INSTITUTE OF AERONAUTICAL ENGINEERING
(Autonomous)

MBA II Semester End Examinations (Regular) - July, 2017
Regulation: IARE–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) Discuss the scope of the operations management in detail.   **[7M]**

    (b) Explain the various factors of product design with suitable example?   **[7M]**

2. (a) What is the significance of operations management ? How operations management is interrelated to other functional department.   **[7M]**

    (b) What do you mean by Production Planning and control. Explain in brief.   **[7M]**

UNIT – II

3. (a) Discuss the various differences between product layout and process layout.   **[7M]**

    (b) Six Jobs to be processed on machine A and B in the sequence of AB. Determine the optimal sequence and total elapsed time and idle time for each machine Using Johnson's Rule.   **[7M]**

Table 1

Job	Machine A time in hours	Machine B time in hours
A	10	5
B	7	4
C	5	7
D	3	8
E	2	6
F	4	3

4. (a) Define maintenance management? Explain the different types of maintenance management in brief.   **[7M]**

    (b) Explain the various steps in aggregate planning.   **[7M]**

UNIT – III

5. (a) What do you mean by SQC. What is role of charts in control quality? **[6M]**

    (b) Explain various steps in method study in brief. **[8M]**

6. (a) Discuss the significance of TQM and quality circles. Do you think that Indian organizations, quality circles can be implemented. Justify your answer. **[7M]**

    (b) Discuss the various charts of variables and also explain about constituents of standard time. **[7M]**

UNIT – IV

7. (a) Explain the various factors to be considered in selection of vendors. **[7M]**

    (b) Discuss about make or buy decisions in detail. **[7M]**

8. (a) Explain the various activities of material management in brief. **[7M]**

    (b) Explain in detail about material requirement planning **[7M]**

UNIT – V

9. (a) Discuss the various selective inventory control techniques with their applicability in the industry. **[7M]**

    (b) Define cost reduction and write about the importance of cost reduction? **[7M]**

10. (a) For the following data, classify the items into A,B C. **[7M]**

Table 2

Item	Annual Demand	UnitPrice ($)
1	3000	200
2	60,000	2
3	20	500
4	200	12.5
5	350	25
6	6000	25
7	40	1000
8	300	70

    (b) Explain in brief about value analysis and economic order quantity. **[7M]**

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INSTITUTE OF AERONAUTICAL ENGINEERING
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MBA II Semester End Examinations (Regular) - July, 2017
Regulation: IARE–R16
FINANCIAL MANAGEMENT
(Master of Business Administration)

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

Answer ONE Question from each Unit
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UNIT – I

1. (a) Define the scope of financial management. What role should the financial manager play in a modern enterprise? **[7M]**

   (b) Why is the consideration of time important in financial decision making? How can time value be adjusted? Illustrate your answer. **[7M]**

2. (a) 'The profit maximization is not an operationally feasible criterion'. Do you agree? Illustrate your views. **[7M]**

   (b) Mr. Sai had annual earnings of Rs. 45,000 in 2011. By 2018, his annual earnings have grown to Rs. 67,550. What has been the compound annual rate of growth in his earnings? **[7M]**

UNIT – II

3. (a) Despite its weaknesses, the payback period method is popular in practice? What are the reasons for its popularity? **[7M]**

   (b) A project costs Rs.81,000 and is expected to generate net cash inflow of Rs. 40,000, Rs, 35,000 and Rs.30,000 over its life of 3 years. Calculate the internal rate of return of the project. **[7M]**

4. (a) Why should investment decisions be separated from financing decisions? Illustrate your answer. **[7M]**

   (b) A company has paid a dividend of Rs. 3 per share for last 20 years and it is expected to continue so in the future. The company's share had sold for Rs.33 twenty years ago, and its market price is also Rs.33. What is the cost of the share? **[7M]**

UNIT – III

5. (a) What is the degree of combined leverage? What do you think is the appropriate combination of operating and financial leverage? **[7M]**

   (b) A company has set its target debt-equity ratio at 1:1 and target payout ratio at 40%. The company wants to achieve a growth rate of 20% p.a. The company is expecting before tax return on assets of 21%. Its sales-to assets ratio is 1.8 times. The current interest rate is 12%. The corporate tax rate for the company is 35%. Can the company sustain its intended growth? What should it do to achieve the growth rate? **[7M]**

6. (a) Describe the traditional view on the optimum capital structure. Compare and contrast this view with the NOI approach and the NI approach. **[7M]**

(b) Empire Ltd needs Rs. 1,000,000 to build a new factory, which will yield EBIT of Rs. 150,000 per year. The company has to choose between two alternative financing plans: 75% equity and 25% debt or 50% equity and 50% debt. Under the first plan, shares can be sold at Rs. 50 per share and the interest rate on debt will be 14%. Under the second plan, shares can be sold for Rs. 40 per share and the interest rate on debt will be 16%. Determine the EPS for each plan assuming a 35% tax rate. **[7M]**

UNIT – IV

7. (a) 'The contention that dividends have an impact on the share price has been characterized as the bird-in-the-hand argument'. Explain the essential of this argument. Why this argument is considered fallacious? **[7M]**

(b) PolychemCo's current capital structure as on 31 march, 2016 is as follows: **[7M]**

Table 1

	Rs. Crore
Share capital (Rs.100 par, 2 crore shares)	200
Share premium	100
Reserves and surpluses	190
	490

The current market price of the company's shares is Rs. 140 per share. The EPS for the year 2015 was Rs.17., the company has been paying a constant dividend of Rs. 6.50 per share for the last ten years. What shall be the effect on EPS, dividend, share price and capital structure if the company
   i. splits its shares two-for-one or
   ii. declares a bonus issue of one-for-twenty?

8. (a) What are the different payout methods? How do shareholders react to these methods? **[7M]**

(b) A company earns Rs. 10 per share at an internal rate of 15%. The firm has a policy of paying 40% earnings as dividends. If the required rate of return is 10%, Determine the price of the share under **[7M]**]
   i. Walter's model
   ii. Gordon's model

UNIT – V

9. (a) Describe the important features of the Tandon Committee' s recommendations. **[7M]**

(b) A company has a 15% required rate of return. It is currently selling on term of net 10. The credit sales of the company are Rs. 120 crore a year. The company's collection period currently is 60 days. If company offered terms of "2/10, net 30", 60% of its customers will take the discount and the collection period will be reduced to 40 days. Should the terms be changed? **[7M]**

10. (a) What is the role of credit terms and credit standards in the credit policy of a firm?   **[7M]**

    (b) A company has a central billing system. Its daily collections on an average are Rs.500,000. The total time for administering the collection is 6 days.   **[7M]**

     i. If a firm's required rate of return is 10%, what is the cost of the system to the firm?

     ii. If the management designs a lock-box system that reduces the lag by 3 days, what is the reduction in cash balances?

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Question Paper Code: CMB009

INSTITUTE OF AERONAUTICAL ENGINEERING
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MBA II Semester End Examinations (Regular) - July, 2017

Regulation: IARE–R16

MANAGEMENT INFORMATION SYSTEM AND ENTERPRISE RESOURCE PLANNING

(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 and summarize the characteristics of computerized Management Information System.
   [7M]
   (b) How can one use information system to achieve competitive advantage?   **[7M]**

2. (a) What are the elements of Information Quality? List out the metrics for assessing the quality of information.   **[7M]**
   (b) How do you classify Information by Application?   **[7M]**

UNIT – II

3. (a) Write the reasons why a enterprise resource planning (ERP) is necessary for corporate world?
   [7M]
   (b) What is the scope of enterprise resource planning (ERP)?   **[7M]**

4. (a) What is Knowledge Management System and write about its purposes.   **[7M]**
   (b) What are the different components of Decision System?   **[7M]**

UNIT – III

5. (a) Write about Planning for Information System and approaches to organizing and supervising the information system planning effort.   **[7M]**
   (b) What does System Maintenance refer to? Enlist the reasons for maintenance.   **[7M]**

6. (a) What is meant by System Implementation and mention the various stages in MIS Implementation.
   [7M]
   (b) Write comprehensive notes on acquisition of facilities to establish Management of Information System.   **[7M]**

UNIT – IV

7. (a) Explain in detail about [**7M**]
   i. System development
   ii. Systems

   (b) What do you mean by structured analysis? Explain how a Data Flow Diagram could be a tool of structured analysis. [**7M**]

8. (a) Mention the Modern Methods for Collecting System Requirements and write short notes on Joint Application Design. [**7M**]

   (b) Write critically on conceptual design. [**7M**]

UNIT – V

9. (a) Discuss about 'Cybercrimes' and write about its origin. [**7M**]

   (b) What are the common types of cyber criminals? Briefly write about them. [**7M**]

10. (a) How efficient is information technology act 2000? [**7M**]

    (b) Write in detail about measures to curb the cyber crime. [**7M**]

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INSTITUTE OF AERONAUTICAL ENGINEERING
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MBA II Semester End Examinations (Regular) - July, 2017
Regulation: IARE–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) What do you mean by Marketing? Discuss in detail core concepts of marketing. **[7M]**

   (b) Discuss about developed market Vs developing market. **[7M]**

2. (a) Discuss the concept of marketing environment. **[7M]**

   (b) Explain the steps in marketing research process. **[7M]**

UNIT – II

3. (a) Explain the steps involved in consumer decision making process. **[7M]**

   (b) Discuss developing products and brands in detail. **[7M]**

4. (a) Explain the steps involved in new product development. **[7M]**

   (b) Discuss the levels of product with examples. **[7M]**

UNIT – III

5. (a) Explain the bases for segmenting consumer markets. **[7M]**

   (b) Discuss the target marketing strategies. **[7M]**

6. (a) Discuss the requirement for effective segmentation. **[7M]**

   (b) What is business marketing? Discuss the difference between consumer and business marketing. **[7M]**

UNIT – IV

7. (a) Discuss various levels of distribution channels. Give example **[7M]**

   (b) "Money spent on advertising is wasteful" Do you agree? Give reasons. **[7M]**

8. (a) What is Personal Selling? Explain the Personal Selling process. **[7M]**

   (b) Discuss the communication process with neat diagram. **[7M]**

UNIT – V

9. (a) Discuss the importance and objectives of pricing.   **[7M]**

    (b) Explain profit maximization and break even pricing in detail.   **[7M]**

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

    (b) Why global marketing is different from domestic marketing and how it is evaluated?   **[7M]**

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

INSTITUTE OF AERONAUTICAL ENGINEERING
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MBA II Semester End Examinations (Regular) - July, 2017

Regulation: IARE–R16

C Programming

(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 concept of implicit type conversion with a suitable example. **[7M]**

    (b) Write a C program that calculates and prints the average of entered integers. Assume the user will enter control-d to end the input. **[7M]**
    Sample Run:
    Enter an integer (control-d to end): 23
    Enter an integer (control-d to end): 123
    Enter an integer (control-d to end): 45
    Enter an integer (control-d to end): 987
    Enter an integer (control-d to end): 87
    Enter an integer (control-d to end): 098
    Enter an integer (control-d to end):
    The average is : 227.17

2. (a) A palindrome is a number or a text phrase that reads the same backwards as forwards. Write a C program that reads in a five-digit integer and determines whether or not it is a palindrome.
    Hint: Use the division and modulus operators to separate the number into its individual digits.
    Sample Run 1: **[7M]**
    Enter a five-digit number: 12345
    12345 is not a palindrome
    Sample Run 2:
    Enter a five-digit number: 12321
    12321 is a palindrome

    (b) Discuss the concept of identifiers and data-types in C. **[7M]**

UNIT – II

3. (a) With a suitable example, discuss the following categories of user defined functions in C **[10M]**
    i. functions with arguments and return values
    ii. function with no argument and return type

    (b) Explain briefly how do you pass a 2D array as a parameter in C? **[4M]**

4. (a) The factorial of a integer N, denoted by N! is the product of all positive integers less than or equal to N. Factorial does not exist for negative numbers and factorial of 0 is 1. Write a recursive routine to compute factorial of a number. Write a test driver for the same. **[8M]**

   (b) What is an array? How is an array declared and initialized? **[6M]**

UNIT – III

5. (a) Bring out the significance of pointers to void with a suitable example. **[8M]**

   (b) In C, a string can be referred either using a character pointer or as a character array. Explain it with examples.

   [6M]

6. (a) Explain briefly pointer arithmetic in C with suitable examples. **[6M]**

   (b) What are the unformatted string input and output functions available in C? Is the input function safe? If yes, why and If no, Justify? **[8M]**

UNIT – IV

7. (a) With a suitable example explain the concept of typedef. **[6M]**

   (b) A complex number is a number that can be expressed in the form a + bi, where a and b are real numbers and i is the imaginary unit, satisfying the equation $i^2 = -1$. Write a C Program to add two complex numbers by passing structure to a function. **[8M]**

8. (a) Write a C program using nested structures to read 3 employees details with the following fields; emp-id, name, designation, address, basic, da, hra and calculate gross salary of each employee. (Hint : gross salary = basic + da + hra). **[9M]**

   (b) Bring out the advantage of using Bit Fields in C with a suitable example. **[5M]**

UNIT – V

9. (a) Why is fseek() preferred over rewind() in C? **[6M]**

   (b) Write a C Program to Copy Contents of one file to another file. **[8M]**

10. (a) Discuss how reading and writing w.r.t binary file done in C. **[8M]**

    (b) Explain briefly fgets() and fputs() with an example. **[6M]**

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