

**ANDHRA UNIVERSITY  
SCHOOL OF DISTANCE EDUCATION**

**MBA PROGRAMME (3 Year)  
II YEAR ASSIGNMENT QUESTION PAPERS 2010-2011**

**201 : HUMAN RESOURCE MANAGEMENT**

Assignment No. 1

4 x 5 = 20 Marks

**Answer all Questions :**

1. Examine the changing role of HRM in the globalized environment.
2. What is Human Resource Planning? Examine the factors which effect Human Resource Planning.
3. Distinguish between training and development ? What are the methods of executive development used in industries ?
4. What are the causes and consequences of industrial disputes ? Discuss.

Assignment No. 2

4 x 5 = 20 Marks

**Answer all Questions :**

1. "In the Port-liberalization era the role of HRM has became more challenging" Discuss.
2. How do you identify training needs? What are the methods of training used
3. Examine the principles of wage determination and explain about the payment of wages?
4. Is technology boon or bane to maintain good industrial relations? Discuss.

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**202 : MARKETING MANAGEMENT**

Assignment No. 1

4 x 5 = 20 Marks

**Answer all Questions :**

1. Write Short Notes :
  - (a) Direct Marketing
  - (b) Marketing Mix
  - (c) Product differentiation
  - (d) Brand Equity
2. What is product life cycle? Discuss the different stages of product life cycle with suitable examples.
3. Distinguish between advertising and publicity? Explain the process of advertising.
4. Explain the process of new product development. State the need for new product development.

Assignment No. 2

4 x 5 = 20 Marks

**Answer all Questions :**

1. Write Short Notes :
  - (a) E – Marketing
  - (b) Promotion Mix
  - (c) Demographic Segmentations
  - (d) Promotion Tools
2. “Marketing research is primary to the success of any marketing strategy” – Discuss.
3. What are the functions of a channel? Explain the various marketing channels and their importance.
4. What factors should be considering while fixing the price of a product? Discuss the different pricing strategies.

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**203 : FINANCIAL MANAGEMENT**

Assignment No. 1

4 x 5 = 20 Marks

**Answer all Questions :**

1. Write short notes :
  - (a) Functions of Financial Management
  - (b) Different types of Ratios
  - (c) Cost of Capital
  - (d) Profit Maximizations
2. What do you mean by Funds Flow Analysis? Explain the mechanism involved in preparation of funds flow statement?
3. Critically examine the MM Theory on Capital Structure.
4. Critically evaluate the factors influencing dividend policy. State the types of dividend policy.

Assignment No. 2

4 x 5 = 20 Marks

**Answer all Questions :**

1. Write short notes :
  - (a) EBIT – EPS Analysis
  - (b) Operating Vs Financial Leverage
  - (c) Inventory Management
2. What are the objectives of Financial Management? What role should finance manager play in a modern enterprise?
3. What do you mean by Ratio? What are the different types of Ratios? Explain their Utility with suitable examples.
4. Discuss briefly various techniques of Capital Budgeting.

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**204 : OPERATIONS MANAGEMENT**

Assignment No. 1

4 x 5 = 20 Marks

**Answer all Questions :**

1. Explain the evolution of the subject operations management over time.
2. What is job design? Explain its main features.
3. What are inventory models? Discuss the different types of inventory models
4. How would you decide to locate your plant? What factors influence plant location?

Assignment No. 2

4 x 5 = 20 Marks

**Answer all Questions :**

1. Discuss the scope and functions of operations management.
2. What is PPC? Explain the stages in PPC?
3. What is productivity? Explain the factors influencing productivity.
4. Bring out the importance of quality management system as a tool for cost reduction.

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205 : OPERATIONS RESEARCH

Assignment No. 1

4 x 5 = 20 Marks

**Answer all Questions :**

1. Solve the following LPP using two-phase method and graphic method.

$$\text{Min } z = 5000 x_1 + 3000 x_2$$

Subject to the constraints

$$60 x_1 + 20 x_2 \geq 300$$

$$40 x_1 + 40 x_2 \geq 200$$

$$40 x_1 + 70 x_2 \geq 500$$

$$x_1, x_2 \geq 0$$

2. Five jobs to be processed and 5 machines are available. Any machine can process any job with the profit as follows:

		Machines				
		A	B	C	D	E
Jobs	1	64	76	30	56	80
	2	30	48	56	42	72
	3	82	54	66	60	74
	4	44	76	82	72	72
	5	58	66	80	70	78

What is the maximum profit that may be expected with optimum assignment?

3. Find the optimum solution to the following transportation problem, given the profit matrix.

		<u>Destination</u>			
		A	B	C	
Supply	M	9	10	6	45
	N	12	9	5	25
	O	7	4	12	40
	P	9	6	7	30
Demand		60	50	55	

4. Answer the following questions briefly.

- a) Advantages and disadvantages of simulation  
b) Two person zero sum games

c) Characteristic features of dynamic programming.

**Answer all Questions :**

1. Use Branch and Bound method to solve the following LPP.

$$\begin{aligned} & \text{Maximize } z = gx_1 + gx_2 \\ & \text{Subject to the constraints} \\ & -x_1 + 3x_2 \leq 6 \\ & 7x_1 + 40x_2 \leq 35 \\ & x_2 \leq 7 \\ & x_1, x_2 \geq 0 \text{ and integers} \end{aligned}$$

2. A manufacturing company produces two products A and B. The time requirement for product A is 200 units per hour and that for B it is 160 units per hour. Total working time is based on a single shift of 10 hours. If the company has under taken to supply 3000 units per day and has the following constraints.

P1 = Delivering 3000 units per day

P2 = Overtime per day restricted to 4 hours.

P3 = Minimize under utilization of production and weightage as per relative productivity rate.

P4 = Minimize over utilization overtime and weightage as per overtime cost.

Formulate the goal programming model and solve it by using graphical method.

3. The following table lists the activities of maintenance project.

Activity	Preceding Activity	t(o)	t(m)	t(p)
A	-	1	7	13
B	-	2	5	14
C	A	2	14	26
D	B	2	5	8
E	B	7	10	19
F	C, D	5	5	17

- 1) Draw the project network
- 2) Find the critical path and duration of the project.

4. a) Solve the following game without saddle point.

		Player B		
		1	2	3
Player A	I	1	7	2
	II	6	2	7
	III	5	1	6

- b) Describe briefly the different phases of operations research.
- c) Explain the important characteristics of queuing systems.

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206 : INTERNATIONAL BUSINESS

Assignment No. 1

4 x 5 = 20 Marks

**Answer all Questions :**

1. Explain the concept of international business. Do you subscribe to the view that international business has to face greater amount of complexities than the domestic business? Substantiate your argument with reasoning.
2. What do you mean by the term disequilibrium in balance of payment and discuss the corrective measures to tackle it?
3. Evaluate the impact of trade barriers on international business prospects of India.
4. Discuss in detail the merits and demerits of fixed and flexible exchange rates.

Assignment No. 2

4 x 5 = 20 Marks

**Answer all Questions :**

1. Define the term 'exchange rate' and explain the process of exchange rate determination under balance of payments approach.
2. Explain in brief the salient features of current exim policies in India.
3. Critically evaluate the performance of Special Economic Zones in promoting international business in India.
4. While explaining the problems of international liquidity briefly outline the role of IMF and IBRD in promoting international liquidity.