



SANSKRITHI SCHOOL OF BUSINESS, PUTTAPARTHI

MBA IV Semester I Midterm Examinations July - 2022

Sub: Strategic Management

Code: [17E00401]

Maxi Marks: 30

Date: 09-07-2022, F.N

Total Time: 2hr

Answer all the Questions Each Question Carries Equal Marks.

3*10=30 Marks

1. Discuss the important steps involved in strategic management process?

2. a) Explain Porter's Five Force Model?
- b) Write about BCG Matrix?

3. Case study:

ON 15 September 2008 investment bank giant filed for bankruptcy sending shock waves across the world markets that were already reeling from shocks in the wake of global economic meltdown. With more book assets and lesser book debts, Lehman's bankruptcy filing was the largest in the banking history their assets far surpassed those of previous bankrupt giants such as World com and Enron, at the time of collapse with more than 25000 employees worldwide. Lehman's demise also made it the largest victim of the US subprime mortgage induced financial crisis that swept through global financial markets in the world. Record revenues from Lehman's real estate business enabled revenues in the capital market unit to surge 56% between 2004 to 2006. This was considered a faster rate of growth than any other business in investment banking. In February 2006 the company's stock reached a record high giving Lehman a market capitalization of around 25 billion; however the US housing market were already becoming apparent as defaults in subprime mortgage. Lehman's high degree of leverage the ratio of total assets to shareholder's assets to shareholder's equity was good and its huge portfolio of mortgage security made it vulnerable to deteriorating market conditions. In June 2008 Lehman announced its first second quarter loss and raised money from American Express to cover the same. However the measures were perceived as being too little, too late over the summer Lehman's management made unsuccessful attempts to a number of potential partners, hopes of the Korea Development bank would take a stake in Lehman was dashed in 9 September and the state owned Korean bank put talks on hold. On Monday 15 September Lehman declared bankruptcy resulting in creating a global financial crisis.

Questions

- 1 what were the reasons for Lehman brother's bankruptcy?
- 2 what lessons would you learn from the Lehman brothers bankruptcy?



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SANSKRITHI SCHOOL OF BUSINESS, PUTTAPARTHI

MBA IV Semester II Midterm Examinations September - 2022

Sub: E – Business

Code: [17E00402]

Maxi Marks: 30

Date: 10-09-2022, A.N

Total Time: 2hr

Answer all the Questions Each Question Carries Equal Marks.

3*10=30 Marks

1. a. Describe the Functions of Electronic Payment system.
b. Explain I G.Pay. 2. UPI.BHIM Pay 3. Pay.tm.
2. a. Mobile Banking is Replacing Smart Cards -Discuss.
b. Explain E. Business infrastructure
3. CASE STUDY.
Submit a detailed Report on the Factors that leads to the success of E-Business against Traditional Business.



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MBA IV Semester II Midterm Examinations September - 2022

Sub: E – Business

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MBA IV Semester II Midterm Examinations September - 2022

Sub: E – Business

Code: [17E00402]

Maxi Marks: 30

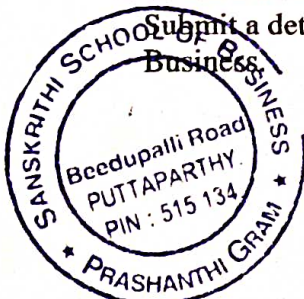
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SANSKRITHI SCHOOL OF BUSINESS, PUTTAPARTHI

MBA II Semester II Midterm Examinations November - 2021

Sub: Business Research Methods

Code: [17E00203]

Maxi Marks: 30

Date: 10-11-2021, F.N

Total Time: 2hr [10:00 AM to 12:00 PM]

Answer all the Questions. Each Question Carries Equal Marks.

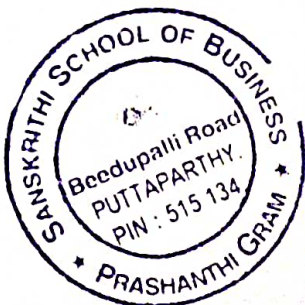
3*10=30 Marks

1. Explain different sources of Data Collection Methods?
2. Write Essential steps for preparing Research report?
3. Case study

India comprises of over 6 lakhs villages and 750 million dwellings in rural areas. The main stay of Indians is agriculture. During the 80s, Indian farmers, especially those who grew tomato on a large scale, encountered a major problem in the area of harvesting. Tomato crop is labour intensive and large scale manpower is required to harvest and transport the product to the market. Though labour was available, the availability of labour at the most appropriate time posed a problem to overcome the non availability of labour, and harvesting machines were introduced. Large scale tomato growers were very happy, since they thought that, the machines would sort out their problem. Their happiness was short lived because farmers found that there was a massive wastage of tomatoes while harvesting using these machines. It was felt that the wastage was due to faulty layout in planting i.e. distance between the rows so, the farmers were asked to follow the guidelines given by the agricultural department to minimize the waste. Despite following these guidelines, farmers could not reduce the wastage. Subsequently, a joint study was conducted by the agriculture department and farmers, to identify the problem. It was felt that the wastage was due to improper handling of the machines. To overcome this, machine operators were trained in machine handling. Despite this effort, wastage could not be reduced. Government took a series note on of the problem and asked the committee constituted for this purpose to take appropriate steps. The committee reached the conclusion, that harvesting machine needs modification. Based on this the machine was altered and tested. Still the problem could not be solved. As a management student, could you analyze and answer the following issues:

Questions:

- a) Was the approach to the problem correct? If not state 'What was wrong'?
- b) Explain the systematic method of defining the problem.
- c) How would you proceed, to solve the problem?
- d) List the possible solutions to the tomato growers' problem.



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SANSKRITHI SCHOOL OF BUSINESS, PUTTAPARTHI

MBA II Semester I Midterm Examinations October - 2021

Sub: Financial Management

Code: [17E00204]

Maxi Marks: 30

Date: 22-10-2021, A.N

Total Time: 2hr [02:30 PM to 04:30 PM]

Answer all the Questions Each Question Carries Equal Marks.

3*10=30 Marks

1. (a) What is finance function? What are its objectives?
(b) What major decisions are required to be taken in finance?
2. (a) What is Capital Budgeting? Examine its need and importance?
(b) Describe the investment decision process in detail.

Case Study:

3. How does the modern financial management differ from the traditional financial management? Does the modern financial manager's role differ from the large diversified firm and the small to medium size firm?



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Code: [17E00204]

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Date: 22-10-2021, A.N

Total Time: 2hr [02:30 PM to 04:30 PM]

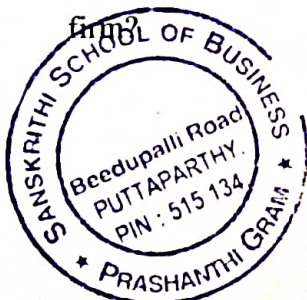
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SANSKRITHI SCHOOL OF BUSINESS, PUTTAPARTHI

MBA III Semester II Midterm Examinations April - 2022

Sub: Green Business Management

Code: [17E00302]

Maxi Marks: 30

Date: 21-04-2022, A. N

Total Time: 2hr [02:00 PM to 04:00 PM]

Answer all the Questions Each Question Carries Equal Marks.

3*10=30 Marks

1. Define Eco Commerce model & explain one Eco commerce business model in detail?
2. Explain Business Redesign Process with one business example?
3. Define Biodiversity? Explain the different services business will get from the biodiversity?



SANSKRITHI SCHOOL OF BUSINESS, PUTTAPARTHI

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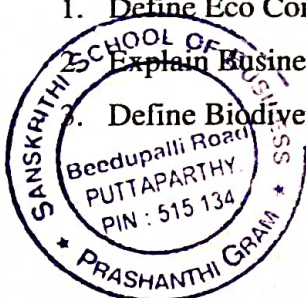
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SANSKRITHI SCHOOL OF BUSINESS, PUTTAPARTHI

MBA I Semester I Midterm Examinations April - 2021

Sub: Management Information System

Code: [17E00106]

Maxi Marks: 30

Date: 08-04-2021, A.N

Total Time: 2hr [02:00 PM to 04:00 PM]

Answer all the Questions Each Question Carries Equal Marks.

3*10=30 Marks

- 1) Brief description about MIS? Explain the Traditional & Modern approach of database?
- 2) What is meant by Data Model? Explain their types of Data Model?
- 3) Explain the following questions
 - a) Data Ware housing
 - b) Data Mining



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MBA I Semester I Midterm Examinations April - 2021

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Maxi Marks: 30

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Maxi Marks: 30

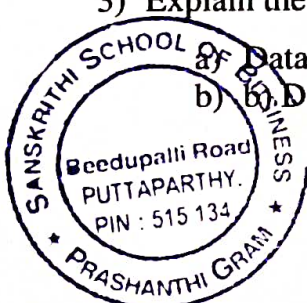
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SANSKRITHI SCHOOL OF BUSINESS, PUTTAPARTHI

MBA II Semester I Midterm Examinations October - 2021

Sub: Operation Management

Code: [17E00206]

Maxi Marks: 30

Date: 23-10-2021, A.N

Total Time: 2hr [02:30 PM to 04:30 PM]

Answer all the Questions Each Question Carries Equal Marks.

3*10=30 Marks

1. (a) Briefly discuss the functions of production and operations management?
(b) Explain the importance of operations management?
2. Explain the functions of materials management. Write various issues in materials management?
3. Case Study:

Write the different factors that are considered by KIA Company when they selected Penukonda as their production unit.



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MBA II Semester I Midterm Examinations October - 2021

Sub: Operation Management

Code: [17E00206]

Maxi Marks: 30

Date: 23-10-2021, A.N

Total Time: 2hr [02:30 PM to 04:30 PM]

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3. Case Study:

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MBA II Semester I Midterm Examinations October - 2021

Sub: Operation Management

Code: [17E00206]

Maxi Marks: 30

Date: 23-10-2021, A.N

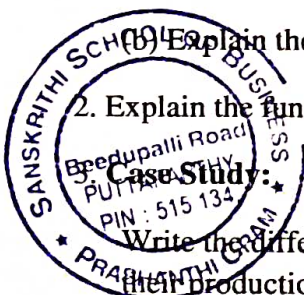
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SANSKRITHI SCHOOL OF BUSINESS, PUTTAPARTHI

MBA II Semester II Midterm Examinations November - 2021

Sub: Operations Research

Code: [17E00205]

Maxi Marks: 30

Date: 12-11-2021, F.N

Total Time: 2hr [10:00AM to 12:00 PM]

Answer all the Questions. Each Question Carries Equal Marks.

3*10=30 Marks

1. Definition of game theory? Explain the terminology and significance of game theory in managerial application?
2. Definition of transportation problem? Explain the transportation model and methods of transportation problem?
3. **Case study**
Find the solution of processing 5 Jobs through 4 Machines problem.

Jobs	1	2	3	4	5
Machine-1	11	13	9	16	17
Machine-2	4	3	5	2	6
Machine-3	6	7	5	8	4
Machine-4	15	8	13	9	11



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MBA II Semester II Midterm Examinations November - 2021

Sub: Operations Research

Code: [17E00205]

Maxi Marks: 30

Date: 12-11-2021, F.N

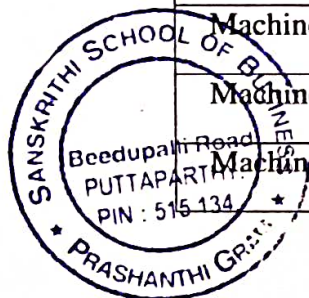
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Machine-4	15	8	13	9	11



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SANSKRITHI SCHOOL OF BUSINESS, PUTTAPARTHI

MBA III Semester I Midterm Examinations February - 2022

Sub: Performance Management

Code: [17E00314]

Maxi Marks: 30

Date: 16-02-2022, A.N

Total Time: 2hr [02:00 PM to 04:00 PM]

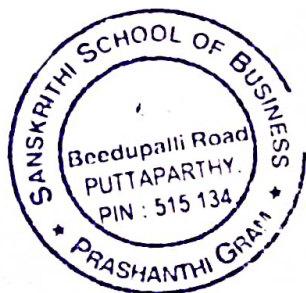
Answer all the Questions Each Question Carries Equal Marks.

3*10=30 Marks

1. Explain difference between performance management and performance appraisal?
2. Define roles and responsibilities of mentor and mentee in group mentoring process?
3. The Indian Electric Company is a city-based manufacturer of welding machines and motors. When Neeraj Shah established the company in 1970, he was keenly aware of the importance of a highly motivated workforce, and how the company's success, in fact, depended on it. Therefore, Shah had to ensure that each employee would work as diligently as possible for the good of the organization. Shah realised that the best way to motivate employees would be to link the company's reward and recognition system to its goals. To establish this connection, Shah developed and implemented a comprehensive incentive system. Its aim was to improve the company's overall performance by allowing contributing workers to share in the proceeds. The plan rewards employees for turning out quality products efficiently, while controlling costs. The system includes the following components. Paying by the piece rate: Production workers are paid according to the number of "pieces" or product units they produce that are not defective. If a customer sends a defective part back to the company, the employee who produced it must repair it on his or her own time. Providing year-end bonus: To reward workers further for their efforts, Shah introduced a year- end bonus system that gives all workers an opportunity to nearly double their base wages. Workers get the bonus if the company's annual profit increases. Providing stock options: Shah also provided his employees with the option of buying company's stock at a low cost. Employees are also given shares of the company's stock based on annual profits.

Questions:

1. What would be the future expectations of Neeraj Shah from the employees of Indian Electric Company?
2. How would he ensure further continuation of financial rewards, their cost effectiveness, and their Contribution to the organisation effectiveness?



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