

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

**201: FINANCIAL MANAGEMENT**

**Assignment No 1**

5 x5 =25 Marks

Answer All Questions:

1. Explain the methods of raising long-term capital.
2. What are the different types of financial ratios? State the limitations of ratio analysis
3. A project needs an investment of Rs.1,38,500. The cost of capital is 12%.

The net cash inflows are as follows:

<u>Year</u>	<u>Cash inflows</u>
1	30,000
2	40,000
3	60,000
4	30,000
5	20,000

Calculate the internal rate of return. Suggest whether the project should be accepted or not and why?

4. What do you understand by budgeting? Mention the types of budgets that the management of big industrial concern would normally prepare.
5. Compare the nature of financial leverage with operating leverage.

**Assignment No 2**

5 x5 =25 Marks

Answer All Questions:

1. Critically evaluate the goals of maximization of profit and maximization of returns of equity.
2. What is statement of changes in financial position? How does it differ from Funds Flow or Cash Flow Statement?
3. Explain theories of dividend with examples.
4. What is Weighted Average cost of capital (WACC)? What are the steps involved in calculating a firm's WACC?
5. What is C.V.P analysis? What kinds of questions may be answered with the help C.V.P analysis?

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**202: HUMAN RESOURCE MANAGEMENT**

**Assignment No 1**

5 x5 =25 marks

Answer All Questions:

1. Explain the role and challenges of HR Manager in the context of globalization.
2. Explain the need for management development in India.
3. What is the significance of performance Appraisal? Explain various methods of appraisal.
4. .Collective bargaining is not successfully practiced in Indian organizations. Why?
5. Explain the existing labour welfare measures provided in different Acts.

**Assignment No.2**

5x5=25 Marks

Answer All Questions :

1. What are the recent trends in industrial relations in Indian industry?
2. What are the shortcomings of Indian Trade Unions?
3. Explain various schemes of participative management. Give reasons for their failure in India.
4. What is job Analysis? How is it carried out?
5. What is collective bargaining? How can you make it successful in India?

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**203: PRODUCTION MANAGEMENT**

Assignment No 1

Answer All Questions:

5 x5 =25 Marks

1. What is Operations Management? What is Production Management? Bring out the difference between the two.
2. (a) What do you understand by the term “Production Planning and control”? Explain briefly the objectives of PPC.  
  
(b) What are the aims of Value Engineering? Explain briefly the steps in Value Engineering.
3. What are the key factors to be considered in location of a corporate hospital? Discuss with examples.
4. Explain the concept of Quality control and its various methods.
5. (a) Define motion study. Explain tools and techniques of motion study.  
  
(b) Elucidate ABC analysis as a inventory control technique with examples.

## 203: PRODUCTION MANAGEMENT

### Assignment No. 2

Answer All Questions:

5x5=25 Marks

1. What is material handling? Explain the functions and principles of material handling.
2. (a) What are the various types of maintenance? Discuss the modern approaches to preventive maintenance.  
(b) following details are known for a group of items

Group	No. of Item Group	Average weekly consumption / item	Price per item (Rs.)
I	310	16	4
II	50	5	10
III	50	390	15
IV	240	6	2
V	50	10	8
VI	50	200	10
VII	125	55	5
VIII	125	25	14

Find out A,B & C items on the assumption that  
 'A' items account for 80% of the total consumption value  
 'B' items account for 15% of the total consumption value, and  
 'C' items account for 5% of the total consumption value

Calculate the actual percentage of A, B & C items to the Total consumption value.

3. Following is the record of defectives observed during inspection of a component. Draw the relevant control chart and comment on the result.

Sample No	Sample size	No.of defectives
1	25	3
2	50	5
3	45	1
4	55	2
5	35	0
6	40	1
7	50	9
8	65	2
9	30	3
10	25	2
11	55	5
12	40	4
13	50	3
14	25	2
15	40	2

4. What is process planning? Explain about process selection decision, process design and steps in process planning.
5. What is work measurement? Explain about time study standards and its applications in office works.

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204 : MARKETING MANAGEMENT

Assignment No 1

Answer All Questions:

5x5=25 Marks

1. "Target market follows market segmentation" Discuss.
2. You are appointed as marketing executive in a company manufacturing facial Ayurvedic cream. The company wants to know their market position in the state of A.P. You are asked to carry out a market survey. How will you go about it? Explain
3. Describe the Pricing Strategies usually adopted by a Company when a Product travels through the different stages of its life-cycle.
4. "The Indian market is gradually becoming consumer-oriented" Discuss the statement with reference to consumerism.
5. As a Marketing Consultant, suggest a suitable market segmentation strategy for the manufacturers of:  
a) Detergent Soap      b) Motor Bike      c) Milk Products

Assignment No 2

Answer All Questions:

5x5=25 Marks

1. What are the various phases in New Product Development? Explain each phase.
2. Explain with illustrations the concept of value-based pricing.
3. What promotional strategy should be used by marketers for the following products.  
i) Soft drinks      ii) Furniture      iii) Bathroom Fittings      iv) Motor-bike  
v) A medicine for cold relief
4. A Multinational company manufacturing sports shoes and entering Indian market has appointed you as its marketing manager. Prepare a marketing plan keeping in view the influence of internal and external factors.
5. What advertising media choice would you suggest for:
  - 1) Lubricating Oils
  - 2) Baby foods
  - 3) Ball-pens

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**205 : Operations Research**

Assignment No. 1

Answer All Questions:

5x5 =25 Marks

1. A company makes two kinds of leather belts. Belt-A is a high quality belt and Belt-B is of lower quality. The respective profits are Rs.40/- and Rs.30/- per belt. Each belt of type-A requires twice the time as that of belt of type-B and if all belts are of type-B, the company can make 1000 per day. The supply of leather is sufficient for 800 belts per day (both A and B combined). Belt A requires a fancy buckle and only 400 per day are available and for belt B, 700 buckles per day are available. Determine the product mix, while solving it using simplex method.

2. A company has factories at four different places (1,2,3 and 4) which supply items to warehouses A, B, C, D and E. Monthly factory capacities are 200, 175, 150 and 325 respectively. Monthly warehouse requirements are 110, 90, 120, 230 and 160 respectively. Unit shipping costs (in rupees) are given in the following table:

		To				
		A	B	C	D	E
From	1	13	-	31	8	20
	2	14	9	17	26	10
	3	25	11	12	17	15
	4	10	16	13	-	17

Shipments from 1 to B and from 4 to D are not possible. Determine the optimum distribution plan to minimize the shipping cost.

3. Consider the following linear programming problem:

$$\text{Minimise } Z = 24X_1 + 30X_2$$

$$\text{Subject to } 2X_1 + 3X_2 \geq 10$$

$$4X_1 + 9X_2 \geq 15$$

$$6X_1 + 6X_2 \geq 20$$

$$X_1, X_2 \geq 0$$

(a) Formulate the dual L.P. Model.

(b) Solve the dual problem and hence find the solution to the primal problem

4. Vehicles are passing through a toll gate at the rate of 70 per hour. The average time to pass through the gate is 45 seconds. The arrival rate and service rate follow Poisson distribution. There is a complaint that the vehicles wait for long duration. The authorities are willing to install one more gate to reduce the average time to pass through the toll gate to 35 seconds if the idle time of the toll gate is less than 9% and the average queue length at the gate is more than 8 vehicles. Check whether the installation of the second gate is justified.
  
5. The flight timings between two cities, X and Y are as given in the following two tables. The minimum layover time of any crew in either of the cities is 3 hours. Determine the base city for each crew so that the sum of the layover times of all the crews in non-base cities is minimized.

Timings of Flights from City X to City Y

Flight number	Departure time (from City X)	Arrival time (to City Y)
101	6 a.m	8.00 a.m
102	10 a.m	12.00 noon
103	3 p.m	5.00 p.m
104	8.p.m	10.00 p.m.

Timings of Flights from City Y to City X

Flight number	Departure time (from City X)	Arrival time (to City Y)
201	5.30 a.m	7.00 a.m
202	9.00 a.m	10.30 a.m
203	4.00 p.m	5.30 p.m
204	10.00 p.m	11.30 p.m.

**Assignment No.2:**

Marks: 5 x 5 = 25

Answer all Questions:

1. Solve the following integer linear programming problem optimally using branch-and-bound technique.

$$\text{Minimise } Z = 6X_1 + 8X_2$$

$$\text{Subject to } 4X_1 + 5X_2 \leq 22$$

$$5X_1 + 8X_2 \leq 30$$

$$X_1, X_2 \geq 0 \text{ and integers}$$

2. Consider the data of a project as shown in the following table :

Activity	Normal Time (Weeks)	Normal Cost (Rs.)	Crash Time (Weeks)	Cash Cost (Rs.)
1 – 2	8	800	5	950
1 – 3	5	500	3	700
1 – 4	9	600	6	1,050
2 – 4	10	900	8	1,300
3 – 4	5	700	3	1,100
3 – 6	6	1,200	5	1,500
4 – 6	7	1,300	5	1,400
5 – 7	2	400	1	500
6 – 7	4	500	2	900

If the indirect cost per week is Rs. 300, find the optimal crashed project completion time

3. Players A and B play a game in which each player has three coins (25p, 50p and 100p (one rupee)). Each of them selects a coin without the knowledge of the other person. If the sum of the values of the coins is an even number, A wins B's coin. If that sum is an odd number, B wins A's coin.
- (a) Develop a payoff matrix with respect to Player A.  
(b) Find the optimal strategies for the players.
4. An organization is planning to diversify its business with a maximum out lay of Rs. 4 crores. It has identified three different locations to install plants. The organization can invest in one or more these plants subject to the availability of the fund. The different possible alternatives and their investment (in crores of rupees) and present worth of returns during the useful life (in crores of rupees) of each of these plants are

summarized in the following table. The first row of the table has zero cost and zero return for all the plants. Hence, it is known as do-nothing alternative. Find the optimal allocation of the capital to different plants which will maximize the corresponding sum of the present worth of returns.

Alternatives	Plant 1		Plant 2		Plant 3	
	Cost	Return	Cost	Return	Cost	Return
1	0	0	0	0	0	0
2	1	12	2	16	2	9
3	2	15	3	20	3	12
4	3	19	4	25	-	-

5. A production manager is faced with the problem of job allocation between his two production teams. The production rate of Team X is 6 units per hour, while the production rate of Team Y is 10 units per hour. The normal working hours for each of the teams are 50 hours per week. The production manager has prioritized the following goals for the coming week :

- P<sub>1</sub> : Avoid underachievement of the desired production level of 825 units.
- P<sub>2</sub> : Any overtime operation of Team X beyond 10 hours should be avoided.
- P<sub>3</sub> : Any overtime operation of Team Y beyond 15 hours should be avoided.
- P<sub>4</sub> : Any underutilization of regular working hours should be avoided. Again, assign differential weights according to the relative productivity of the two teams.

Formulate this problem as a goal programming model and solve it by simplex method.

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**206 : BUSINESS POLICY AND STRATEGIC MANAGEMENT**

Assignment No. 1

Answer All Questions:

5x5 =25 Marks

1. Discuss Corporate Policy and Planning in Indian Environment.
2. What are the environmental factors influencing the business?
3. What are the causes and consequences of corporate mergers and acquisitions?
4. Explain SWOT analysis of an organization in India.
5. Discuss strategies for companies in turbulent and high velocity markets

Assignment No. 2

Answer All Questions:

5x5 =25 Marks

1. "A sick organization can become a successful organization when the top management follows appropriate strategy"-Discuss.
2. Explain BCG matrix with reference to Indian organizations.
3. Discuss corporate turnaround management with reference to any organization.
4. Explain recent trends in Corporate Management of large organizations.
5. Discuss cost analysis and control of any organization for corporate success.

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**207 : MANAGEMENT INFORMATION SYSTEMS**

Assignment No. 1

Answer All Questions:

5x5 =25 Marks

1. Explain the models of Organizational Choice.
2. What is a strategic database ? Explain 'strategic database' approach to implement information resource assessment
3. Explain the role and relevance of MIS for an effective decision making
4. Illustrate how you can manage data with SQL.
5. Differentiate between physical structure and the conceptual structure of information system.

Assignment No. 2

Answer All Questions:

5x5=25 Marks

1. Discuss the precautions necessary during implementation phase and also explain why?
2. Describe the considerations that motivate a database approach.
3. Explain the key considerations involved in the feasibility analysis.
4. Elucidate the human aspects of organizational resistance to DBMs tools.
5. Distinguish between commercial and procedure query languages.