ANDHRA LOYOLA COLLEGE
VIJAYAWADA
CHOICE BASED CREDIT SYSTEM(CBCS)
MASTER OF BUSINESS ADMINISTRATION
With effect from (2020-2021)
MBA COURSE FRAME WORK

COURSES	SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV
FOUNDATION COURSE(BUSINESS FUNDAMENTALS)	4(2)(AFTER COLLEGE HOURS)			
Extension Activity		45(2) (AFTER COLLEGE HOURS)		
Core Courses				
1	4(3)	5(4)	3(3)	3(3)
2	5(4)	5(4)	3(3)	3(3)
3	5(4)	5(4)	5(4)	5(4)
4	5(4)	5(4)	5(4)	5(4)
5	4(3)	4(3)	5(4)	5(4)
6	5(4)	4(3)	5(4)	5(4)
7	4(3)	4(3)	5(4)	5(4)
8	----	----	5(4)	5(4)
Communication Skills	___	----	—	
General Electives	4(2)	4(2)		
GENERIC ELECTIVE				

Research Oriented Course			----		
Project Work / Comprehensive viva			0(4)	0(4)	
	36(29)	**36(29)**	**36(34)**	**36(34)**	
Total credits = 126					

Semester II

Code	Courses	Lecture /week	Elective	Internal Marks	External Marks	No.of Credits
MBA201	Marketing Management	5	Core	50	50	4
MBA 202	Human Resource Management	5	Core	50	50	4
MBA 203	Financial Management	5	Core	50	50	4
MBA 204	Operation Research	5	Core	50	50	4
MBA 205	Entrepreneurship : Theory and Practice	4	Core	50	50	3
MBA 206	Business Research Methods	4	Core	50	50	3
MBA 207	Project Management	4	core	50	50	3
MBA 208	General Elective-2	4		50	50	2
MBA 110/209	Extension Activity	0	-	50	50	2
Total for II Semester		**36**	**-**	**450**	**450**	**29**

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)

DEPARTMENT OF MBA

SEMESTER-II

LIST OF SUBJECTS (W.E.F 2020-2021)

MBA201	Marketing Management
MBA 202	Human Resource Management
MBA 203	Financial Management
MBA 204	Operation Research
MBA 205	Entrepreneurship : Theory and Practice
MBA 206	Business Research Methods
MBA 207	Project Management
MBA 208	General Elective-2
MBA 110/209	Extension Activity

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.

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)
DEPARTMENT OF MBA
SEMESTER-II
MBA 201: MARKETING MANAGEMENT

Section-A

Total   100 Marks

Answer any five of the following   **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 segmentation? Explain different types of strategies in S-T-P.

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?

Answer any five of the following   **5X4=20**

 Write short notes on
 6).Guerilla Marketing
 7) Classification of consumer goods
 8) Value chain Analysis
 9) Product Life cycle
10) Formula of 4p+4c+4a
11) Marketing Audit

12) Product assortment/ Product mix

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) Write about segmentation 5m , Explain different types of strategies in S-T-P 11m

    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.

13) 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.

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)
DEPARTMENT OF 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 Programme
11.Demotion
12. Quality of Work Life

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)
DEPARTMENT OF MBA
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 CARRIES 4MARKS

FINANCIAL MANAGEMENT SYLLABUS

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, and Risks in Capital Budgeting –Techniques of Capital Budgeting: Traditional and DCF techniques – Risk Analysis in Capital Budgeting. (*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 –

Management of Profits: Dividend Policy and Dividend Theories *(Theory and Problems)***.**

UNIT 5:

Financial Analysis: Types of ratios, Classification and analysis through ratios, Advantages and Limitations of ratio analysis (*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 . Explain about different financial decisions.

(or)

 b)Explain about Risk and Return? Discuss about Present value and Future value.

2.a) Explain about types of Leverages? Discuss about EBIT –EPS analysis

(or)

 b) A firm has the following capital structure .

Sources of funds	Rs.	After tax cost(%)
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)

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

b)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 management. Explain about types and determinants of working capital

(or)

b) Define dividend. Explain about various theories of dividend .

5.a)Define ratio analysis. Explain about classification of different ratios

(or)

b)From the following particulars extracted from the financial statement of ABC &CO ,compute current ratio,liquid ratio,inventory turnover ratio,debtors turnover ratio.

Particulars	Rs	Particulars	Rs
Opening stock	47,000	Sundry debtors	42,000
Closing stock	53,000	Cash	10,000
Sales less returns	2,52,000	Bank	8,000
Provision for bad debts	2,000	Bills receivable	15,000
Sundry creditors	32,000	Provision for taxation	15,000
Loose tools	4,000	Bills payable	29,000
Purchases	1,80,000	Marketable securities	8,000

Section-B

Answer any five of the following   5*4=20m

6.Explain the meaning and Objectives of Financial Management
7.Discuss the Need and Process of Financial planning
8.What is WACC? Discuss the steps involved in calculation of WACC
9.Describe the factors influencing capital structure
10.Discuss advantages and disadvantages of Traditional techniques and Modern techniques of capital budgeting
11.Write about Inventory management techniques

12.Explain advantages and Limitations of ratio analysis

SCHEME OF VALUATION FOR FINANCIAL MANAGEMENT

SECTION-A

1.a)Definition -4 m,each decision-4 marks-(3*4=12m)

b).Each concept 4m(4*4=16m)

2.a.Types: 8m, Analysis:8m

b)Data -1 mark,for each alternative -5 marks(3*5=15m)

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

b)Data-4 m,each project npv caluculation-6 m(2*6=12m)

4.a).Definition -4m,Types-6 m,determinents-6m

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

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

b)Each ratio-(4*4=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

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)

DEPARTMENT OF MBA

II- 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.

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)

DEPARTMENT OF MBA

II- SEMESTER

MBA204-OPERATIONS RESEARCH

MODEL QUESTIONPAPER

MAX MARKS:- 100

ANSWER ALL THE 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
$2x_1+3x_2 \geq$
$303x_1+2x$
$2 \leq 24x_1+x$
$2 \geq 3$
$x_1,x_2 \geq 0$

(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.

	D₁	D₂	D₃	D₄	AV
O₁	21	16	25	13	11
O₂	17	18	14	23	13
O₃	32	27	18	41	19
Supply	6	10	11	15	

Destination

From

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

	M₁	M₂	M₃	M₄	M₅
A	9	7	4	5	11
B	8	8	6	7	12
C	7	6	7	8	10
D	10	5	5	4	8

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 :-

1-2	2-3	2-4	3-5	4-5	4-6	5-7	6-7	7-8	7-9	8-
1	1	1	3	2	3	4	6	2	5	
5	3	5	5	4	7	6	8	6	8	3
1.5	2	3	4	3	5	5	7	4	6	2

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 Quering process? Describe different models of Quenes.

(1) Solve the following LPP by simplex Method.

Minimize $Z = 2x_1 + 4x_2 + 3x_3$

Subject to

$3x_1 + 4x_2 + 2x_3 \leq 60$

$2x_1 + x_2 + 2x_3 \leq 40$

$x_1 + 3x_2 + 2x_3 \leq 80$

$x_1, x_2, x_3 \geq 0$

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)

DEPARTMENT OF MBA

II- 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

Consider the section as a whole and award 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 – Entrepreneuring in the Corporate Environment – Need for and Possible Barriers to Corporate Entrepreneurship – Legal Structures and Regulatory Framework of Entrepreneurship.

UNIT-4

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 entrpreneurs-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

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)
DEPARTMENT OF MBA

II- SEMESTER

MBA206-Business research methods

UNIT - 1 :-

Introduction: Collection of data-primary data and secondary data, Questionnaire and schedules as tools of colleting data. Diagrammatic and graphical presentation of data. Tabulation of data and general rules of tabulation. Measurement Concepts: Measurement and scaling concepts, attitude measurement, levels of measurement and types of scales. Criteria for good measurement.
Research Design: Meaning of Research Design. Functions and goals of Research Design, pilot study.

UNIT – 2 :-

Index numbers: Steps in the construction of index numbers. Price index numbers- Laspeyre's, paasche's, Drobish Bowley, Fisher, Marshal Edge worth, Walsch & Kelly's. Time reversal & Factor Reversal tests.

UNIT – 3:- Sampling design, sampling procedures estimation-point estimation, Interval estimation, Testing of Hypothesis – Null & Alternatives, hypothesis, Errors in Testing of Hypothesis.

UNIT -4 :- Large sample tests – z test, F –test ➔ ANOVA – one way and two way classification

UNIT – 5 :- Small sample tests- t test – single mean, two means, paired t-test, chi-square test –

single variance.

II- SEMESTER

MBA206-Business research methods
MODEL QUESTION PAPER

MAX MARKS:- 100

ANSWER ALL THE QUESTIONS   **5X16=80**

(1) (a) Explain measurement and scaling concepts.

(OR)

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

(2)   (a) Explain the concept and importance of Index Numbers? Write the steps in the construction of Index numbers.

(OR)

(b) Calculate Fisher's Index Number for the following data and check for Time Reversal and Factor Reversal Tests.

Commodities	Quantity		Price	
	1999	2000	1999	2000
A	3	5	20	25
B	4	6	25	30
C	2	3	30	25
D	1	2	10	7.5

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

(OR)

(b) Explain the concept of estimataion? What are the characteristics of a good point Estimator? Describe briefly the Errors in testing of Hypothesis?

4 (a) Write various steps for ANOVA testing in two way classification.

(OR)

(b) A machine puts out 16 imperfect articles in a sample of 500.After the machine is over handled , it puts out 3 imperfect articles in a batch of 100. Has the machine improved after overhauling?

(5)   (a) The average number of articles produced by two machines per day are 200 and 250 with standard deviations 20 and 25 respectively on the basis of records of 25 days production. Can you regard both the machines equally efficient at 1% level of significance?

(OR)

(b) Write the test procedures for t-test for paired samples and test for single variance.

COMPULSORY

SEC B   1X20=20

(1) The following table gives the number of units of production per day turned out by four different types of machines

Exmployee	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

(i) Test the hypothesis that the mean production is the same for the four machines, and
(ii) Test the hypothesis that the employees donot differ with respect to mean productivity.

MBA206-Business research methods
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

Consider the section as a whole and award 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

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)
DEPARTMENT OF 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 philosophy.

(Or)

(b) Explain Phases of Project Management Life Cycle?

2 (a) Define Project Identification and selection? Explain feasibility study and pre-feasibility study.

(Or)

(b)   From the following information:-

Nodes	1 – 2	1 – 3	2 – 4	3 - 4	3 - 5	4 - 9	5 - 6	5 - 7	6 - 8	7 - 8	8 - 10	9 - 10
Expected duration (months)	4	1	1	1	6	5	4	8	1	2	5	7

1. Construct network diagram
2. What are the scheduled start and completion dates for each specific activity
3. Determine critical path
4. Find out total float for each activity

3 (a) What is a Project planning? Explain role, responsibilities and team work for project planning

(Or)

b. Discuss about Work Break Down Structure?

4 (a) Your are require to calculate the following information:-

Activity	To	Tm	Tp
1 - 2	1	7	13
1 - 6	2	5	14
2 - 3	2	14	26
2 - 4	2	5	8
3 - 5	7	10	19
4 - 5	5	5	17
6 - 7	5	8	29
5 - 8	3	3	9
7 - 8	8	17	32

1. Draw the project network
2. Find the expected duration, variance and standard deviation
3. What activities are critical in the sense that they must be completed exactly as scheduled in order to meet the target for overall project completion
4. If a 40- week deadline is imposed, what is the probability that the project will be finished within the time limit

(Or)

b. What is the difference between PERT and CPM? Explain purpose of project execution and control

5. a. Discuss about steps for Closing Project?

(Or)

b. Explain about Project Termination in Detail?

SECTION-B

Answer any four of the following

5*4=20m

6. What are the impacts of delay in project?
7. Discuss project planning process
8. Determine network cost system
9. Project follow –up
10. Project Break Even Point
11. Project Management Principles
12. 4p"s of project management

SCHEME OF VALUATION

Section-A

1 (a) Define Project Management (5)Explain about Essentials of Project Management philosophy.(11)

(Or)

(b) Explain Phases of Project Management Life Cycle(16)

2(a) Define Project Identification and selection(6) Explain feasibility study and pre-feasibility study.(10)

(Or)

(b) From the following information:-

Nodes	1 – 2	1 – 3	2 – 4	3 - 4	3 - 5	4 - 9	5 - 6	5 - 7	6 - 8	7 - 8	8 - 10	9 - 10
Expected duration (months)	4	1	1	1	6	5	4	8	1	2	5	7

1. Construct network diagram(4)
2. What are the scheduled start and completion dates for each specific activity(4)
3. Determine critical path(4)
4. Find out total float for each activity(4)

3 (a) What is a Project planning(4) Explain role, responsibilities and team work for project planning(12)

(Or)

b. Discuss about Work Break Down Structure(16)

4 (a) Your are require to calculate the following information:-

Activity	To	Tm	Tp
1 - 2	1	7	13
1 - 6	2	5	14
2 - 3	2	14	26
2 - 4	2	5	8
3 - 5	7	10	19
4 - 5	5	5	17
6 - 7	5	8	29
5 - 8	3	3	9
7 - 8	8	17	32

1. Draw the project network(4)

2. Find the expected duration, variance and standard deviation(4)

3. What activities are critical in the sense that they must be completed exactly as scheduled in order to meet the target for overall project completion(4)

4. If a 40- week deadline is imposed, what is the probability that the project will be finished within the time limit(4)

(Or)

b. What is the difference between PERT and CPM(8)Explain purpose of project execution and control(8)

5. a. Discuss about steps for Closing Project(16)

(Or)

b. Explain about Project Termination in Detail(16)

SECTION-B

Answer any four of the following

6. What are the impacts of delay in project(4)

7. Discuss project planning process(4)

8. Determine network cost system(4)

9. Project follow –up(4)

10. Project Break Even Point(4)

11. Project Management Principles(4)

12. 4p"s of project management(4)

ANDHRA LOYOLA COLLEGE (AUTONOMOUS)

DEPARTMENT OF MBA

II- SEMESTER

MBA208-GENERAL ELECTIVE
CRITICAL THINKING & PROBLEM SOLVING

UNIT 1- Importance of critical thinking and reasoninskills,
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: Three hours   Maximum 100 Marks

SECTION A – (5X16=80 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?

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

4 a) briefly describe about the scare tactics?

b) Briefly describe about the logical fallacies?

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

b) Explain about the concept of jumping to conclusions?

SECTION B – (5x4=20 Marks)

Short answer questions Answer

any FIVE of the following

1) Explain fact vs. opinion
2) What is meant by the evaluating evidence
3) What is meant by the inductive reasoning
4) What is meant by the slippery slopes
5) What is meant by the scare tactics
6) What is meant by the circular reasoning
7) Describe peer pressure
8) Describe problem solving revisited

Scheme of evaluation

1. A) Importance of critical thinking   10 MARKS

Reasoning skills   O6 MARKS

                              OR

B) Critical thinking   10 Marks

Description on Reasoning   06 Marks

2. A) what is meant by the claim credibility   10 marks?

b) Explanation on credibility and its factors   06 marks

3. A) explain about inductive reasoning   10 marks

b)   Deductive reasoning   06 marks

4.   A) Introduction – meaning of evidences Explain the types of

evidences

    a)   Briefly describe about the scare tactics   08 Marks

b) Describe about the logical fallacies   08 Marks

5) What is meant by the hasty generalizations   08 Marks?

b) Jumping to conclusions   08 Marks

Section B

6. Differences between fact vs. opinions   04 marks 7.Description for
evaluating evidence   04 marks 8.Explanation on
inductive reasoning   04 marks 9.Scare tactics
introduction and elements   04 marks 10.Explanation on peer
pressures   04 marks
11.problem solving revisited   04 marks