INSTITUTE OF AERONAUTICAL ENGINEERING
(Autonomous)

MODEL QUESTION PAPER – I

MBA II Semester Regular Examinations, April – 2017
Regulation: R16
HUMAN RESOURCE MANAGEMENT
(Master of Business Administration)

Time: 3 Hours   **Max Marks: 70**

Answer ONE Question from each Unit
All Questions Carry Equal Marks
All parts of the question must be answered in one place only

UNIT – I

1. (a) Define human resource management and write it nature and scope? **[7M]**

    (b) Define objectives and policies of human resource management. **[7M]**

2. (a) Give examples of how hr management concepts and techniques can be of use to all managers? **[7M]**

    (b) What is the difference between a strategy a vision and a mission give one example of each? **[7M]**

UNIT – II

3. (a) Explain about differentiate recruitment and selection what are the avenues of recruitment discuss. **[7M]**

    (b) What is job evaluation explain the objectives of job evaluation. **[7M]**

4. (a) Similarly how would you explain the fact that structured interviews regarded of content are more valid than unstructured interviews for predicting job performance? **[7M]**

    (b) Explain and illustrate basic ways in which you can classify selection interviews. **[7M]**

UNIT – III

5. (a) Explain describe the various management development programs? **[7M]**

    (b) Explain what are the operational functions of HRM **[7M]**

6. (a) Do you think job rotation is a good method to use for developing management trainees why or why not? **[7M]**

    (b) Specifically what should the carters cover in their new employees orientation program and how should they convey this information. **[7M]**

UNIT – IV

7. (a) Discuss how this case illustrates the contrasts between the administrative use and developmental use of appraisal. **[7M]**

   (b) Write the short note on performance management.Explain organizational and individual perspectives. **[7M]**

8. (a) What are the challenges related to managing careers careers in case of mergers and acquisitions. **[7M]**

   (b) Discuss the pros and cons of four performance appraisal tools. **[7M]**

UNIT – V

9. (a) What is unemployment insurance is on organization required to pay unemployment benefits to all dismissed employees. **[7M]**

   (b) Explain collective bargaining. **[7M]**

10. (a) Explain define impasses mediation and strike and explain the techniques that are used to overcome an impasses. **[7M]**

    (b) Discuss about conflict resolution? **[7M]**

INSTITUTE OF AERONAUTICAL ENGINEERING
(Autonomous)

MODEL QUESTION PAPER – II

MBA II Semester Regular Examinations, April – 2017
Regulation: R16
HUMAN RESOURCE MANAGEMENT
(Master of Business Administration)

Time: 3 Hours   **Max Marks: 70**

Answer ONE Question from each Unit
All Questions Carry Equal Marks
All parts of the question must be answered in one place only

UNIT – I

1. (a) Illustrate the HR management responsibilities of line and staff managers?   **[7M]**

   (b) Write about functional authority?   **[7M]**

2. (a) Define and give at least two examples of the cost leadership competitive strategy and the differentiation competitive strategy?   **[7M]**

   (b) Explain the functions of production, planning and control?   **[7M]**

UNIT – II

3. (a) Explain give some examples of how to use interest inventories to improve employees of selection.
                                                                                       [7M]

   (b) What are the pros and cons of five source of job candidates?   **[7M]**

4. (a) What is job evaluation explain the objectives of job evaluation?   **[7M]**

   (b) Specifically what are screening techniques could the company use to screen out theft prone and turnover prone employees and how exactly could these be used.   **[7M]**

UNIT – III

5. (a) Explain describe the various management development programs?   **[7M]**

   (b) How do you assess the training needs explain.   **[7M]**

6. (a) Explain how you would apply our principles of learning in developing a lecture say on orientation and training.   **[7M]**

   (b) Do you think job rotation is a good method to use for developing management trainees why or why not?   **[7M]**

UNIT – IV

7. (a) Identify some of the advantages and disadvantages of eliminating the use of appraisal forms and ratings. **[7M]**

    (b) What is purpose of a performance appraisal. **[7M]**

8. (a) Answer the question how would you get the interviewee to talk during an appraisal interview. **[7M]**

    (b) Explain how you would use the alternation ranking method the paired comparison method and the forced distribution method. **[7M]**

UNIT – V

9. (a) Give some examples of when you would suggest using team or group incentive programs rather than individual incentives programs. **[7M]**

    (b) Compare and contrast six types of incentive plans. **[7M]**

10. (a) Explain define impasses mediation and strik and explain the techniques that are used to overcome an impasses. **[7M]**

    (b) Would it be advisable for the firm to set up a procedure for screening out accident prone individual how should they do so. **[7M]**

INSTITUTE OF AERONAUTICAL ENGINEERING
(Autonomous)

MODEL QUESTION PAPER – I

MBA II Semester Regular Examinations, April – 2017
Regulation: R16
OPERATIONS MANAGEMENT
(Master of Business Administration)

Time: 3 Hours   **Max Marks: 70**

Answer ONE Question from each Unit
All Questions Carry Equal Marks
All parts of the question must be answered in one place only

UNIT – I

1. (a) Define Management Information System? Describe briefly about the nature and scope of management information system?   **[7M]**
   (b) Discuss briefly the functions of management information?   **[7M]**

2. (a) Explain briefly the strategies for gaining competitive advantage in strategies information system?   **[7M]**
   (b) What is management information system? what is the need for it in the present competitive world?   **[7M]**

UNIT – II

3. (a) Define E-commerce?Explain in detail the E-commerce sales lifecycle model?   **[7M]**
   (b) Explain the various types of Decision Support System and explain the applications of DSS? **[7M]**

4. (a) What is CRM? Discuss briefly the application components of Customer Relationship Management?   **[7M]**
   (b) Discuss briefly the different categories of decision-making?   **[7M]**

UNIT – III

5. (a) Define Information system planning?Explain in detail the Nolan Six- Stage Model? **[7M]**
   (b) List the steps in disaster recovery programmer?   **[7M]**

6. (a) Write about the acceptance sampling? Explain different types of sampling plans used for acceptance sampling?   **[7M]**
   (b) Neha industries want to set up a control chart for the number of defectives units for its toaster production line. 25 random samples of 400 units each inspected and the number of defectives units in each sample were noted as follows. Draw suitable control foe the data.   **[7M]**

Sample no	1	2	3	4	5	6	7	8	9
No of defectives	17	26	22	24	30	35	15	19	23

UNIT – IV

7. (a) What do you mean by make or buy decision ?discuss the pros and cons of this decision? **[7M]**

   (b) What are the benefits for material budgeting? **[7M]**

8. (a) How do you evaluate the performance of suppliers ?what are the goals of vendor rating? **[7M]**

   (b) What is vendor rating? What are its determinants? **[7M]**

UNIT – V

9. (a) What is stores management? What are the requirements for effective management of stores?
   [7M]

   (b) Explain the various systems of inventory control? **[7M]**

10. (a) Define inventory . explain the importance of maintaining inventory? **[7M]**

    (b) A factory uses annually 24,000 units of raw material which costs Rs.125 per unit placing each
        order costs Rs.25 and carrying costs is 6% per year of average inventory. **[7M]**
        i. Find out the economic order quantity.
        ii. How many orders are to be placed in a year
        iii. What is the total inventory cost for year including the cost of material

INSTITUTE OF AERONAUTICAL ENGINEERING
(Autonomous)

MODEL QUESTION PAPER – II

MBA II Semester Regular Examinations, April – 2017
Regulation: R16
OPERATIONS MANAGEMENT
(Master of Business Administration)

Time: 3 Hours   **Max Marks: 70**

Answer ONE Question from each Unit
All Questions Carry Equal Marks
All parts of the question must be answered in one place only

UNIT – I

1. (a) What do you mean by product life cycle and process life cycle? explain the relationship between them. **[7M]**

   (b) What is process focused system? What is product focused system? **[7M]**

2. (a) What are the various technologies used in processes of operations management in detail? **[7M]**

   (b) Explain the functions of production, planning and control? **[7M]**

UNIT – II

3. (a) seven jobs must be processed on two machines A and B in the sequence –A first then B . determine the optimal order in which in which the job should be sequenced through the process using these times and idle times of machines. **[7M]**

job	Machine A(time hours)	Machine B(time hours)
1	9	6
2	8	5
3	7	7
4	6	3
5	1	2
6	2	6
7	4	7

   (b) Differentiate between product layout and process layout? **[7M]**

4. (a) Explain about sequencing? What are rules of sequencing? **[7M]**

   (b) Discuss briefly the different categories of decision-making? **[7M]**

UNIT – III

5. (a) Explain the objectives, functions, and advantages of quality control? **[7M]**

   (b) What is total quality management? Explain the different kinds of control charts? **[7M]**

6. (a) Describe the control charts for variables? **[7M]**

   (b) Neha industries want to set up a control chart for the number of defectives units for its toaster production line. 25 random samples of 400 units each inspected and the number of defectives units in each sample were noted as follows. Draw suitable control foe the data. **[7M]**

Sample no	1	2	3	4	5	6	7	8	9
No of defectives	17	26	22	24	30	35	15	19	23

UNIT – IV

7. (a) Explain the techniques for prioritization of material? **[7M]**

   (b) Explain about the FSN and ABC analysis? **[7M]**

8. (a) What do you mean by make or buy decision? Discuss the pros and cons of this decision? **[7M]**

   (b) What are the objectives of MRP? Explain its merits and demerits? **[7M]**

UNIT – V

9. (a) An auto industry purchases spark plugs at the rate of Rs.25 per piece . the annual consumption of spark plugs is 18000 numbers . if the ordering cost is Rs.250 per order and carrying cost is Rs.25% per annum. What would be the EOQ? If the supplier of spark plugs offer discount of 5% for order quantity of 3000 numbers per order do you accept the discount offer? **[7M]**

   (b) What is stores management? What are the requirements for effective management of stores? **[7M]**

10. (a) Mention various systems available for inventory control? **[7M]**

    (b) Explain the various systems of inventory control? **[7M]**

Question Paper Code: CMB008

INSTITUTE OF AERONAUTICAL ENGINEERING
(Autonomous)

MODEL QUESTION PAPER – I

MBA II Semester Regular Examinations, April – 2017
Regulation: R16
FINANCIAL MANAGEMENT
(Master of Business Administration)

Time: 3 Hours   **Max Marks: 70**

Answer ONE Question from each Unit
All Questions Carry Equal Marks
All parts of the question must be answered in one place only

UNIT – I

1. (a) Discuss the evolution of financial management as a separate discipline.   **[7M]**

    (b) Compute the present value of perpetuity of Rs.5000 annually, if the discount rate is 15 percent.
                                                                                                    [7M]

2. (a) Explain the procedure for calculating the present value of   **[7M]**
        i. Regular annuity
        ii. Annuity due
        iii. Deferred annuity

    (b) Assume an annual interest rate of 10%. We have a debt to pay and are given a choice of paying Rs.100000 now or some amount X five years from now. What is the maximum amount that X can be for us to be willing to defer payment for five years.   **[7M]**

UNIT – II

3. (a) What is the importance of cost of capital in capital budgeting and capital structure planning decisions?   **[7M]**

    (b) A project requires an investment of Rs.600000 and has a scrap value of Rs.30000 after 4 years. It is expected to yield profits after taxes during four years amounting to 40000, 60000, 50000 and 30000. Calculate ARR on the investment.   **[7M]**

4. (a) Explain Net Present Value and Internal Rate of Return debate with respect to conventional and non conventional investments.   **[7M]**

    (b) Under what conditions would the internal rate of return be reciprocal of the payback period?
                                                                                                    [7M]

UNIT – III

5. (a) Discuss why traditional approach which acts as intermediary between net income and net operating income approach. **[7M]**

   (b) Calculate total value of the firm as per MM theory, if EBIT is Rs.50000 and expected rate of return at 12.5%. **[7M]**

6. (a) Write in detail about earnings before interest and tax (EBIT) and earnings per share (EPS) analysis? **[7M]**

   (b) The capital structure of a company consists of equity capital Rs.30 lakhs (share value of Rs.100 per value) and 10% of Rs.3000000 debentures. Sales increased by 20 percent from 300000 units to 360000 units. The selling price is Rs.10 per unit and variable cost is Rs.500000. the company is in the tax bracket of 50%. Compute the degree of financial leverage at 300000 units and 360000 units and the percentage of increase in EPS. **[7M]**

UNIT – IV

7. (a) The current dividend on an equity share of polar technology is Rs.3. polar is expected to enjoy an above normal growth rate of 40% for 5 years. Thereafter the growth rate will fall and stabilize at 12%. Equity investors require a return of 18% from polar stock. What is the intrinsic value of the equity shares of polar? **[7M]**

   (b) What do you understand by bonus shares? State its advantages and limitations. **[7M]**

8. (a) What do you mean by dividend? Write about the impact of dividend decisions on firm value? **[7M]**

   (b) Define operating cycle. Explain the operating cycle approach to working capital with a neat diagram. **[7M]**

UNIT – V

9. (a) Explain the significance of financing working capital through trade credit and bank finance. **[7M]**

   (b) What is economic order quantity? What are the assumptions underlying Economic Order Quantity? **[7M]**

10. (a) Explain the methods used in monitoring receivables. Write in detail about the various dimensions of credit policy of the firms? **[7M]**

    (b) A company requires 90,000 units of certain item annually. If cost is Rs.3/unit. The cost per purchase order is Rs.300 and the inventory carrying cost is 20% per year. **[7M]**
       i. What is economic order quantity?
       ii. If the supplier offers discounts as below what should the firm do?

Order quantity	Discount (%)
4500-5999	2
6000 and above	3

INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

MODEL QUESTION PAPER – II

MBA II Semester Regular Examinations, April – 2017
Regulation: R16
FINANCIAL MANAGEMENT
(Master of Business Administration)

Time: 3 Hours   **Max Marks: 70**

Answer ONE Question from each Unit
All Questions Carry Equal Marks
All parts of the question must be answered in one place only

UNIT – I

1. (a) Explain the concept of risk-return trade off. What are the decisions involved in risk return trade-off?   **[7M]**

   (b) Explain the concept of time value of money. What are the various techniques of time value of money?   **[7M]**

2. (a) What do you mean by agency relationship and agency cost? What kind of agency relationship exists in business concern?   **[7M]**

   (b) You are considering purchasing the equity stock of ABC Company? The current price per share is Rs.10. you expect the dividend a year hence to be Rs.1. from the following data calculate
     i. What is the expected price per share year hence?   **[7M]**
     ii. What is the rate of return on ABC equity stock?
     iii. What is the standard deviation of ABC stock?

Price a year	Rs.10	Rs.11	Rs.12
Probability	0.4	0.4	0.2

UNIT – II

3. (a) What is capital budgeting? It is important to evaluate capital budgeting projects on the basis of after tax cash incremental flows?   **[7M]**

   (b) A company with a debt equity ratio of 4:5 has a level of business risk which gives it a weighted average cost of capital of 18%. The cost of debt is 10%. What is the cost of equity? If the debt to equity is 1, what will be the cost of equity?   **[7M]**

4. (a) What is weighted marginal cost of capital? Write about the procedure of determining weighted marginal cost of capital?   **[7M]**

(b) A company is considering the purchase of machine. Two machines P and Q each costing Rs.50000 is available. EAT are a following **[7M]**

Year	1	2	3	4	5
Machine P	15000	20000	25000	15000	10000
Machine Q	5000	15000	20000	30000	2000

UNIT – III

5. (a) What do you mean by financial leverage? When does financial leverage becomes favorable and unfavorable/ Give example. **[7M]**

   (b) Explain briefly Net Income (NI) approach with its assumptions and implications. Critically evaluate its merits and demerits. **[7M]**

6. (a) How do you design a capital structure of an organization? Explain the impact of operating leverage on firm's capital structure with an example. **[7M]**

   (b) The management of a company subscribing to the net operating income approach believes that its cost of debt and overall cost of capital will remain at 9% and 14% respectively. If the equity shareholders of the firm demand a return of 20%, what should be the proportion of debt and equity in the firm's capital structure? Assume that there are no taxes. **[7M]**

UNIT – IV

7. (a) Discuss Walter's the relevance theory of dividend which supports the argument that dividend decision has an impact on shareholders' value and value of the firm. **[7M]**

   (b) A company is with a net profit of Rs.150000, the number of equity shares is 10000. The dividend payout ratio is 50% and EPS is Rs.15. the company announces 50% stock dividend and at the same time new dividend rate per share is Rs.5.60. what is new payout ratio? How much cash is required? **[7M]**

8. (a) Discuss Gordon's the relevance theory of dividend which supports the argument that dividend decision has an impact on shareholders' value and value of the firm. **[7M]**

   (b) Bring out the differences between gross working capital and net working capital in detail. **[7M]**

UNIT – V

9. (a) What are the determinants used in planning of working capital? Explain the methods used in estimating working capital requirements. **[7M]**

   (b) What is cash budget? How does cash budget help in cash management in an organization? **[7M]**

10. (a) What are the various recommendations suggested by Tandon and Daheja committee on working capital? **[7M]**

    (b) A company requires 90,000 units of certain item annually. If cost is Rs.3/unit. The cost per purchase order is Rs.300 and the inventory carrying cost is 20% per year. **[7M]**
       i. What is economic order quantity?
       ii. If the supplier offers discounts as below what should the firm do?

Order quantity	Discount (%)
4500-5999	2
6000 and above	3

INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

MODEL QUESTION PAPER – I

MBA II Semester Regular Examinations, April – 2017

Regulation: R16

MANAGEMENT INFORMATION SYSTEM & ERP

(Master of Business Administration)

Time: 3 Hours   **Max Marks: 70**

Answer ONE Question from each Unit
All Questions Carry Equal Marks
All parts of the question must be answered in one place only

UNIT – I

1. (a) Define Management Information System? Describe briefly about the nature and scope of management information system?   **[7M]**

   (b) Discuss briefly the functions of management information.   **[7M]**

2. (a) Explain briefly the strategies for gaining competitive advantage in strategies information system?
                                                                                               [7M]

   (b) What is management information system? what is the need for it in the present competitive world?   **[7M]**

UNIT – II

3. (a) Define E-commerce?Explain in detail the E-commerce sales life cycle model?   **[7M]**

   (b) Explain the various types of Decision Support System and explain the applications of DSS? **[7M]**

4. (a) What is CRM? Discuss briefly the application components of Customer Relationship Management?   **[7M]**

   (b) Discuss briefly the different categories of decision-making?   **[7M]**

UNIT – III

5. (a) Define Information system planning?Explain in detail the Nolan Six- Stage Model?   **[7M]**

   (b) List the steps in disaster recovery programmer?   **[7M]**

6. (a) Discuss briefly in detail the different information system security technological?   **[7M]**

   (b) Difference between the software Licensing and software Licensing Risks?   **[7M]**

UNIT – IV

7. (a) Explain briefly the various phases involved in waterfall model along? what are the limitations of waterfall model? **[7M]**

   (b) Explain briefly the tools of structured analysis tool? **[7M]**

8. (a) Define system design? Explain in detail the phases of detailed system design? **[7M]**

   (b) Explain the spiral model in detail with a neat diagram? **[7M]**

UNIT – V

9. (a) Who are cyber criminals? Discuss briefly the different categories of cyber criminals? **[7M]**

   (b) Explain in detail Indian Information Technology Act 2000? **[7M]**

10. (a) Explain in detail about legal perspective on cyber-crime? **[7M]**

    (b) Explain in detail about Indian perspective on cybercrime? **[7M]**

INSTITUTE OF AERONAUTICAL ENGINEERING
(Autonomous)

MODEL QUESTION PAPER – II

MBA II Semester Regular Examinations, April – 2017
Regulation: R16
MANAGEMENT INFORMATION SYSTEM & ERP
(Master of Business Administration)

Time: 3 Hours   **Max Marks: 70**

Answer ONE Question from each Unit
All Questions Carry Equal Marks
All parts of the question must be answered in one place only

UNIT – I

1. (a) Define Management Information System? Discuss various approaches to understand the structure? **[7M]**
    (b) Discuss briefly the functions of management information. **[7M]**

2. (a) Explain briefly the nature and scope of management information system and characteristics of MIS? **[7M]**
    (b) What is management information system? what is the need for it in the present competitive world? **[7M]**

UNIT – II

3. (a) Distinguish between the E-commerce sales life cycle and Enterprise Resource Planning lifecycle? Draw the structures of lifecycles and explain in detailed? **[7M]**
    (b) Explain the various types of Decision Support System and explain the applications of DSS? **[7M]**

4. (a) What is CRM? Discuss briefly the application components of Customer Relationship Management? **[7M]**
    (b) What is Enterprise Resource Planning system? Briefly describe the evolution of Enterprise Resource Planning? **[7M]**

UNIT – III

5. (a) Define Information system planning?Explain in detail the Nolan Six- Stage Model? **[7M]**
    (b) List the steps in disaster recovery programmer? **[7M]**

6. (a) Discuss briefly in detail the different information system security technological? **[7M]**
    (b) Explain the various types of Decision Support System and explain the applications of DSS? **[7M]**

UNIT – IV

7. (a) Explain briefly the various phases involved in waterfall model along? what are the limitations of waterfall model? **[7M]**

   (b) Explain briefly the tools of structured analysis tool? **[7M]**

8. (a) Explain briefly the following **[7M]**
      i. Iterative enhancement model
      ii. Spiral model

   (b) What are the differences between system analysis design and structured analysis tool? **[7M]**

UNIT – V

9. (a) Who are cyber criminals? Discuss briefly the different categories of cyber criminals? **[7M]**

   (b) Explain in detail Indian Information Technology Act 2000? **[7M]**

10. (a) Explain in detail about legal perspective on cyber-crime? **[7M]**

    (b) Explain in detail about Global and Indian perspective on cyber-crime? **[7M]**

INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

MODEL QUESTION PAPER – I

MBA II Semester Regular Examinations, April – 2017
Regulation: R16
MARKETING MANAGEMENT
(Master of Business Administration)

Time: 3 Hours   **Max Marks: 70**

Answer ONE Question from each Unit
All Questions Carry Equal Marks
All parts of the question must be answered in one place only

UNIT – I

1. (a) Discuss core marketing concepts.   **[7M]**

   (b) Explain internal environment and State the production concept?   **[7M]**

2. (a) Describe five concepts of marketing management.   **[7M]**

   (b) Write about developing market.Explain research design ?   **[7M]**

UNIT – II

3. (a) Describe cultural, social and personal factors effects on market.   **[7M]**

   (b) Explain product levels?   **[7M]**

4. (a) What are the stages in product life cycle?   **[7M]**

   (b) Why is it necessary to determine Consumer decision making?   **[7M]**

UNIT – III

5. (a) What is market segmentation?   **[7M]**

   (b) Explain the effective marketing segmentation.   **[7M]**

6. (a) Why would customer driven strategy is used?   **[7M]**

   (b) Write the Evaluation of market segmentation.   **[7M]**

UNIT – IV

7. (a) What channel intermediates and functions?   **[7M]**

   (b) Explain the channel for consumer products?   **[7M]**

8. (a) Compare the business and industrial products.   **[7M]**

   (b) Describe the advertising and sales promotion.   **[7M]**

UNIT – V

9. (a) What are cost determinant of price?   **[7M]**

    (b) Discuss ethics of pricing strategy ?What is product line pricing.   **[7M]**

10. (a) State the global marketing and how it is evaluated   **[7M]**

    (b) What is the relationship Marketing and digital marketing?   **[7M]**

Question Paper Code: CMB010

INSTITUTE OF AERONAUTICAL ENGINEERING
(Autonomous)

MODEL QUESTION PAPER – II

MBA II Semester Regular Examinations, April – 2017
Regulation: R16
MARKETING MANAGEMENT
(Master of Business Administration)

Time: 3 Hours   **Max Marks: 70**

Answer ONE Question from each Unit
All Questions Carry Equal Marks
All parts of the question must be answered in one place only

UNIT – I

1. (a) Discuss marketing management and importance.   **[7M]**

    (b) State the scope of marketing management?   **[7M]**

2. (a) Describe marketing philosophies?   **[7M]**

    (b) Write about developed v/s developing market .   **[7M]**

UNIT – II

3. (a) Describe how consumer behavior will effect on society.   **[7M]**

    (b) Explain developing products and brands?   **[7M]**

4. (a) What are analyzing consumer markets?   **[7M]**

    (b) Why is classification of products important?   **[7M]**

UNIT – III

5. (a) What is competitive Product Positioning Map?   **[7M]**

    (b) Explain the market Development?   **[7M]**

6. (a) Why would homogeneous Micro Segments exists?   **[7M]**

    (b) Write about the market Penetration.   **[7M]**

UNIT – IV

7. (a) What is buyer-seller relationship?   **[7M]**

    (b) Explain about industrial Products?   **[7M]**

8. (a) Compare the instant draws and assigned gifts.   **[7M]**

    (b) Describe the channel strategy decisions.   **[7M]**

UNIT – V

9. (a) What is competition pricing explain with an example? **[7M]**

   (b) Discuss captive pricing. **[7M]**

10. (a) State the market sustainability and ethics. **[7M]**

    (b) Why is Rural marketing' is similar to simply 'marketing? **[7M]**

Hall Ticket No ☐☐☐☐☐☐☐☐☐☐ Question Paper Code: CMB312

INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

MODEL QUESTION PAPER – I

MBA II Semester End Examinations (Regular), April − 2017
Regulation: R16
COMPUTER PROGRAMMING
(Master of Business Administration)

Time: 3 Hours **Max Marks: 70**

Answer any ONE question from each Unit
All questions carry equal marks
All parts of the question must be answered in one place only

Unit − I

1. (a) Identify the steps in creating and running a C program? [7M]

   (b) The straight line method of computing the yearly depreciation of the value of an item is given by

   Depreciation = (Purchase price – Salvage Value) / Year of service

   Write a C program to determine the salvage value of an item when the purchase price, years of service and the annual depreciation are given [7M]

2. (a) Identify the different symbols used in flowchart? Draw a flowchart for finding the sum of individual digits of a three digit number? [7M]

   (b) For a certain electrical circuit with an inductance L and resistance R, the damped natural frequency is given by

   $$Frequency = \sqrt{\frac{1}{LC} - \frac{R^2}{4C^2}}$$

   Write a C program to calculate the frequency of the electrical circuit? [7M]

Unit − II

3. (a) Compare and Contrast while and do while loop with example? [7M]

   (b) The following conditions are followed for a student to promote from I year I semester to I year II semester of B.Tech: [7M]

   i. Marks in Engineering Physics $>= 60$

   ii. Marks in Engineering Mathematics $>= 50$

   iii. Marks in Computer Programming $>= 40$

   iv. Total in all three subjects $>= 200$

   v. Total in Engineering Physics and Mathematics $>= 150$

   Given the marks in the three subjects, write a C program to check whether a student is promoted to I year II semester or not.

4. (a) List out any 4 string handling functions with example? [7M]

(b) Write a C program to read two matrices and find the multiplication of two matrices [7M]

$$
\begin{array}{ccc} 1 & 2 & 3 \\ 4 & 5 & 6 \end{array} \times \begin{array}{cc} 7 & 8 \\ 9 & 10 \\ 11 & 12 \end{array} = \begin{array}{cc} 58 & 64 \\ 139 & 154 \end{array}
$$

Unit − III

5. (a) List out the different types of storage classes with valid example? [7M]

(b) Write a C program that uses functions to convert decimal number to binary number? $(15)_{10} = (1\ 1\ 1\ 1)_2$ [7M]

6. (a) Distinguish between the following: [7M]
   i. Actual and formal arguments
   ii. Scope and visibility of variables

(b) Write a C program to swap two numbers without using third variable by using parameter passing techniques [7M]
   i. Call by value
   ii. Call by reference

Unit − IV

7. (a) Explain about dynamic memory allocation functions with suitable example? [7M]

(b) Write the usage of the following: [7M]
   i. Unions
   ii. Bit fields
   iii. Enumerated types

8. (a) IARE maintains salary details of every employee by storing their name, department, basic pay, da, hra and cca. Write a C program to store this information in a nested structure and display the salary of an employee [7M]

(b) Write a C program to read two complex numbers and perform the following: [7M]
   i. Addition of two complex numbers
   ii. Subtraction of two complex numbers

Unit − V

9. (a) Explain the following file I/O functions with example: [7M]
   i. fopen()
   ii. fclose()
   iii. fread()
   iv. fwrite()

(b) Write a C program to read name and marks of n number of students from user and store them in a file. If the file previously exists, then add the information of n students to the end of existing content. [7M]

10. (a) Explain the following functions with suitable example: [7M]
    i. ftell()
    ii. fseek()
    iii. rewind()

(b) Write a C program to open a file names INVENTORY and store in it the following data [7M]

Item	Number	Price	Quantity
Printer	P100	7500	10
Scanner	S200	5500	5
Hard disk	H300	4500	8

Read the data from the INVENTORY file and display the inventory table with the value of each item.

[Hint: value = price * quantity and use fprintf() and fscanf() functions]

INSTITUTE OF AERONAUTICAL ENGINEERING
(Autonomous)

MODEL QUESTION PAPER – II

MBA II Semester End Examinations (Regular), April − 2017
Regulation: R16
COMPUTER PROGRAMMING
(Master of Business Administration)

Time: 3 Hours   **Max Marks: 70**

Answer any ONE question from each Unit
All questions carry equal marks
All parts of the question must be answered in one place only

Unit − I

1. (a) Explain various computing environments with neat diagrams.   [7M]
   (b) Explain various types of bitwise operators used in C language.   [7M]

2. (a) Explain the functional units of computer?   [7M]
   (b) Write an algorithm and draw flowchart for finding greatest among three given numbers.   [7M]

Unit − II

3. (a) Write a C Program to generate all perfect numbers between 1 and n, where n value is supplied by the user.   [7M]
   (b) Write a C program to print biggest of three numbers.   [7M]

4. (a) Write C Program to read two matrices and find multiplication of two matrices.   [7M]
   (b) Write a C program to sort the given array elements in ascending order.   [7M]

Unit − III

5. (a) List out the different types of storage classes with valid example?   [7M]
   (b) Explain different types of preprocessor directives?   [7M]

6. (a) Write a C Program to that uses both the recursive and non-recursive functions to generate the Fibonacci series numbers below 1000.   [7M]
   (b) List out the advantages of using pointers and explain generic (void) pointers with suitable example.
   [7M]

Unit − IV

7. (a) Differentiate between a structure and union?   [7M]
   (b) Write the usage of the following   [7M]
        i. Bit fields
        ii. Enumerated types

8. (a) Explain the following with suitable examples. [7M]
   i. typedef
   ii. Self referential structures

   (b) Write a C program to read two complex numbers and perform the following: [7M]
   i. Addition of two complex numbers
   ii. Subtraction of two complex numbers

Unit – V

9. (a) Describe types of files with an example. [7M]

   (b) Write a C program to replace every 5th character of the data file, using fseek( ) command. [7M]

10. (a) Write the syntax for opening a file with various modes and closing a file. [7M]

    (b) Explain about file handling functions. [7M]