



**LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING
(AUTONOMOUS)**

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

**MBA (III Semester) (R20) Semester End Examinations (Supplementary) December 2025
(For 2022 Regular admitted batch only)**

TIME TABLE

R20

Time : 10.00 AM to 01.00 PM

A.Y. 2025-26

22-12-2025 (Monday)	23-12-2025 (Tuesday)	24-12-2025 (Wednesday)	26-12-2025 (Friday)	27-12-2025 (Saturday)	29-12-2025 (Monday)
20MB12 - Business Policy and Strategic Management	20MB13 - E-Business	20MB14 - Security Analysis and Portfolio Management	20MB15 - Financial Markets and Services	20MB17 - Performance and Reward Management 20MB20 - Services Marketing and Retail Management 20MB19- Leadership and Team Building	20MB18 - Management of Industrial Relations 20MB21 - Advertising and Brand Management

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

Date: 05-12-2025

CONTROLLER OF EXAMINATIONS

PRINCIPAL

- Copy to:**
1. Vice-Principal, Deans & HoD
 2. T&P cell, Transport co-ordinator & Librarian
 3. Canteen, PD, Security & Hostels
 4. Coordinator-Disciplinary
 5. Notice Boards

20MB12-BUSINESS POLICY AND STRATEGIC MANAGEMENT

(b)	Tell about Balanced Score Card approach in strategy control.	5M	CO5	L1
(OR)				
10(a)	Enumerate the entrepreneurial ventures and small business in your point of view?	5M	CO5	L1
(b)	Determine the strategy control and its importance in business environment?	5M	CO5	L2
11.	<p>Case study from any unit of the syllabus (Compulsory question) Anuska and Devayani were two students studying a beautician course in a city college. They hailed from Madurai a metropolitan city and Uttangadi an upcoming village near by Madurai respectively. They become good friends during the course of their education. Anuska hailed from an upper middle class family with her parents in influential government jobs. Devayani hailed from a lower middle class family with her parents depending on farming their livelihood. They both shared a long ambition to become successful in their life working independently. They both were intelligent and were creative compared to others and both were intent on stalling a beauty clinic in their own respective places. Anuska was against the idea of Devayani, starting her clinic in a village. She felt that people in a village will have a lesser awareness towards beauty and moreover their ability to pay was in her village a question mark. She had a strong view that villagers always depended on nature for their beauty needs and they would have reluctance for the use of these artificial beauty techniques. But Devayani was so strong in her view that she will succeed as a beautician in her own village rather than any other place. Identify what factors might influence the chance of location.</p> <p>Questions: (i) What are the reasons for difference in views on establishing beauty clinic in respective places? (ii) Being an entrepreneur, how do you advice to Anuska and Devayani for success?</p>	10M	CO5	L4
