

**ANDHRA UNIVERSITY**  
**SCHOOL OF DISTANCE EDUCATION**

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

**301 : BUSINESS POLICY AND STRATEGIC MANAGEMENT**

Assignment No. 1

4 x 5 = 20 Marks

**Answer all Questions :**

1. Discuss business policy as an integrated approach to decision making.
2. Explain various types of strategies.
3. Discuss how environmental scanning helps an organization to formulate strategy.
4. Critically analyse Porters competitive strategies.

Assignment No. 2

4 x 5 = 20 Marks

**Answer all Questions :**

1. What do you understand by vision, mission and objectives?
2. What do you know about SWOT analysis?
3. Explain the different types of strategies.
4. 'Structure follows strategy' – Discuss

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

**302 : MANAGEMENT DECISION SUPPORT SYSTEMS**

Assignment No. 1

4 x 5 = 20 Marks

**Answer all Questions :**

1. Define MIS. How many types of information are there the context of business organizations.
2. Describe the different steps in problem solving. How does a DSS help in the problem solving process?
3. Describe photo typing. Identity its strengths and weaknesses.
4. What is simulation? What are its advantages and limitations?

Assignment No. 2

4 x 5 = 20 Marks

**Answer all Questions :**

1. How is information technology useful for managerial decision making? Give suitable examples.
2. Describe the basic architecture of a decision support system.
3. What is meant by MSMS? How do you build MSMS? Explain the process.
4. What is OR? What are the phases of OR model? Discuss.

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

**A-303 : CONSUMER BEHAVIOUR & MARKETING RESEARCH**

Assignment No. 1

4 x 5 = 20 Marks

**Answer all Questions :**

1. What is the role of consumer analysis in developing marketing strategy?
2. What is organisational buying behaviour? What factors influence the behaviour of organisational buyer?
3. What do you mean by questionnaire?  
How do you design a questionnaire for survey of consumer products like Cosmetics, soft drinks?
4. Explain group influence on consumer behaviours?

Assignment No. 2

4 x 5 = 20 Marks

**Answer all Questions :**

1. Explain the concept of consumer behavior and discuss its applications
2. Explain how perception and attitude influence the mindset of an individual to buy or not to buy a product?
3. Explain briefly the different techniques of data collection and their merits and demerits?
4. What are factors that need to be given priority in questionnaire design? Discuss?

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**MBA PROGRAMME (3-Year)  
III YEAR ASSIGNMENT QUESTION PAPERS 2010-2011  
(Marketing)  
A-304 : SERVICES MARKETING AND C R M**

Assignment No. 1

4 x 5 = 20 Marks

**Answer all Questions :**

1. Clarify the myth about services that “services economy produces services at the expense of other sectors”
2. What is services marketing triangle? Explains its significance and application in service firm?
3. Define the concept of e-CRM and also discuss the criteria for selection of e-CRM software.
4. What is service recovery? What are the strategies followed for service recovery?

Assignment No. 2

4 x 5 = 20 Marks

**Answer all Questions :**

1. Critically examine the growth and development of service sector in India.
2. Explain as to how segmentation, targeting and positioning are carried out for services.
3. Explain briefly the objectives and strategies of pricing of services.
4. Define internal marketing. Explain briefly its strategies.

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**MBA PROGRAMME (3-Year)  
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(Marketing)  
A-305 : ADVERTISING AND BRAND MANAGEMENT**

Assignment No. 1

4 x 5 = 20 Marks

**Answer all Questions :**

1. Advertising should be socially and ethically responsible. What are your views on this issue?
- 2 Explain the concept of brand and enumerate the reasons for branding and not branding.
3. What are media mix decisions? How critical are they in the light of changing media options and technologies.
- 4 What are the key issues in designing and implementing brand management?

Assignment No. 2

4 x 5 = 20 Marks

**Answer all Questions :**

1. What do you understand by promotion mix describe the importance of advertising in the promotion mix?
2. What do you understand by brand positioning? Explain the 3 c's of brand positioning.
3. Why is the study of consumer behavior and audience analysis is very important in the field of advertising? Discuss?
4. Explain the designing and implementing branding strategies.

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**MBA PROGRAMME (3-Year)  
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(Marketing)  
A-306 : SALES AND RETAIL MANAGEMENT**

Assignment No. 1

4 x 5 = 20 Marks

**Answer all Questions :**

1. How has the nature of sales management changed over the years? Discuss.
2. What are the bases for forming sales territories?
3. Elucidate the role of supply chain management in contributing to the success or failure of retailing.
4. Explain the process of personal selling in sales management.

Assignment No. 2

4 x 5 = 20 Marks

**Answer all Questions :**

1. Explain the emerging trends in organised retailing in India.
2. 'Supply chain management is critical for the success of retailing' Discuss?
3. Explains sales forecasting methods and techniques.
4. How do you evaluate salesmen's performance?

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MBA PROGRAMME (3-Year)  
III YEAR ASSIGNMENT QUESTION PAPERS 2010-2011  
(Finance)

B-303 : SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Assignment No. 1

4 x 5 = 20 Marks

**Answer all Questions :**

1. What is financial risk? It is possible to reduce it while planning of an organization.
2. Calculate (1) Price of Rs.800 Zero Coupon Bond with Yield to maturity of 16% and 15 years to maturity. (2). What is the yield to maturity, if its price is Rs.130?
3. Assume CAPM equilibrium model with unlimited borrowing and lending at the riskless rate of interest complete the blanks in the following table

SECURITY	E(R)	$\sigma$	$\beta$	$\epsilon_i$
X	0.16	-	1.9	0.10
Y	-	0.24	0.80	0.04
Z	0.10	-	0.40	0.15

4. (a) Mutual Funds are better performance than individual Examine this statement  
(b) What is Markowitz “efficient frontier”

**Answer all Questions :**

1. What is the basic valuation of bonds? How do you calculate yield on bonds.
2. The Beta co-efficient of security A is 1.3. The risk free rate of return is 12% and required rate of return is 18% on the market portfolio. If the dividend expected during the coming year is Rs.2.50 and the growth rate of dividend and earnings is 8% at what price should the security A can be sold on the CAPM.
3. Find Risk, Return, Correlation between the two securities and portfolio return.

	A	B
Expected Return	15%	20%
Standard Deviation	10%	15%
Weight	40%	60%

Co-variance-80

- 4 (a) Technical Analysis is based on Dow Jones Theory Elucidate.  
(b) Capital Market Theory.

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MBA PROGRAMME (3-Year)  
III YEAR ASSIGNMENT QUESTION PAPERS 2010-2011  
(Finance)B-304 : FINANCIAL MARKETS AND DERIVATIVES

Assignment No. 1

4 x 5 = 20 Marks

**Answer all Questions :**

1. Explain the role and operations of stock exchanges in India.
2. "In spite of suitable legislative measures, the Indian financial system remains weak" comment.
3. What are financial futures and options? State its features.
4. What are various types of currency swaps? Explain their structure.

Assignment No. 2

4 x 5 = 20 Marks

**Answer all Questions :**

1. What are the general reasons for failure of bill market schemes in India?
2. What are the recent measures initiated by the government towards developing a derivatives market in India.
3. "Pricing of currency is not different from other financial options" comment on the statement with suitable examples.
4. Calculate option prices of A and B.

	A	B
Stock(current Price)	100	120
Exercise Price	80	100
Time to Expiration	3 Months	4 Months
Risk free return	12%.Pa.	10% P.a.
Standard Deviation of Stock return	50%	60%

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**MBA PROGRAMME (3-Year)  
III YEAR ASSIGNMENT QUESTION PAPERS 2010-2011  
(Finance)  
B-305 : STRATEGIC FINANCIAL MANAGEMENT**

Assignment No. 1

4 x 5 = 20 Marks

**Answer all Questions :**

1. What are the determinants of capital structure?
2. Explain the financial impact of merger.
3. What is the Techniques of Risk analysis?
4. The following is the capital employed by VIVEK Ltd., as on 31-12-2009.

Items of Capital	(Rs.in Lakhs).
Share Capital	1,000
Reserves	2,000
10% Debentures	1,500
9%Institutional Loan	1,000

Company made an operating profit of Rs.1800 Lakhs during the year 2009, and cost of capital at 12%, shareholders raise their funds at 10%, opportunity cost or networth 2%, company pays tax 40%, it was also reported that the fixed assets market price appreciated by 20 lakhs during the year.

(Assumed disposable income 50%)

Calculate: (a) Economic value Added (EVA)  
(b) Owners valued Added (OVA)

**Answer all Questions :**

1. Explain the strategies in corporate life cycle. State the different strategies for corporate turnaround.
2. State the merger and acquisition trends in India.
3. (a) Financial VS Non-Financial Measures.  
(b) Best practices in creating a strategic finance
4. USHA Industries Ltd., are thinking of investing in a project costing Rs.40 Lakhs. The life of the project is 5 years and estimated salvage value of the project is zero. Straight line method of charging depreciation is followed, the tax rate is 50%. The expected cash flows before tax follows:

Year	1	2	3	4	5
Cash flows (Rs. Lakhs) (Before Depreciation and Tax)	8	12	16	16	20

You are required to determine the

1. Payback period for the investment
2. Average Rate of return on the investment
3. NPV at 10% cost of capital
4. Benefit cost ratio at 12%
5. IRR.

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**MBA PROGRAMME (3-Year)  
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(Finance)  
B-306 : MANAGEMENT OF FINANCIAL SERVICES**

Assignment No. 1

4 x 5 = 20 Marks

**Answer all Questions :**

1. Discuss the role of financial system in the economic development of a country.
2. List down the various money market instruments and state their features in brief.
3. The scope for merchant banking is great in India Discuss.
4. Explain the features and role of Mutual Funds State its various schemes.

Assignment No. 2

4 x 5 = 20 Marks

**Answer all Questions :**

1. Explain the functions and powers of stock Exchange.
2. Critically analyse the present position of the financial sector in India and state the challenges it has to face in the years to come.
3. Define and distinguish between factoring and forfeiting and also state the scope of such services.
4. Bring out a case for setting up venture capitals in India.

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**MBA PROGRAMME (3-Year)  
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(HRM)**

**C-303: HUMAN RESOURCE PLANNING AND DEVELOPMENT**

Assignment No. 1

4 x 5 = 20 Marks

**Answer all Questions :**

1. Explain the techniques of human resource planning.
2. What do you understand by H R D, what are the instruments / methods of H R D
3. Discuss the OD approach to Industrial Relations.
4. Explain the role of H R D activities in Health and Family Welfare?

Assignment No. 2

4 x 5 = 20 Marks

**Answer all Questions :**

1. What is Human Resource Planning? Explain the Micro and Macro level perspectives of H R P.
2. What is Task Analysis? How does it help line managers?
3. Explain the role of line managers in H R D activities.
4. Discuss the Factors influencing H R D Climate in an organization.

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(HRM)**

**C-304 : INDUSTRIAL RELATIONS**

Assignment No. 1

4 x 5 = 20 Marks

**Answer all Questions :**

1. What is significance of Industrial Relations to organizations? Explain.
2. Explain the changing role of trade unions in the context of globalisation.
3. Discuss the steps in collective bargaining process.
4. Explain the various Forms and levels of participative management.

Assignment No. 2

4 x 5 = 20 Marks

**Answer all Questions :**

1. Discuss the Factors, which influence IR in an organization.
2. What are causes and consequences of industrial disputes in India?
3. Explain the need for Discipline in Industry.
4. Discuss the recent trends in I R in the context of globalisation and liberalization.

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**MBA PROGRAMME (3-Year)  
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(HRM)**

**C-305: EMPLOYEE COMPENSATION & WELFARE MANAGEMENT**

Assignment No. 1

4 x 5 = 20 Marks

**Answer all Questions :**

1. What factors should be taken into account while deciding employee compensation.
2. What is bonus? How will you link bonus to productivity and profitability?
3. “The existing social security measures are inadequate” Discuss?
4. Discuss the benefits provided to women workers under Maternity benefit Act.

Assignment No. 2

4 x 5 = 20 Marks

**Answer all Questions :**

1. Explain the Scope and Philosophy of employee welfare.
2. Explain the salient features of health and safety under factories Act 1948.
3. Give detailed account of ESI Scheme.
4. Explain the role and functions of welfare officers.

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(HRM)**

**C-306: INTERNATIONAL HUMAN RESOURCE MANAGEMENT**

Assignment No. 1

4 x 5 = 20 Marks

**Answer all Questions :**

1. What are the various cross national differences, Explain their impact on H R policies.
2. Discuss the criteria and methods of International selection of employees.
3. Why should expatriate training be given? State reasons for expatriate training.
4. Describe the scenario of I R is global organizations?

Assignment No. 2

4 x 5 = 20 Marks

**Answer all Questions :**

1. Discuss the concept of H R M from a global perspective. Examine how Internet Economy is influencing H R M.
2. Describe the H R policies and practices at global level.
3. Describe the Factors that affect compensation of expatriate managers.
4. Discuss the various I R policies and practices in global organizations.