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 (IV Semester) (R23) Semester End Examinations (Regular & Supplementary) May 2026

TIME TABLE

R23

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

04-05-2026 (Monday)	06-05-2026 (Wednesday)	08-05-2026 (Friday)	11-05-2026 (Monday)	13-05-2026 (Wednesday)	15-05-2026 (Friday)
23MB14 - Entrepreneurship & Start-up Management	23MB15 - Indian Ethos & Business Ethics	23MB42 - Financial Derivatives	23MB43 - Banking & Insurance Management	23MB45 - International Human Resource Management	23MB46 - Management of Change
				23MB49 - Sales & Distribution Management	23MB50 - Consumer Behaviour & Customer Relationship Management
				23MB53 - Business Forecasting	23MB54 - Big Data Analytics

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

Date: 18 APR 2026

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 | | | | | | | | | |

04 MAY 2026

R23

4/5/26

LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING (AUTONOMOUS)

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

MBA (IV Semester) Regular/Supplementary Examinations

23MB14-ENTREPRENEURSHIP & START-UP 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)	Discuss about the entrepreneurship and its characteristics in Indian context.	5M	CO1	L1
(b)	Recite the women entrepreneurship in your point of view in Indian context.	5M	CO1	L1
	(OR)			
2(a)	Explain the types of barriers in entrepreneurship in Indian perspective.	5M	CO1	L2
(b)	Illustrate the scenario of entrepreneurship in India, in your point of view.	5M	CO1	L3
3(a)	Explain the concepts of idea generation, Innovation, Incubation and prototype in entrepreneurial point of view.	5M	CO2	L2
(b)	Describe the intellectual property rights and their significance in Indian context.	5M	CO2	L2
	(OR)			
4(a)	Enumerate the legal and regulatory system in entrepreneurial and start-up context.	5M	CO2	L2
(b)	Out-line the copyrights and trademarks and their protection in India.	5M	CO2	L3
5.	List-out and explain the various stages of growth in new venture in Indian perspective.	10M	CO3	L2
	(OR)			
6(a)	Discuss about the leadership support and succession have more prominence in sustainability of new ventures.	5M	CO3	L2
(b)	List-out the reasons of new venture failures in Indian context.	5M	CO3	L1
7(a)	Explain the scope and trends of small scale industries in India.	5M	CO4	L2
(b)	Discuss the business opportunity analysis in Indian perspective.	5M	CO4	L2
	(OR)			
8(a)	Discuss about start-up and its importance in the business context.	5M	CO4	L2
(b)	Explain the patent rights and its importance in business point of view.	5M	CO4	L2
9(a)	Summarize the role of National Small Industries Corporation (NSCI) in Entrepreneurial and start-up point of view.	5M	CO5	L2
(b)	Explain the Association of Lady Entrepreneurs of Andhra Pradesh (ALEAP) and its prominence .	5M	CO5	L2
	(OR)			

10.	Illustrate the objectives, features and importance of Small Industries Development Bank Of India (SIDBI) in entrepreneurial and start-up view.	10M	CO5	L2
11.	**Case study (Compulsory question)** Licious is India's first D2C Unicorn, headquartered in Bengaluru, Karnataka, India. The company operates on a farm-to-fork model, owning the entire back-end supply chain and cold chain. It operates 14 outlets across Bengaluru, Hyderabad, Delhi, Gurugram, Faridabad, Noida, Mumbai, Pune, Chennai, Chandigarh, Jaipur, Coimbatore, Koch, Visakhapatnam, Vijayawada, Pondicherry and Kolkata. The company has 5 processing centers, one of each in Hyderabad, Mumbai, Gurugram and 2 in Bengaluru. It is planned not only for 24 outlets within domestic but also expand to global level. Licious is recognised with the FSSC22000 UKAS certification for food safety. In 2017, Licious began to sell meat offline with two Experience Centres - one in Gurugram & 2 in Bengaluru. Now it is started to sell meat online in 2019 and it is meat and seafood company which sell quality meat online. The company policy is provide meat - "Ready to cook or Ready to eat". The process of the Licious is Procurement, Process, Storage to reach customers. It has more than 1 million unique customers. At present around 3500 employees are working in Licious. The competitors of the Licious are Fresh to Home, Zapp Fresh and Tender Cuts. The business of the Licious is much progressive. They want to improve the sales volume of the business. **Questions:** (i) Can you describe the business process of Licious in Start-up point of view. (ii) Being a Manager in top level, how do you prepare the business Plan to Licious company.	10M		L4

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06 MAY 2026

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LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING
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6/5/26

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

23MB15-INDIAN ETHOS & BUSINESS ETHICS

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 relevance of Indian Ethos in Modern Times.	5M	CO1	L2
(b)	Describe the Principles Practiced by Indian Companies.	5M	CO1	L2
	(OR)			
2(a)	Relate Mahabharata with latest management practices.	5M	CO1	L2
(b)	List out management Lessons to be learnt from the Bible.	5M	CO1	L1
3(a)	Compare Ethics with Ethos.	5M	CO2	L2
(b)	Define Indian Work Ethos and outline its characteristics.	5M	CO2	L1
	(OR)			
4(a)	Find out importance of a Value System in Work Culture.	5M	CO2	L1
(b)	Define stress and explain causes for stress.	5M	CO2	L2
5(a)	Discuss Contemporary approaches to Leadership.	5M	CO3	L2
(b)	Illustrate Leadership qualities of Karta.	5M	CO3	L2
	(OR)			
6(a)	Explain benefits of Nishkama Karma in Modern Context.	5M	CO3	L2
(b)	Describe the Core Laws of Karma.	5M	CO3	L2
7(a)	What is the need for understanding Ethics?	5M	CO4	L1
(b)	Interpret core ethical principles in Business.	5M	CO4	L2
	(OR)			
8(a)	List out Kohlberg's Six Stages of Moral Development.	5M	CO4	L1
(b)	Recall steps for Managing Ethical Dilemmas.	5M	CO4	L1
9(a)	How to deal with Ethical dilemmas in business areas of Finance?	5M	CO5	L1
(b)	Discuss the key characteristics of ethics in business.	5M	CO5	L2
	(OR)			
10(a)	What are Key Characteristics of an Ethical Culture in an organization?	5M	CO5	L1
(b)	Illustrate the Importance of Corporate Governance.	5M	CO5	L2

11.	**Case study (Compulsory question)** Supply Chain Ethics at GlobalWear GlobalWear, a leading fashion retailer, faced scrutiny when reports surfaced that its primary supplier in Southeast Asia employed child labor and maintained unsafe working conditions. The supplier's factories had frequent accidents, including a fire that injured workers, due to lack of safety standards. GlobalWear's executives were aware of these issues but continued sourcing from the supplier to keep costs low and maintain competitive pricing. After a media exposé, consumer boycotts erupted, and GlobalWear's sales dropped by 15%. The company issued a public apology, promising to audit its supply chain, but critics argued this was reactive rather than proactive. This case raises ethical questions about corporate responsibility in global supply chains. GlobalWear prioritized profit over human rights, violating ethical principles like fairness and respect for persons. A utilitarian perspective might argue that low prices benefit consumers, but the harm to workers outweighs this gain. Kantian ethics, focusing on universal duties, would deem GlobalWear's inaction unacceptable, as it failed to treat workers as ends rather than means. Proactively, GlobalWear could have enforced strict supplier standards or invested in ethical sourcing, potentially enhancing its brand reputation. The scandal highlights the need for ethical diligence in business operations. Companies must ensure their supply chains align with moral and legal standards, as neglecting this can lead to reputational and financial damage. GlobalWear's delayed response eroded consumer trust, underscoring that ethical lapses in supply chain management carry significant consequences. **Questions:** (i) Was GlobalWear ethically responsible for its supplier's labor practices, given it did not directly manage the factories. (ii) How could GlobalWear have implemented ethical supply chain practices without compromising competitiveness?	10M	CO5	L4

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08 MAY 2026

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LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING (AUTONOMOUS)

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8/5/26

MBA (IV Semester) Regular/Supplementary Examinations

23MB42-FINANCIAL DERIVATIVES

Time : 3 hours

Max. Marks: 60

Answer one question from each unit
All questions carry equal marks

<table>
<tr><th>Q.No</th><th>Questions</th><th>Marks</th><th>CO</th><th>BL</th></tr>
<tr><td>1(a)</td><td>Name different types of derivatives and describe what makes each type unique in terms of its features.</td><td>5M</td><td>CO1</td><td>L2</td></tr>
<tr><td>(b)</td><td>Elucidate the merits and demerits of financial derivatives.</td><td>5M</td><td>CO1</td><td>L2</td></tr>
<tr><td colspan="5">(OR)</td></tr>
<tr><td>2(a)</td><td>Differences between forward contract and future contracts.</td><td>5M</td><td>CO1</td><td>L2</td></tr>
<tr><td>(b)</td><td>Discuss the advantages and disadvantages of forward contract.</td><td>5M</td><td>CO1</td><td>L2</td></tr>
<tr><td colspan="5"></td></tr>
<tr><td>3(a)</td><td>Define the concept of “Future contract”. Discuss its features</td><td>5M</td><td>CO2</td><td>L2</td></tr>
<tr><td>(b)</td><td>What is a future contract? Discuss various types of future contracts.</td><td>5M</td><td>CO2</td><td>L2</td></tr>
<tr><td colspan="5">(OR)</td></tr>
<tr><td>4(a)</td><td>What is the role of clearing houses in future contracts? Elucidate the purpose of a margin requirement in future trading.</td><td>5M</td><td>CO2</td><td>L2</td></tr>
<tr><td>(b)</td><td>Suppose that on January 1 price of Reliance is ₹450 and two parties enter a forward contract for delivery of 1000 shares on April 15 at a price of ₹ 460.Find out the profit\Loss profile of seller if the price of reliance share turns out to be 1) ₹ 470 2) ₹400 on April 15.</td><td>5M</td><td>CO2</td><td>L3</td></tr>
<tr><td colspan="5"></td></tr>
<tr><td>5(a)</td><td>Compare and contrast between Futures and Options.</td><td>5M</td><td>CO3</td><td>L2</td></tr>
<tr><td>(b)</td><td>What is a covered call? Draw the pay-off diagram with suitable example.</td><td>5M</td><td>CO3</td><td>L2</td></tr>
<tr><td colspan="5">(OR)</td></tr>
<tr><td>6(a)</td><td>Enumerate the factors affecting option pricing.</td><td>5M</td><td>C03</td><td>L2</td></tr>
<tr><td>(b)</td><td>Calculate the pay-off of a Put option Buyer (long Put) from the following data and draw the Pay-off diagram.
<table>
<tr><td>Underlying</td><td>Reliance stock</td></tr>
<tr><td>Type of option</td><td>Put option</td></tr>
<tr><td>Style of options</td><td>European</td></tr>
<tr><td>Position</td><td>Long (Buyer)</td></tr>
<tr><td>Exercise Price</td><td>₹ 150</td></tr>
<tr><td>Option Premium</td><td>₹ 10 per share</td></tr>
</table>
Assume spot price at expiration is ₹120, ₹130, ₹140, ₹150, ₹160, ₹170 Per share.</td><td>5M</td><td>CO3</td><td>L3</td></tr>
<tr><td colspan="5"></td></tr>
<tr><td>7(a)</td><td>“Greeks can help the option traders to better understand the potential risk and reward of an option position”, Elucidate.</td><td>5M</td><td>CO4</td><td>L2</td></tr>
<tr><td>(b)</td><td>Find out put option price from the following data.
<table>
<tr><td>Current stock price</td><td>Rs 160</td></tr>
<tr><td>Strike price</td><td>Rs 150</td></tr>
<tr><td>Call option price</td><td>18.73</td></tr>
<tr><td>Risk-Free interest rate</td><td>8 % p. a</td></tr>
<tr><td>Time to expiration</td><td>6 months</td></tr>
</table>
Use put -call parity relation formula.</td><td>5M</td><td>CO4</td><td>L3</td></tr>
<tr><td colspan="5">(OR)</td></tr>
<tr><td>8.</td><td>The following details
Stock Price (S_0): ₹100
Up Factor (u): 1.2 (20% increase)
Down Factor (d): 0.9 (10% decrease)
Risk-Free Rate (r): 5% per period
Strike Price (K): ₹100
Option Type: European Call Option
Time Steps: 2
calculate the price of a European call option using a two-step binomial option pricing model.</td><td>10M</td><td>CO4</td><td>L3</td></tr>
</table>

<table>
<tr><td>9(a)</td><td>Define the concept "SWAP". Discuss the features of interest rate Swap.</td><td>5M</td><td>CO5</td><td>L2</td></tr>
<tr><td>(b)</td><td>Describe the nature of the currency swaps and interpret different types of currency swaps.</td><td>5M</td><td>CO5</td><td>L2</td></tr>
<tr><td colspan="5">(OR)</td></tr>
<tr><td>10(a)</td><td>Distinguish between interest rate swaps and currency swaps.</td><td>5M</td><td>CO5</td><td>L2</td></tr>
<tr><td>(b)</td><td>Companies A and B face the following interest rates (adjusted for the differential impact of taxes):
<table>
<tr><th></th><th>A</th><th>B</th></tr>
<tr><td>US Dollars (Floating rate)</td><td>LIBOR+0.5%</td><td>LIBOR+1.0%</td></tr>
<tr><td>Canadian dollars (Fixed rate)</td><td>5.0%</td><td>6.5%</td></tr>
</table>
Assume that A wants to borrow U.S. dollars at a floating rate of interest and B wants to borrow Canadian dollars at a fixed rate of interest. A financial institution is planning to arrange a swap and requires a 50-basis-point spread. If the swap is equally attractive to A and B, what rates of interest will A and B end up paying?</td><td>5M</td><td>CO5</td><td>L3</td></tr>
<tr><td colspan="5"></td></tr>
<tr><td>11.</td><td>Case study (Compulsory question)
Infosys Ltd., a global leader in information technology services based in India, earns a substantial portion of its revenues from international clients, particularly in the United States. Consequently, a significant share of its income is denominated in US dollars and other foreign currencies. However, the company incurs most of its operating expenses — including salaries, utilities, and local operational costs — in Indian Rupees (INR). This mismatch in the currency of inflows and outflows exposes Infosys to what is known as currency risk or foreign exchange risk.
In 2020, Infosys anticipated receiving approximately $1 billion in revenues over the next six months from its overseas clients. While this would generally be good news, the company faced a major concern: the possibility of a weakening US dollar against the Indian rupee. If this occurred, the amount of rupees that Infosys would receive for each dollar would decline, thereby eroding its profit margins and financial projections. Even a small change in exchange rates could lead to significant losses due to the large volume of foreign currency involved.
To manage this risk, Infosys turned to the financial derivatives market and specifically opted for currency futures contracts traded on the National Stock Exchange (NSE). By selling USD-INR futures, Infosys effectively locked in a predetermined exchange rate for the US dollars it was expecting to receive. This strategy is known as hedging, and it helps eliminate uncertainty regarding future cash flows.
Here's how it works: if the value of the US dollar did indeed fall, Infosys would lose money on currency conversion when converting the revenue into rupees. However, the loss would be offset by the profit made from its futures position, where it would benefit from selling dollars at the higher locked-in rate. This balanced out the financial impact and provided earnings stability.
As it turned out, the dollar did weaken during that time period. Without any hedging, Infosys would have experienced a considerable drop in revenue when converted to rupees. But thanks to its strategic use of currency futures, the gains from the futures contracts compensated for the reduced conversion rate, thus preserving the company's expected income. This case highlights how derivatives, when used prudently, serve as powerful tools for risk management rather than speculative gain.
This decision also demonstrated Infosys' proactive financial planning and commitment to maintaining consistent financial performance in the face of global uncertainties, such as fluctuating exchange rates.
Questions:
(i) What is currency risk and why is it important for companies like Infosys?
(ii) How does a futures contract help hedge against such risks?
(iii) Is hedging using derivatives risk-free? Why or why not? Can small exporters or importers also use currency futures? How?</td><td>10M</td><td>CO2</td><td>L4</td></tr>
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11 MAY 2026

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LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING (AUTONOMOUS)

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MBA (IV Semester) Regular/Supplementary Examinations

11/5/26

23MB43-BANKING & INSURANCE 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)	Illustrate the relationship between a banker and a customer, highlight the key responsibilities and obligations of each other.	5M	CO1	L2
(b)	Distinguish between savings account and fixed deposit account, highlight their key feature.	5M	CO1	L2
	(OR)			
2(a)	Define the term "customer in banking" describe their rights and responsibilities.	5M	CO1	L2
(b)	Generalize the role of the Reserve bank of India (RBI) in determining the permitted activities of commercial banks in India.	5M	CO1	L2
3(a)	What is safe custody in banking and how does its work and items to be kept in safe custody?	5M	CO2	L1
(b)	Paraphrase the term "traveler's cheque" and summarize its benefits.	5M	CO2	L2
	(OR)			
4(a)	What is credit card and how do credit cards work and list out its types?	5M	CO2	L1
(b)	Analyze the types of complaints addressed by the ombudsman and summarize the process to resolve disputes.	5M	CO2	L3
5(a)	Enumerate reason behind the introduction of the Euro bank and explain its impact on Non-European countries.	5M	CO3	L2
(b)	"Offshore banking practices changed in recent years due to increased international scrutiny"- critically analyze.	5M	CO3	L3
	(OR)			
6(a)	Summarize various banking strategies to measure credit risk, market risk and operational risk.	5M	CO3	L2
(b)	Explain the key objectives, tools and techniques used in Asset Liability Management (ALM) in banks.	5M	CO3	L2
7(a)	Define the term "insurance" and summarize the process to mitigate risk.	5M	CO4	L2
(b)	Compare and contrast property insurance and liability insurance.	5M	CO4	L3
	(OR)			
8(a)	Enumerate the key restrictions and limitations imposed on insurance investments.	5M	CO4	L2
(b)	Distinguish between shareholders' funds and policyholders' funds in an insurance company.	5M	CO4	L2
9(a)	Discuss the role of "credit" in promoting entrepreneurship and business expansion.	5M	CO5	L2
(b)	Enumerate the role of RBI in credit control and analyze tools and techniques used by the RBI to regulate credit in the economy.	5M	CO5	L3
	(OR)			
10(a)	Analyze the concept "credit default" and its consequences for both lenders and borrowers.	5M	CO5	L3
(b)	What are the factors that influence the demand for credit by borrowers?	5M	CO5	L1
11.	**Case study (Compulsory question)** XYZ insurance company is a leading provider of life and health insurance. The company has noticed an increase in fraudulent claims, resulting in significant financial losses. They are committed to strengthening their fraud detection and prevention measures to minimize fraudulent activities and protect their business interests. **Discussion questions:** (i) What are the common types of insurance fraud that XYZ insurance company many encounters in the life and health insurance sector? (ii) How can XYZ insurance company enhance their fraud detection capabilities to identify potential fraudulent claims? (iii) Analyze technology and data analytics tools can be employed to identify suspicious patterns and behavior's indicative of insurance fraud? (iv) What measure can be implemented to raise fraud awareness among employees and policyholders?	10M	CO5	L4

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H.T.No ☐☐☐☐☐☐☐☐☐☐ 13 MAY 2026 **R23**

LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING (AUTONOMOUS)

L.B.Reddy Nagar :: Mylavaram – 521230 :: NTR Dist.:: A.P.

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

23MB45-INTERNATIONAL HUMAN RESOURCE 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)	Explain the implications of globalization on managing human resources across different countries.	5M	CO1	L2
(b)	What is meant by the strategic role of International HRM?	5M	CO1	L2
	(OR)			
2(a)	Illustrate how international HRM practices can be aligned with global business objectives.	5M	CO1	L2
(b)	Differentiate between domestic and international HRM practices through practical workplace examples.	5M	CO1	L3
3(a)	Discuss expatriation and repatriation in the context of global assignments.	5M	CO2	L2
(b)	Illustrate the significance of global HR planning in a multinational organization.	5M	CO2	L2
	(OR)			
4(a)	Explain the major components involved in planning international HR operations.	5M	CO2	L2
(b)	Apply the principles of training and development to prepare employees for overseas assignments.	5M	CO2	L3
5(a)	List the dimensions of Hofstede's cultural model.	5M	CO3	L1
(b)	Analyze the challenges of building trust in multicultural teams and suggest HR responses.	5M	CO3	L4
	(OR)			
6(a)	Illustrate the significance of cross-cultural communication in international business.	5M	CO3	L2
(b)	Analyze the causes of talent crunch in Indian MNCs due to cultural misalignment.	5M	CO3	L4
7(a)	Describe the term global compensation in the context of international HRM.	5M	CO4	L2
(b)	Use the different compensation models to design a reward system for a new global assignment.	5M	CO4	L3
	(OR)			
8(a)	Explain the importance of compensation management in retaining talent in organizations.	5M	CO4	L2
(b)	Analyze the implications of compensation decisions on employee behavior and performance in international assignments.	5M	CO4	L4
9(a)	List the challenges faced by organizations due to globalization in terms of HRD.	5M	CO5	L1
(b)	Examine the role of adopting a new corporate culture in enhancing HRD practices.	5M	CO5	L4
	(OR)			

10(a)	Explain how HRD measures can provide a strategic advantage in the global marketplace.	5M	CO5	L2
(b)	Analyze how globalization creates new challenges in the development of corporate culture.	5M	CO5	L4
11.	**Case study (Compulsory question)** GlobalEdge Technologies and the Cross-Cultural Puzzle. GlobalEdge Technologies, an Indian multinational IT firm, has expanded operations to countries like Germany, Brazil, and South Korea. While the company enjoys a strong presence in India, cultural clashes began surfacing in their international branches. Project delays, misunderstandings in team meetings, and employee disengagement started affecting performance. The HR department identified key issues—differences in communication styles, views on authority, time orientation, and expectations regarding teamwork. Indian managers often followed hierarchical leadership styles, while foreign teams expected open dialogue and shared decision-making. The company had no formal cross-cultural training, and most teams lacked awareness of cultural diversity and inclusion practices. To address this, GlobalEdge decided to explore cross-cultural theories, diversity management strategies, and skill-building programs to improve collaboration and global team performance. **Questions:** (i) What are the major cross-cultural management issues presented in this case? Analyze them using Hofstede's model or any other relevant theory. (ii) Suggest methods to build skills in managing cross-cultural teams and negotiations at Global Edge.	10M	CO3	L4

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13 MAY 2026

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LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING (AUTONOMOUS)

L.B. Reddy Nagar :: Mylavaram – 521 230 :: NTR Dist. :: A.P.
MBA (IV Semester) Regular/Supplementary Examinations

23MB49-SALES & DISTRIBUTION 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)	List out the Steps in the Selling Process.	5M	CO1	L2
(b)	Explain the types of Sales organization structures.	5M	CO1	L2
	(OR)			
2(a)	Examine the Role and responsibilities of a sales Manager.	5M	CO1	L2
(b)	Illustrate the 'AIDAS' theory of selling.	5M	CO1	L3
3(a)	Discuss about Quantitative Methods of Sales Forecasting.	5M	CO2	L2
(b)	Demonstrate the importance of Sales territory and the factors affecting sales territory.	5M	CO2	L3
	(OR)			
4(a)	Describe the Importance and Types of Sales Quotas.	5M	CO2	L2
(b)	Identify the Factors that affecting the sales Budget.	5M	CO2	L2
5(a)	Examine the Methods of sales force compensation.	5M	CO3	L3
(b)	Discuss about Importance and Types of Sales Contests.	5M	CO3	L2
	(OR)			
6(a)	Describe the Areas of sales force training.	5M	CO3	L2
(b)	Summarize various Types of sales meetings.	5M	CO3	L2
7(a)	Explain the Need for Distribution Management.	5M	CO4	L2
(b)	Summarize the Levels of Channels for consumer goods.	5M	CO4	L2
	(OR)			
8(a)	Illustrate the Functions of Marketing channels.	5M	CO4	L3
(b)	Identify various types of Channel Partners.	5M	CO4	L2
9(a)	Examine the Key Elements of Channel Control.	5M	CO5	L2
(b)	Demonstrate the Steps in measurement process of channel performance.	5M	CO5	L3
	(OR)			
10(a)	What do you mean by channel conflict? Discuss the causes for channel conflicts.	5M	CO5	L2
(b)	Summarize the Functions and services of Retailers.	5M	CO5	L2
11.	**Case study (Compulsory question)** A well established steel and silver cutlery making company which was selling to upper, upper medium class segment of the society is to diversify and they want to use plastic segment and throw away cutlery segments. This is being done due to the present market scenario of mushrooming fast food centres all over the places, where all the cutlery is thrown away after use. This also requires lesser manpower as the counting, keeping records and washing of the cutlery is eliminated. The CEO of the Company wants to recruit about 10 salesman who are skillful and knowledgeable in selling to these markets. He wants them to have good knowledge of plastic as well as steel goods. But the Regional Manager of the Company wants to recruit a person who has the knowledge of plastic products selling industry knows about the distribution, marketing environment and the competitive nature of the Mkt. **Questions** (i) What factors should be considered for recruitment of salesman? (ii) What should be the Selection Procedure? (iii) What kind of training to be imparted to the salesman?	10M	CO3	L4

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13 MAY 2026

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LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING (AUTONOMOUS)

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

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

23MB53-BUSINESS FORECASTING

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 important steps involved in selecting a forecasting method?	5M	CO1	L3
(b)	Write short notes on qualitative and quantitative forecasting methods.	5M	CO1	L2
	(OR)			
2(a)	Discuss the challenges of forecasting under uncertainty.	5M	CO1	L2
(b)	How can EViews software be used for business forecasting? Mention any two features.	5M	CO1	L3
3(a)	Differentiate between simple regression and multiple regression with suitable examples related to sales data.	5M	CO2	L2
(b)	Describe the procedure to measure partial correlation and explain its significance in forecasting models.	5M	CO2	L2
	(OR)			
4(a)	Discuss how you would adjust a forecasting model when auto-correlation is detected in the residuals.	5M	CO2	L2
(b)	Explain any two methods to detect and correct heteroscedasticity in a sales forecasting regression model.	5M	CO2	L2
5(a)	Differentiate between linear and nonlinear methods of smoothing data in time series forecasting.	5M	CO3	L2
(b)	What are the various methods of seasonal adjustment in time series analysis? Give examples.	5M	CO3	L2
	(OR)			
6(a)	Briefly explain the steps involved in the Box-Jenkins approach for time series forecasting.	5M	CO3	L2
(b)	Outline the procedure for estimating the parameters of an ARMA model.	5M	CO3	L2
7(a)	Discuss the common sources of errors in combined forecasts and how they can be minimized.	5M	CO4	L2
(b)	Explain the role of endogenous and exogenous variables in short-term sales forecasting.	5M	CO4	L2
	(OR)			
8(a)	How are nonlinear trends determined in forecasting? Explain with examples.	5M	CO4	L3
(b)	How can trends be predicted when cyclical influences are significant? Illustrate with an example.	5M	CO4	L3
9(a)	What are the key steps involved in preparing a model for macroeconomic forecasting?	5M	CO5	L2
(b)	How is forecasting performed using constant adjustments? Give an example.	5M	CO5	L3
	(OR)			
10(a)	Discuss the advantages and disadvantages of using alternative forecasts for comparison.	5M	CO5	L2
(b)	How do business sentiment indexes contribute to improving forecasting models?	5M	CO5	L3
11.	Suppose you have data for three variables: X = Advertising expenditure (₹000) Y = Sales (units) Z = Number of salespersons The correlation coefficients between these variables are given as: rXY=0.85r_{XY} = 0.85rXY=0.85 rXZ=0.80r_{XZ} = 0.80rXZ=0.80 rYZ=0.75r_{YZ} = 0.75rYZ=0.75 (i) Find the partial correlation coefficient between X and Y, controlling for Z (rXY.Zr_{XY.Z}rXY.Z). (ii) Interpret the result — what does it tell you about the relationship between advertising and sales after accounting for the number of Salespersons?	10M	CO2	L4

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15 MAY 2026

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LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING (AUTONOMOUS)

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

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

15/5/26

23MB46-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.	How do you define the change? Describe its nature & significance in Business Organizations.	10M	CO1	L2
	(OR)			
2.	Describe the Lewin's model & Action Research Model in understanding of the change.	10M	CO1	L2
3(a)	Determine the significance of impact analysis in Business corporations.	5M	CO2	L2
(b)	Briefly say about 'managing HR' in structural considerations.	5M	CO2	L2
	(OR)			
4(a)	Summarize the role of informational technology in creating supporting system of managing change.	5M	CO2	L2
(b)	Define management of change and how do you consider the importance of past status, current status while designing the new status.	5M	CO2	L2
5.	Define organizational restructuring and explain different types of restructured organizations.	10M	CO3	L2
	(OR)			
6(a)	In reorganizing work, how do you describe the horizontal integration with its prominence in business organizations.	5M	CO3	L3
(b)	Enumerate the changing trends in work environment.	5M	CO3	L2
7(a)	Define culture and describe the various components in corporate culture with its significance in industrial climate.	5M	CO4	L2
(b)	Determine the impact of culture on organizational development.	5M	CO4	L2
	(OR)			
8(a)	Justify the prominence of culture while dealing the change.	5M	CO4	L3
(b)	Demonstrate the process of organizational culture in Industrial context.	5M	CO4	L2
9(a)	Classify the importance of three 'R's management in managing change.	5M	CO5	L2
(b)	How do you expect the nature of human response to change in industrial climate?	5M	CO5	L2
	(OR)			
10(a)	Illustrate the role of 'sensitivity training in dealing with groups.	5M	CO5	L2
(b)	Explain the role of 'team-based compensation' in managing people in organizations.	5M	CO5	L2

11.	**Case study (Compulsory question)** Joyalukkas is an ISO certified Indian jewellery group based in Kochi, Kerala, India. The company is named after Joy Alukkas, the company's chairman and founder.. Joyalukkas group has 85 retail jewellery outlets across nine countries, employing around 5000 people, which is expected to triple by 2015. The group is also involved in luxury air charter and helicopter services under the name Joy Jets. The most of the employees trained in National Human Resource Development Centre and empowered them in a specific manner. They were trained by Indian Institute of behavioral sciences which is training centre to know human psychology. The most of employees are technical and diploma holders in fashion jewellery technology also. The management has high-quality vision and lead the entire global market in the future. The new jewellery retailers entered the market and hit the targets of Joy Alukkas. One of the best new competitor is Jos Alukkas& Sons, is one of the largest Indian jewellery retailing groups in Southern India. It is based in Thrissur, Kerala, India. The group got bifurcated from the Thrissur-based group Alukkas Jewellery in 2001. In 2010, they signed Tamil actor Vijay to be their brand ambassador for Kerala and Tamil nadu while Tollywood actor Mahesh Babu endorses them in the state of Andhra Pradesh. Their Human resources are not having that much of efficiency levels. The first target of the Jos Alukkas is to promote their brand name in the global market with brand ambassadors. They are managing good social network in every region. Providing the services is somewhat influence the minds of customers. They are huge stocks, largest variety collection, spacious shopping area, convenient car parking facility, highly service minded sales personnel are the unique features of Jos Alukkas Jewellery. In addition to that they assured the customers in terms of 1. Items purchased by a customer will be delivered to them through any of our branches upon request from the customer at no extra cost. 2. Life time guarantee for check-up, repair, polish and cleaning of gold and diamond ornaments purchased. 3. Customer's complaints will be solved at the earliest and 4. Pure value for money guaranteed while buying and selling etc., **Questions**: (i) How do you understand the change relating to jewellery retail shops in the global market? (ii) Being a future manager, can you concentrate only the brand image without business in the market. Or can you prefer business in the market without brand image or can you think about HR practices will be made effectively. Elucidate?	10M	CO3	L4

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LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING (AUTONOMOUS)

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

15/5/26

MBA (IV Semester) Regular/Supplementary Examinations

23MB50-CONSUMER BEHAVIOUR & 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 consumer behavior. List out types of consumers.	5M	CO1	L2
(b)	Identify challenges in studying consumer behavior.	5M	CO1	L3
	(OR)			
2(a)	Explain buying decision process.	5M	CO1	L2
(b)	How social and cultural factors are influencing consumer behavior?	5M	CO1	L2
3(a)	Why study of culture is important to the marketer?	5M	CO2	L2
(b)	Describe the nature of learning and its impact on consumer behavior.	5M	CO2	L2
	(OR)			
4(a)	Illustrate characteristics of personality.	5M	CO2	L2
(b)	Define perception. How it impacts behavior of customer?	5M	CO2	L2
5.	What is emotional criteria? Identify different feelings and emotions associated with a product or service.	10M	CO3	L3
	(OR)			
6(a)	Interpret the impact of impulse buying on consumer.	5M	CO3	L2
(b)	Discuss EKB model of buying behavior.	5M	CO3	L2
7(a)	Discuss steps in the E-CRM process.	5M	CO4	L2
(b)	Illustrate the significance of CRM.	5M	CO4	L2
	(OR)			
8(a)	Identify challenges in E-CRM implementation.	5M	CO4	L3
(b)	Explain the objectives of CRM.	5M	CO4	L2
9(a)	"KOEL's model inputs helped to facilitate E-commerce business." Describe it.	5M	CO5	L2
(b)	Outline CRM initiatives in health care industry.	5M	CO5	L2
	(OR)			
10(a)	Illustrate ONYX view of building a business that use CRM.	5M	CO5	L3
(b)	How G-SPOT model fetches CRM practices?	5M	CO5	L3
11.	**Case study (Compulsory question)** The Flipkart Big Billion Days Phenomenon: Flipkart's annual Big Billion Days sale transformed festive shopping in India. Launched around Diwali, the event created urgency with time-bound deals and deep discounts. Indian consumers, known for value-seeking behavior, flocked online in record numbers. EMI options and bank partnerships enabled middle-class affordability. Flipkart also localized offerings, supporting regional languages and targeting tier-2 and tier-3 cities. The sale period saw a surge in electronics, fashion, and mobile purchases. Flipkart used data analytics to personalize deals and push impulse buying. Influencer tie-ups and increased app features further boosted engagement. This event turned into a cultural shopping moment, rivaling offline shopping traditions. **Questions:** (i) How did Flipkart customize its strategy to engage consumers beyond metro cities? (ii) What psychological triggers made Big Billion Days so effective among Indian shoppers?	10M	CO2	L4

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LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING (AUTONOMOUS)

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

MBA (IV Semester) Regular/Supplementary Examinations

23MB54-BIG DATA ANALYTICS

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)	Compare and contrast Data Mining and Big Data.	5M	CO1	L2
(b)	Describe the evolution of Big Data.	5M	CO1	L2
	(OR)			
2(a)	Illustrate the Data Mining techniques.	5M	CO1	L2
(b)	Summarize the 5V's of Big Data.	5M	CO1	L2
3(a)	Discuss the importance of big data analytics.	5M	CO2	L2
(b)	Describe the roles and stages in data analytics project.	5M	CO2	L2
	(OR)			
4(a)	Explain life cycle of Data Analytics with neat diagram.	5M	CO2	L2
(b)	What kind of tools would be used in data preparation phase?	5M	CO2	L1
5(a)	Outline the HDFS architecture.	5M	CO3	L2
(b)	Discuss the three operating modes of Hadoop installation.	5M	CO3	L2
	(OR)			
6.	Describe the data flow in HDFS with the anatomy of a file read and file write.	10M	CO3	L2
7.	Model a program to count number of words in a file using Map reduce program.	10M	CO4	L3
	(OR)			
8(a)	Identify the difference between Hadoop Old API vs New API.	5M	CO4	L3
(b)	Experiment with the weather dataset using map reduces programs.	5M	CO4	L2
9(a)	Give the various drawbacks of using Traditional system approach.	5M	CO5	L1
(b)	Illustrate the various formats of data and illustrate with a real time examples.	5M	CO5	L3
	(OR)			
10(a)	Discuss the brief summary about the challenges faced in processing big data now a day.	5M	CO5	L2
(b)	Explain how real time streaming data used in fraud detection.	5M	CO5	L2
11.	**Case Study (Compulsory)** **Scenario:** A political party wants to monitor public sentiment about its campaign using Twitter data. **Questions:** (i) What challenges would you face in storing and processing live tweet streams using HDFS? (ii) Design a Map Reduce job that extracts hash tags and performs frequency analysis. (iii) How can you extend this with sentiment classification (positive/neutral/negative)?	10M	CO3	L3

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