

**ANDHRA UNIVERSITY**  
**SCHOOL OF DISTANCE EDUCATION**  
**MASTER OF BUSINESS ADMINISTRATION**

**II YEAR ASSIGNMENT QUESTION PAPER 2007 – 2008**  
**(Applicable to Admitted Batches from 1998 to 2006)**

**201 – FINANCIAL MANAGEMENT**

**Assignment No. 1**

Answer all Questions

5 x 5 = 25 Marks

1. Discuss the three broad areas of Financial decision making.
2. What do you understand by budgeting ? Mention the types of budgets that the management of a big industrial concern would normally prepare.
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. Critically evaluate the goals of maximization of profit and maximization of returns on equity.
5. What are the different types of financial ratios ? Explain the significance and limitations of the ratio analysis.

**Assignment No. 2**

Answer all Questions

5 x 5 = 25 Marks

1. Discuss the importance and uses of financial forecasting for an enterprise.
2. What is Weighted Average Cost of Capital (WACC) ? What are the steps involved in calculating a firm's WACC ?
3. What is statement of changes in financial position ? How does it differ from Funds Flow or Cash Flow Statement ?
4. Explain the theories of dividend with examples.
5. The following information is available for Sortex International :

Selling price per unit	=	Rs. 20
Variable cost per unit	=	Rs. 12
Total Fixed costs	=	Rs. 5,60,000

- a) What is the break-even output ?
- b) What is the profit earned when the output is 1,00,000 units ?
- c) What should be the output to achieve a target profit of Rs. 4,00,000 ?
- d) What is the break-even sales in rupees.

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**202 – HUMAN RESOURCE MANAGEMENT**

**Assignment No. 1**

Answer all Questions

5 x 5 = 25 Marks

1. Explain the existing labour welfare measures provided in different Acts.
2. Collective bargaining is not successfully practiced in Indian organisations. Why?
3. What kind of HR environment is prevailing in the post liberalization period in India ?
4. What do you understand by employee grievance ? How do you redress the grievances?
5. Why the workers participation in management has failed in India ?

**Assignment No. 2**

Answer all Questions

5 x 5 = 25 Marks

1. Explain the various HR Development Systems followed in the public sector.
2. How are motivation and productivity related ? How do you create motivating environment in an organisation ?
3. Why do industrial conflicts arise ? How do you resolve them ?
4. What is Job Analysis ? How is it carried out ?
5. What do you understand by employee benefits ? Explain the various benefits extended to industrial workers.

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**203 – PRODUCTION MANAGEMENT**

**Assignment No. 1**

Answer all Questions

5 x 5 = 25 Marks

1. Define Operations Management. Explain its features and functions.
2. (a) A plant purchases 5,000 pieces of ball bearings per year at a price of Rs. 10 per piece. The ordering cost is Rs. 50 per order while the carrying cost is estimated to be 20% per annum. Calculate Economic Order Quantity.  
 (b) The following data shows number of missing rivets observed at the time of inspection of 12 circuits. Draw a control chart for the number of defects and comment on the state of control :

Air Craft No.	1	2	3	4	5	6	7	8	9	10	11	12
Missing rivets	7	13	15	10	18	13	14	20	10	22	11	15

3. What is process planning ? Explain about process selection decision, process design and steps in process planning.
4. (a) Define Motion Study. Explain tools and techniques of motion study  
 (b) Elucidate ABC analysis and VED Analysis as inventory control techniques with examples.
5. (a) A preliminary study indicates that the proportion at idle times of a machine is 30%. Best of the time it is working to get a good estimate of the idle time (as a fraction) with a prevision at  $\pm$  at 95% confidence level. What should be the sample size ?  
 (b) The following is a tentative master schedule for four weeks.

Product	1	2	3	4
A	3,000	4,000	1,200	2,500
B	2,000	1,500	3,000	3,500
C	1,200	1,800	2,500	2,000

The bill of labour in key work centres for the company's three major products A, B and C is as follows :

Department	Product		
	A	B	C
X	0.20 hr	0.05 hr	0.10 hr
Y	0.08 hr	0.15 hr	0.20 hr
Z	0.11 hr	0.08 hr	0.05 hr

Determine the load on department X, Y and Z over the next 4 weeks.

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**203 – PRODUCTION MANAGEMENT**

**Assignment No. 2**

Answer all Questions

5 x 5 = 25 Marks

1. What are the key factors to be considered in location of a corporate hospital. Discuss with examples.
2. (a) What are the objectives of materials requirement planning (MRP) ? Discuss the key issues in MRP  
(b) A factory uses annually 24,000 units of raw materials which costs Rs. 1.25 per unit, placing each order costs Rs. 25 and carrying cost is 6 per cent per year of the average inventory.
  - i) Find out EOQ
  - ii) Find out total inventory costs including cost of materials
3. Explain the concept of Quality control and its various methods.
4. Discuss the scope and importance of operation management. Explain its present scenario.
5. (a) What is work measurement ? Explain about time study standards and its applications in office works.  
(b) Explain objective and types of maintenance. Explain types of probability distribution.

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**204 – MARKETING MANAGEMENT**

**Assignment No. 1**

Answer all Questions

5 x 5 = 25 Marks

1. As a Marketing Consultant suggest a suitable market segmentation strategy for the manufactures of :  
(a) Detergent Soap                      (b) Motor Bike                      (c) Milk Products
2. 'Marketers can create needs'. Do you agree ? Give reasons to support your answer.
3. "The Indian market is gradually becoming consumer oriented". Discuss the statement with reference to consumerism.
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. Cellular phones are in the "growth" stage. What strategies should a company like Airtel employ to encounter competition in this stage ? Illustrate your answer.

**Assignment No. 2**

Answer all Questions

5 x 5 = 25 Marks

1. What are the different brand strategy options available to a company ? Enunciate their relative merits and demerits.
2. Describe the Pricing Strategies usually adopted by a Company when a product travels through the different stages of its life-cycle.
3. Define Sales Forecasting. Discuss the conditions required for Executive Judgement method, and its strengths and limitations.
4. A leading consumer durables firm is interested in modifying its product mix. What factors you consider or recommend for this analysis ? Elaborate on them.
5. Apply the four major elements of promotion mix to market Child Relief and You (CRY).

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**205 – OPERATIONS RESEARCH**

**Assignment No. 1**

Answer all Questions

5 x 5 = 25 Marks

1. Solve the following L.P.P.

$$\text{Minimize } Z = 90y_1 + 60y_2 + 80y_3$$

$$\text{Subject to the constraints } y_1 + 2y_2 + 3y_3 \geq 3$$

$$2y_1 + y_2 + y_3 \geq 4$$

$$3y_1 + y_2 + 2y_3 \geq 1$$

$$y_1, y_2, y_3 \geq 0$$

2. Solve the following transportation problem

		Machines					Supply
		M <sub>1</sub>	M <sub>2</sub>	M <sub>3</sub>	M <sub>4</sub>	M <sub>5</sub>	
Factory	F <sub>1</sub>	4	2	3	2	6	8
	F <sub>2</sub>	5	4	5	2	1	12
	F <sub>3</sub>	6	5	4	7	7	14
	Demand	4	4	6	8	8	

3. What is an assignment problem ? Give two applications. Give an algorithm to solve an assignment problem.
4. A supermarket has two sales girls at the sales counters. If the service time for each customer is exponential with a mean of 4 minutes and if people arrive in poisson fashion at the rate of 10 an hour, then calculate  
 (i) probability of having to wait for service.  
 (ii) expected percentage of idle time for each sales girl ?
5. Define Non-linear programming problem. Explain graphical method of solving it.

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**205 – OPERATIONS RESEARCH**

**Assignment No. 2**

Answer all Questions

5 x 5 = 25 Marks

1. Solve the following integer programming problem using branch and bound method.

$$\begin{aligned} \text{Maximize } Z &= 3x_1 + 12x_2 \\ \text{Subject to the constraints } &2x_1 + 4x_2 \leq 7 \\ &5x_1 + 3x_2 \leq 15 \\ x_1, x_2 &\geq 0 \text{ are integers.} \end{aligned}$$

2. Explain the concept of goal programming. Give two applications.
3. Solve the following L.P. by the Dynamic Programming approach.

$$\begin{aligned} \text{Maximize } z &= 2x_1 + 5x_2 \\ \text{Subject to } &2x_1 + x_2 \leq 43 \\ &2x_2 \leq 46 ; x_1, x_2 \geq 0 \end{aligned}$$

4. Solve the following game :

$$\begin{pmatrix} 1 & 7 & 2 \\ 6 & 2 & 7 \\ 5 & 1 & 6 \end{pmatrix}$$

5. A small project is composed of 7 activities whose time estimates are listed in the following table.

Activity	Optimistic	Estimated duration (in weeks)	
		Most likely	Pessimistic
1 – 2	1	1	7
1 – 3	1	4	7
1 – 4	2	2	8
2 – 5	1	1	1
3 – 5	2	5	14
4 – 6	2	5	8
5 – 6	3	6	15

- i) Draw the project net work
- ii) What is the expected project length ?

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**206 – BUSINESS POLICY AND STRATEGIC MANAGEMENT**

**Assignment No. 1**

Answer all Questions

5 x 5 = 25 Marks

1. What are the causes and consequences of corporate mergers and acquisitions ?
2. Explain how to measure corporate performance and strategic audit to evaluate corporate performance.
3. What are the challenges of corporate planning.
4. Explain recent trends in Corporate Management of large organizations.
5. What are the environmental factors influencing the business ?

**Assignment No. 2**

Answer all Questions

5 x 5 = 25 Marks

1. Discuss the role and functions of top management in the new business environment.
2. Explain SWOT analysis of an organisation in India.
3. “In the global industry a firm must in some way integrate its’ activities on a world wide basis to capture the linkage among countries”. Explain.
4. “A sick organisation can become a successful organisation when the top management follows appropriate strategy” – Discuss.
5. Discuss corporate turnaround management with reference to any organisation.

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**207 – MANAGEMENT OF INFORMATION SYSTEMS**

**Assignment No. 1**

Answer all Questions

5 x 5 = 25 Marks

1. Explain the role and relevance of MIS for an effective decision making.
2. Take any small system of your knowledge and perform the following :
  - (a) Define system objectives (s)
  - (b) Define input-output document.
  - (c) How are they processed ?
  - (d) Draw document flow chart, system flow chart.
  - (e) Write a role on the utility or the system to the direct users, indirect users and the management.
3. Explain the models of organizational choice.
4. What is a strategic data base ? Explain 'strategic database' approach to implement information resource assessment.
5. Explain the key considerations involved in the feasibility analysis.

**Assignment No. 2**

Answer all Questions

5 x 5 = 25 Marks

1. Explain the role of expert systems in decision making.
2. Illustrate how you can manage data with SQL.
3. Discuss the precautions necessary during implementation phase and also explain why ?
4. Illustrate the managerial importance and implications of 'physical data independence' rule of Cadd.
6. Elucidate the human aspects of organizational resistance to DBMs tools.