



ANDHRA UNIVERSITY
SCHOOL OF DISTANCE EDUCATION

VISAKHAPATNAM - 530003 : ANDHRA PRADESH


Phone: 0891-2844146, 2550223, 2575745 Fax No.0891-2575752

Website: www.andhrauniversity.info/sde

MBA PROGRAMME
ACADEMIC CALENDAR FOR 2010-2011

Particulars	Dates
Counselling-Cum Contact Programme Schedule at <u>Head Quarters</u> for <u>Executive MBA</u> Programme only	
<u>First Year:</u>	April : 3, 10, 17, 24
January : 30	May : 1, 8, 15, 22, 29
February : 6, 13, 20, 27, March : 6, 13, 20, 27	June : 5, 12 (20 days)
<u>Final Year:</u>	April : 3, 10, 17, 24
February : 13, 20, 27	May : 1, 8, 15, 22, 29
March : 6, 13, 20, 27	June : 5, 12, 19, 26 (20 days)
Counselling-cum-Contact Programme at Visakhapatnam (THREE-Year MBA)	
III Year	March, 2011 – 8,9,10,11,12
February, 2011 – 8,9,10,11,12	April, 2011 – 5,6,7,8,9 (15 days)
II Year	March, 2011 – 15,16,17,18,19
February, 2011 – 15,16,17,18,19	April, 2011 – 12,13,14,15,16 (15 days)
I Year	March, 2011 – 22,23,24,25,26
February, 2011 – 22,23,24,25,26	April, 2011 – 19,20,21,22,23 (15 days)
Outside Centres for both Executive & THREE-Year MBA Programmes Combined	
January : 30	April : 3, 10, 17, 24
February : 6, 13, 20, 27	May : 1, 8, 15, 22, 29
March : 6, 13, 20, 27	June : 5, 12 (20 days)
Submission of Assignments	
Display of Assignment Question Papers on <u>Website</u>	6 th January, 2011
Last date for submission of Assignments Without Fine	
III year Assignments	15 th May, 2011
II year Assignments	22 nd May, 2011
I year Assignments	29 th May, 2011
Last date for submission of Assignments With a Fine of ₹.100/- per Subject Paper	
III year Assignments	15 th June, 2011
II year Assignments	22 nd June, 2011
I year Assignments	29 th June, 2011
Last date for submission of Assignments for Executive MBA Without Fine	
II year Assignments	22 nd May, 2011
I year Assignments	29 th May, 2011
Last date for submission of Assignments With a Fine of ₹.100/- per Subject Paper for Executive MBA	
II year Assignments	22 nd June, 2011
I year Assignments	29 th June, 2011
<u>Special Note:</u> Candidates are allowed to submit the assignments to the respective Course Coordinator of the centres where they are attending classes on the last date for submission. However, candidates who wish to submit with a fine have to submit directly at the Headquarters (Visakhapatnam.) either by post or person.	
Submission of Project Proposals and Project Reports by Final Year Students (Both THREE-Year MBA & Executive MBA Stream)	
Last date for submission of Project Proposals	21.02.2011
Last date for submission of Project Proposals with a fine of ₹.200/-	31.03.2011
No Project Proposal will be Accepted after this Date	
Last date for submission of Project Reports	15.06.2011

(P.T.O)


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Prof. P. Hrushikesava Rao
DIRECTOR

Ref: SDE /MBA/PT/2011

Dt.12.01.2011

Dear Learner,

Greetings from School of Distance Education, Andhra University.

As you are aware that at the end of final year, candidates shall undergo Practical Training in any organisation for a minimum period of eight weeks and submit a report thereon along with a Practical Training Certificate obtained from the organisation.

In this connection, you are hereby informed that the guidelines for project work are given overleaf. In view of this, you are hereby instructed to submit the Project Proposal as per the proforma (enclosed) to **Prof. N.L. Narasimha Rao**, Course Coordinator, MBA Programme, School of Distance Education, Andhra University. For further details, please see the Student Hand Book as well as Academic Calendar or visit our website at www.andhrauniversity.info/sde

With best wishes,

Yours sincerely,

Sd/ x x x

(P. HRUSHIKESAVA RAO)

Note: The candidates have to clear all dues to the School. Otherwise their Project Proposal will not be processed

**SCHOOL OF DISTANCE EDUCATION
ANDHRA UNIVERSITY**

MBA PROGRAMME

PROFORMA FOR PROJECT PROPOSAL

Reg.No. _____ Study Centre _____

Name and Address of the Student : _____

Telephone Nos. : _____

Title of the Project : _____

Subject Area : Accounting and Finance/ Marketing/ Operations
Management/ HRM and OB/ Information System/
Any Other Specify)

Name, Designation and Official
Address of the Project guide : _____

Phone : _____

Is the guide an Academic Counsellor of
MBA programme of SDE ? : YES / NO
If yes, name of Study Centre and the
Courses of counseling and since when: _____

Experience (in years) : Teaching _____ Executive _____

No. of students working under the
Guide for Project Report : _____

Signature of the Student

Date :

Signature of the guide :

Date :

Note : Enclose the Synopsis of the Project and Bio-data of the guide

(For Office Use only)

Synopsis	Supervisor
Approved	Approved
Approved	Not Approved

GUIDELINES FOR PREPARATION OF PROJECT REPORT

Students of MBA Programme will have to take up project work in the final year.

1. The purpose of the project work is primarily to demonstrate the application of knowledge and skills acquired during the programme, by studying and analyzing the selected programme in the work situation in a systematic manner while suggesting solutions to be management.
2. The topic for project may be taken from any one of the following sources :
 - (i) Comprehensive case study, covering single organization with multifunctional area problem formulation, analysis and recommendations.
 - (ii) Inter organizational comparison of performance in different functional areas including management practices.
 - (iii) Field Study/Empirical Study

Project Proposal :

3. The Project Proposal (Synopsis) should be prepared in consultation with the guide and sent to the Course Co-ordinator, MBA Programme. The proposal should clearly state the significance, objectives, methodology, statistical techniques to be used, limitations if any and future directions for further research, etc.
4. Eligible Project guide may be taken from any one of the following :
 - (i) Faculty of Department of Commerce and Management Studies of University Campus, PG Centre, Kakinada, PG Centre, Vizianagaram, PG Centre, Tadepalligudem.
 - (ii) Academic Counsellors of MBA Programme of SDE.
 - (iii) Teaching faculties of Departments of Commerce and Management of any other university recognized by Andhra University
 - (iv) Senior Executives holding Master's Degree in Management or allied discipline with a minimum of 10 years of experiences.

Students are advised to send their project proposal (synopsis) and Biodata of the Guide (in case of ii, iii & iv above) which must be duly signed by guide to the Course Co-ordinator. If the proposed guide is not acceptable, the student shall be advised accordingly and in such cases, the student should change the guide before the proposal is considered for approval. Similarly if a student wants to change his/her guide after some time, he/she would be required to submit the project proposal along with the signature of the new guide on a new project proposal proforma. At any given point of time a guide should not have more than ten students.

Note: Students are advised to select their guides who are either teachers or active Professionals in the relevant area of the selected topic.

5. The Project Proposal shall be sent in proforma (format) along with one copy of synopsis and bio-data of the guide to the Course Co-ordinator for approval. Proposals incomplete in any respect will straightway be rejected. Students are advised to retain a copy of the synopsis.
6. Communication for approval/non-approval of the project proposal will be sent to the candidate within one month of the receipt of the proposal.
7. Communication of non-approval of the proposal will be accompanied by comments/suggestions for reformulating the project, the revised project proposal should be submitted in the new proforma. A copy of rejected synopsis and project proposal proforma wherein the comments or suggestions of the evaluation are given should also be submitted.
8. **Preparation of Project Report :**
 - (i) The report should consist of (a) significance of the study, (b) Objectives, (c) Sampling and Methodology, (d) Statistical Techniques used, (e) Limitations, if any, and (f) guidelines for future research.
 - (ii) The length of the report shall be in between 60 and 80 double spaced typed A4 size pages (excluding appendix and Exhibits). The report is to be submitted in a bound volume.
 - (iii) The Project Report should also contain :
 - (a) Project Approval letter
 - (b) Synopsis
 - (c) A Certificate from the organization where the candidate underwent Practical Training for a period of eight weeks.
 - (d) A statement from the candidate mentioning that the work is a original one and has not been submitted earlier either to this University or to any other institution of the requirement of a course of study.
9. One typed copy of the project report is to be submitted to the Course Co-ordinator before the due date as communicated in the Academic Calendar. One copy of the report is to be retained with the student and produced at the time of Viva-Voce Exam. The copy sent to the University will not be returned.

GUIDELINES FOR ANSWERING ASSIGNMENTS

1. Assignments constitute the continuous evaluation which carry a weightage of 20 per cent in each course. There will be two assignments for each course. The Candidates should answer compulsorily both the assignments per course and the average of two will be counted for the purpose of final result. A candidate shall be declared to have passed in the assignments if he / she secures not less than 8 marks in each course.
2. The main purpose of assignment is to test the student's comprehension of the course material sent to him and also in helping him in getting through the courses. The information given in the printed course material should be sufficient for answering the assignments. The answers should be complete in all respects. Incomplete answers bring poor marks. The assignments are to be submitted to School of Distance Education, Andhra University before the due date. It is desirable that the student should retain a copy of all assignment responses which he / she submits.
3. Answering Assignments: While Answering Assignments:
 - i) A Student should read the assignment carefully and follow the specific instructions, if any.
 - ii) He / She has to study thoroughly the units on which assignments are based.
 - iii) He / She should note down relevant points of answers; rearrange those points in a logical order and draw a rough outline of answer. In respect of essay questions, introduction as well as conclusion are to be given. The answer should be logical, cohesive and it should have clear connections between sentences and paragraphs.

The answer should cover the main points of the question. While solving case questions, proper format should be used.

- iv) Each Assignment is to be answered and submitted separately in a booklet form using A-4 Size papers providing clear cut margins and sufficient space in between each answer. On the top of the first page of each assignment the required information be furnished invariably in the format given below.
- v) The responses should be in candidate's own handwriting. Print or Typed answers will not be accepted. Answers copied either from course material sent by the University or from the response sheets of other students or Xerox copy of other's assignment will get zero marks. After receiving the assignment from the candidate, the Office of the School of Distance Education will arrange to sent acknowledgement thereon.

4. The top of the first page of each assignment should consist of the following information.

a) Regd. No. _____

b) Academic Year: _____

c) Study Centre: _____

d) Course Code & Title: _____

e) Assignment No. _____

f) Signature: _____

g) Date: _____

Name and Address: _____

If pass marks are not obtained in any assignment, it should be resubmitted. Since the Assignment Question Papers are being changed every year, backlog candidates shall have to answer the current year assignment question papers and submit the assignments. Assignments submitted on the basis of previous years question papers will not be considered. Once the pass marks are obtained, the assignments cannot be resubmitted for improvement of marks / class.

Note: Please Note that there is no revaluation provision for assignments. Hence, candidates should take necessary precautions while answering the assignments.

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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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MBA PROGRAMME
I YEAR ASSIGNMENT QUESTION PAPERS 2010-2011

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>Detergents</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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MBA PROGRAMME
I YEAR ASSIGNMENT QUESTION PAPERS 2010-2011

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
$\geq 20,000$	132	128	50
20,000 – 25,000	62	60	28
25,000 – 30,000	30	30	26
$\geq 30,000$	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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I YEAR ASSIGNMENT QUESTION PAPERS 2010-2011

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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MBA PROGRAMME
I YEAR ASSIGNMENT QUESTION PAPERS 2010-2011

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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I YEAR ASSIGNMENT QUESTION PAPERS 2010-2011

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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MBA PROGRAMME
I YEAR ASSIGNMENT QUESTION PAPERS 2010-2011

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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I YEAR ASSIGNMENT QUESTION PAPERS 2010-2011

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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I YEAR ASSIGNMENT QUESTION PAPERS 2010-2011

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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MBA PROGRAMME
I YEAR ASSIGNMENT QUESTION PAPERS 2010-2011

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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MBA PROGRAMME
I YEAR ASSIGNMENT QUESTION PAPERS 2010-2011

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 B₂ 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.

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EXECUTIVE MBA PROGRAMME
II YEAR ASSIGNMENT QUESTION PAPERS 2010-2011

201 : 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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EXECUTIVE MBA PROGRAMME
II YEAR ASSIGNMENT QUESTION PAPERS 2010-2011

202 : 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.

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II YEAR ASSIGNMENT QUESTION PAPERS 2010-2011

203 : 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.
- Advantages and disadvantages of simulation
 - Two person zero sum games
 - Characteristic features of dynamic programming.

Assignment No. 2**4 x 5 = 20 Marks****Answer all Questions :**

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

$$\text{Maximize } z = gx_1 + gx_2$$

Subject to the constraints

$$-x_1 + 3x_2 \leq 6$$

$$7x_1 + 40x_2 \leq 35$$

$$x_2 \leq 7$$

$$x_1, x_2 \geq 0 \text{ and integers}$$

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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II YEAR ASSIGNMENT QUESTION PAPERS 2010-2011

204 : 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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A-205 : 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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A-206 : 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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A-207 : 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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A-208 : 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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B-205 : 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)	σ	β	ϵ_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”

Assignment No. 2

4 x 5 = 20 Marks

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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B-206 : 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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B-207 : 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)

Assignment No. 2**4 x 5 = 20 Marks****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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B-208 : 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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C-205: 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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C-206 : 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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C-207: 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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C-208: 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 in 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.