

**SRI VENKATESWARA UNIVERSITY : TIRUPATI**  
**DIRECTORATE OF DISTANCE EDUCATION**

**M.B.A. (SECOND YEAR) DEGREE INTERNAL TEST QUESTION PAPER**

**PAPER-I : PRODUCTION/OPERATIONS MANAGEMENT**

Max. Marks:20

Answer any FOUR questions. Each question carries 5 marks (Marks: 4 x 5 =20)

1. Explain the scope of production and operations management.
2. What are the various issues faced by production department while producing the goods.
3. What is forecasting? What are the quantitative methods of forecasting?
4. Explain the importance of forecasting in Production Management.
5. What is work system design? Explain it in detail.
6. Explain the need for management information for production system.

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**M.B.A. (SECOND YEAR) DEGREE INTERNAL TEST QUESTION PAPER**

**PAPER-II : MANAGING MEN**

Max. Marks:20

Answer any FOUR questions. Each question carries 5 marks (Marks: 4 x 5 =20)

1. Explain the process of manpower planning.
2. What are the functions and operations of personnel office ?
3. Explain the process of selection.
4. Discuss the importance of career planning.
5. Explain the process of job analysis.
6. Explain the methods of performance appraisal.

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**M.B.A. (SECOND YEAR) DEGREE INTERNAL TEST QUESTION PAPER**

PAPER-III : MARKETING FOR MANAGERS

Max. Marks:20

Answer any FOUR questions. Each question carries 5 marks (Marks: 4 x 5 =20)

1. Explain the importance of marketing of services in India.
2. Discuss the importance of goods marketing in a developing economy.
3. Explain the need and importance of marketing research.
4. Explain the bases used for segmenting the cell phone market.
5. Explain determinants of consumer behavior.
6. Discuss the process of marketing communications.

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**M.B.A. (SECOND YEAR) DEGREE INTERNAL TEST QUESTION PAPER**

**PAPER-IV : ACCOUNTING AND FINANCE FOR MANAGERS**

Max. Marks:20

Answer any FOUR questions. Each question carries 5 marks (Marks: 4 x 5 =20)

1. Define Accounting. Differentiate Book-keeping and Accounting.
2. What are the various objectives of Accounting?
3. Discuss the contents of Profit and Loss Account as per Part-II of schedule - VI.
4. What do you mean by ascertainment of funds from operations?
5. Define Ratio Analysis. Discuss the significance and limitations of it.
6. What do you understand by Zero Based Budgeting? What are the importance and limitations of it?

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**M.B.A. (SECOND YEAR) DEGREE INTERNAL TEST QUESTION PAPER**

Elective paper : SOCIAL PROCESSES AND BEHAVIOURAL ISSUES

Max. Marks:20

Answer any FOUR questions. Each question carries 5 marks (Marks: 4 x 5 =20)

1. Give the social structure of Indian Environment.
2. Explain about the concept and importance of Work Ethics.
3. Explain the process and importance of feedback.
4. Suggest measures to improve organizational climate of Indian Industry.
5. What is Organizational Effectiveness? How is it improved? Explain.
6. Explain the process of Communication and its significance in an organization.

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**M.B.A. (SECOND YEAR) DEGREE INTERNAL TEST QUESTION PAPER**

Elective paper : MANAGING CHANGE IN ORGANIZATIONS

Max. Marks:20

Answer any FOUR questions. Each question carries 5 marks (Marks: 4 x 5 =20)

1. Why do people and organizations resist change? Explain.
2. Describe few methods of managing resistance to change.
3. Give the salient features of Diagnostic Methodology.
4. Describe the process of consultation.
5. Explain the need and importance of OD in an NGO.
6. Discuss about the role of internal change agents.

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**M.B.A. (SECOND YEAR) DEGREE INTERNAL TEST QUESTION PAPER**

Elective paper : WORKING CAPITAL MANAGEMENT

Max. Marks:20

Answer any FOUR questions. Each question carries 5 marks (Marks: 4 x 5 =20)

1. How will you determine the working capital requirement for a Chemical Industry?
2. Explain the Walter's approach to investment in Working Capital.
3. What do you understand by credit worthiness of a borrower? What factors are taken into account to determine credit worthiness?
4. What is Factoring of Receivables? Explain its mechanism and importance.
5. What are the components of Working Capital? Explain the factors determining the working capital.
6. Explain the features of different forms of bank credit prevailing in India. Distinguish between pledge and hypothecation.

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**M.B.A. (SECOND YEAR) DEGREE INTERNAL TEST QUESTION PAPER**

Elective paper : SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Max. Marks:20

Answer any FOUR questions. Each question carries 5 marks (Marks: 4 x 5 =20)

1. Bring out the components of investment risk.
2. Describe the methods used for valuation of shares.
3. What are the various functions of securities markets?
4. Explain the uses of economy analysis and tools used for it.
5. Write in detail about efficient capital market theory.
6. Give an overview of evaluation of institutional portfolio.

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**M.B.A. (SECOND YEAR) DEGREE INTERNAL TEST QUESTION PAPER**

Elective paper : FINANCIAL SERVICES AN OVERVIEW

Max. Marks:20

Answer any FOUR questions. Each question carries 5 marks (Marks: 4 x 5 =20)

1. Explain various money market instruments in brief.
2. Write in detail about management of risk in financial service
3. What is Stock Exchange? Explain its functions.
4. Discuss about broking and trading in equity.
5. State the objectives of issue management.
6. Differentiate among Factoring. Forfeiting and bill discounting.

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**M.B.A. (SECOND YEAR) DEGREE INTERNAL TEST QUESTION PAPER**

Elective paper : PRODUCT AND ADVERTISEMENT MANAGEMENT

Max. Marks:20

Answer any FOUR questions. Each question carries 5 marks (Marks: 4 x 5 =20)

1. Discuss about the process of New Product Development.
2. Explain the product life cycle in detail for a bath soap marketer.
3. Explain the integrated approach to new product development.
4. What are the various techniques of sales promotion for a branded tea powder.
5. Give a note on strategies used for brand positioning.
6. How will you measure advertising effectiveness? Explain.

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**M.B.A. (SECOND YEAR) DEGREE INTERNAL TEST QUESTION PAPER**

Elective paper : MARKETING OF SERVICES : CONCEPTS AND APPLICATIONS

Max. Marks:20

Answer any FOUR questions. Each question carries 5 marks (Marks: 4 x 5 =20)

1. What are the basic issues related to Services Marketing?
2. Explain the nature and scope of services.
3. Discuss marketing approach to electricity of India.
4. Discuss marketing of cardiac care at EHIRC.
5. What are the implications of marketing of professional support services?
6. Explain the marketing of services of Professional Education.

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