time: Three hours

RESEARCH AND MANAGEMENT
OPERATIONS MANAGEMENT
General
Second Semester
December 2015-January 2016
MBA Degree Examination

MBAC 2004
the business probably considered relative to expanding the business. What are some of the trade-offs that Shanna
bears? (c) What kinds of things would likely require maintenance, scheduling, quality assurance, and
processing? Inventory management, forecasting, and inventory control are among her responsibilities due to
her position as the operations manager of her company. (b) In what ways are Shanna’s customers most
satisfied? Shanna believed she could expand further if she wanted to. Her part-time workers to assist her and, even then, the
business became so good that Shanna hired two more employees: wedding and event planners, and
trimming specialists.

5. State the basic functions of inventory management.

6. The use of an inventory item at each costing period is 10,000 units/year and the ordering cost is Rs. 10. The carrying charge is 20% based on the average cost. Determine the Economic Order Quantity (EOQ) if the per unit inventory carrying cost is Rs. 5 per unit.

7. What are the key concepts in the theory of games? Per year and the local cost.

8. Examine whether the following game is fair:

\[
\begin{array}{cc}
-player X & 3 & 5 & 8 \\
-player Y & 2 & 4 & -3 \\
\end{array}
\]
units of food stuff II are required. The company produces one unit of A, 2 units of B, 4 units of C and 3 units of D, whereas for food stuff I 1 unit of A requires 2 units of B, 1 units of C and 1 units of D. Both recipes are made of two food stuffs I and II.

13. Teresa Bakery Ltd produces two recipes A and B.

Is justified check whether the installation of the second gate increases length of the gate is more than 5 vehicles, green length of the gate is less than 99% and the average time of the toll gate is 2.5 seconds if the idle time is negligible. The time to pass through the second gate to pass through the first gate is 45 seconds. The actual rate and service time 70 per hour. The average time to pass through the second gate at the rate

12. Vehicles are passing through a toll gate at the rate

11. Describe different techniques of OR.

10. Explain the relationship between Manager and Operations Research Specialist.


Answer any FIVE questions out of eight questions.

PART B (6 x 10 = 60 marks)
11. Susha had worked for the same Fortune 500 company for most 15 years. Although the company had gone through some tough times, the management had decided to downsize the company. After CEO's decision to downsize the company, they were suddenly terminated following the new initiative, which came as a real shock to Susha and about 400 other co-workers. When they were suddenly terminated, following the new initiative, which came as a real shock to the employees, the company's overall quality only a few years earlier, the company was at its peak.

12. Case Study (Compulsory)

PART C — (1 x 20 = 20 marks)

16. Explain the different factors affecting inventory management.

Demand: 100 80 70 60 50 40 30 20 10 0

Capacity: 10 20 30 40 50

Source: A B C

Destination: I J K

Problem using MODI method.
15. Find the optimum solution of the following problem.

14. A factory produces three units of three different types of products. The following table shows the requirements of various ingredients as per proportions. The following table shows the requirements of various ingredients as per proportions. The following table shows the requirements of various ingredients as per proportions.

<table>
<thead>
<tr>
<th>Products</th>
<th>X</th>
<th>Y</th>
<th>Z</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>4</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>B</td>
<td>3</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>C</td>
<td>8</td>
<td>4</td>
<td>1</td>
</tr>
</tbody>
</table>

maximum profit will maximize the profit and also find out intermediate Z. Determine the product mix which maximizes X, 1800 KGS of intermediates Y and 600 KGS of intermediates Z. The factory has 800 KGS of intermediates.

The three prices coefficients are 20, 20 and 30.
Answer any FIVE questions out of Eight questions.

PART A — (5 x 6 = 30 marks)

1. What are the 5 Ps of a strategy?

2. What factors in India are responsible for growing importance of strategy?

3. How do strategies look at environment and take decisions?

4. Why do you think balanced score card is a better technique of scanning?

5. Explain horizontal and vertical integration strategies.

6. What is financial strategy and what is its necessity?

7. Why the promoters are reluctant to transfer shares after the agreement?

8. Why the promoters are reluctant to transfer shares after the agreement?

Time: Three hours
Maximum: 100 marks

Strategic Management
General/Master/Faculty/Finance/RM/RM/TO
Second Semester
December 2016, January 2016
M.B.A. Degree Examination
MBA 2005/MBE 3001

MBA 2006/MBE 3001
PART C — (1 x 20 = 20 marks)

Case Study (Compulsory)

1. Identify the use of qualitative standards in strategy evaluation.

2. How can companies overcome the problems of the globalization era, which form of alliances?

3. How can value chain analysis help identify a company's strengths and weaknesses?

4. How does the impact of changing technology on business?:

5. Examples — Describe the strategic management process with Indian m-commerce.

6. "...Discuss "Corporate strategy making is an ongoing process".

7. Outline the steps in planning process.

8. What is the size of span ideal — wide or narrow?

9. Answer any THREE questions out of eight questions.

PART B — (6 x 10 = 60 marks)

Lanjay Spices Ltd.

10. Lanjay Spices Ltd. experts have been the Europe market for the past few years. The company's objective is to penetrate the market. The company has decided to launch a house brand for spices.

11. Describe the strategic management process with Indian m-commerce.

12. How does the impact of changing technology on business?:

13. Examples — Describe the strategic management process with Indian m-commerce.

14. Work?

15. In the globalization era, which form of alliances?