

**Answer any Five questions**  
**All questions carry EQUAL marks**  
**Question No. 8 is Compulsory**

1. Elaborate Marketing functions and Marketing environment factors (12M)
2. Elaborate different elements in Marketing mix with examples. (12M)
3. What do you understand by product planning? Discuss briefly the problems of introducing new products. (12M)
4. Describe the methods of pricing and policies in marketing. (12M)
5. Elaborate on the promotional mix and its components. (12M)
6. Develop a Marketing Information System for a Mobile phone marketing. (12M)
7. "Marketing research is an aid to effective marketing decision". Discuss. (12M)

**8. CASE STUDY: (12M)**

Amul is a beloved brand in India and has carved a special place for itself in the dairy industry by using a unique brand personality filled with humor. This case study explores Amul Butter's marketing strategies, with a particular focus on its ability to create strong connections with consumers. Amul, a cooperative society formed in 1946, aimed to empower rural farmers and bring quality dairy products to the Indian market. Amul Butter quickly became a household name, renowned for its taste and quality. However, the brand's distinctive marketing journey began with the introduction of the "Amul Girl."

## Marketing Strategies

- **Amul Girl: The Iconic Mascot-** The introduction of the “Amul Girl” in 1967 marked a turning point in Amul Butter’s marketing journey. The youthful, cheerful, and witty girl, dressed in traditional attire, became the face of the brand. Through her timely and humorous advertisements, the “Amul Girl” has commented on current events, societal issues, and popular culture, connecting with consumers on a personal and relatable level.
- **Consistent Branding-** Amul has maintained a uniform brand identity over the years. The iconic red and white packaging, along with the “Utterly Butterly Delicious” tagline, has become instantly recognizable and synonymous with the brand.
- **Social and Cultural Relevance-** Amul Butter’s marketing has always responded quickly to social and cultural events, often incorporating humor and clever wordplay. This flexibility has allowed the brand to stay relevant and capture the imagination of consumers.
- **Multi-Media Advertising-** Amul Butter has employed a variety of advertising channels, including billboards, print media, television, and social media, to reach a diverse audience.

## Questions for Discussion

- a. How has the “Amul Girl” helped Amul Butter establish a unique brand personality and connect with consumers?
- b. What is the significance of uniform branding, including packaging and taglines, in Amul Butter’s marketing success?
- c. What lessons can other brands learn from Amul Butter’s marketing approach, especially in terms of using humor and iconic mascots?

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1. a) Define HRM, Differentiate between Personal Management and Human Resources Management 6 M  
b) What are the Operative functions of HRM? Explain with Examples. 6 M
2. a) Elucidate the process of Human Resources Planning 6 M  
b) What do you understand Replacement Chart? Explain its importance in present Globalization scenario. 6 M
3. a) What are the factors influencing Human Resources Planning? 6 M  
b) Explain the barriers of Human Resources Planning. 6 M
4. a) Define Job. Explain the process of Job Analysis. 6 M  
b) Discuss the Job Evaluation Process, 6 M
5. a) What do you mean by Recruitment and Selection? How do you design a recruitment strategy for an organisation? 6 M  
b) Explain in detail about the selection process in an organization. 6 M
6. a) What are the training methods explain it elaborately 6 M  
b) How Training programme will be evaluated? 6 M
7. a) Define HR Analytics, Bring out the typical application of HR analytics. 6 M  
b) What is predictive analytics? What are its uses? 6 M
8. **CASE STUDY:** 12 M

JS Capital Management Pvt.Ltd. believes that today a major constraint in industry is the lack of quality manpower. Hence after hiring people they have to train them to suit their needs. Since the company has a linear- staffed organization, this kind of HR exercise does not get the due time and attention that it usually demands. One major shortcoming faced at the lower level is the rapid concept of 'learning by doing' attitude that can cost investor heavily.

For such impediments JS Capital ensures intensive employee training modules designed to suit their requirements. They send their people to institutes like London School of Economics, Harvard Business School etc. to learn strategies related to the industry. Then, they conduct a number of in house training programmes. They also "throw them into water" to investigate and evaluate their imbibed skills and talents. Employees of the company have to pass the certificate test which is separate from the one which the company has for its distributors.

Subsequently employees are expected to undergo training on their own departments under the experienced person. Only then are they assigned tasks.

#### Questions

- a. Do you think such an extensive training is really necessary?
- b. How can we determine the cost effectiveness of such programmes?

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1. a) Discuss the scope of productions management 6M  
b) Elucidate the different types of production systems. 6M
2. a) State the recent trends in production and operations management 6M  
b) Explain the features and types of Flexible Manufacturing System. 6M
3. a) Elaborate the objectives and steps in aggregate planning process. 6M  
b) Explain the aggregate planning strategies. 6M
4. a) List out the different types of inventory control techniques 6M  
b) Analyze sequencing and scheduling in Mass production system 6M
5. a) Distinguish between Partial productivity and Total productivity 6M  
b) Briefly describe the various steps involved in method study procedure. 6M
6. a) Describe the two techniques of SQC namely Statistical process control and Acceptance Sampling 6M  
b) Discuss the underlying principles of total quality management 6M
7. A company uses **10,000 units** of a raw material annually. The **ordering cost** per order is **₹500**, and the **holding cost** per unit per year is **₹2**. Calculate the:

1. **Economic Order Quantity (EOQ)**
2. **Number of orders per year**
3. **Time between orders (in days)**
4. **Total inventory cost if price for raw material is 10/- per unit.**

8. CASE STUDY: 12M

**For the following data, construct a fraction defective chart**

Group number	Sample size	No of defectives
1	32	2
2	32	3
3	50	3
4	50	2
5	32	1
6	80	4
7	50	2
8	50	0
9	32	2
10	32	1

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1. a) Define Business Analytics. Write about the Evolution of Business Analytics. **6M**  
b) Differentiate the roles of Data Scientist, Data Engineer and Business Analyst. **6M**
2. a) Explain different sources of Data collection methods. **6M**  
b) Explain the techniques in dealing with missing or incomplete data. **6M**
3. a) Explain in detail the model deployment with examples. **6M**  
b) Discuss about Business Process Life cycle. **6M**
4. a) Define Data Mining and explain the process of Implementing Data Mining **6M**  
b) Explain Multidimensional data analysis in detail with examples. **6M**
5. a) What are different machine learning models explain in detail. **6M**  
b) Make a short note of supervised learning and unsupervised learning **6M**
6. a) Explain in detail various applications of Business Analysis. **6M**  
b) Describe Marketing Analytics and highlight the advantages of Marketing Analytics? **6M**
7. a) What is Enterprise reporting? Explain its features and benefits features **6M**  
b) What do you mean by Data visualization? Briefly Explain the tools in Data Visualization? **6M**
8. **CASE STUDY:** **12M**

Data analytics applications have practically expanded to all spectrums of individual lives. But this time it has outperformed itself and is literally saving our lives. So, its success is not something we need to debate upon.

Amidst the COVID-19 scare, data analytics applications are our guiding beacon. Currently, there are so many dashboards and statistics around the Corona virus spread available all over the internet. Critical information like Total confirmed cases over time till date, No. of new cases, Deaths over time, case comparisons across continents, Daily cases across continents, Corona situation by Country, territory, area, Penetration rate across regions, Recovery rate across regions, No. of quarantine regions available with no. of beds, etc. Also the Dashboard includes lot of visualization like region wise

heat map of affected density, region wise deaths, and The date wise cases and trends graphs and so on. It also provides expert opinions, to see different nations adopting different strategies, from complete lockdown to social distancing to herd immunity is provided.

Also Data mining and machine learning applications are applied by researchers for building predictive models for spread of infection, the no. of cases worldwide and correlation between region, gender, age, chronic diseases, types of persons who may fall victims, type of persons who may have high chances of death. Also the trend in which the virus acts can be known.

Indian government has also provided an all India COVID-19 Dashboard at mygov.in. The health departments, the PM as well as CMs of states are constantly monitoring Corona virus spread to see whether their controls are effective or not.

**Questions:**

- a. Discuss the critical metrics that are displayed on COVID-19 Dashboard. What kind of analysis and visualization is provided by this dashboard to disseminate various information?
- b. Data mining and machine learning algorithms on COVID-19 datasets of the world will help us to understand the pattern of spread of virus. Justify the statement.

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI  
(AUTONOMOUS)  
I MBA II Semester Regular & Supplementary Examinations, June, 2025**

**RESEARCH METHODOLOGY  
(MASTER OF BUSINESS ADMINISTRATION)**

**Time: 3 Hrs**

**Max. Marks: 60**

**Answer any Five questions  
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Question No. 8 is Compulsory**

1. Highlight the purpose of business research and discuss its managerial value in decision-making. Provide suitable examples. (12M)
2. Describe the steps involved in the business research process and discuss the challenges in applying scientific methods to business research. (12M)
3. Differentiate between primary and secondary data. Discuss the various methods of data collection in business research. (12M)
4. Compare and contrast comparative and non-comparative scaling techniques. Provide examples for each. (12M)
5. Analyze the various measures of central tendency and dispersion. How are they useful in interpreting business data? (12M)
6. Describe the different types of business research. How do they contribute to organizational success? (12M)
7. What is sampling? Describe the sampling process and explain the different types of sampling methods with examples. (12M)
8. **CASE STUDY:** (12M)  
Customer Satisfaction Survey (Using Central Tendency, Dispersion, and Hypothesis Testing). Given that:  
A retail store conducted a customer satisfaction survey (score out of 10) from two cities, City A and City B, with the following results:
  - City A: 7, 8, 6, 9, 8, 7, 8, 7, 6, 9
  - City B: 6, 6, 5, 7, 7, 6, 5, 6, 7, 5
  1. Calculate the mean and standard deviation of customer satisfaction scores in both cities.
  2. Using an independent sample t-test, test whether there is a significant difference in average satisfaction between the two cities (at 5% significance).
  3. Interpret the result and give managerial recommendations.

Code: 22MBA2001

**SET-I**

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI  
(AUTONOMOUS)**

**I MBA II Semester Regular & Supplementary Examinations, June, 2025**

**FINANCIAL MANAGEMENT  
(MASTER OF BUSINESS ADMINISTRATION)**

**Time: 3 Hrs**

**Max. Marks: 60**

**Answer any Five questions  
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1. Explain the main functions of the managerial finance. How do they differ from those traditional finance? (12M)
2. a) Explain cost of capital in different view points (6M)  
b) Explain in detail components of cost of capital. (6M)
3. Define leverage and explain different types of leverages (12M)
4. a) Write a note on Discounting cashflow techniques (6M)  
b) Discuss Non discounting cashflow techniques (6M)
5. a) Explain dividend policy (6M)  
b) Discuss factors determining the dividend policy (6M)
6. What is working capital? Discuss the factors that can be considered while estimating working capital requirement of a business firm (12M)
7. Discuss different strategies implemented by the organization for efficient cash management (12M)
8. **CASE STUDY:** (12M)

A company is planning to invest in either Project A or in Project B. The cost of capital of the firm is 10% at initial investment of Rs.5, 00,000/- for both projects and the estimated earnings after tax and before depreciation of the projects are as follows for the five years.

Years	Project A	Project B
1	85,000	4,80,000
2	2,00,000	1,00,000
3	2,40,000	70,000
4	2,20,00	30,000
5	70,000	20,000

You are requested to calculate the NPV for the both projects and give suggestion for the company in selection of Project A and B