



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING
(AUTONOMOUS)

L.B. Reddy Nagar :: Mylavaram-521 230 :: Krishna Dist. :: A.P
Approved by AICTE, New Delhi. Affiliated to JNTUK, Kakinada

MBA (IV Semester) (R17) Regular & Supplementary Examinations, Jul/Aug 2021

TIME TABLE

TIME : 10.00 AM to 01.00 PM

A.Y. 2020-21

Date	Day	Course Code & Name
22-07-2021	Thursday	17MB30 - Entrepreneurship
24-07-2021	Saturday	17MB31 - Business Ethics and Corporate Governance
26-07-2021	Monday	17MB32 - International Financial Management
28-07-2021	Wednesday	17MB33 - Financial Derivatives
30-07-2021	Friday	17MB35 - Strategic Human Resource Management
02-08-2021	Monday	17MB36 - Management of Change
04-08-2021	Wednesday	17MB38 - Consumer Behaviour
06-08-2021	Friday	17MB39 - Customer Relationship Management

Note: Any omissions or clashes in the time table may please be informed to the Controller of Examinations immediately.

Date: 02-07-2021


CONTROLLER OF EXAMINATIONS


PRINCIPAL 2/7/21

Copy to: 1. Vice-Principal, Deans & HoDs
2. Transport in-charge & Librarian
3. Canteen, Security & Hostels
4. All Notice Boards

H.T.No

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**LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING
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L.B. Reddy Nagar :: Mylavaram – 521 230 :: Krishna Dist.: A.P.

M.B.A (IV Semester) Regular/Supplementary Examinations

17MB39-CUSTOMER RELATIONSHIP MANAGEMENT

Time : 3 hours

Max. Marks : 60

Answer one question from each unit.

All questions carry equal marks

Q.No	Questions	Marks	CO	BL
1(a)	Define customer relationship management. Explain its significance.	6M	CO1	L1
(b)	Illustrate role of CRM in modern business organizations.	6M	CO1	L2
(OR)				
2(a)	Explain the characteristics of CRM.	6M	CO1	L2
(b)	List out the principles of CRM.	6M	CO1	L1
3(a)	Differentiate CRM in services with CRM in consumer durables.	6M	CO2	L2
(b)	"Serving existing customer is more profitable than acquiring new customer." Point out.	6M	CO2	L4
(OR)				
4	Identify CRM perspective in transportation services.	12M	CO2	L2
5(a)	Identify the criteria to be used for technological solutions for CRM.	6M	CO3	L2
(b)	Bring out the difference between data ware house and data mining.	6M	CO3	L2
(OR)				
6.	Analyze various types of campaign management.	12M	CO3	L2
7(a)	Identify the points to be considered while evaluating retention programmes.	6M	CO4	L1
(b)	Point out the issues to be considered by an organization for acquisition or retention.	6M	CO4	L2
(OR)				
8(a)	Evaluate the emerging channel trends that affect CRM.	6M	CO5	L3
(b)	Describe impact of CRM on marketing channels.	6M	CO5	L2
9.	Case study (Compulsory question) A major U.S. landline communications company provides high – speed Internet access to its customers as an additional option to their home phone line service. They partnered with another company that provided a device to enable wireless connectivity within the home. The communication line and the wireless enabling device were dependent upon each other. The landline communication company handled all sale transactions, including billing and customer service, but if there was a problem with the wireless device, the customer was instructed to deal with the wireless device provider directly.			

17MB39-CUSTOMER RELATIONSHIP MANAGEMENT

<p>It happened that a customer had to replace the wireless device as it was the wrong model for its configuration. The landline communication company arranged for delivery of a replacement device. When received, the customer would place the incorrect device in the same box and return it, using a mailing label and tracking number provided. The landline company handled billing so the customer would be charged a second time for the new device. The customer would receive credit within sixty days once the returned device arrived at the wireless company, which would in turn notify the landline company to credit the customer's account. The customer would have to monitor his credit card bill to make sure he received the credit. However until his card was reimbursed, he would lose the use of the money that it cost for the wireless device unless he paid interest on the credit card bill. The landline company apologized but explained that is the way the system works. The irony is that it was the landline company's mistake when they ordered the original device, sent the wrong piece – but the customer absorbed the cost.</p> <p>Questions:</p> <p>i) Let us know your strategy as how to gain customer satisfaction in this case?</p> <p>ii) What is the way out to resolve billing problems?</p>	12M	CO4	L5
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M.B.A (IV Semester) Regular/Supplementary Examinations

17MB38-CONSUMER BEHAVIOUR

Time : 3 hours

Max. Marks : 60

Answer one question from each unit

All questions carry equal marks

Q.No	Questions	Marks	CO	BL
1(a)	What are the factors influencing consumer behavior?	6M	CO1	L1
(b)	Outline the buying decision process.	6M	CO1	L2
(OR)				
2(a)	Define the concept consumer behaviour and marketing strategy.	6M	CO1	L1
(b)	Summarize the challenges of consumer behaviour.	6M	CO1	L2
3(a)	Define Motivation and explain any two theories.	6M	CO2	L2
(b)	What are the types of learning?	6M	CO2	L2
(OR)				
4(a)	Define Perception and explain its process.	6M	CO2	L2
(b)	What are the traits of personality?	6M	CO2	L1
5(a)	Describe the consumer decision making process.	6M	CO3	L2
(b)	What are the factors influencing decision making.	6M	CO3	L1
(OR)				
6(a)	Define Brand Loyalty and explain its importance.	6M	CO3	L2
(b)	Illustrate the concepts post purchase behaviour and repeat purchase behaviour.	6M	CO3	L1
7(a)	Define innovation and explain diffusion of innovation.	6M	CO4	L2
(b)	Briefly explain the Howardsheth model of buying behaviour.	6M	CO4	L2
(OR)				
8(a)	Illustrate the concepts consumer safety and consumer information.	6M	CO5	L2
(b)	Evaluate the Consumer Protection Act 1986.	6M	CO5	L2
9.	<p>Case study (Compulsory question)</p> <p>Procter & Gamble (P&G) is offering a number of different products and/or product versions over the Internet that you can't buy your retail store. But a consumer can go to the Procter & Gamble Web site (www.pg.com) and under 'Services and offers' a consumer can click on Try and Buy. Then, for a number of products, P&G will offer you a free sample, a cents-off coupon, or the ability to purchase the actual product online. If the purchasers of a new item offered on the website give it great reviews, then P&G will consider making the product available in retail stores.</p> <p>Although P&G only began testing products online in 1998, the company already is doing 40 percent or its 6,000 product tests and related research projects online. One successful new product that was launched as a result at online testing is Crest Whitestrips, a home tooth-bleaching kit. Despite its \$44 retail price, P&G was able to sell 144,000 whitening kits online over an eight-month period, thereby providing evidence that the public would not balk at the product's rather steep price when the product was finally introduced nationally into retail stores, consumers spent almost \$50 million on kits in the first three months.</p> <p>Question:</p> <p>1. What personality traits do you believe many of the consumers who buy and try products found on the Procter and Gamble web site might share in common?</p>	12M	CO2	L4

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L.B. Reddy Nagar :: Mylavaram – 521 230 :: Krishna Dist.:A.P.

M.B.A. (IV Semester) Regular/Supplementary Examinations

17MB36 MANAGEMENT OF CHANGE

Time : 3 hours

Max. Marks : 60

Answer one question from each unit

All questions carry equal marks

Q.No.	Questions	Marks	CO	BL
1(a)	"Management Of change" plays vital role in industrial corporations" Elucidate.	6M	CO1	L2
(b)	Differentiate the 'management of change' and 'human resource management'.	6M	CO1	L2
(OR)				
2(a)	Demonstrate the external forces of change.	6M	CO1	L1
(b)	Describe the 'integrative model' in understanding the change.	6M	CO1	L2
3(a)	Discuss the 'managing HR' in supporting systems in strategic leverages.	6M	CO2	L2
(b)	Demonstrate the 'impact analysis' in industrial corporations.	6M	CO2	L2
(OR)				
4.	Examine the Out-sourcing in reorganizing work with its significance in industrial context.	12M	CO2	L2
5(a)	Describe 'inverted pyramid-shaped organizations' and dome-shaped organizations' in organizational restructuring.	6M	CO3	L2
(b)	Discuss 'assessing the cultural risk' with a diagram in organizational culture to change.	6M	CO3	L2
(OR)				
6 (a)	What is meant by Bench Marking? Explain the process of bench Marking.	6M	CO3	L2
(b)	How do you diagnose the organizational culture in management of change?	6M	CO3	L2
7(a)	How do we overcome the organizational resistance to change?	6M	CO4	L1
(b)	How do you deal with people in culture management? Justify.	6M	CO4	L1
(OR)				
8.	'The sensitivity training, team building and self-managed work teams play vital role in managing change through people'. Elucidate.	12M	CO5	L2

17MB36 MANAGEMENT OF CHANGE

9.	<p>Case study (Compulsory question)</p> <p>Ms. Sreenilaya Reddy was utterly ambiguous to understand, after taking over office, as CEO, four months ago and has since initiated several changes all of which are good. Her main intentions in making the changes were that the office should look more professional and the employees should be facilitated to become productive without making them work too hard. The office now indeed looks more spacious with new layout, and in fact, her colleagues from the other departments who pass by, comment on how nice and professional the office looked! Ms. Sreenilaya Reddy had put the secretaries' desks close to their bosses' cabins so that they did not have to walk up and down all the time. Previously, they were huddled together in the secretaries' pool, and whenever they had to take dictation - which was several times a day - they had to walk quite a bit. She also purchased new calculating machines for the department which are quick, efficient, and accurate, so that the assistants now do their calculations without making mistakes. In fact, she had just placed an order for a high-speed computer which would take away the boredom and monotony of all the laborious human calculations and would be a boon to all. Actually, once the computer is installed, the managers will not have to be dependent on the lower level staff. Whatever statistics or information the managers need, the computer will generate the data in no time at all. And the computer manufacturer was going to offer free programming sessions for all those who wanted to attend them. Manuals will also be made available to all the staff. It was the best of all possible worlds for the entire department and Ms. Sreenilaya Reddy could not understand why the staff were not more enthusiastic and some actually seemed rather unhappy.</p> <p>Questions:</p> <p>(i) Discuss the problems identified and why the changes did not produce the desired results in this situation.</p> <p>(ii) If you were Ms. Sreenilaya Reddy, how you would have to handle the situation.</p>	12M	CO5	L4
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M.B.A (IV Semester) Regular/Supplementary Examinations

17MB35-STRATEGIC HUMAN RESOURCE MANAGEMENT

(MBA)

Time : 3 hours

Max. Marks : 60

Answer one question from each unit.

All questions carry equal marks

Q.No	Questions	Marks	CO	BL
1(a)	Discuss the concept of considering HR as assets.	6M	CO1	L2
(b)	Identify the investment perspective of human resources strategically.	6M	CO1	L2
(OR)				
2(a)	What are the risk factors involved in investing in human resources?	6M	CO1	L2
(b)	Elaborate on the various components of SHRM.	6M	CO1	L2
3(a)	Explain the process of HR practices life cycle.	6M	CO2	L2
(b)	Compare and contrast Business strategy and HR strategy.	6M	CO2	L2
(OR)				
4(a)	Identify strategy fit in the context of SHRM.	6M	CO2	L3
(b)	Elucidate the best fit approach and best practice approach.	6M	CO2	L2
5(a)	Examine the various Human Resource environment trends.	6M	CO3	L2
(b)	Identify the influence of Business Excellence model (BEM) on SHRM environment.	6M	CO3	L2
(OR)				
6(a)	What are the HR challenges which influence SHRM environment?	6M	CO3	L1
(b)	Define HR Evaluation in the context of SHRM.	6M	CO3	L1
7(a)	List out the HRP classification proposed by Michael porter.	6M	CO4	L2
(b)	Interpret the concepts of Micro and Macro HRP.	6M	CO4	L2
(OR)				
8(a)	What are the special forms in training and development?	6M	CO5	L2
(b)	Determine the role of work-life initiatives in career management.	6M	CO5	L2
9.	<p>Case study (Compulsory question)</p> <p>ICICI was established by the Government of India in 1955 as a public limited company to promote industrial development in India. The major institutional shareholders were the Unit Trust of India (UTI), the Life Insurance Corporation of India (LIC) and the General Insurance Corporation of India (GIC) and its subsidiaries. The equity of the corporation was supplemented by borrowings from the Government of India, the World Bank, the Development Loan Fund (now merged with the Agency for International Development), the UK government and the Industrial Development Bank of India (IDBI).</p> <p>In May 1996, K.V. Kamath (Kamath) replaced Narayan Vaghul (Vaghul), CEO of India's leading financial services company Industrial Credit and Investment Corporation of India (ICICI). Immediately after taking charge, Kamath introduced massive changes in the organizational structure and the emphasis of the organization changed - from a development bank mode to that of a market-driven financial conglomerate.</p> <p>Kamath's moves were prompted by his decision to create new divisions to tap new markets and to introduce flexibility in the organization to increase its ability to respond to market changes. Necessitated because of the organization's new-found aim of becoming a financial powerhouse, the large-scale changes caused enormous tension within the organization. The systems within the company soon were in a state of stress.</p>			

17MB35-STRATEGIC HUMAN RESOURCE MANAGEMENT

<p>Employees were finding the changes unacceptable as learning new skills and adapting to the process orientation was proving difficult. ICICI was a part of the club of developmental finance institutions (DFIs - ICICI, IDBI and IFCI) who were the sole providers of long-term funds to the Indian industry. If the requirement was large, all three pooled in the money. However, the deregulation beginning in the early 1990s, allowed Indian corporates' to raise long-term funds abroad, putting an end to the DFI monopoly. The government also stopped giving DFIs subsidized funds. Eventually in 1997, the practice of consortium lending by DFIs was phased out.</p> <p>Kamath, having seen the changes occurring in the financial sector abroad, wanted ICICI to become a one-stop shop for financial services. He realized that in the deregulated environment ICICI was neither a low-cost player nor was it a differentiator in terms of customer service. The Indian commercial banks' cost of funds was much lower, and the foreign banks were much more savvy when it came to understanding customer needs and developing solutions. Kamath identified the main problem as the company's ignorance regarding the nuances of lending practices in newly opened sectors like infrastructure.</p> <p>While Kamath's comments in the media seemed to dismiss many of the employee complaints, ICICI was in fact, putting in place a host of measures to check this unrest. One of the first initiatives was regarding imparting new skills to existing employees. Training programs and seminars were conducted for around 257 officers by external agencies, covering different areas.</p> <p>In addition, in-house training programs were conducted in Pune and Mumbai. During 1995-96, around 35 officers were nominated for overseas training programs organized by universities in the US and Europe. ICICI also introduced a two-year Graduates' Management Training Program (GMTP) for officers in the Junior Management grades. Along with the training to the employees, management also took steps to set right the reward system. To avoid the negative impact of profit center approach, wherein pressure to show profits might affect standards of integrity within an organization, management ensured that rewards were related to group performance and not individual performances. To reward individual star performers, the method of selecting a star performer was made transparent. This made it clear, that there would be closer relationship between performance and reward.</p> <p>However, it was reported that pressure on accountability triggered off some levels of anxiety within ICICI which resulted in a lot of stress in human relationships. Dismissing reports of upsetting people, Kamath said, 'much of the restructuring plan has come from the bottom.' ICICI also reviewed the compensation structure in place. Two types of remuneration were considered - a contract basis which would attract risk-takers and a tenure-based compensation which would be appealing to employees who wanted security. Soon, a 360-degree appraisal system was put in place, whereby an individual was assessed by his peers, seniors and subordinates. As a result of the above measures, the employee unrest gradually gave way to a much more relaxed atmosphere within the company.</p> <p>Questions:</p> <p>(i) Describe the various SHRM initiatives taken by ICICI to develop individual performance.</p> <p>(ii) How was the skilling of new employees done at ICICI?</p> <p>(iii) What are the types of strategies used in designing remuneration at ICICI to review performance?</p>	12M	CO4	L5
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L.B. Reddy Nagar :: Mylavaram – 521 230 :: Krishna Dist.: A.P.

M.B.A (IV Semester) Regular/Supplementary Examinations

17MB33-FINANCIAL DERIVATIVES

(MBA)

Time : 3 hours

Max. Marks : 60

Answer one question from each unit.

All questions carry equal marks

Q.No	Questions	Marks	CO	BL
1(a)	Summarize various sources of risk.	6M	CO1	L2
(b)	Outline, under what conditions the systematic risk can be diversified.	6M	CO1	L2
(OR)				
2(a)	Summarize various risk management approaches that an organization can adopt.	6M	CO1	L2
(b)	Identify the difference between (i) Symmetrical vs unsymmetrical risk (ii) Discontinuity vs event risk.	6M	CO1	L3
3(a)	Illustrate a forward contract with an example.	6M	CO2	L2
(b)	Discuss the functions of derivative markets.	6M	CO2	L2
(OR)				
4(a)	Identify the main institutional difference between future contracts and forward contracts.	6M	CO2	L2
(b)	Outline the role of clearing houses in futures market.	6M	CO2	L2
5(a)	What are the difference between commodity futures and financial futures?	6M	CO3	L1
(b)	A stock is trading at Rs 600 today. What would be the fair value of a futures contract on the stock maturing after 90 days if risk free interest rate is 12% and after 45 days, the stock is expected to give a dividend of Rs 30? What would be the fair value of the futures contract be if there were no dividend? Assume annual compounding Rs 29.56.	6M	CO3	L3
(OR)				
6.	At MCX-SX currency futures in US dollar are traded. Today is 12 December and January futures would expiry on 28 th January spot rate in the exchange market for dollar is Rs 45.45. the yields in T-Bills markets of India and USA are 5.90% & 2.40% respectively. (i) At what price January futures would be traded? (ii) What would be the price of February futures if it expiry is on 24 th February?	12M	CO3	L3
7(a)	List various factors which effects option prices.	6M	CO4	L1
(b)	Explain the following trading strategies (i) Covered calls and protective puts (ii) Spreads (iii) Combinations.	6M	CO4	L2
(OR)				
8(a)	List the differences between an equity swap and an interest rate swap.	6M	CO5	L2
(b)	Identify any two different ways in which equity swaps are useful to traders and hedgers	6M	CO5	L2
9.	Case study (Compulsory question) A trader in a sugar is extremely bullish with the current price at Rs25. Per kg. A futures contract on sugar with three months to maturity is trading at Rs28. Per kg. One contract in sugar is for 1000kg with a 10% margin. (i) With funds of Rs1,00,000/- available, what could the strategy of the traders be if the price is expected to rise by 20% in three months? (ii) At what minimum expected price after three months of taking a position in futures would the strategy be more profitable? (iii) What happen if the price of sugar actually fell to Rs 24/- Per kg.?	12M	CO2	L5

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M.B.A (IV Semester) Regular/Supplementary Examinations

**17MB32-INTERNATIONAL FINANCIAL MANAGEMENT
(MBA)**

Time : 3 hours

Max. Marks : 60

Answer one question from each unit.

All questions carry equal marks

Q.No	Questions	Marks	CO	BL
1(a)	State the importance of International Financial Management.	6M	CO1	L1
(b)	Illustrate the Evolution of European and Monterey Union.	6M	CO1	L2
(OR)				
2(a)	List out and discuss the Various accounts included in BOP.	6M	CO1	L1
(b)	Discuss the recent trends in global business practices.	6M	CO1	L2
3(a)	Describe various quotations prevailed in Forex market with Example.	6M	CO2	L2
(b)	Analyze the process of Triangular arbitrage with a suitable example.	6M	CO2	L2
(OR)				
4(a)	State the Features of Euro bond market and Euro Currency market.	6M	CO2	L2
(b)	Illustrate the Structure of Foreign Exchange Market.	6M	CO2	L2
5(a)	Analyze about the speculation in forward market for Foreign Exchange Market in detail.	6M	CO3	L2
(b)	List out and discuss the Factors influencing the Exchange rates.	6M	CO3	L2
(OR)				
6(a)	Describe the International Fisher Effect in Detail.	6M	CO3	L1
(b)	Discuss the relationship Between the inflations, interest rates and Exchange rates.	6M	CO3	L2
7(a)	Describe about the international Bond Financing.	6M	CO4	L2
(b)	"Foreign Direct Investment is one of the key Drive for the Economic Development "Discuss on this statement.	6M	CO4	L2
(OR)				
8(a)	Describe the Mechanism of parallel loans.	6M	CO5	L2
(b)	"Cost of Capital for the purpose of evaluation of Projects is vary between the Domestic and international Capital Budgeting" Discuss.	6M	CO5	L2
9.	Case Study (Compulsory) Assume you are a Trader with Deutsche Bank. From the Quote screen on your computer terminal you notice Dresdner Bank in quoting €0.7627/\$1.00 and Credit Suisse is offering SF1.1806/\$1.00. You learn that UBS is making a direct market between the Swiss franc and the euro, with a current €/SF quote of 0.6395. Show how you can Make a Triangular arbitrage profit by trading at these prices. Ignore Bid-Ask spread for this problem. Assume you have \$5,000,000 with which to conduct the arbitrage (i) Evaluate what Happen if you initially sell dollars for Swiss francs. (ii) Evaluate if €/SF price will eliminate triangular arbitrage.	12M	CO3	L5

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M.B.A (IV Semester) Regular/Supplementary Examinations

17MB31-BUSINESS ETHICS AND CORPORATE GOVERNANCE

Time : 3 hours

Max. Marks : 60

Answer one question from each unit

All questions carry equal marks

Q.No	Questions	Marks	CO	BL
1(a)	Examine the characteristics and values of business ethics.	6M	CO1	L1
(b)	Analyse the nature and scope of business ethics discuss the importance of business ethics and law in modern times.	6M	CO1	L2
(OR)				
2(a)	Write a brief note on ethics in workplace.	6M	CO1	L2
(b)	Describe the need for ethics in framing business decisions.	6M	CO1	L1
3(a)	What are the reasons for unethical practices among Indian companies?	6M	CO2	L2
(b)	Discuss the development of Indian capital market.	6M	CO2	L1
(OR)				
4(a)	Describe the need for various studies on ethical attitudes of managers.	6M	CO2	L2
(b)	Enumerate the major Indian scams.	6M	CO2	L1
5(a)	Discuss the ethical aspects of financial management. Suggest suitable remedies.	6M	CO3	L2
(b)	Suggest an ethics based HR policy.	6M	CO3	L1
(OR)				
6(a)	What is the promotional role of advertising? Examine the ethical issues of advertisement.	6M	CO3	L2
(b)	Enumerate the corporate frauds in banks.	6M	CO3	L1
7(a)	Define corporate governance? Discuss the features of corporate governance.	6M	CO4	L2
(b)	Examine the Indian model of corporate governance.	6M	CO4	L1
(OR)				
8(a)	What are the duties and responsibilities of auditors?	6M	CO5	L2
(b)	Discuss the importance of board of directors. What are the rights of a corporation?	6M	CO5	L1
9.	<p>Case study (Compulsory question)</p> <p>The Government has planned the strategic disinvestment of State Road Transportation Corporation in a phased manner by allowing some private companies to ferry buses on marked routes. The outraged workers have called for a strike against the move. You are the head of the workers CO union of the transport corporation. In a meeting with State officials, they have informed you about the circumstances of inefficiency, corruption and deteriorating quality of service to commuters. You have also presented the worker's viewpoint and their complaints of low pay scale and non-payment of salaries from the past few months. A deadlock has occurred between the two parties where no-side is willing to lose. To break the deadlock, the officials offer you a bribe and other perks to comply with the decision of privatization in a phased manner. State transport services are in a state of peril and there is a huge outcry among the common masses.</p> <p>Questions:</p> <p>(i) Identify the moral dilemma faced by you.</p> <p>(ii) Analyze your role and duties, also suggest the course of action.</p>	12M	CO3	L5

22 JUL 2021

H.T.No

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M.B.A.(IV Semester) Regular/Supplementary Examinations

17MB30-ENTREPRENEURSHIP

(MBA)

Time : 3 hours

Max.Marks: 60

Answer all the questions
All questions carry equal marks

Q.No.	Questions	Marks	CO	BL
1(a)	Elaborate the Rural entrepreneurship. Show the reasons for Rural Entrepreneurship failure in India.	6M	CO1	L2
(b)	Summarize the scenario of entrepreneurship in India. Divide the entrepreneurship before and after Independence.	6M	CO1	L2
(OR)				
2(a)	Prioritize the Success formula for Women entrepreneurship and list out few successful women entrepreneurs in India.	6M	CO1	L2
(b)	Define Entrepreneur. What are the Qualities of Successful Entrepreneur?	6M	CO1	L2
3(a)	Summarize Entrepreneurs legal and regulatory systems in India.	6M	CO2	L2
(b)	List out advantages and disadvantages of Patents rights.	6M	CO2	L2
(OR)				
4(a)	Appraise the Role of MSME in developing country's economic growth.	6M	CO2	L2
(b)	Evaluate Entrepreneurship development and its programmes in India.	6M	CO2	L2
5(a)	Categorize objectives and types of Small Scale Industries.	6M	CO3	L2
(b)	Explain the role of State government in promoting Entrepreneurship.	6M	CO3	L2
(OR)				
6(a)	What are the major problems of Small Scale Industries in India?	6M	CO3	L1
(b)	Write short notes on the following (i) Sources of new ideas (ii) Idea assessment (iii) Techniques of generating idea	6M	CO3	L2
7.	Adapt Growth strategies of entrepreneur in developing of new and existing market.	12M	CO4	L3
(OR)				
8(a)	Measure the functions of Small Industries Development Bank of India (SIDBI).	6M	CO5	L2
(b)	Inspect the functions and objectives of Industrial Financial Corporation of India (IFCI).	6M	CO5	L2

9.	<p>Case Study (Compulsory) Calamity To Prosperity</p> <p>The sudden death of her husband, a commodore, was a shock for Mrs. Renuka Desai, still in her early forties. With two school-going children to support, she could not decide what to do.</p> <p>Renuka Desai was a B.A., B.Ed., she could easily go in for a job, but would that provide for a lifestyle her children were used to? Though not quite sure, she thought, only business would do. Again, what business was she to go in for with no experience and capital? After weighing the pros and cons, she talked it over with friends. One friend, with contacts with a garment exporter, promised to provide Renuka a fabrication job.</p> <p>Renuka began with five machines. Work picked-up well. Soon Renuka was thinking of expanding even as many other units were being forced to close down. A sick unit along with a work shed and 20 fully-equipped machines were on sale. She struck a deal, with payment in easy installments. Gradually, she added two more rooms and 10 machines. She achieved a turnover of Rs 2-3 lac per month. To combat frequent power failure, a generator was procured to take on the full load of all motorized machines. As a result, the unit could run continuously without interruption even in the event of a power failure.</p> <p>However, labor problems cropped-up. One labor leader threatened to close-down the unit on flimsy demands. Renuka was determined not to give in. He soon apologized and work resumed smoothly. She learn to handle labor. She found that appreciation and good behavior paid. Some welfare measures she adopted included a film show after every 20days, snacks on payday, and reimbursements of medical expenses of the workers. As a small measure of diversification she took cutting and taping shoe laces. She took a loan of Rs 40,000 for procuring a machine for the purpose. Shoe laces would supplied in bulk to major shoe manufactures. Though shaky initially, she gained the confidence to market anything.</p> <p>Renuka became a member of the local Mahila Udyani Sanghathan. She got an industrial plot of 400 sq.m at a cost of Rs 2.5 lac through the Sanghathan. She paid Rs 72,000 for it; the balance would be paid in installments over a period of five years. Renuka now looks forward to the future, to manufacturing and exporting garments from her new premises.</p> <p>Optimism and determination are the twin ingredients for success, she says</p> <p>Question</p> <ol style="list-style-type: none"> What made Renuka Desai start her own business rather than seek employment? Identify Renuka Desai's problems as a woman entrepreneur. Critically examine the statement, "Optimism and determination are the twin ingredients for success" in the case of Renuka Desai. 	12M	CO1	L4
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