

ANDHRA LOYOLA COLLEGE
(AUTONOMOUS) DEPARTMENT OF MBA
SEMESTER-II

MBA 201: MARKETING MANAGEMENT

UNIT -I:

Introduction: Basic marketing concepts – Understanding Customers – Company Orientation towards Marketing – Transaction Vs Relationship Marketing – Analyzing Markets and Customers – Integrated Marketing Concept – Defining and Delivering Customer Value and Satisfaction – Value Chain – Marketing Environment: Macro and Micro Components and their Impact on Marketing Decisions – Marketing Research and Information – Adapting Marketing to New Liberalized Economy – Digitalization and Customization – Changing Marketing Practices: e-marketing, Tele Marketing, Cause Marketing, Societal Marketing, Rural Marketing, Green Marketing, Emotional Marketing, Guerrilla Marketing.

UNIT 2:

Strategic Marketing Planning – Buyer Behavior – Consumer vs. Organizational Buyers – Market Segmentation and Targeting – Positioning and Differentiation Strategies – Marketing Mix – Product Decisions: Concept of a Product, and Classification of Products – Product Mix and Line Decisions – Product Life Cycle – Strategic Implications – New Product Development and Consumer Adoption Process – Price Setting: Objectives, Factors and Methods, Price Adapting Policies, and Initiating and Responding to Price Changes.

UNIT 3:

Marketing Channel System – Functions and Flows – Channel Design – Channel management – Selection, Training, Motivation, and Evaluation of Channel Members – Channel dynamics: VMS, HMS, and MMS – Distribution Strategy – Market Logistics Decisions.

UNIT 4:

Marketing Communication: Concept, Definition, and Importance – Marketing Communication Mix – Promotion Decisions – Integrated Marketing Communication – IMC Planning Process – Integrated Communications Strategy – Recent trends in Marketing communications.

UNIT 5:

Marketing Organization and Control: Types of Marketing Organization Structures, and Factors Affecting Marketing Organization – Control of Marketing Efforts: Annual Plan Control, Efficiency Control, Profitability Control and Strategic Control – Marketing Audit – Customer Relationship Marketing – Customer Attracting and Retaining Customers – Consumerism – Consumer Rights and Marketers' Responsibilities.

SEMESTER-II
MBA 201: MARKETING MANAGEMENT

Section-A

Total 100 Marks

Answer ALL of the following Questions

5x16=80Marks

1. (a) Write about Marketing? Explain about company orientation towards marketing?

Or

(b) Explain about Marketing Research? Write about adapting marketing to new liberalized economy?

2. (a) Write about New product development? Explain about consumer adoption process?

Or

(b) Write about Price setting Objectives? Explain factors and methods and policies of Price?

3. (a) Write about Marketing channel system? Explain about functions and flows and channel design?

Or

(b) Write about Channel Dynamics? Explain about VMS, HMS, and MMS?

4. (a) Write about Integrated Marketing Communication? Explain about IMC planning process?

Or

(b) Write about recent trends in Marketing communication? Explain about Promotion decisions?

5. (a) What is marketing Control? Write about types of marketing control efforts?

(Or)

(b) Write about Consumerism? Explain about consumer rights and responsibilities?

Section-B

Answer any five of the following

5X4=20

Write short notes

on 6. Guerilla

Marketing

7) Cause

Marketing

8) E-marketing

9) value chain

10) Product Life

cycle 11). Marketing

Mix 12). Marketing

Audit

ANDHRA LOYOLA COLLEGE
(AUTONOMOUS) DEPARTMENT OF MBA
SEMESTER-II

MBA 201: MARKETING
MANAGEMENT SCHEME OF
VALUATION

Section A

- 1) a) Introduction 3m, Marketing 2m, orientation 11m
b) Marketing research 5m, liberalization 3m, adaptation 8m.
- 2) a) Introduction 2m, steps in development 6m, consumer adoption 8m.
b) Price setting 2m, objectives 4m, methods 4m, policies 4m.
- 3) a) Marketing channel 4m, channels and flows 12m
b) Channel dynamics 4m, VMS 4m, HMS 4m, MMS 4m.
- 4) a) IMC 4m, Process of IMC 12m.
b) Market communication 2m, recent trends 6m, promotional decisions 8m.
- 5) a) Marketing control 4m, types and uses 12m.
b) consumerism 4m, rights and responsibilities 12m.

Section B

- 6) Consider as a whole.
- 7) Consider as a whole.
- 8) Consider as a whole.
- 9) Consider as a whole.
- 10) Consider as a whole.
- 11) Consider as a whole.
- 12) Consider as a whole.

ANDHRA LOYOLA
COLLEGE(AUTONOMOUS) DEPARTMENT OF
MBA
SEMESTER-II
MBA 202: HUMAN RESOURCE
MANAGEMENT

UNIT 1:

Introduction: Meaning, Definition, Nature, scope, and Importance of HRM – objectives and Functions of HRM – Policies, Procedures and Programmes, and Practices of HRM – Organization of HRM – Line and Staff Responsibility – Role of Personnel Manager and HR manager – Models of HRM – HRM in a Changing Environment.

UNIT 2:

Procurement: HR Job Analysis – Human Resource Planning, Objectives, Importance, Factors Affecting HR Planning – Demand Forecasting and Process of HR Planning – Problems and Limitations of HRP – Recruitment: Definition, Objectives, Subsystems, Factors Affecting Recruitment Policy, Centralized and Decentralized Recruitment, Recruitment Organisation, Recruitment Sources, Recruitment Techniques, Recruitment Process, and Recent Trends in Recruitment Practices – Selection: Meaning, Definition, Importance, Types of Selection, Essentials of Selection Procedure, and Process of Selection – Placement, Induction, and Socialization.

UNIT 3:

Development and Performance Management: Objectives of Training, Training Need Assessment, Designing and Administering Training Programme, Executive Development Programmes, Evaluation of Training and Development Programmes –Performance Appraisal: Meaning, Need, Purpose, Objectives, Contents of PAS, Appraisers and Different Methods of Appraisal, Uses of Performance Appraisal, Limitations, Problems of Performance appraisal, and Post Appraisal Feedback.

UNIT 4:

Promotion and Reward Management: Promotion, Transfer, Demotion, and Career planning and Development – Compensation Management: Definition, Need for Sound salary Administration, Objectives, Factors Affecting Wages/ Salary Levels, HRM Approaches to Reward Management, Job Evaluation – Employee Welfare Measures.

UNIT 5:

Maintaining: HRM Approach to Employee – Quality of Work Life (QWL): Meaning, Conditions, Specific Issues in QWL, Strategies for Improvement of QWL – Retirement, Discharge, VRS, and Exit Interviews – Changing Role of HR in Knowledge Era, Mergers and Acquisitions, Outplacement, Outsourcing HR Functions, and Employee Leasing – HRM Changes in Management Control Systems: HRIS, HRM Accounting, and HR Audit – International HRM: Perspectives and Challenges – Grievance and Disciplinary Procedure – HR Research.

MBA
SEMESTER-II
MBA 202: HUMAN RESOURCE
MANAGEMENT

MODEL PAPER

Time :3 hours

Max marks:100

SECTION A

Answer ALL questions

5*16=80m

1. A) Explain about Nature, scope, and Importance of HRM

(OR)

B) Explain about Models of HRM

2. A) Explain about Human Resource Planning

(OR)

B) Explain about Recruitment Policy

3. A) Explain about training and development methods

(OR)

B) Explain about Performance Appraisal techniques

4. A) Explain about Promotion and Reward Management

(OR)

B) Explain about Employee Welfare Measures

5) A) Explain about Retirement, Discharge, VRS, and Exit Interviews

(OR)

B) Explain about International HRM

SECTION -B

Answer any five of the following

5*4=20m

6.HRM

7. Line and Staff

Responsibility 8.Human

Resource Planning

9.Socialization

10.Executive Development Programmes

11.Demotion

12.Quality of Work

Life

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SEMESTER-II
MBA 202: HUMAN RESOURCE
MANAGEMENT

SCHEME OF THE PAPER

Section-A

1.a)DEFINITION 5 ,CONCEPT-11

b).DEFINITION 5 ,CONCEPT-11

2. a)DEFINITION 5

,CONCEPT-11 b).DEFINITION

5 ,CONCEPT-11 3

a).DEFINITION 5

,CONCEPT-11 b).DEFINITION

5 ,CONCEPT-11

4. a)DEFINITION 5

,CONCEPT-11 b).DEFINITION

5 ,CONCEPT-11 5

a).DEFINITION 5

,CONCEPT-11 b).DEFINITION

5 ,CONCEPT-11

SECTION-B

EACH

4MARKS

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MBA
SEMESTER-II

MBA 203: FINANCIAL MANAGEMENT

UNIT 1:

Financial Management: Conceptual Overview, Scope, Functions, Roles, Goals – Changing Role of Finance Managers –Time value for money – Present Value – Risk and Return – Profit maximization Vs. Wealth Maximization – Financial Decisions – Financial Planning and Forecasting: Meaning, Objectives, Process of Financial Planning and Financial Forecasting (*Theory and Problems*).

UNIT2:

Financial Leverages: Types of Financial Leverages-EBIT and EPS analysis – Cost of Capital – Measurement of Specific Costs of Capital – Weighted Average Cost of Capital (*Theory and Problems*).

UNIT3:

Capital Structure: Determinants of Capital Structure, and Optimum Capital Structure – Capital Structure theories: Traditional, NI, NOI and MM Theories – Capital Budgeting: Nature, Scope, Significance of Capital Budgeting –Techniques of Capital Budgeting: Traditional and DCF techniques (*Theory and Problems*)

UNIT 4:

Working Capital Management: Meaning, Significance, Types of Working capital, Determinants of working capital, and Methods of Measuring working Capital Requirements – Operating cycle – Financing of Working Capital– Management of Cash, Receivables, and Inventory .(*Theory and Problems*).

UNIT 5:

Management of Profits: Meaning, Factors influencing Dividend Policy,Dividend Policy and Dividend Theories(*Theory and Problems*).

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)

DEPARTMENT OF

MBA II-

SEMESTER

MBA203 - FINANCIAL MANAGEMENT MODEL QUESTION PAPER

TIME -3HOURS

MAX MARKS 100

SECTION-A

ANSWER ALL OF THE FOLLOWING

5*16=80m

1.a) Define financial management . Discuss its scope and Objectives.

(or)

b) Explain about the concepts of risk, return, time value of money, present value ,future value,profit maximization and wealth maximization.

2.a) Define Leverage? Describe types of Leverages.

(or)

b) A firm has the following capital structure.

<u>Sources of funds</u>	<u>Rs.</u>	<u>After tax cost(%)</u>
Debentures	30,00,000 /-	4
Preference shares	10,00,000/-.	8.5
Equity shares	20,00,000/-.	11.5
Retained earnings	40,00,000/-	10

Calculate Weighted Average Cost of Capital

3.a). Define capital structure? Explain about theories of capital structure

(or)

b)

Project	1	2	3	4	5
A	Rs .4,000	4000	4000	4000	4000
B	6000	3000	2000	5000	5000

A company is considering two mutually exclusive projects. Both require an initial cash outlay of Rs.10,000 each, and have a life of 5 years. The company's required rate of return is 10% and pays tax at 50 %. The projects will be depreciated on a straight line basis. The net cash flows (before taxes) expected to generate by the projects are as follows. Calculate net present value for each project. At 10 % discount rate.

4.a) Define working capital?. Explain about types and determinants of working capital
(or)

b). Describe Cash Management models? Memorize the techniques of Inventory Management.

5.a). What is Dividend Policy? Describe the factors influencing Dividend Policy

(or)

b) Explain about theories of dividend

Section-B

Answer any five of the following

5*4=20m

6. Functions of Financial Management

7. Changing Role of Finance

Managers

8. Financial Break-Even Point

9. EBIT-EPS proforma

10. Significance of Cost of Capital

11. Techniques of Capital

Budgeting

12. Operating Cycle

SCHEME OF VALUATION FOR FINANCIAL

MANAGEMENT SECTION-A

1.a)Definition -2 m,Scope:7m, Objectives:7m

b).Each concept 2m($8*2=16m$)

2.a)Definition -4, Types:12m

b) Consider as a whole:16m

3.a)Definition -4 m,Each theory -3m($4*3=12m$)

b)Data-4 m,each project npv calculation-6

m($2*6=12m$) 4.a).Definition -4m,Types-6

m,determinents-6m

b)Cash mgt Models:8m, .Inventory mgt

techniques:8m

5.a)Definition -4m,Factors-12m

b).All theories:16m

SECTION-B

6.Each question carries 4 marks

7.Each question carries 4 marks

8. Each question carries 4 marks

9. Each question carries 4 marks

10. Each question carries 4 marks

11.Each question carries 4 marks

12.Each question carries 4 marks

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SEMESTER

MBA204-OPERATIONS RESEARCH

UNIT - 1:- Operations research-Uses, scope and applications of Operations research, Formulation of models –Technique of operations research – Limitations of operations research. Linear Programming: Mathematical formulation of LP models-Graphical method-Simplex method- Technical issues in Simplex method.

UNIT – 2:- Transportation Problem: Introduction-Initial Basic Feasible ;Solution (IBFS) method-Optimum solution-Modi method.

UNIT – 3 :- Job sequencing :- Introduction-Terminology and notations - Solution of sequencing problem-processing ‘n’ jobs through 2 machines-processing of ‘n’ jobs through 3 machines- processing of ‘n’ jobs through ‘m’ machines.

UNIT -4:- Project Management-Introduction-Network diagram representation-Rules for drawing network diagram-Fulkerson’s ‘1-j’ rule. Critical Path Method-Forward pass computation, Backward passes computation, determination of critical path. Project Evaluation Review Technique- Resource smoothing- resource allocation.

UNIT – 5:- Queuing Model (M/M/1 only): Components, Basic structure and assumptions- Waiting line decision problem-Kendall’s notation for Queuing models, (M/M/1: /FCFS): Birth and death process.

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**MBA204-OPERATIONS
RESEARCH**

MODEL QUESTIONPAPER

MAX MARKS:- 100

ANSWER ALLTHE QUESTIONS

5X16=80

(1) (a) Write the procedure for simplex Method of Linear programming

(OR)

(b) Solve the following L.P.P graphically.

Minimize $Z = -6x_1 - 4x_2$

Subject to

$2x_1 + 3x_2 \geq 30$

$x_1 + x_2 \leq 2$

$x_1 \geq 0$

$3x_1 + 2x_2 \leq 2$

$24x_1 + x_2 \geq 3$

x_1, x_2

≥ 0

(2) (a) Define a transportation problem and write the procedure for North West corner rule.

(OR)

(b) Find the optimum solution to the following transportation problem by vogel's approximation method.

Destination

From

(3)(a) Solve the following problem giving an optimal solution.

Machine

Job

(OR)

(b) Write the procedure for processing of 'n' jobs on three machines.

4 (a) Explain the concept of Network analysis and rules to draw a network diagram? Draw the network diagram to the following project.

Job :-		A	B	C	D	E	F	G	H	I
Predecessor :-		-	A	B	B	C	D	C	E,F	G,H

(OR)

(b) Construct a PERT network. Find the project duration and find critical path

Activity:-

Most Optimistic :- Most pessimistic :-

Most Likely :-

5) (a) In a railway marshalling yard, goods trains arrive at a rate of 30 trains per day. Assuming that the inter-arrival time follows an exponential distribution and the service time (the time taken to hump a train) distribution is also exponential with an average 36 minutes. Calculate the following:

- i) The average number of trains in the queue.
- ii) The probability that the queue size exceeds 10.
- iii) If the input of trains increases to an average 33 per day, what will be change in (i) and (ii) ? Establish the formula you use in your calculations.

(OR)

b) What is a queue? Explain Kendall's notation for Queuing process? Describe different models of Queues.

Section B

Answer any five of the following.

5*4=20M

- 1. Define OR and Explain the scope of Operations research.
- 2. Define Slack, Surplus and Artificial variables on LPP.
- 3. Define Critical path, Optimum solution, BFS and IBFS.
- 4. Explain Rules for Network diagram.
- 5. Define PERT and CPM.
- 6. Explain Kendall's notation.
- 7. Explain birth process in M/M/1 Model.

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SEMESTER
MBA204-OPERATIONS
RESEARCH
Scheme of
valuation Section

A

1 A) Consider as a whole.

B) Consider as a whole.

2) A) Consider as a whole.

B) Consider as a whole.

3) A) Consider as a whole.

B) Consider as a whole.

4) A) Consider as a whole.

B) Consider as a whole.

5) A) Consider as a whole.

B) Consider as a whole.

SECTION –B

- | | |
|------------------------|---------|
| 1. Consider as a whole | 4 marks |
| 2. Consider as a whole | 4 marks |
| 3. Consider as a whole | 4 marks |
| 4. Consider as a whole | 4 marks |
| 5. Consider as a whole | 4 marks |
| 6. Consider as a whole | 4 marks |
| 7. Consider as a whole | 4 marks |

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)
DEPARTMENT OF

MBA II-

SEMESTER

MBA205-Entrepreneurship: Theory and practice

UNIT-1

Introduction: Fundamentals of Entrepreneurship – Evolution of the Concept–Basic Models and Theories of Entrepreneurship – Psychological Theories of Entrepreneurship – Social, Cultural and Political Dimensions of Entrepreneurship – Functions of an Entrepreneur –Types of Entrepreneur – Different Forms of Enterprises – Entrepreneurial Culture – Stages in Entrepreneurial Process – Intrapreneurship – Entrepreneurship as a Style of Management – Entrepreneurial Challenges.

UNIT-2

Innovation and Entrepreneurship: Cognitive Approaches to Opportunity Recognition, Evaluating, and Moving Innovative Ideas – Entrepreneurship and Creativity – Financing Entrepreneurial Innovation – Protection of Entrepreneurial Rents – Business Innovation – Business Model Change – Creating New Marketing Space – Discovering New Points of Differentiation.

UNIT-3

Small Firms & New Ventures: Dynamics of Small Business Environment – Entrepreneurial Venture and the Entrepreneurial Organization –Types and Characteristics of Small Firms and Ventures – Resource Acquisition for Small Firms and New Ventures –Angel Funding and Venture Capitalists – Causes for Small Business Failure – Success Factors for Small Business – Management of Small Business – Entrepreneurship in the C

and Regulatory Fram

UNIT-4

ework of
Entrepreneurship.

riers to Corporate
Entrepreneurship –
Legal Structures

Entrepreneurial Decision Making: Characteristics of Entrepreneurial Leadership – Different Categories of Decisions Taken by an Entrepreneur along the Entrepreneurial process – Differences between the Logic of Causation and the Logic of Effectuation in Explaining Venture Creation – Role of Affect in Entrepreneurial Decision Making – Risk taking in Entrepreneurship.

UNIT-5

Entrepreneurial Life Cycle: Life Cycle of Entrepreneurial Venture – Role of Entrepreneur during various Transition Stages – Requirements for Successful Patent Grants – Protection of intellectual property – Different Approach on Entrepreneurial Research – Emerging trends in Entrepreneurship :Technopreneurship,netpreneurs,agripreneurs, Women entrepreneurship and portfolio entrepreneurship.

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)

DEPARTMENT OF MBA

MBA 205 :

ENTREPRENEURSHIP MODEL

PAPER

Time :3 hours

Section -A

max

marks:100 Answer all questions

5*16=80m

1. a)Discuss the fundamentals of entrepreneurship

(or)

b) Discuss stages in entrepreneurial process

2 a).Explain Evaluating, and Moving Innovative Ideas

(or)

b). Explain Financing Entrepreneurial Innovation

3 a). Discuss Types and Characteristics of Small Firms and Ventures

(or)

b) Explain Legal Structures and Regulatory Framework of Entrepreneurship

4

a). Explain Different Categories of Decisions Taken by an Entrepreneur along the Entrepreneurial process (or)

b). Discuss Risk taking in Entrepreneurship.

5 a). Explain Role of Entrepreneur during various Transition Stages

(or)

b)Discuss Technopreneurship, netpreneurs, agripreneurs, Women entrepreneurship, and Portfolio entrepreneurship.

Answer any five of the following Section- B

5*4=20m

6.Stages in Entrepreneurial Process

7.Cognitive Approaches to Opportunity Recognition

8. Discovering New Points of

Differentiation 9.Success Factors for Small

Business 10.Characteristics of

Entrepreneurial Leadership 11.Life Cycle of

Entrepreneurial Venture 12.Portfolio

entrepreneurship.

Scheme of valuation

SECTION -A

1. a)entrepreneurship -definition -3marks,charactrestics of an entrepreneur-8 marks,importance -5 marks

(or)

b) entrepreneurship -definition -3marks,process diagram- 5 marks,process -8 marks

2. a)Every idea - 2marks

(or)

b)entrepreneurship -definition -3marks,financing facilities-13 marks

3. a)For each and every type definitions- 8 marks.features -8 marks

(or)

b)entrepreneurship -definition -3marks,legal frame work-7 marks,regulatory frame work-6 marks

4. a)Different Categories of Decisions -10 marks ,process -3 marks,definition - 3 marks

(

or) b)entrepreneurship -definition -3marks,risks -13

marks

5.a)Entrepreneur definition-3 marks,Role of entrepreneur -8 marks,need of entrepreneurs-5marks

(or)

b)technopreneurship-4marks, netpreneurs-4, agripreneurs-2 , Women entrepreneurship-3, and Portfolio entrepreneurship.-3

SECTION -B

6.Stages in Entrepreneurial Process-4

7.Cognitive Approaches to Opportunity Recognition-4

8. Discovering New Points of

Differentiation-4 9.Success Factors for Small

Business-4 10.Characteristics of

Entrepreneurial Leadership-4 11.Life Cycle of

Entrepreneurial Venture-4 12.Portfolio

entrepreneurship.-4

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MBA II-

SEMESTER

MBA206-Business research methods

SYLLABUS

UNIT - 1 :

12 HOURS

- Meaning and Importance of Research – Research Process – Types of Research – Defining Research Problem – Formulation of Hypothesis - Research Design – Exploratory Research – Descriptive Research – Casual Research

UNIT – 2 :

12 HOURS

Data Collection – Primary and Secondary Data – Designing of Questionnaire – Measurement and Scaling – Nominal Scale – Ordinal Scale – Interval Scale – Ratio Scale –Guttman Scale – Likert Scale – Schematic Differential Scale- Classification of Data – Tables and Graphical Presentation

UNIT –3:

12 HOURS

Sampling & Sampling Designs-Advantages of Sampling-Sampling Methods. Testing of Hypothesis – Null & Alternatives hypothesis, Critical region-Types of error-level of significance.Large sample tests: single mean, single proportion, Difference of two means and two proportions, test for difference of two standard deviations.

UNIT-4:

12 HOURS

ANOVA – one way and two wayclassification. Small sample tests: Testing for the mean and variance of univariate normal distribution, testing of equality of two means and testing of equality of two variances. Chi-square test-singlevariance.

UNIT –5 :

12 HOURS

Research Report Writing and Presentation: Concept, Purpose, Guidelines for Research Report Writing –Steps in Report Writing-Layout of Report-Types of Research Reports- Presentation of Research Report.

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SEMESTER

**MBA206-Business research methods
MODEL QUESTION PAPER**

MAX MARKS:- 100

SECTION - A

Answer ALL the Questions:

5X16=80

1. a) Briefly explain the Research process

(OR)

- b) Explain about research design

2. a) Explain measurement and scaling concepts

(OR)

- b) Explain the methods of data collection and representation?

3. a) What is a sample? Explain different methods of sample survey?.

(OR)

b) The average hourly wage of a sample of 150 workers in a plant 'A' was Rs.2.56 with a standard deviation of Rs.1.08. The average hourly wage of a sample of 200 workers in plant 'B' was Rs.2.87 with a standard deviation of Rs.1.28. Can an applicant safely assume that the hourly wages paid by plant 'B' are higher than those paid by plant 'A'?

4. a) The following table gives the number of units of production per day turned out by four different types of machines

Employee	Type of Machine			
	M1	M2	M3	M4
E1	40	36	45	30
E2	38	42	50	41
E3	36	30	48	35
E4	46	47	52	44

Test the hypothesis that the mean production is the same for the four machines

(OR)

In a certain experiment to compare two types of animal foods A and B, the following results of increase in weights were observed in animals:

Animal number		2	3	4	5	6	7	8	Total
Increase in weight	Food A	53	51	52	47	50	52	53	406
	Food B	55	52	53	50	54	54	53	418

Assuming that the same set of animals were used, can we conclude that food B is better than food A?

5. a) Explain various steps involved in report writing

(OR)

b) Explain types of research reports.

SECTION –B

Answer any FIVE from the following

5 X 4=20

1. Explain importance of research
2. Briefly describe about designing of questionnaire
3. Define null and alternative hypothesis
4. Explain the test procedure of single mean for large sample
5. Define ANOVA
6. Explain types of errors
7. Give meaning of interpretation

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MBA II-

SEMESTER

MBA206-Business research methods
SCHEME OF VALUATION

SECTION - A

5x16M=80M

Answer all questions

1.

a) Consider as a whole

16marks

(OR)

b) Consider as a whole

16marks

2.

a) Consider as a whole

16marks

(OR)

b) Consider as a whole

16marks

3.

a) Definition + Any 5 methods of sampling

2 + 14marks

(OR)

b) $Z=-2.46$, It is significant

-16Marks

4.

8. a) ANOVA one way classification

16 Marks

(OR)

b) $t=4.32$, Reject the null hypothesis

-16Marks

5.

a) Consider as a whole

16marks**(OR)**

b) Consider as a whole

16marks

SECTION -B

Each question carries 4 marks

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)

DEPARTMENT OF

MBA II- SEMESTER

MBA207-PROJECT MANAGEMENT

Unit 1 - Basics of Project Management: Introduction, Need for Project Management, Project Management Knowledge Areas and Processes, The Project Life Cycle, The Project Manager (PM), Phases of Project Management Life Cycle, Project Management Processes, Impact of Delays in Project Completions, Essentials of Project Management Philosophy, Project Management Principles

Unit 2 - Project Identification and Selection: Introduction, Project Identification Process, Project Initiation, Pre-Feasibility Study, Feasibility Studies, Project Break-even point

Unit 3 - Project Planning: Introduction, Project Planning, Need of Project Planning, Project Life Cycle, Roles, Responsibility and Team Work, Project Planning Process, Work Breakdown Structure (WBS)

Unit 4- Project Execution and Control: Introduction, Project Execution, Project Control Process, Purpose of Project Execution and Control, PERT and CPM: Introduction, Development of Project Network, Time Estimation, Determination of the Critical Path, PERT Model, Measures of variability, CPM Model, Network Cost System

Unit 5- Project Close-out, Termination and Follow-up: Introduction, Project Close-out, Steps for Closing the Project, Project Termination, Project Follow- up

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MBA II- SEMESTER

MBA207-PROJECT MANAGEMENT

MODEL QUESTION PAPER

Time limit-3 hours

max marks-100

SECTION-A

Answer the following questions

5*16=80marks

1. a Define Project Management. Explain about Essentials of Project Management

(Or)

b. Explain Phases of Project Management Life

Cycle 2a. Discuss Project Identification Process

(or)

b. Explain about Project Initiation?

3. a. Explain about Project planning process?

(or)

b. Discuss about Work Break Down Structure?

4. a. Define Project execution? Explain about purpose of project execution and Control?

(or)

b. Discuss about Network Cost System

5. a. Discuss about steps for Closing Project?

(or)

b. Explain about Project Termination in Detail?

SECTION-B

Answer any five of the following

5 x 4 =20m

6. PERT
7. CPM
8. Project Life Cycle
9. Project Manager
10. Project Break Even
- Point 11. Project Management principles
12. Project termination

MBA II- SEMESTER
MBA207-PROJECT MANAGEMENT

SCHEME OF VALUATION

1. A) Definition 4m, essentials 12m.
B) Phases of project management each heading 2m.
2. A) Consider as a whole.
B) Consider as a whole.
3. A) project planning 4m, process 12m.
B) work break down 4m, structure 12m.
4. A) Project execution 4m, process and measures to control 12m.
B) Consider as a whole.
5. A) closing project 4m, steps 12m.
B) Consider as a whole.

Section-B

All questions allot 4 marks each.

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II- SEMESTER

**MBA208-GENERAL ELECTIVE
CRITICAL THINKING & PROBLEM SOLVING**

UNIT 1- Importance of critical thinking and reasoning skills, problem ,definition, its parts,prioritising issues and relevance of issues.

UNIT 2-Fact vs opinion,tenpative truths, claim credibility,recognising bias, incomplete claims, test and studies

UNIT 3- Working with arguments,inductive reasoning, deductive reasoning,evaluating evidence, types of evidence,credibility of evidence

UNIT 4- Logical fallacies, appeals to emotions, scare tactics, flattery,peer pressure, slippery slope, circular reasoning and two wrongs makes a right

UNIT 5- Jumping to conclusions,hasty generalizations, biased generalizations, determined cause, problem solving revisited

MODEL PAPER

TIME: 2 hours

Maximum 100 Marks

SECTION A – (5X20=100
Marks)

1. (a) Briefly describe about the importance of critical thinking and reasoning skills?

Or

b) Explain the parts of critical thinking and reasoning?

2 (a) explain what is meant by the claim credibility and briefly describe about it?

Or

b) Describe incomplete claims?

3) A) differentiate between the inductive reasoning and deductive reasoning?

Or

b) What are the different types of evidences and briefly explain about it?

4 a) briefly describe about the scare tactics?

Or

b) Briefly describe about the logical fallacies?

5) What is meant by the hasty generalizations and describe about it?

Or

b) Explain about the concept of jumping to conclusions?

Scheme of evaluation

1. A) Importance of critical thinking		10 MARKS
Reasoning skills		10 MARKS
	OR	
B) Critical thinking		10 Marks
Description on Reasoning		10 Marks
2. A) what is meant by the claim credibility		10 marks

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| b) Explanation on credibility and its factors | 10 marks |
| 3. A) explain about inductive reasoning | 10 marks |
| b) Deductive reasoning | 10 marks |
| 4. A) Introduction – meaning of evidences Explain the types of evidences | |
| a) Briefly describe about the scare tactics | 10 Marks |
| b) Describe about the logical fallacies | 10 Marks |
| 5) What is meant by the hasty generalizations | 10Marks |
| b) Jumping to conclusions | 10Marks |

