

**ANDHRA UNIVERSITY**  
**SCHOOL OF DISTANCE EDUCATION**  
**MASTER OF BUSINESS ADMINISTRATION (Old Regulations)**  
**III YEAR ASSIGNMENT QUESTION PAPER 2010-11**

**A 301: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

Assignment No.1

Answer all Questions

5 x 5 = 25

1. (a) Explain the primary and subsidiary objective of investment.  
(b) "The investment process involves a series of activities starting from the Policy formulation". Discuss.
2. (a) Give an account of the recent trends in the primary market.  
(b) What are the factors to be considered by the investors in selecting public issue?
3. (a) Discuss the regulatory frame work for mutual funds in India  
(b) How are mutual funds regulated by SEBI?  
(c) How does the RBI regulate mutual funds?
4. (a) Explain the investor's protection measures taken by the regulatory Authorities in the primary market.  
(b) How can the investors protection be made effective?
5. (a) What are the regulations relating to pricing of public issue of shares?  
(b) Explain the procedure for the buyback of shares.

## A 301: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

### Assignment No.2

Answer all Questions

5 x 5 = 25

1. (a) How do you analyse the competitiveness of an industry?  
(b) Explain the technique of industry analysis.
2. (a) Discuss how secondary markets are regulated by SEBI  
(b) Explain ESOS/ESOP
3. (a) Compute the asset beta when the company has an equity beta of 1:2 and a debt equity ratio of 1:2. The tax rate for the company is 40 per cent.  
(b) Compute the equity beta of a security when the asset beta is 2.4. The debt equity ratio is 4:1 and the tax rate is 45 per cent.
4. (a) How do you analyse industry risk?  
(b) How is the performance of an industry to be assessed for investment purposes.
5. Use the Sharpe Index Model to select the best combination of securities for a portfolio. The risk free rate is 5% and market standard deviation is 20%.

Security	S1	S2	S3	S4	S5
Risk (Beta)	1.5	1.2	1.3	1.4	0.85
Return	12%	15%	10%	16%	8%
Error	20%	15%	12%	24%	22%

**ANDHRA UNIVERSITY**  
**SCHOOL OF DISTANCE EDUCATION**  
**MASTER OF BUSINESS ADMINISTRATION (Old Regulations)**  
**III YEAR ASSIGNMENT QUESTION PAPER 2010-11**

**A 302: MANAGEMENT OF FINANCIAL SERVICES**

**Assignment No 1**

Answer All Questions:

5 x 5 = 25

1. What is stock exchange? What are its functions? Explain.
2. What is a 'Mutual Fund'. Give an account of the various schemes of mutual funds.
3. Explain the nature and scope of Financial Services
4. Explain the various steps involved in Stock broking and Trading.
5. Differentiate Leasing from Hire-Purchasing. How do you evaluate a Lease Decision? Narrate.

**Assignment No. 2:**

Answer All Questions

5 x 5 = 25

1. Discuss the scenario of factoring in India with special reference to the working of factoring institutions.
2. Discuss the regulatory framework available for credit rating in India.
3. How is VCF organized in India? Discuss SEBI regulations pertaining to VCF registration.
4. Explain the following
  - a) Credit Cards
  - b) Factoring
5. What are the codes of conduct to be observed by Indian Merchant Bankers?

**ANDHRA UNIVERSITY**  
**SCHOOL OF DISTANCE EDUCATION**  
**MASTER OF BUSINESS ADMINISTRATION (Old Regulations)**  
**III YEAR ASSIGNMENT QUESTION PAPER 2010-11**

**A 303 : MANAGEMENT CONTROL SYSTEMS**

**Assignment No. 1:**

5 x 5 = 25

Answer All Questions

1. Discuss the impact of the internet on management control.
2. What are administrative and support centers? Explain the services provided by these centers to other responsibility centers.
3. Explain about Responsibility Accounting.
4. "Different measures should be desired to evaluate the performance of segment managers". Explain.
5. How do you monitor control indicators in multi-project organizations.

**Assignment No. 2:**

5 x 5 = 25

Answer All Questions

1. What is a Profit Center? State the advantages of Profit Centers.
2. Explain the objectives of transfer prices and also discuss various transfer pricing methods.
3. Discuss about performance measurement system.
4. Explain the special characteristics of Non-Profit Organizations (NPOs).
5. "Pricing of service in a non-profit organization cannot be done on the same basis as pricing in profit oriented organization". Discuss.

**ANDHRA UNIVERSITY**  
**SCHOOL OF DISTANCE EDUCATION**  
**MASTER OF BUSINESS ADMINISTRATION (Old Regulations)**  
**III YEAR ASSIGNMENT QUESTION PAPER 2010-11**

**B 301: CONSUMER BEHAVIOUR AND MARKETING RESEARCH**

**Assignment No 1**

Answer All Questions:

5 x 5 = 25

1. Explain the role of attitudes and values in buyer decision making.
2. Under what circumstances do you use multiple regression analysis in marketing research. How is it used?
3. Define Marketing Research. Highlight their nature and scope of Marketing Research. What are its limitations?
4. "Sampling is a tool for Marketing Research". Comment.
5. Discuss the role of family in purchasing process and its decisions.

**Assignment No 2**

Answer All Questions:

5 x 5 = 25

1. What do you mean by Consumer Behaviour? Write its importance in domestic marketing.
2. What are the cultural and sub-cultural factors that affect buyer Behaviour?
3. Explain the major determinants of Consumer Behaviour with the help of a model of Consumer Behaviour with which you are well familiar.
4. Explain the term Questionnaire. Draw a Questionnaire suitable for survey of perishable products like Milk, Fruits, etc.
5. What are the stages involved in buying decision process?

**A ANDHRA UNIVERSITY**  
**SCHOOL OF DISTANCE EDUCATION**  
**MASTER OF BUSINESS ADMINISTRATION (Old Regulations)**  
**III YEAR ASSIGNMENT QUESTION PAPER 2010-11**

**B 302: SALES AND ADVERTISING MANAGEMENT**

**Assignment No 1**

Answer All Questions:

5 x 5 = 25

1. "Sales Forecasting is the corner stone for successful sales planning". Discuss and explain the different techniques for forecasting sales.
2. Explain the process for Recruiting salesman and identify the sources from which you can recruit salesmen for the following products.
  - a) Industrial Goods,
  - b) FMCG
  - c) Pharmaceuticals
3. What techniques would you adopt for motivating of salesman? Discuss both the financial and non-financial incentives.
4. Name a product and three media that would mix well together to advertise the product. Defend your media mix choices.
5. Explain the process of communication selling and discuss the importance of Integrated Marketing Communication (IMC)

**Assignment No 2**

Answer All Questions:

5 x 5 = 25

1. Explain the importance of Sales Promotion and the difference between Consumer and Dealer Promotion offers with suitable examples.
2. "Advertising forces people to buy products that they do not need for want" Explain whether advertising is desirable for an economy.
3. Why is it necessary to evaluate the effectiveness of Advertising? Explain some of the techniques used for pre-testing of an advertising copy.
4. What is an advertising agency? What are the services provided by an advertising agency?
5. What techniques would you adopt for motivating of salesman? Discuss both the Financial and non-financial incentives.

**ANDHRA UNIVERSITY**  
**SCHOOL OF DISTANCE EDUCATION**  
**MASTER OF BUSINESS ADMINISTRATION (Old Regulations)**  
**III YEAR ASSIGNMENT QUESTION PAPER 2010-11**

**B 303: MARKETING OF SERVICES**

**Assignment No 1**

Answer All Questions:

5 x 5 = 25

1. 'Public sector banks are also becoming consumer oriented in recent years' – discuss.
2. What are the problems faced by Foreign Tourists in India?
3. How do you differentiate marketing strategies for manufacturing concerns and service organizations?
4. Discuss the marketing strategies of Apollo and care Hospitals
5. Is the Consumer Always right? Explain with suitable examples.

**Assignment No 2**

Answer All Questions:

5 x 5 25

1. What are the challenges in marketing of family planning in India?
2. Design a market segmentation strategy for an advertising agency.
3. Examine Branding and Advertising strategies of State Bank of India.
4. Explain the importance of CRM in health care services.
5. Design a marketing strategy for educational services at elementary level in Andhra Pradesh.

**ANDHRA UNIVERSITY**  
**SCHOOL OF DISTANCE EDUCATION**  
**MASTER OF BUSINESS ADMINISTRATION (Old Regulations)**  
**III YEAR ASSIGNMENT QUESTION PAPER 2010-11**

**C 301: HUMAN RESOURCES PLANNING AND DEVELOPMENT**

**Assignment No 1**

Answer All Questions: 5 x 5 25

1. Human Resource Development is a key factor in any organization. Explain.
2. Explain HRD practices in defence organization.
3. In the era of ever changing business, explain the difficulties in planning the human resource.
4. Briefly discuss various techniques of supply forecasting?
5. Explain the HRD strategies for line managers.

**Assignment No 2**

Answer All Questions: 5 x 5 25

1. Explain the importance of HRD in modern organization.
2. Discuss the HRD practices at International level.
3. Explain about HRD climate.
4. Discuss the relevance of HRD in Industrial Relations.
5. Discuss the motivational aspects of HRD.

**ANDHRA UNIVERSITY**  
**SCHOOL OF DISTANCE EDUCATION**  
**MASTER OF BUSINESS ADMINISTRATION (Old Regulations)**  
**III YEAR ASSIGNMENT QUESTION PAPER 2010-11**

**C 302: INDUSTRIAL RELATIONS**

**Assignment No 1**

Answer All Questions:

5 x 5 = 25

1. 'Globalisation is marginalizing the role of Trade Unions in India'. Discuss.
2. "Collective bargaining should move from a 'Win-loose Strategy' to a 'Win-win Strategy'". Discuss the recent trends and issues in collective bargaining in India.
3. "Industrial democracy and worker empowerment has become imperative in the context of Globalisation". Discuss.
4. Trace out the growth and development of White Collar and Managerial Unions in India.
5. Describe the various types of conflicts. What strategies do you suggest to deal with them?

**Assignment No 2**

Answer All Questions:

5 x 5 = 25

1. Discuss the different approaches to Industrial relations. What factors affect Industrial Relations?
2. What are the various types of Conflict you come across? How do you resolve Interpersonal Conflict?
3. What are the different schemes of workers' participation in Management introduced by Government? How far have they succeeded?
4. Discuss the impact of structural adjustment process on Industrial Relations.
5. Discuss the role of State in industrial relations in the context of Globalisation.

**ANDHRA UNIVERSITY**  
**SCHOOL OF DISTANCE EDUCATION**  
**MASTER OF BUSINESS ADMINISTRATION (Old Regulations)**  
**III YEAR ASSIGNMENT QUESTION PAPER 2010-11**

**C 303: ORGANISATIONAL CHANGE AND DYNAMICS**

**Assignment No 1**

Answer All Questions: 5 x 5 = 25

1. Explain the concept of 'Group Dynamics'. What style of Management is more appropriate to manager worker groups in a modern enterprise.
2. What is Organisational Stress? Please give few suggestions to burn out organizational stress.
3. What do you mean by Group Alienation? Identify the areas where people alienate themselves in the present environment.
4. Discuss the importance of Ethics and Values in Personal and Professional Life.
5. Explain various theories of Leadership. What type of leadership is essential to manage the public sector undertakings?

**Assignment No 2**

Answer All Questions: 5 x 5 = 25

1. What is the influence of Organisational Culture on work culture in India.
2. Life is a process of learning both for human beings and organizations. Explain.
3. Discuss Cross Cultural Dynamics and its effect on Hi-tech organizational performance.
4. Describe various phases of Group Development in Business Environment in the context of Globalisation.
5. What is Organisational Stress ? Please give few suggestions to burn out organisational stress.

**ANDHRA UNIVERSITY**  
**SCHOOL OF DISTANCE EDUCATION**  
**MASTER OF BUSINESS ADMINISTRATION**  
**III YEAR ASSIGNMENT QUESTION PAPER 2010-11**

**D 301: INTERNATIONAL BUSINESS**

**Assignment No 1**

Answer All Questions:

5 x 5 = 25

1. Explain in detail the concept of International Business. Also explain the special problems that arise in International Business when compared to domestic business.
2. What is environmental scanning? Examine the need for environmental scanning for a Multinational Enterprise as part of Strategic Planning.
3. Explain in detail the features of Hecksher-Ohlin trade model with a special emphasis on its differences from the other trade theories.
4. Do you feel that it is a must for an international organization to have an on-going monitoring system and adhoc performance evaluation practices. Give reasons.
5. What is Foreign Direct Investment ? Describe fully the features of FDI approaches in terms of merits and limitations.

**Assignment No 2**

Answer All Questions:

5 x 5 = 25

1. 'Workers in under developed countries are always less productive than their counterparts in developed countries'. Comment.
2. Do you consider the need to have a multilateral approach to deal with operations of multinational corporations? If yes, why? If not, specify reasons.
3. Do you feel that the MNCs affect the operations of national enterprises? Give valid reasons with suitable illustrations.
4. What do you understand by the term 'multi-focal Strategy? Analyse the different hurdles that stand in the way of managing a multi-focal strategy.
5. It has been felt by many that the objectives of SAARC for which it was started are not materialized in true letter and spirit. Do you agree? Give reasons.

**ANDHRA UNIVERSITY**  
**SCHOOL OF DISTANCE EDUCATION**  
**MASTER OF BUSINESS ADMINISTRATION (Old Regulations)**  
**III YEAR ASSIGNMENT QUESTION PAPER 2010-11**

**D 302: INTERNATIONAL FINANCIAL MANAGEMENT**

**Assignment No 1**

Answer All Questions:

5 x 5 = 25

1. “The changing international financial system poses new challenges for financial managers in developing countries”. Elaborate.
2. Briefly explain different methods of exchange rate forecasting. Discuss their suitability in the Indian context.
3. Briefly discuss the principal elements of an exposure management information system suitable for a Bombay Based Indian Exporter.
4. Highlight the special problems of developing countries in financing foreign trade. Also indicate possible ways out.
5. “Centralised cash management is a double-edged sword for international working capital management”. Discuss with the help of suitable examples.

**Assignment No 2**

Answer All Questions:

5 x 5 = 25

1. Compare the context of lending programmes of EXIM Bank and Export Credit guarantees of ECGC.
2. In which countries of currencies would you like to retain a higher portion of your learnings for reinvestment? Explain with reasons.
3. What is a documentary credit? What are the exchange control restrictions, if any in opening a documentary credit?
4. What is systemic risk? Can it be reduced by international diversification? Explain in detail.
5. Distinguish between the following:
  - a) Terms of Payment and Types of Credit
  - b) Documentary Bills and Letter of Credit

**ANDHRA UNIVERSITY**  
**SCHOOL OF DISTANCE EDUCATION**  
**MASTER OF BUSINESS ADMINISTRATION (Old Regulations)**  
**III YEAR ASSIGNMENT QUESTION PAPER 2010-11**

**D 303: INTERNATIONAL MARKETING**

**Assignment No. 1**

Answer All Questions:

5 x 5 = 25

1. How can the increased interest in International Marketing on the part of Indian firms be explained?
2. Does economic cooperation improve or impede international markets ? Discuss.
3. Explain the multiplicity of political risk. Is it country specific, firm specific or both? What are its major components?
4. Distinguish between Patent, trademark, copyright and infringement.
5. What are the aspects that an international marketer should consider analyzing the trade, monitoring the financial environment?

**Assignment No. 2**

Answer All Questions:

5 x 5 = 25

1. Discuss the breadth and scope of international marketing research.
2. Review the key variables that affect the marketer's choice of distribution channels.
3. Describe the factors that make it feasible to offer a standard product.
4. As an advertising manager of a large international firm, would you plan to use a standardized advertisement?
5. Is there an ideal mode of transportation based on market location, speed, cost and hazard criteria?