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 (II Semester) (R23) Semester End Examinations (Supplementary) July 2026

TIME TABLE

R23

Time: 10.00 AM to 01.00 PM **A.Y.: 2025-26**

13-07-2026 (Monday)	14-07-2026 (Tuesday)	15-07-2026 (Wednesday)	16-07-2026 (Thursday)	17-07-2026 (Friday)	18-07-2026 (Saturday)
23MB07 - Financial Management	*23MB08 - Human Resources Management*	*23MB09 - Marketing Management*	*23MB10 - Production & Operations Management*	*23MB11 - Business Research Methods*	*Open Elective* *23MB61 - Business Analytics*

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

Date:

CONTROLLER OF EXAMINATIONS

PRINCIPAL

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

H.T.No ☐☐☐☐☐☐☐☐☐☐

13 JUL 2026

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MBA. (II Semester) ~~Regula~~r/Supplementary Examinations

18/7/26

23MB07-FINANCIAL MANAGEMENT

Time : 3 hours

Max. Marks: 60

Q.No	All questions carry equal marks	Marks	CO	BL
1(a)	Define the need and scope of Financial Management in public utility.	5M	CO1	L1
(b)	What is Wealth Maximization and explain its relevance?	5M	CO1	L2
	(OR)			
2(a)	Explain the challenges of modern financial manager.	5M	CO1	L2
(b)	Discuss in detail about modern approaches to Financial Management.	5M	CO1	L1
3(a)	What is Cost of Capital? Explain the significance of Cost of Capital.	5M	CO2	L2
(b)	Explain the concept of financial and operating leverage.	5M	CO2	
	(OR)			
4(a)	XY Ltd needs Rs. 50,00,000 for the installation of a new factory. The new factory is expected to yield annual Earnings Before Interest and Tax(EBIT) of Rs.10,00,000. In choosing a financial plan, XY ltd has an objective of maximizing earnings per share. It is considering the possibilities of issuing ordinary shares and rasing debt of Rs.5,00,000 or Rs. 20,00,000 or Rs. 30,00,000. The current market price per share is Rs.300 and is expected to drop to Rs.250 if the funds are borrowed in excess of Rs. 20,00,000. Funds can be raised at the following rates: Upto Rs.5,00,000 at 10% Over Rs.5,00,000 to Rs.20,00,000 at 15% Over Rs.20,00,000 at 20% Assuming a tax rate of 50%	5M	CO2	L3
(b)	State how you would determine the weighted average cost of capital of a firm.	5M	CO2	L2
5(a)	A company is considering an investment proposal to install new milling controls. The project will cost Rs.50,000. The facility has life expectancy of 5 years and no salvage value. The company tax rate is 55%. The firm uses straight line depreciation. The estimated profit before tax from the proposed investment proposal are as follows: Year Profit (Rs.) 1 10,000 2 11,000 3 14,000 4 15,000 5 25,000 Compute the following: (i) Pay back period (ii) Net Present Value at 10% discount rate (iii) Profitability index at 10% Discount rate	5M	CO3	L3
(b)	Equipment A has a cost of Rs. 75,000 and net cash flow of Rs. 20,000 per year for six years. A substitute equipment B would cost Rs. 50,000 and generate net cash flow of Rs.14,000 per year for six years. The required rate of return of both equipment is 11%. Calculate the IRR and NPV for each equipment. Which equipment should be accepted and Why?	5M	CO3	L3
	(OR)			
6(a)	Explain the concept of Present and Future Value of Money.	5M	CO3	L1

(b)	What is Excess Present Value Index? Discuss the relationship of finance with other business functions or disciplines.	5M	CO3	
7(a)	Explain the various factors which influence the dividend decision of a firm.	5M	CO4	L2
(b)	The following information is available in respect of ABC Ltd. EPS Rs.10 Rate of return 20% Required rate return 16% Of equity investment Ke Find out the market price of the share under Gordon Model if the firm follows a payout of 50% and 25%.	5M	CO4	L3
	(OR)			
8(a)	Given the following information about Sunrise industries Ltd. Show the effect of the dividend policy on the market price per share, using walter's model. EPS= Rs.8, Cost of capital (K) = 12% Assumed rate of return (a) 15% (b) 10% (c) 12%	5M	CO4	L3
(b)	What is Modigliani – Miller irrelevance hypothesis? Critically evaluate its assumptions.	5M	CO4	L1
9(a)	Why should inventory to be held? Why is inventory management important? Explain the objectives of inventory management.	5M	CO5	L1
(b)	Determine the need and determinants of Working capital in a business.	5M	CO5	L2
	(OR)			
10(a)	The following annual figures relate to MNP Limited: Sales(at three months credit) Rs.90,00,000 Materials consumed (Suppliers extend one and half month's credit) Rs.22,50,000 Wages (paid one month in arrear) Rs.18,00,000 Manufacturing expenses outstanding at the end of the year Rs. 2,00,000 (cash expenses are paid one month in arrear) Total administrative expenses for the year (cash expenses are paid one month in arrear) Rs. 6,00,000 Sales promotion expenses for the year (Paid quarterly in advance) Rs.12,00,000 The company sells its products on gross profit of 25% assuming depreciation as a part of cost of production. It keeps two month's stock of finished goods and one month's stock of raw materials as inventory. It keeps cash balance of Rs.2,50,000. Assume a 5% safety margin, work out the working capital requirements of the company on cash cost basis. Ignore work-in-progress.	5M	CO5	L3
(b)	What is receivable Management? How it is useful for business Concerns?	5M	CO5	L3
11.	**Case Study (Compulsory)** The following information is available in respect of the rate of return on investment (r), the Cost of Capital (k) and the Earnings per share (E) of ABC Ltd. Rate of return on investment (r): (i) 15% (ii) 12% and (iii) 10% Cost of capital (k) = 12%, Earnings per share (E) = Rs.10 Determine the value of its shares using Gordon's Model using the following. If dividend payout ratio is (i) 100% (ii) 80% and (iii) 40%	10M	CO2	L3

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MBA. (II Semester) ~~Regular~~/Supplementary Examinations

23MB10-PRODUCTION & OPERATIONS MANAGEMENT

Time : 3 hours

Max. Marks : 60

Q.No	All questions carry equal marks	Marks	CO	BL
1(a)	Elucidate the objectives of production Management.	5M	CO1	L2
(b)	Summarize the various ways of Production.	5M	CO1	L2
	(OR)			
2(a)	Discuss the Historical evolution of production management.	5M	CO1	L2
(b)	Enumerate the concept of World class manufacturing in detail.	5M	CO1	L2
3(a)	Illustrate the need for selecting a suitable Location.	5M	CO2	L2
(b)	Describe the concept of Flexible Manufacturing System.	5M	CO2	L2
	(OR)			
4(a)	Enumerate the Principles of Plant Layout.	5M	CO2	L2
(b)	Outline the factors affecting Plant Location decisions.	5M	CO2	L2
5(a)	Determine the scope of Production Planning and Control.	5M	CO3	L2
(b)	Discuss about Work Study objectives and benefits.	5M	CO3	L2
	(OR)			
6 (a)	Define Scheduling. Discuss its importance.	5M	CO3	L2
(b)	Enumerate the basic Procedure involved in Method study.	5M	CO3	L2
7(a)	Summarize the Concept of ABC Analysis.	5M	CO4	L2
(b)	Discuss the importance and objectives of Purchasing.	5M	CO4	L2
	(OR)			
8(a)	Determine the objectives of Materials Management.	5M	CO4	L2
(b)	Elucidate various Techniques of Inventory Control.	5M	CO4	L2
9(a)	List out the features of Statistical Quality Control.	5M	CO5	L2
(b)	Discuss the elements of ISO-9000 series concepts.	5M	CO5	L2
	(OR)			
10(a)	Enumerate the steps in Quality control process.	5M	CO5	L2
(b)	Elucidate the objectives of Control charts.	5M	CO5	L3

11.	**Case study (Compulsory question)** Quality circle is a philosophy of workers direct involvement is solving problem, which affect their work, their work out put and their workplace. It is also a philosophy of Human Resources Development, of nurturing and bringing out the human potential. The results of Quality Circle could therefore, only be measured in the long -term although many organizations here and abroad have claimed significant benefits within a short period of time. The successes of Quality Circles in Japan are striking and it is sometimes referred to as a Japanese Management Technique. The Circles can be effective here or elsewhere also, if the management commitment to the basic philosophies underlying the concept of Quality Circles is there. This philosophy and commitment takes time to permeate all levels of the organization, of course this depends upon the already existing organizational climate and culture, and upon the social culture within which a organization has to function. In India, BHEL started its first Quality Circle at its Hyderabad unit in 1980-81. The idea caught on the entire corporation and in two years there were more than 200 circles with about 1800 members. Other companies also followed suit. Some of these are Jyothi, Shriram Refrigeration, Kirloskars, Sundaram Fasteners, Crompton Greaves, Madurai Coats, Bharat Fritz Werner, Essae Industries and Mangalore Chemicals and Fertilizers the results of the experiment of Quality Circles in Indian Industries are encouraging. The reasons for this, it has seen in the firm commitment and continual supportive guidance by the top and senior managers to the Quality Circles Program. Quality Circle concept may be extended to production circle, Design Circle etc. so that the persons in the circles can discuss the problem of a particular activity and come out with a suitable solution. In the present day trend, we can see this concept is Used Police Department to solve the problems of law and order, traffic control. This we can witness from the "Sadbhavana Meetings" conducted, to involve public in general to solve the social problems. **Question :** Explain how the involvement of people solve the problem and set a good solution in industries as well as in social issues.	10M	C05	L4

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MBA. (II Semester) ~~Regular~~/Supplementary Examinations

23MB11-BUSINESS RESEARCH METHODS

Time : 3 hours

Max. Marks : 60

Q.No	All questions carry equal marks	Marks	CO	BL
1(a)	Examine the business research with its significance.	5M	CO1	L2
(b)	Outline the Interview method with significance in business research.	5M	CO1	L2
	(OR)			
2(a)	Out-line the role of technology used in business research.	5M	CO1	L2
(b)	List-out the ethics in business research in Indian context.	5M	CO1	L2
3(a)	Discuss primary data and secondary data with their importance.	5M	CO2	L2
(b)	Illustrate the major differences between pure research and Applied research.	5M	CO2	L3
	(OR)			
4(a)	Describe the data collection procedure.	5M	CO2	L2
(b)	Enumerate the pilot study with its advantages.	5M	CO2	L2
5(a)	Recall the criteria for good measurement.	5M	CO3	L2
(b)	'Questionnaire method in business research h as more prominence than that of other methods probably'. Explain.	5M	CO3	L2
	(OR)			
6(a)	List-out the different scales in research point of view.	5M	CO3	L2
(b)	Outline the reliability and validity with their importance in business research.	5M	CO3	L2
7(a)	Demonstrate the hypothesis, its characteristics and formulaton of hypothesis in research.	10M	CO4	L2
	(OR)			
8(a)	Identify the differences between parametric and non-parametric tests in business research point of view.	5M	CO4	L2
(b)	Tell about the t-test with importance in business research.	5M	CO4	L2
9(a)	Describe the preparation of 'lay-out' of your research report.	5M	CO5	L2
(b)	Recite the pre-cautions of the research report.	5M	CO5	L2
	(OR)			
10(a)	Analyze the various steps involved in writing a research report.	5M	CO5	L2
(b)	Discuss the report writing with its significance in research.	5M	CO5	L2
11.	**Case study (Compulsory question)** An experiment is conducted to judge the effect of brand name on quality perception. 16 subjects are recruited for the purpose and are asked to taste and compare two samples of product on a set of scale items judged to be ordinal. The following data ate obtained: Pair — Brand A — Brand B 01 — 73 — 51 02 — 43 — 41 03 — 47 — 43 04 — 53 — 41 05 — 58 — 47 06 — 47 — 32 07 — 52 — 24 08 — 58 — 58 09 — 38 — 43 10 — 61 — 53 11 — 56 — 52 12 — 56 — 57 13 — 34 — 44 14 — 55 — 57 15 — 65 — 40 16 — 75 — 68 Test the hypothesis ' there would be significance difference between two brands products relating to taste', at (table value:25) 5% level, using Wilcoxon matched-pairs test and Discuss.	10M	CO2	L4

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MBA. (II Semester) ~~Regular~~/Supplementary Examinations

23MB61-BUSINESS ANALYTICS

Time : 3 hours

Max. Marks : 60

<table>
<tr><th>Q.No</th><th>All questions carry equal marks</th><th>Marks</th><th>CO</th><th>BL</th></tr>
<tr><td>1(a)</td><td>Define Business analytics? and explain Applications of Business Analytics in various branch of knowledge.</td><td>5M</td><td>CO1</td><td>L2</td></tr>
<tr><td>(b)</td><td>Illustrate Various types of Business Analysis.</td><td>5M</td><td>CO1</td><td>L2</td></tr>
<tr><td colspan="5">(OR)</td></tr>
<tr><td>2(a)</td><td>Summarize different methods used under Predictive Analytics.</td><td>5M</td><td>CO1</td><td>L2</td></tr>
<tr><td>(b)</td><td>Discuss the Types of Big data with suitable example.</td><td>5M</td><td>CO1</td><td>L2</td></tr>
<tr><td>3(a)</td><td>Thirty students were asked that how many days they require to revise the chapter of Descriptive statistics. Their responses were given as 4,5,6,5,3,2,8,0,4,6,7,8,4,5,7,9,8,6,7,5,5,4,2,1,9,3,3,4,6,4. Find out the Standard Deviation of the Data.</td><td>5M</td><td>CO2</td><td>L3</td></tr>
<tr><td>(b)</td><td>Elucidate General types of Data Visualization techniques with examples.</td><td>5M</td><td>CO2</td><td>L2</td></tr>
<tr><td colspan="5">(OR)</td></tr>
<tr><td>4(a)</td><td>Define Data Dashboard and explain the process of creating Dashboard in MS Excel.</td><td>5M</td><td>CO2</td><td>L2</td></tr>
<tr><td>(b)</td><td>Demonstrate measures of Central Tendency and Variability.</td><td>5M</td><td>CO2</td><td>L2</td></tr>
<tr><td>5(a)</td><td>Define Classification. And Explain different types of Classification methods.</td><td>5M</td><td>CO3</td><td>L2</td></tr>
<tr><td>(b)</td><td>Define data Reduction and Illustrate it's importance in data mining.</td><td>5M</td><td>CO3</td><td>L2</td></tr>
<tr><td colspan="5">(OR)</td></tr>
<tr><td>6(a)</td><td>Define Association. And Demonstrate two types Association RULES.</td><td>5M</td><td>CO3</td><td>L2</td></tr>
<tr><td>(b)</td><td>Demonstrate the features of Data mining.</td><td>5M</td><td>CO3</td><td>L2</td></tr>
<tr><td>7.</td><td>Find the Optimum Integer Solution to the Following LPP
Max Z= X_1+X_2
Subject to Constraints
$3X_1+2X_2 \leq 5$
$X_2 \leq 2$
$X_1, X_2 \geq 0$ and X_1, X_2 are integers</td><td>10M</td><td>CO4</td><td>L4</td></tr>
<tr><td colspan="5">(OR)</td></tr>
<tr><td>8(a)</td><td>Define Linear programming and explain methods of solving LPPs.</td><td>5M</td><td>CO4</td><td>L2</td></tr>
<tr><td>(b)</td><td>Discuss about the Types of Nonlinear Programming Methods.</td><td>5M</td><td>CO4</td><td>L2</td></tr>
<tr><td>9(a)</td><td>Interpret the importance of R- Programming.</td><td>5M</td><td>CO5</td><td>L2</td></tr>
<tr><td>(b)</td><td>Demonstrate in detailed about the functions of R.</td><td>5M</td><td>CO5</td><td>L2</td></tr>
<tr><td colspan="5">(OR)</td></tr>
<tr><td>10(a)</td><td>Define R Environment explain Control statements in R.</td><td>5M</td><td>CO5</td><td>L2</td></tr>
<tr><td>(b)</td><td>What is Data frame and explain different types of data frames.</td><td>5M</td><td>CO5</td><td>L2</td></tr>
<tr><td>11.</td><td>Case study (Compulsory question)
Find a Multiple Linear Regression equation for the following two sets of data
<table>
<tr><td>X_1</td><td>2</td><td>4</td><td>6</td><td>8</td></tr>
<tr><td>X_2</td><td>4</td><td>6</td><td>3</td><td>8</td></tr>
<tr><td>Y</td><td>3</td><td>7</td><td>5</td><td>10</td></tr>
</table></td><td>10M</td><td>CO3</td><td>L4</td></tr>
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