

ANDHRA UNIVERSITY
SCHOOL OF DISTANCE EDUCATION
MASTER OF BUSINESS ADMINISTRATION

II YEAR ASSIGNMENT QUESTION PAPERS : 2009 – 2010
(Applicable to Admitted Batches from 1998 to 2006)

201 – FINANCIAL MANAGEMENT

Assignment No. 1

Answer all Questions

5 x 5 = 25 Marks

1. What is finance function ? Discuss various types of decisions to be taken by the finance manager.
2. Explain the different methods of raising finance.
3. What do you understand by budgeting ? Mention the types of budgets that the management of a big industrial concern would normally prepare.
4. Compare the nature of financial leverage with operating leverage
5. Illustrate different techniques of investment appraisal.

Assignment No. 2

Answer all Questions

5 x 5 = 25 Marks

1. What is cost volume profit analysis ? What are its uses and limitations ?
2. Discuss the importance and uses of financial forecasting. Explain the methods commonly used for forecasting sales.
3. Explain the important dimensions of management of accounts receivable.
4. What factors have an important bearing on the working capital needs of a firm ?
5. Key information pertaining to the proposed two new financing plans of a company is given below :

Sources of funds	Financial Plans	
	Plan – I	Plan – II
Equity	15,000 shares of Rs. 100 each	30,000 shares of Rs. 100 each
Preference Shares	12%, 25,000 shares of Rs. 100 each	
Debentures	Rs. 5,00,000 bearing a coupon rate of 10%	Rs. 15,00,000 bearing a coupon rate of 11%

Assuming 50% tax rate,

- i) Determine the two EBIT – EPS co-ordinates for each financial plan.
- ii) Prepare an EBIT – EPS graph.
- iii) Determine the (a) indifference point, and (b) financial break-even point for the two financial plans.

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202 – HUMAN RESOURCE MANAGEMENT

Assignment No. 1

Answer all Questions

5 x 5 = 25 Marks

1. Explain the significance of Human Resource Development Systems.
2. Explain the HR environment and recent developments in India.
3. What is employee training ? Explain the important techniques of training.
4. Describe in detail the process of performance appraisal.
5. Explain Maslow's Theory of Hierarchy of human needs. How far this theory helps in motivating the employees in an organization.

Assignment No. 2

Answer all Questions

5 x 5 = 25 Marks

1. Explain the principles and methods of wage fixation in India.
2. What are the various welfare facilities provided to employees under Factories Act ?
3. What are the trends in industrial relations in India in the era of globalisation ?
4. What are structural weaknesses of Indian trade unions ?
5. What is collective bargaining ? Explain the basic functions and procedure of collective bargaining in Indian organizations.

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203 – PRODUCTION MANAGEMENT

Assignment No. 1

Answer all Questions

5 x 5 = 25 Marks

1. What are the different types of production/operations systems ? Where would each one of them be applicable ? Give practical examples.
2. (a) What is meant by Product Selection ? Explain its process.
 (b) Determine which of the following two layouts will result in a lower product of trip times distance travelled per year. The number of trips between pairs of departments are given in the table below. The layouts are shown in the facility outline.

Table

Exchanging Department	Load per year (units)
A – C	1,100
A – B	1,300
D – E	1,600
C – D	2,100
A – D	2,500
B – C	3,200
B – D	3,800
A – E	4,200
C – E	4,300
B – E	4,600

Facility outline

50 ft	50 ft	50 ft	
B	A	C	50 Ft
E	D		50 Ft

Layout A

50 ft	50 ft	50 ft	
B	A	D	50 Ft
E	C		50 Ft

Layout B

Assume that all movements are between the centers of the specified departments and are made parallel to the walls of the building and all turns must be at right angles, since there are no diagonal aisles.

3. 'Materials Handling and plant layout are complementary to each other'. Discuss.

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203 – PRODUCTION MANAGEMENT

Assignment No. 1 : (Contd...)

4. (a) Distinguish between routing and scheduling.
- (b) Agri-Products Company has two factories, one at Tiruchi and one at Meerut. There are 4 warehouses to which finished products are sent at Guawahati, Nagpur, Ahmedabad, Chandigarh. The company is thinking of locating an additional factory either at Indore or at Kanpur. If following matrix gives details of shipping costs, manufacturing capacities and warehouse requirements, how would you go about choosing between two proposed locations, i.e. Indore and Kanpur. Suggest an approach.

Shipping costs Rs. P.U.

Place	Guawahati	Nagpur	Ahmedabad	Chandigarh	Factory Capacity
Tiruchi	25	9	10	20	200
Meerut	10	8	6	5	400
Indore	15	2	3	10	200
Kanpur	10	5	7	5	200
Units Required	100	150	300	250	

5. (a) What are the benefits from application of work study programme ?
- (b) In manufacturing a product, following times have been estimated.

Loading piece into the machine	0.30 minutes
Starting the machine and engineering the feed fever	0.10 minutes
Running time (automatic stop at end)	4.50 minutes
Unloading component	0.20 minutes
Packing in box	0.10 minutes

Draw the activity chart of the operator and machine. Compute the cycle time and final percentage of machine utilization and operator time utilization.

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203 – PRODUCTION MANAGEMENT

Assignment No. 2

Answer all Questions

5 x 5 = 25 Marks

1. (a) What are various time estimates used in PERT analysis.
- (b) The breakdown probability of an equipment are given below :

Month	1	2	3	4	5
Probability	0.05	0.15	0.30	0.30	0.20

There are 50 such equipments in plant. The cost of individual preventive replacement is Rs. 15 per equipment and the cost of individual breakdown replacement is Rs. 30 per equipment. Which policy should be preferred ?

2. Explain the commonalities do you see between the Value Analysis, Quality Circles, and Zero defects programme.
3. (a) What are the main objectives of efficient purchasing ? Should the inventory control function be assigned to purchasing department? Why or Why not ?
- (b) For a given item of constant demand rate, the yearly demand is 6025 units. The price of the items per unit is Rs. 60/-. The ordering cost is Rs. 225/- per order and the inventory carrying cost is 30% p.a. What is the optimal ordering policy ? The vendor offers 1% discount if 1500 units are purchased at a time. Do you accept the discount offer.
4. (a) What do you mean by layout of stores ? Enumerate advantages and disadvantages of centralized stores system.
- (b) Calculate the vendor rating for following weightage.
 Quality = 50 ; Delivery = 25 ; Price = 15 ;
 Response to Suggestions = 10

Suppliers Data	I	II	III
Quantity Supplied	108	90	80
Equivalent quality Accepted	102	90	75
Price of items	Rs.1/-	Rs. 1.2	Rs. 1.1
Delivery Promised (weeks)	3	4	4
Actual delivery (weeks)	2.7	5	4.4
Response to Suggestions	90%	85%	100%

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203 – PRODUCTION MANAGEMENT

Assignment No. 2 (Contd..)

5. (a) What do you mean by classification and codification ? What are the benefits.
- (b) A consignment is inspected by the Quality Control team, as the material is bought in by the vendor to the warehouse. The results are given in the table below (there are sample of 100 items chosen every time. The inspection is carried out) :

Lot Number	1	2	3	4	5	6	7	8	9	10	11	12
No of Defectives	10	12	15	10	12	11	12	13	14	20	15	17

Draw an appropriate control chart and comment.

- (c) Following is the record of defectives observed during the 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

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204 – MARKETING MANAGEMENT

Assignment No. 1

Answer all Questions

5 x 5 = 25 Marks

1. What is the difference between Selling and Marketing ? Of what relevance is marketing to the Indian Public Sector.
2. 'Suppliers and intermediaries are important stakeholders in the micro environment of the business'. Explain the evolving role and functions of these stake holders in today's marketing-oriented business.
3. Write the purposes of market segmentation. List out the constraints in segmentation and suggest the measures to overcome these.
4. What are the objectives of marketing research ? Explain the marketing research process with an example.
5. How is the consumer behaviour important to the function of marketing ?

Assignment No. 2

Answer all Questions

5 x 5 = 25 Marks

1. What are the challenges in developing new products ? List out the causes for failure of new products.
2. To what extent is the product life-cycle concept a useful tool for the marketing manager.
3. Critically evaluate the pricing policies followed by MNCs in India.
4. What type of alternate distribution channels are available to a manufacturing company.
5. Define the five promotion tools and discuss the factors that must be considered in shaping the overall promotion mix.

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205 – OPERATIONS RESEARCH

Assignment No. 1

Answer all Questions

5 x 5 = 25 Marks

1. Define Operations Research and discuss its importance in decision-making process.
2. A firm manufactures two products A and B on which the profits earned per unit are Rs. 3 and Rs. 4 respectively. Each product is processed on two machine M_1 and M_2 . Product A requires one minute of processing time on M_1 and two minutes on M_2 while B requires one minute on M_1 and one minute on M_2 . Machine M_1 is available for not more than 7 hours and 30 minutes while machine M_2 is available for 10 hours during any working day. Formulate the problem as L.P.P. and solve graphically to determine the number of units of products A and B to be manufactured to get the maximum profit.
3. A transport corporation has three vehicles in three cities. Each of vehicles can be assigned to any one of the four other cities. The distances differ from one city to another as hereunder :

	W	X	Y	Z
A	33	40	43	32
B	45	28	31	23
C	42	29	36	29

You are required to assign a vehicle to a city in such a way that the total distance travelled is minimized.

4. Write the dual of the L.P.P. :

$$\text{Min } Z = 4x_1 + 3x_2 + 3x_3$$

subject to the constraints

$$x_1 + 2x_2 \geq 2, \quad 3x_1 - x_2 + x_3 \geq 4$$

$$4x_3 \geq 1, \quad x_1 + x_3 \geq 1 \text{ and } x_1, x_2, x_3 \geq 0$$

Solve the dual problem by Simplex method and deduce from it the solution for the primal problem.

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205 – OPERATIONS RESEARCH

Assignment No. 1 : (contd..)

5. A Super market has a single cashier. During the peak hours, customers arrive at a rate of 20 customers per hour. The average number of customers that can be processed by the cashier is 24 per hour. Find.
- (a) the probability that the cashier is idle.
 - (b) the average number of customers in the queueing system.
 - (c) the average time a customer spends in the system.
 - (d) the average number of customers in the queue.
 - (e) the average time a customer spends in the queue waiting for service.

Assignment No. 2

Answer all Questions

5 x 5 = 25 Marks

1. Define Goal Programming and illustrate with an example as to how this can be solved by linear programming procedure.
2. Consider the following Non-linear Programming Problem.

$$\text{Max. } Y = -x_1^2 - x_2^2 + 4x_1 + 8x_2$$

$$\text{Subject to : } x_1 + x_2 \leq 0$$

$$x_1, x_2 \geq 0$$

obtain an optimal solution, using Khun-Tucker Conditions.

3. Assume the following pay-off matrix for two opponents A and B, the amounts being the utility gained by A and lost by B for any given intersection of strategies.

	B ₁	B ₂
A ₁	10	6
A ₂	8	2

Determine the optimal strategies and the value of the game.

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205 – OPERATIONS RESEARCH

Assignment No. 2 : (contd..)

4. The management of ABC company is considering the question of marketing a new product. The fixed cost required in the project is Rs. 4000. Three factors are uncertain viz., the selling price, variable cost and the annual sales volume. The product has a life of only one year. The management has the data on these three factors as given below :

Selling Price (Rs.)	Probability	Variable Cost (Rs.)	Probability	Sales Volume (units)	Probability
3	0.2	1	0.3	2000	0.3
4	0.5	2	0.6	3000	0.3
5	0.3	3	0.1	5000	0.4

Consider the following sequence of 30 random numbers

81, 32, 60, 04, 46, 31, 67, 25, 24, 10, 40, 02, 39, 68, 08
 59, 66, 90, 12, 64, 79, 31, 86, 68, 82, 89, 25, 11, 98, 16

Using the sequence (first 3 random numbers for the first trial, etc), stimulate the average profit for the above project on the basis of 10 trials.

5. A project consists of a series of tasks labelled A, B, H, I with the following relationships (W < X, Y means X and Y cannot start until W is completed ; X, Y < W means W cannot start until X and Y are completed).

A < D, E ; B, D < F ; C < G ; B, G < H ; F, G < I

- (a) Draw the project network diagram.
- (b) Find also
 (i) the minimum time of completion of the project, (ii) the critical path and (iii) the total float, when the time (in days) of completion of each task is as follows :

Task :	A	B	C	D	E	F	G	H	I
Time :	23	8	20	16	24	18	19	4	10

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206 – BUSINESS POLICY AND STRATEGIC MANAGEMENT

Assignment No. 1

Answer all Questions

5 x 5 = 25 Marks

1. What is corporate planning ? Discuss the success/failure of corporate planning in India.
2. Explain the 7s framework with reference to any company.
3. Discuss the role and functions of Board of Directors.
4. Explain the mega environmental factors influencing Business ?
5. Discuss the competitive forces influencing the profits of the business.

Assignment No. 2

Answer all Questions

5 x 5 = 25 Marks

1. Discuss portfolio analysis and Display Matrices of Indian companies.
2. Explain the strategic alternatives in business.
3. Discuss evaluation of strategy with it's limitations.
4. Explain diversification strategy of Indian organizations.
5. What is turnaround management ? Discuss corporate experience of turnaround management.

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207 – MANAGEMENT OF INFORMATION SYSTEMS

Assignment No. 1

Answer all Questions

5 x 5 = 25 Marks

1. Identify any three decision making models that managers may use (financial, statistical, quality model and so on).
2. What are some steps that organization can take to realize the full potential of its information systems.
3. Identify and describe the six functions of IRM.
4. Describe the various approaches for determining the sources of information.
5. Explain why CASE is beneficial in the long run.

Assignment No. 2

Answer all Questions

5 x 5 = 25 Marks

1. Explain (a) Abstract Data types (b) Object oriented approach.
2. Distinguish between synchronous and asynchronous transmission.
3. Explain the hardware required for data communication in computers.
4. Explain IEEE 802.3 LAN and CSMA/CD Protocols.
5. What are the limitations of traditional approach to data processing.