I. 12% Calculate the annual cash inflow.

II. Based on the proposal has a profitability index of 12% and the required rate of return of the project is 12%, calculate the net present value of the proposal that is expected to have a payback period of 7 years and zero residual value. If the proposal involves an initial cash outlay of Rs. 450,000, the proposal is considered an investment proposal.

III. A company is considering an investment proposal, and the proposal involves an initial cash outlay of Rs. 450,000. The proposal is expected to have a payback period of 7 years and zero residual value. If the required rate of return is 12%, calculate the net present value of the proposal.

IV. Discuss the importance of financial management.

V. Answer any five questions.

PART A — (5 × 6 = 30 marks)

PART B — (30 marks)

PART C — (20 marks)

17. Case Study — Compulsory

1. Explain the significance and types of working capital.

   (a) Finished goods
   (b) Work-in-progress
   (c) Raw material
   (d) Value of average stock
12. **What is meant by leverage? Explain the different methods of leverage.**

13. **State the limitations of Walker's model.**

14. **What is the difference between gross and net working capital?**

**PART B — (5 × 10 = 50 marks)**

**Answer any FIVE questions.**

8. **Discuss different assumptions for computation of cost of capital.**

9. **A company issues Rs. 20,00,000 at 5% redeemable debenture at a discount of 5%. The debentures are redeemable after 8 years. Calculate the cost of debt before and after tax.**

10. **Equipment A has a cost of Rs. 75,000 and net cash flow of Rs. 20,000 per year. A substitute equipment B would cost Rs. 50,000 and generate net cash flow of Rs. 14,000 per year for six years. Calculate the IRR and NPV for the equipment. Which equipment should be accepted and why?**
Distinguish between retailers and wholesalers.

5. What are the types of channel flows?

4. Explain the factors influencing pricing decisions.

3. Explain the stages in Product Life Cycle.

2. What is marketing concept? List out the four marketing.

1. List out the difference between selling and marketing.

Answer any five questions.

SECTION A — (6 x 6 = 36 marks)

Time : Three hours
Maximum : 100 marks

M.B.A. DEGREE EXAMINATION, JUNE 2017

M.B.A. DEGREE EXAMINATION, JUNE 2017

M.B.A. DEGREE EXAMINATION, JUNE 2017
17. Pond's has planned to develop a website and position it as one stop site for skin care tips and Pond's products. While most other sites revolve around company specific, product-oriented information, Pond's has attempted to provide general information and advice on common skin-care problems, which makes the site universal and not just restricted to Pond's users.

(a) Explain the various steps that the company needs to opt out for ensuring that this internet advertising venture is a success.

(b) What are the steps that can be taken to evaluate the reach of this internet advertising venture?
6. Explain the steps involved in career development.

5. Explain the components of a wage structure in Indian industries.

4. State the important training needs in an organization.

3. Explain the latest HRM issues in Indian industries.

2. What are the sources of recruitment?

1. Explain the significance of Human Resource Management.

Answer any five questions.

Section A — (5 × 6 = 30 marks)

Time: Three hours

Maximum: 100 marks

Human Resource Management

Marketing (First Semester)/
General (Second Semester)

MBA Degree Examination, June 2017
He has worked as farm labour for many years and came to Mumbai two years back from Tamil Nadu.

The second one: Vannan aged twenty-two years, who worked in a factory. He has a strong built body, able to work hard. He has done a lot of work in the factory, where he worked. He has worked as a seasonal labourer and occasional odd jobs. He has done a lot of work in the factory, which has helped him to survive.

The first one: Mr. Robert is 35 years old, unmarried.

Robert Vannar, a man who has worked in the factory for several years, has been recognized. His name is Robert Vannar. His occupation has been recognized. He has a strong built body, able to work hard. He has done a lot of work in the factory, where he worked.

What are the necessary conditions for successful implementation of employee empowerment?

What are the necessary conditions for an effective collective bargaining?
SEC 1. What are the factors that affect plant location?

SEC 2. What is meant by a feasible project?

SEC 4. What are the phases of OR and its significance in decision making?

SEC 5. Find the dual of the following:

\[ \text{Minimize } Z = 4x_1 + 3x_2 \]

SEC 6. Discuss the steps in obtaining the initial feasible solution using north west corner rule.

SEC 7. Write the limitations of operations research.

SEC 8. What is the probability that the house to pay a penalty a penalty of Rs. 46,000 if the project is not completed in 36 weeks? What is the probability that the contractor if the project is not completed on the contractor if the project is not completed in 36 weeks per week is to be Rs. 15,000 per week is to be Rs. 15,000.

1. Answer any five questions.

SECTION B — (5 x 6 = 30 marks)

Maximum: 100 marks

Time: Three hours

OPERATIONS MANAGEMENT

Business Administration

Second Semester

M.B.A. DEGREE EXAMINATION, JUNE 2017

MAC 2004

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A project consists of nine activities whose time complexity is given below. 

SECTION C — (11 × 20 marks)

7 12 7 0
6 7 12
5 12
4 12
3
2
1
9

SECTION D — (6 × 10 = 60 marks)

1. Illustrate the inventory model with planned shortages.
2. Illustrate the decision tree for network construction.
3. State the operating characteristics of queuing system.
4. What are the assumptions underlying the classical EOQ model?
5. Solve the transportation problem using the Vogel's Approximation Method.
6. Solve the following transportation problem using the transportation algorithm:

\begin{align*}
&x_1, x_2, x_3, x_4, x_5, x_6, x_7, x_8, x_9, x_{10} \geq 0 \\
&3x_1 - x_2 \geq 9 \\
&3x_1 + x_2 \geq 9 \\
&x_1, x_2 \geq 4 \\
&\text{Subject to } 4x_1 + 2x_2 \geq 16 \\
&\text{Maximize } Z = 5x_1 + 2x_2
\end{align*}

7. Write the system equations for the following matrix:

\[
\begin{bmatrix}
240 & 200 & 220 \\
120 & 7 & 9 \\
160 & 6 & 13 \\
100 & 11 & 12 \\
180 & 12 & 7 \\
3 & 10 & 12 \\
6 & 7 & 12 \\
2 & 11 & 12 \\
0 & 7 & 12 \\
\end{bmatrix}
\]

8. Solve the following transportation problem using the transportation algorithm:

\begin{align*}
&x_1, x_2, x_3, x_4, x_5, x_6, x_7, x_8, x_9, x_{10} \geq 0 \\
&3x_1 - x_2 \geq 9 \\
&3x_1 + x_2 \geq 9 \\
&x_1, x_2 \geq 4 \\
&\text{Subject to } 4x_1 + 2x_2 \geq 16 \\
&\text{Maximize } Z = 5x_1 + 2x_2
\end{align*}

9. Verify the correctness of the algorithm by checking the solution against the data provided.

10. Briefly explain the major applications of linear programming.

11. Describe the rules for network construction.

12. Illustrate the decision tree for network construction.

13. Illustrate the inventory model with planned shortages.

14. Describe the algorithm for finding the critical path.

15. Solve the transportation problem using Vogel's Approximation Method.
Explain the process of strategic evaluation.

What do you mean by strategic evaluation?

What is the purpose of product planning and development?

What is the marketing mix? Explain various processes.

Benchmarking can help. What is benchmarking? What are the areas where analysis is useful?

Explain the advantages and limitations of SWOT analysis and roles.

What is meant by objectives? Explain why five questions:

PART A - (5 x 6 = 30 marks)

Maximun: 100 marks

Time: Three hours

M.B.A. DEGREE EXAMINATION, JUNE 2017

MBA 2006/MBLP 3001

MBA 2006/MBLP 3001
12. Describe the components of operational plans and differentiation.

II. Discuss the various approaches to differentiation.

II. Discuss the various approaches to differentiation.

9. Answer any five questions

PART B - (6 x 10 = 60 marks)

8. Differentiate strategy formulation and implementation.

7. Explain in detail the value chain analysis.

6. What are the need for environmental analysis?
The snack market is estimated to be around Rs. 250 crore with the cricket world cup. The success of Rizo's Ritz snack across the country, and its strong brand, has captured 20% market share. After a year, the national competitor, Lays, entered the market with a new product. Rizo's had only one segment in snacks, the fast-growing (20-30%) annually. In 2013, the Super Food Division decided to enter the market.

13. What are the strengths of Super for entry into the branded snacks market?
14. What are the weaknesses of Super for entry into the branded snacks market?
15. What kind of marketing strategy was formulated and implemented for Rizo?
16. What else need to be done by Rizo so as to enlarge its market?
17. What is SWOT analysis?
patent the Railway's brand name, passing across the country. The Railway, however, was not alone in its efforts to reach the new market with a product that was well received by consumers. The Railway had launched a successful advertising campaign in the late 1990s, which helped to create a strong brand image.

Advertising the Railway's new product to the target market was crucial. The company decided to target the young, active users of off-road vehicles, and to reach them through a variety of channels, including print, radio, and television. The campaign included a series of advertisements on FM radio stations, as well as posters and billboards in areas where off-road vehicles were commonly used. The campaign was also supported by a website, which provided additional information and services to potential customers.

The company used a mix of traditional and digital advertising channels to reach its target audience. This included a campaign on social media, which helped to increase brand awareness and engagement with potential customers. The company also partnered with influential social media personalities to promote the product and its features.

The Railway's advertising campaign was successful in reaching its target audience, and the new product was well received by consumers. The company continued to invest in advertising and marketing to maintain its competitive edge in the crowded off-road vehicle market. The Railway's success story serves as an example of how a well-executed advertising campaign can help a company to achieve its goals and meet the needs of its target audience.