

Code: 25MBA1011
SET-I
ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)
I MBA II Semester Regular Examinations, June, 2026
MARKETING MANAGEMENT
(MASTER OF BUSINESS ADMINISTRATION)

Time: 3 Hrs

Max. Marks: 60

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

		Marks	CO	Blooms Level
1.	a) Define Marketing and Explain different concepts of Marketing.	[6M]	CO1	Understand
	b) Explain the concept of Green Marketing and its Importance.	[6M]	CO1	Understand
2.	a) Explain the concept of STP and discuss the bases used for segmenting consumer markets.	[6M]	CO2	Understand
	b) What are the various factors which must be consider while making Channel Selection? Write about different types Distribution models.	[6M]	CO2	Understand
3.	a) Discuss the stages of the Product Life Cycle and examine the causes and implications of product obsolescence in modern marketing.	[6M]	CO3	Analyse
	b) Describe the different types of marketing control and Highlight their objectives, methods.	[6M]	CO3	Analyse
4.	a) What is Communication Mix? Discuss the factors influencing the selection of an appropriate communication mix.	[6M]	CO4	Understand
	b) Define Salesforce and discuss its need for it in achieving organizational marketing objectives in present scenario.	[6M]	CO4	Apply
5.	a) Define Digital Marketing and explain its importance in the modern business environment.	[6M]	CO5	Understand
	b) Explain how PPC metrics help marketers optimize digital advertising campaigns.	[6M]	CO5	Apply
6.	a) Discuss the factors influencing product mix decisions in an organization.	[6M]	CO3	Understand
	b) Examine the growth of E-Commerce and M-Commerce and their impact on modern business practices	[6M]	CO5	Apply
7.	a) Define Integrated Marketing Communication (IMC) and explain its importance in modern marketing.	[6M]	CO3	Analyse
	b) Explain the relationship between pricing strategies and competitive advantage.	[6M]	CO4	Apply

MM StyleHub's Influencer Marketing Challenge-

StyleHub is a mid-sized online fashion retailer specializing in affordable clothing for young adults aged 18–30. The company operates primarily through its website and social media channels. Although StyleHub has experienced steady growth over the past three years, it faces increasing competition from established fashion brands and emerging online retailers.

To increase brand awareness and sales, the marketing team decided to invest heavily in influencer marketing. They allocated ₹20 lakh for a three-month campaign and partnered with three influencers:

- **Influencer A:** A celebrity fashion influencer with 2 million followers.
- **Influencer B:** A lifestyle influencer with 500,000 followers.
- **Influencer C:** A micro-influencer with 50,000 followers and high audience engagement.

The campaign involved sponsored posts, product reviews, and promotional discount codes. At the end of the campaign, the following results were observed:

Influencer	Followers	Engagement Rate	Campaign Cost (₹)	Sales Generated (₹)
A	2,000,000	1.5%	12,00,000	15,00,000
B	500,000	4.5%	5,00,000	12,00,000
C	50,000	8.0%	3,00,000	10,00,000

The management was surprised to find that the celebrity influencer generated the lowest return on investment (ROI), while the micro-influencer delivered the highest engagement and substantial sales despite having a much smaller audience.

The management team must evaluate the effectiveness of its influencer marketing strategy and determine how future marketing budgets should be allocated.

Questions:

1. What criteria should StyleHub use when selecting influencers for future campaigns?
2. Recommend an improved influencer marketing strategy for StyleHub.

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Code: 25MBA1012

SET-I

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

I MBA II Semester Regular Examinations, June, 2026

OPERATIONS MANAGEMENT

(MASTER OF BUSINESS ADMINISTRATION)

Time: 3 Hrs

Max. Marks: 60

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

	Marks	CO	BTL
1. a) Discuss the relationship between Operations Management and other functional areas	6	1	2
b) What do you mean by a Production system? Explain different types of production systems.	6	1	2
2. a) Discuss the concept of Value Analysis and its importance in cost reduction	6	2	2
b) What is layout planning? Explain the different types of Layouts.	6	2	2
3. a) Define Aggregate planning? Explain the process of Aggregate Planning?	6	3	3
b) Explain different Inventory Management Techniques.	6	3	3
4. a) Explain the concept of Work Measurement and its techniques	6	4	3
b) Define productivity and Explain the key factors affecting productivity	6	4	3
5. a) Discuss the principles of Total Quality Management	6	5	2
b) Explain the role of Quality Circles in improving Organizational Performance	6	5	3
6. a) Explain the concept of control charts for attributes	6	5	2
b) Discuss Kaizen principles, Advantages and Disadvantages	6	5	3
7. a) Explain various phases in Production ,Planning and Controlling (PPC)	6	3	3
b) Explain ISO 9000 system in brief.	6	1	2

8. CASE STUDY:

10 2 2

Construct both ($\bar{X}$) and R chart from the following data

Sub group number	$\bar{X}$	R	Sub group number	$\bar{X}$	R
1	6.36	0.10	11	6.32	0.18
2	6.38	0.18	12	6.30	0.10
3	6.35	0.17	13	6.34	0.11
4	6.39	0.20	14	6.39	0.14
5	6.32	0.15	15	6.37	0.17
6	6.34	0.16	16	6.36	0.15
7	6.40	0.13	17	6.35	0.18
8	6.33	0.18	18	6.35	0.13
9	6.37	0.16	19	6.34	0.18
10	6.33	0.13	20	6.34	0.16

Assume constant values $A_2 = 0.73$, $D_3 = 0$, $D_4 = 2.28$

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

1. a) Elaborate the historical development of production and operations management. 6M
b) Discuss the different types of production system. 6M
2. a) Distinguish between manufacturing and service 6M
b) Discuss the role of CAD, CAM & CIM in manufacturing 6M
3. a) What do you mean by Line Balancing? Explain the steps in Line Balancing . 6M
b) Explain the different methods of production control. 6M
4. a) Analyze sequencing. scheduling in Continuous Production system 6M
b) Discuss the techniques used for Job Shop scheduling. 6M
5. a) What is meant by productivity? Discuss the factors effecting productivity? 6M
b) Define TQM. Explain how do you implement TQM in a service industry. 6M
6. a) Explain six sigma methodologies in detail. 6M
b) State the objectives and benefits of ISO 9000 series 6M
7. a) Discuss the different types of acceptance sampling plans 6M
b) Define work sampling. Explain the work sampling procedure. 6M
8. CASE STUDY: 12M

Construct both ($\bar{X}$) and R chart from the following data

Sub group number	$\bar{X}$	R	Sub group number	$\bar{X}$	R
1	6.36	0.10	11	6.32	0.18
2	6.38	0.18	12	6.30	0.10
3	6.35	0.17	13	6.34	0.11
4	6.39	0.20	14	6.39	0.14
5	6.32	0.15	15	6.37	0.17
6	6.34	0.16	16	6.36	0.15
7	6.40	0.13	17	6.35	0.18
8	6.33	0.18	18	6.35	0.13
9	6.37	0.16	19	6.34	0.18
10	6.33	0.13	20	6.34	0.16

Assume constant values $A_2 = 0.73$, $D_3 = 0$, $D_4 = 2.28$

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

		Marks	CO	BTL
1.	a) What are the objectives of research?	6	1	Remember
	b) Explain the role of research in business.	6	1	Remember
2.	a) What are the steps involved in research process?	6	1	Analyse
	b) Distinguish between qualitative research and quantitative research.	6	1	Analyse
3.	a) What is sampling? Explain the procedure of sampling.	6	2	Analyse
	b) Distinguish between primary and secondary data.	6	2	Remember
4.	a) What are the methods of scaling techniques?	6	2	Application
	b) Explain the features of good questionnaire.	6	2	Remember
5.	Explain the steps for preparation and presentation of research report.	12	3	Remember
6.	a) Explain hypothesis testing procedure.	6	4	Analyse
	b) What are the advantages of non-parametric tests in business decision making.	6	4	Remember
7.	a) Explain the procedure for comparing two proportions in Z-test.	6	5	Application
	b) Explain multi-variate analysis.	6	5	Application
8.	CASE STUDY: To assess the significance of possible variation in performance in a certain test between the convent schools of a city, a common test was given to a number of students taken at random from the senior 5 th class of each of the four schools concerned. The results are given below. Make an analysis of variance of data. (Table Value = 3.24)	12	5	Application

Schools			
A	B	C	D
8	12	18	13
10	11	12	9
12	9	16	12
8	14	6	16
7	4	8	15

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)****I MBA II Semester Supplementary Examinations, June, 2025****ESSENTIALS OF BUSINESS ANALYTICS
(MASTER OF BUSINESS ADMINISTRATION)****Time: 3 Hrs****Max. Marks: 60**

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

1. a) Define Business Analytics. Write about the Evolution of Data Analysis. **6M**
b) What do you mean by Data science? Describe various applications for data science. **6M**
2. a) Discuss the concept of Data Management and Importance of data quality. **6M**
b) What do you mean by Data visualization? Briefly Explain the tools in Data Visualization? **6M**
3. a) Discuss about Business Process Life cycle. **6M**
b) Explain in detail about Data Interpretation and types of Data Interpretation. **6M**
4. a) Define Data Mining and applications of Data Mining. **6M**
b) Elaborate basic concepts of Association rule mining and Cluster analysis. **6M**
5. a) Differentiate Statistics Vs Data Science. **6M**
b) Discuss the different Frameworks for building Machine Learning Systems. **6M**
6. a) Describe the application of data mining in Supply Chain management. **6M**
b) Explain Financial Analytics and the Important Factors in Finance analytics? **6M**
7. a) What are the principles of effective Data Dashboards? **6M**
b) Describe Health care Analytics and highlight the advantages in Health sector. **6M**
8. **CASE STUDY:** **12M**

ABC Retail, an online retail store, has been experiencing a decline in sales and profitability over the past year. The management team is concerned about the drop in revenue and wants to understand the underlying reasons for the decline and take data-driven actions to improve business performance.

Objectives:

- Identify the factors contributing to the decline in sales.
- Develop strategies to increase revenue and profitability.
- Optimize marketing efforts and inventory management.

Data Available:

ABC Retail has historical data for the past three years, including sales data, customer demographics, website traffic, marketing expenses, and inventory levels.

- a) List out process and various techniques involved in business analytics.

**RESEARCH METHODOLOGY
(MASTER OF BUSINESS ADMINISTRATION)****Time: 3 Hrs****Max. Marks: 60****Answer any Five questions
All questions carry EQUAL marks
Question No. 8 is Compulsory**

1. a) Explain the role of business research in Making Decisions. 6M
b) Discuss the role of computers in business research. 6M
2. a) Explain the Formal Research Designs. 6M
b) Elaborate the different types of hypothesis and steps involved in hypothesis testing. 6M
3. a) What are the techniques of collecting Secondary data? 6M
b) Distinguish between Probability and Non-Probability Sampling methods. 6M
4. a) Explain Nominal, Ratio, Ordinal and Interval Scales. 6M
b) What are the precautions to adopt for designing of a Good Questionnaire? 6M
5. a) What is a Correlation? Explain types of Correlations. 4M
b) Find the Rank coefficient of correlation for the following data. 8M

X	70	65	71	62	58	69	78	64
Y	91	76	65	83	90	65	55	48
6. a) What is Regression? Explain the properties of Regression. 4M
b) In a sample of 500 articles manufactured by a company, the number of defective articles was observed to be 20. The purchaser, however, claimed that 5 % of their product is defective. Is the claim justified? Use 5 % level of significance. ($Z_{0.05} = 1.645$) 8M
7. a) What are the types of research reports? 6M
b) Explain in brief the concepts of Research Report Writing. 6M
8. CASE STUDY: 12M

The following figures show the distribution of digits in numbers chosen at random from a telephone directory:

Digits	0	1	2	3	4	5	6	7	8	9
Frequency	1026	1107	997	966	1075	933	1107	972	964	853

Test at 5% level whether the digits may be taken to occur equally frequently in the directory. (chi-square at 9 d.f = 16919)

Code: 25MBA1014
ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)
I MBA II Semester Regular Examinations, June, 2026
RURAL INNOVATION PROJECTS
(MASTER OF BUSINESS ADMINISTRATION)

Time: 3 Hrs**Max. Marks: 60**

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

		Marks	CO	BTL
1.	a) Define rural resources. Explain the classification of rural resources with suitable examples.	6M	CO1	L2
	b) Explain the constitutional provisions and amendments related to Panchayati Raj Institutions.	6M	CO1	L3
2.	a) Discuss the physical and chemical properties of soil and their significance in agriculture.	6M	CO2	L2
	b) Compare the rural development status of any two SAARC countries.	6M	CO2	L3
3.	a) Explain the quantitative dimensions of rural human resources.	6M	CO3	L2
	b) Discuss the role of the Public Distribution System in ensuring food security in rural areas.	6M	CO3	L3
4.	a) Explain the technological and participatory approaches to rural development.	6M	CO4	L2
	b) Discuss the growth-oriented and welfare strategies of rural development.	6M	CO4	L3
5.	a) Review the major rural development programmes in the agricultural sector.	6M	CO5	L3
	b) Explain the importance of project planning and management in rural development projects.	6M	CO5	L2
6.	a) Describe the evolution of rural governance in India before and after independence.	6M	CO1	L3
	b) Explain the importance of soil conservation and watershed management.	6M	CO2	L2
7.	a) Discuss the sources of rural credit and their role in rural development.	6M	CO3	L2
	b) Explain the right-based and holistic strategies of rural development.	6M	CO4	L3
8.	CASE STUDY: A village named Srinagar faces issues such as poor housing, lack of institutional credit, inadequate irrigation facilities, and unemployment among youth. The government introduced rural housing schemes, self-help groups, and skill development programmes.	12M		L3
	Questions:			
	a. Identify the major problems faced by the village.			
	b. Explain the role of institutional credit in rural development.			
	c. How can skill development programmes improve rural livelihoods?			
	d. Suggest suitable rural development strategies for Srinagar village.			

Time: 3 Hours**Max Marks: 70**

Answer ONE Question from each Unit

All Questions Carry Equal Marks

All parts of the Question must be answered at one place

<u>UNIT-I</u>		Marks	CO	Blooms Level
1.	a) What is Marketing? Explain its Nature & Scope?	7M	CO1	Remembering
	b) Explain the importance of e- Marketing?	7M	CO1	Analyzing
(OR)				
2.	a) Define Evolution of Marketing?	7M	CO1	Remembering
	b) Elaborate the principles of marketing concepts?	7M	CO1	Analyzing
<u>UNIT-II</u>				
3.	a) Write about Marketing Research Process?	7M	CO2	Remembering
	b) Define Nature & Scope of marketing environment?	7M	CO2	Applying
(OR)				
4.	a) Explain about PESTEL in Marketing Environment?	7M	CO2	Remembering
	b) What are the types of marketing research?	7M	CO2	Analyzing
<u>UNIT-III</u>				
5.	a) Discuss about Market Segmentation and its benefits?	7M	CO3	Analyzing
	b) Define Product positioning concept and Tools of promotion?	7M	CO3	Analyzing
(OR)				
6.	a) Explain the concepts of Market Segmentation, Targeting & Positioning (STP) ?	7M	CO3	Remembering
	b) What are the Bases for segmenting Consumer market and Industrial market?	7M	CO3	Analyzing
<u>UNIT-IV</u>				
7.	a) Write about New Product Development process ?	7M	CO4	Analyzing
	b) Define the Product Life Cycle- concept, stages?	7M	CO4	Remembering
(OR)				
8.	a) What is a product and Levels of Products its core benefits?	7M	CO4	Analyzing
	b) Explain marketing mix decisions to a product?	7M	CO4	Applying
<u>UNIT-V</u>				
9.	a) Discuss the Pricing Strategies of a product?	7M	CO5	Remembering
	b) What are the functions of channel and its levels?	7M	CO5	Analyzing
(OR)				
10.	a) Define the Factors determining promotion mix?	7M	CO5	Remembering
	b) Write about sales promotion and its tools?	7M	CO5	Applying

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

1. What is wealth maximization and explain how the wealth maximization different from the profit maximization (12M)
2. a) Discuss optimum capital structure (6M)
b) Explain factors determining capital structure of firm. (6M)
3. Define capital budgeting and explain nature of capital budgeting decisions (12M)
4. a) What is stable dividend policy (6M)
b) Explain advantages and disadvantages of Stable dividend policy (6M)
5. a) Write a short note on Walter's model dividend theory of the firm (6M)
b) Discuss Gordon's model dividend theory of the firm (6M)
6. Explain the process of Financing of working capital through Bank finance and Trade Credit (12M)
7. What is cash management and explain different techniques used for efficient cash management (12M)
8. **CASE STUDY:** (12M)

A company is considering proposal to purchase a new equipment. The equipment involve a cash outlay of Rs.5, 00,000 and working capital of Rs.60, 000/-. The expected life of the project is 5 years without any salvage value. Assume that the company is allowed to charge depreciation on straight line method basis for income tax purpose. The estimated earnings before depreciation and tax are given below

Years	Before tax and before depreciation cash flows
1	1,80,000
2	2,20,000
3	1,90,000
4	1,70,000
5	1,40,000

The applicable income tax rate to the company is 35%. The opportunity cost of capital of the company is 10%. You are requested to calculate the IRR for the company.

Code: 25MBA1009
ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)
I MBA II Semester Regular Examinations, June, 2026
FINANCIAL MANAGEMENT
(MASTER OF BUSINESS ADMINISTRATION)

Time: 3 Hrs**Max. Marks: 60**

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

		Marks	CO	BTL
1.	a) Explain the nature and scope of financial management	6	CO1	K2
	b) Illustrate the role of Financial Management in achieving the mission and objectives of a firm	6	CO1	K3
2.	a) Explain goals and objectives of Financial Management in Business Organization	6	CO1	K3
	b) Discuss the evolution of Financial Management.	6	CO1	K2
3.	a) Examine how EBIT–EPS analysis helps in determining the optimum capital structure of a business	6	CO2	K4
	b) Explain the components of Weighted Average Cost of Capital (WACC) and the procedure for calculation of WACC	6	CO2	K2
4.	a) Discuss Non-Discounting Cash Flow Techniques used in evaluating investment proposals.	6	CO3	K3
	b) What is Time Value of Money? Explain the different Time Value of Money techniques	6	CO3	K2
5.	a) Analyze Dividend Policy and Dividend Valuation and their significance in an organisation	6	CO4	K4
	b) Illustrate the role of dividend determinants in shaping a company's dividend decisions.	6	CO4	K3
6.	a) Explain Relevance Theories of Dividend used in formulating a firm's dividend policy	6	CO4	K3
	b) Explain the different forms of dividends.	6	CO4	K2
7.	a) Illustrate the process of estimating Working Capital requirements for a business organization.	6	CO5	K3
	b) Explain different Cash Management Models in managing cash efficiently in business	6	CO5	K3

8. CASE STUDY:

12 CO3 K3

A Company is considering two mutually exclusive projects. Both require an initial investment of Rs. 50,000 each and have a life of five years. The cost of capital of the company is 10% and tax-rate is 50%. The depreciation is charged on straight-line method. The estimated net cash inflows (before depreciation and tax) of the projects are as follows.

Year	Project A	Project B
1	Rs. 20,000	Rs. 30,000
2	22,000	27,000
3	28,000	22,000
4	25,000	25,000
5	30,000	20,000

Which project should be accepted as per NPV.

AR25

Code: 25MBA1010
SET-I
ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)
I MBA II Semester Regular Examinations, June, 2026
HUMAN RESOURCE MANAGEMENT
(MASTER OF BUSINESS ADMINISTRATION)

Time: 3 Hrs

Max. Marks: 60

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

		Marks	CO	BTL
1.	a) Explain the significance and functions of Human Resource Management.	6	CO1	L1
	b) Analyze how HR strategies can be aligned with organizational strategies to achieve business objectives.	6	CO1	L4
2.	a) Describe various sources of recruitment and methods of employee training.	6	CO2	L1
	b) Examine the role of job analysis and job evaluation in designing an effective HR system.	6	CO2	L4
3.	a) Explain the objectives and importance of performance appraisal.	6	CO3	L1
	b) Compare and analyze traditional and modern methods of performance appraisal.	6	CO3	L4
4.	a) Describe the statutory and non-statutory welfare measures provided to employees.	6	CO4	L1
	b) Analyze the determinants affecting wage payments and wage differentials in organizations.	6	CO4	L4
5.	a) Explain the concept and importance of collective bargaining in industrial relations.	6	CO5	L1
	b) Analyze the role of trade unions and employee participation schemes in maintaining healthy industrial relations.	6	CO5	L4
6.	a) Explain the evolution of Human Resource Management and its importance in modern organizations.	6	CO1	L1
	b) Analyze the role of ethical aspects of HRM in building a sustainable organizational culture.	6	CO1	L4
7.	a) Explain the importance of workplace safety and safety mechanisms in industrial organizations.	6	CO5	L1
	b) Analyze the effectiveness of collective bargaining in resolving industrial disputes and promoting harmonious industrial relations.	6	CO5	L4

TechNova Solutions is a rapidly growing IT company with 600 employees. Over the last two years, the company experienced a high employee turnover rate of 28%, particularly among software developers and project managers. Exit interviews revealed that employees were dissatisfied with the existing compensation system, which offered fixed salaries with minimal performance-based incentives.

Although the company provided annual increments, they were uniform for all employees regardless of individual performance. Competitor companies in the same industry offered attractive bonuses, flexible benefits, stock options, and recognition awards. As a result, many skilled employees left TechNova for better opportunities.

The HR department conducted an employee satisfaction survey and found that 70% of employees believed that their pay did not reflect their performance or market value. The management decided to redesign the compensation structure by introducing performance-linked pay, skill-based incentives, health and wellness benefits, retention bonuses, and career progression rewards.

However, some senior managers expressed concerns that a performance-based compensation system might create unhealthy competition and reduce teamwork among employees. The HR team was therefore asked to develop a balanced compensation strategy that would improve employee motivation while maintaining collaboration and organizational harmony.

Questions:

- a. Analyze how introducing performance-linked compensation can influence employee motivation and organizational performance.
- b. Evaluate the challenges TechNova may face while implementing the revised compensation system and suggest suitable measures to overcome them.