

**ANDHRA UNIVERSITY  
SCHOOL OF DISTANCE EDUCATION**

**EXECUTIVE MBA PROGRAMME**

**I YEAR ASSIGNMENT QUESTION PAPERS 2010-2011**

**101 : MANAGEMENT PROCESS & BEHAVIOUR**

Assignment No. 1

4 x 5 = 20 Marks

**Answer all Questions :**

1. Describe the principles of management and explain them briefly.
2. Explain the concept of Management by objectives. How do you implement it in an organization?
3. Discuss the Significance of planning? What are the different types of plans we come across.
4. Explain the different types of Leadership? Distinguish between transactional and transformational leadership styles.

Assignment No. 2

4 x 5 = 20 Marks

**Answer all Questions :**

1. Discuss the Social responsibilities of a professional manager.
2. Discuss the models of Organizational Behavior.
3. Distinguish between delegation and decentralization. What are the steps in the process of delegation?
4. Discuss the need and significance of Organizational Development.

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102 : QUANTITATIVE TECHNIQUES FOR MANAGERIAL DECISIONS

Assignment No. 1

4 x 5 = 20 Marks

**Answer all Questions :**

1. Solve the following simultaneous linear equations:

(i) Using matrix inverse    (ii) Cramer's Method

$$\begin{aligned}5x - 6y + 4z &= 15 \\7x + 4y - 3z &= 19 \\2x + y + 6z &= 46\end{aligned}$$

2. (a) Obtain all the derivatives of the following function :  
 $y = 5x^4 - 2x^3 + 40$

(b) Evaluate (i)  $e^{2x} a^{5x} dx$

3. Five coins are tossed 3,400 times and the number of heads appearing each time is noted at the end. The following results were obtained.

No. of Heads :	0	1	2	3	4	5
Frequency :	180	500	1170	900	500	150

Obtain Expected Frequencies using (1) Binominal Distribution  
(2) Poisson Distribution.

4. The following Table gives the data on the performance of three different detergents and three different water temperatures. The performance was obtained on the "Whiteness" readings based on specially designed equipment for nine loads of washing.

	<u><b>Detergents</b></u>		
	A	B	C
Cold water	55	53	65
Warm water	47	50	66
Hot water	52	54	56

Perform Two – way Analysis of Variance, using the 5% level of significance.

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**102 : QUANTITATIVE TECHNIQUES FOR MANAGERIAL DECISIONS**

Assignment No. 2

4 x 5 = 20 Marks

**Answer all Questions :**

1. Two ports are observed for the unloading of the ships and the data is given below. Find the co-efficient of variation of each port and comment.

No. of Days :	5 – 10	10 – 15	15 – 20	20 – 25	25 – 30
Port A	11	15	20	8	6
Port B	5	40	10	8	7

2. (a) State Bayes' Theorem.  
(b) The Average Percentage of failure in a certain examination is 30. What is the probability that out of a group of 6 candidates, at least 4 pass in the examination?  
(c) Draw a Scatter diagram.
3. A market survey of 600 consumers for brand preference reveals the following information.

Income (per month)	Brand – 1	Brand – 2	Brand – 3
≥ 20,000	132	128	50
20,000 – 25,000	62	60	28
25,000 – 30,000	30	30	26
≥ 30,000	15	22	16

Does income have any association with the brand preference? Use Chi-square test.

4. Delivering times of Pizza by two restaurants are as given below. Test for equality of means 50% level of significance.

Restaurant 1 :	16.8	11.7	15.6	16.7	17.5
Restaurant 2 :	22.0	15.2	18.7	15.6	20.8
Restaurant 1 :	18.1	14.1	21.8	13.9	20.8
Restaurant 2 :	19.5	17.0	19.5	16.5	24.0

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**103 : BUSINESS ENVIRONMENT**

Assignment No. 1

4 x 5 = 20 Marks

**Answer all Questions :**

1. Explain the concept of Business Environment and discuss the different non-economic factors that influence business decisions.
2. What are the reasons behind the problems faced by developing countries on account of World Trade Organization.
3. Examine elaborately the changing trends in the performance of Indian Public Sector Enterprises during post – reform period.
4. “Much has been said than done in preventing industrial sickness in Indian Small Industry”. Discuss.

Assignment No. 2

4 x 5 = 20 Marks

**Answer all Questions :**

1. What do you mean by the term “Economic Planning”? Also evaluate the goals and strategies of 11th Five Year Plan of India in the context of Millennium Development Goals.
2. Examine the trends in India’s Foreign Trade in terms of composition and direction during the last decade.
3. What are the main thrust areas of Current Industrial Policy of India? Explain.
4. Critically evaluate the impact of Financial Sector Reforms on Indian Financial System.

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**104 : ACCOUNTING FOR MANAGEMENT**

Assignment No. 1

4 x 5 = 20 Marks

**Answer all Questions :**

1. What are Accounting Concepts and GAP? Explain with suitable examples.
2. Explain why cost behavior is useful in product performance evaluation.
3. Define standard costs and briefly indicate how they may be used by management in planning and control.
4. From the following particulars calculate
  - (i) Contribution per unit
  - (ii) P / V Ratio
  - (iii) Break even point in units
  - (iv) What will be selling price per unit if break even point is brought down to 10,000 units ?

Selling price per unit - Rs.20  
Variable cost per unit - Rs.16  
Fixed expenses - Rs.60,000

Assignment No. 2

4 x 5 = 20 Marks

**Answer all Questions :**

1. Distinguish between Journal and Ledger and examine the need for preparation of Trail Balance.
2. Define standard costing and explain its advantages to a manufacturing organization.
3. What is budgetary control? State the main objectives of budgetary control.
4. What is Managerial Costing? Explain its managerial uses.

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**105 : MANAGERIAL ECONOMICS**

Assignment No. 1

4 x 5 = 20 Marks

**Answer all Questions :**

1. Discuss the nature and scope of Managerial Economics.
2. What is production function? Discuss the Cobb – Douglas Production Function and its managerial uses.
3. Explain how price is determined under monopolistic competition.
4. What are different methods of forecasting demand? Explain main determinants of demand.

Assignment No. 2

4 x 5 = 20 Marks

**Answer all Questions :**

1. “Managerial Economics is the integrations of economic theory with decision making and forward planning” - discuss.
2. Explain how firm under oligopoly fixes the price and output?
3. What is indifference curve analysis? What are its properties?
4. Explain cost – output relationship both in the short - run and long – run.

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**106 : 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 become 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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**107 : 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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**108 : 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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**109 : 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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**110 : E-BUSINESS**

Assignment No. 1

4 x 5 = 20 Marks

**Answer all Questions :**

1. Define E-Commerce and E-Business. Discuss the distinguishing factors between E-Commerce and E-Business
2. Explain essential elements of an E-Business model
3. Explain various B<sub>2</sub> B Transactions and models
4. What are the steps involved in transforming traditional business to E- Business.

Assignment No. 2

4 x 5 = 20 Marks

**Answer all Questions :**

1. What is E- Business and how does it differ from traditional business?
2. Discuss the recent trends in E- Business in India. Compare them with Global Trends.
3. What do you mean by infomediary? How is it different from metamediary?
4. Examine the prospects and challenges for E – Business in India.