

ANDHRA UNIVERSITY
SCHOOL OF DISTANCE EDUCATION
MASTER OF BUSINESS ADMINISTRATION

III YEAR ASSIGNMENT QUESTION PAPER 2007 – 2008
(Applicable to Admitted Batches from 1998 to 2005)

A – 301 : SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Assignment No. 1

Answer all Questions

5 x 5 = 25 Marks

1. (a) Explain the primary and subsidiary objectives 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 a public issue ?
3. (a) What are the regulations relating to pricing of public issue of shares ?
(b) Explain the procedure for the buyback of shares.
4. (a) How do you analyse the competitiveness of an industry ?
(b) Explain the technique of industry analysis.
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%

Assignment No. 2

Answer all Questions

5 x 5 = 25 Marks

1. (a) Discuss the regulatory framework for mutual funds in India.
(b) How are mutual funds regulated by SEBI ?
(c) How does the RBI regulate mutual funds ?
2. (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 ?
3. (a) Discuss how secondary markets are regulated by SEBI.
(b) Explain ESOS/ESOP
4. (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.
5. (a) How do you analyse industry risk ?
(b) How is the performance of an industry to be assessed for investment purposes.

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III YEAR ASSIGNMENT QUESTION PAPER 2007 – 2008
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A – 302 : MANAGEMENT OF FINANCIAL SERVICES

Assignment No. 1

Answer all Questions

5 x 5 = 25 Marks

1. Explain the nature and scope of Financial Services.
2. Explain different types of risks. How do you manage risk in Financial services ?
3. Explain the various steps involved in Stock broking and Trading.
4. What is Mutual Fund ? How is it managed ? Critically examine the functioning of Indian Mutual Funds.
5. What is Stock Exchange ? What are its functions ? Explain.

Assignment No. 2

Answer all Questions

5 x 5 = 25 Marks

1. Differentiate Leasing from Hire-Purchasing. How do you evaluate a Lease Decision ? Narrate.
2. Critically examine the functions of Indian credit rating agencies such as CRISIL and ICRA.
3. Explain the following
 - a) Credit Cards
 - b) Factoring
4. What are the codes of conduct to be observed by Indian Merchant Bankers ?
5. How is VCF organised in India ? Discuss SEBI regulations pertaining to VCF registration.

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**III YEAR ASSIGNMENT QUESTION PAPER 2007 – 2008
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A – 303 : MANAGEMENT CONTROL SYSTEMS

Assignment No. 1

Answer all Questions

5 x 5 = 25 Marks

1. Distinguish between Management Control and Strategic Planning.
2. Explain about Responsibility Accounting.
3. Discuss the problems encountered in evaluating performance of Profit centres.
4. Discuss the impact of the internet on management control.
5. What are administrative and support centres ? Explain the services provided by these centres to other responsibility centres.

Assignment No. 2

Answer all Questions

5 x 5 = 25 Marks

1. “Different measures should be desired to evaluate the performance of segment managers”. Explain.
2. How do you monitor control indicators in multi-project organisations.
3. “Pricing of service in a non-profit organisation cannot be done on the same basis as pricing in profit oriented organisation”. Discuss.
4. Explain the objectives of transfer prices and also discuss various transfer pricing methods.
5. Explain the Special characteristics of Non-Profit Organisations (NPOs).

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**III YEAR ASSIGNMENT QUESTION PAPER 2007 – 2008
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B – 301 : CONSUMER BEHAVIOUR AND MARKETING RESEARCH

Assignment No. 1

Answer all Questions

5 x 5 = 25 Marks

1. Define Marketing Research. Highlight the nature and scope of Marketing Research. What are its limitations ?
2. Explain about Research Design and what are the various types of Research Designs. Illustrate.
3. “Sampling is a tool for Marketing Research”. Comment.
4. Explain the role of Attitudes and values in buyer decision making.
5. What are the stages involved in buying decision process ?

Assignment No. 2

Answer all Questions

5 x 5 = 25 Marks

1. Under what circumstances do you use Multiple regression analysis in marketing research. How is it used ?
2. How Organisational Buyer Behaviour is said to be different to that of Household Buyer ?
3. Discuss the role of family in purchasing process and its decisions.
4. Explain the major determinants of Consumer Behaviour with the help of a model of Consumer Behaviour with which you are well familiar.
5. Explain the term Questionnaire. Draw a Questionnaire suitable for survey of perishable products like Milk, Fruits, etc.

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III YEAR ASSIGNMENT QUESTION PAPER 2007 – 2008
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B – 302 : SALES AND ADVERTISING MANAGEMENT

Assignment No. 1

Answer all Questions

5 x 5 = 25 Marks

1. How would you handle these objections raised at the end of your sales presentation ?
 - a) The price is too high.
 - b) Your warranty period is too short.
 - c) I do not want to do business with your firm.
2. Why do many successful sales people fail to become successful sales managers ?
3. Explain the process of communication selling and discuss the importance of Integrated Marketing Communication (IMC).
4. Explain the process for Recruiting salesman and identify the sources from which you can recruit salesmen for the following products.
 - i. Industrial Goods
 - ii. FMCG
 - iii. Pharmaceuticals.
5. What techniques would you adopt for motivating of salesman? Discuss both the financial and non-financial incentives.

Assignment No. 2

Answer all Questions

5 x 5 = 25 Marks

1. Name a product and three media that would mix well together to advertise that product. Defend your media mix choices.
2. What are the rational appeals ? Explain the advantages and disadvantages of rational appeals.
3. “Advertising forces people to buy products that they do not need or want”. Explain whether advertising is desirable for an economy.
4. Why is it necessary to evaluate the effectiveness of Advertising ? Explain some of the techniques used for pre-testing of an advertising copy.
5. What is advertising agency ? What are the services provided by an advertising agency ?

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B – 303 : MARKETING OF SERVICES

Assignment No. 1

Answer all Questions

5 x 5 = 25 Marks

1. What is Consumer Banking ? Explain the Consumer Banking Policies of Andhra Bank.
2. Critically examine the growth potential of Tourism in Andhra Pradesh.
3. Discuss the marketing strategies of Apollo and Care Hospitals.
4. What are the problems faced by Foreign Tourists in India ?
5. How do you differentiate marketing strategies for manufacturing concerns and service organisations ?

Assignment No. 2

Answer all Questions

5 x 5 = 25 Marks

1. Is the Consumer Always right ? Explain with suitable examples.
2. Customer care and Recovery strategies are vital for the successful marketing of Hospitality services. Discuss.
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.

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C – 301 : HUMAN RESOURCE PLANNING AND DEVELOPMENT

Assignment No. 1

Answer all Questions

5 x 5 = 25 Marks

1. In the era of ever changing business, explain the difficulties in planning the human resource ?
2. Briefly discuss various techniques of supply forecasting ?
3. Human Resource Development is a key factor in any organisation. Explain.
4. Explain HRD Practices in defence organisation.
5. Discuss the relevance of HRD in Industrial Relations.

Assignment No. 2

Answer all Questions

5 x 5 = 25 Marks

1. Do you find any difference in HRD practices in India and abroad ?
2. Explain the HRD strategies for Line managers.
3. Briefly explain the nature of HRD climate and its importance.
4. Discuss the HR Demand forecasting methods.
5. Discuss the motivational aspects of HRD.

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C – 302 : INDUSTRIAL RELATIONS

Assignment No. 1

Answer all Questions

5 x 5 = 25 Marks

1. Discuss the role of Labour administrative machinery in resolving Industrial disputes in India. Which method is the best and why ?
2. Industrial Relations is becoming more and more bipartite with gradual withdrawal of the state from IR scene. Discuss the merging trends in Industrial Relations in India.
3. Discuss the impact of structural adjustment process on Industrial Relations.
4. Globalisation is marginalizing the role of Trade Unions in India'. Discuss.
5. "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.

Assignment No. 2

Answer all Questions

5 x 5 = 25 Marks

1. Trace out the growth and development of White Collar and Managerial Unions in India.
2. Describe the various types of conflicts. What strategies do you suggest to deal with them.
3. "Labour Market conditions are largely influenced by product market conditions". Do you concur with the view ? Discuss the impact of competitiveness and technology on IR.
4. Discuss the different approaches to Industrial relations. What factors affect Industrial Relations ?
5. Discuss the role of State in industrial relations in the context of globalisation.

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C – 303 : ORGANISATIONAL DYNAMICS

Assignment No. 1

Answer all Questions

5 x 5 = 25 Marks

1. What do you mean by Group Alienation? Identify the areas where people alienate themselves in the present environment.
2. Discuss the concept “Power” with reference to Corporate Management in Private Sector in India.
3. Explain the concept of ‘Group Dynamics’. What style of Management is more appropriate to manager worker groups in a modern enterprise.
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 organizational stress.

Assignment No. 2

Answer all Questions

5 x 5 = 25 Marks

1. What are the social responsibilities of Organisations. Do you think that Organisations are discharging their social responsibilities in the present times ? If so, give a few examples.
2. Discuss the importance of Ethics and Values in Personal and Professional Life.
3. Explain various theories of Leadership. What type leadership is essential to manage the public sector undertakings ?
4. What is the influence of Organisational Culture on work culture in India.
5. Strategic Alliances are more in Automobile Industry. Discuss with examples.

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D – 301 : INTERNATIONAL BUSINESS

Assignment No. 1

Answer all Questions

5 x 5 = 25 Marks

1. Explain in detail the features of Heckscher-Ohlin trade model with a special emphasis on its differences from the other trade theories.
2. “Special problems arise in international business not normally experienced when trading or manufacturing at home”. Comment.
3. What is Foreign Direct Investment ? Describe fully the features of FDI approaches in terms of merits and limitations.
4. Do you feel that MNCs affect the operations of national enterprises ? Give valid reasons with suitable illustrations.
5. What is environmental scanning ? Examine the need for environmental scanning for a Multinational Enterprise as a part of Strategic Planning.

Assignment No. 2

Answer all Questions

5 x 5 = 25 Marks

1. Assess the impact of multinational enterprises on various parameters of development in the host countries.
2. Do you subscribe to the view that the workers in developing economies are always less productive than their counterparts in advanced countries ? Give valid reasons for your argument.
3. 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.
4. Elucidate the importance of planning and preparation for negotiations in MNCs. Also explain how the negotiators plan and prepare themselves well before undertaking negotiations.
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.

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D – 302 : INTERNATIONAL FINANCIAL MANAGEMENT

Assignment No. 1

Answer all Questions

5 x 5 = 25 Marks

1. (a) What is the impact of Rupee appreciation on foreign trade and investment ?
(b) How is foreign direct investment different from international capital movements in general ?
2. “The extent and nature of exposure depends on the market segment in which the firm operates”. Discuss with suitable examples.
3. Briefly discuss the principal elements of an exposure management information system suitable for a Bombay Based Indian Exporter.
4. “The changing international financial system poses new challenges for financial managers in developing countries”. Elaborate.
5. Briefly explain different methods of exchange rate forecasting. Discuss their suitability in the Indian context.

Assignment No. 2

Answer all Questions

5 x 5 = 25 Marks

1. Highlight the special problems of developing countries in financing foreign trade. Also indicate possible ways out.
2. “Centralised cash management is a double-edged sword for international working capital management”. Discuss with the help of suitable examples.
3. Distinguish between the following :
 - a. Terms of Payment and Types of Credit
 - b. Documentary Bills and Letter of Credit
4. In which countries or currencies would you like to retain a higher portion of your learnings for reinvestment ? Explain with reasons.
5. What is systemic risk ? Can it be reduced by international diversification ? Explain in detail.

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D – 303 : INTERNATIONAL MARKETING

Assignment No. 1

Answer all Questions

5 x 5 = 25 Marks

1. What are the different modes of entry to foreign markets ? Which mode should be preferred and why ?
2. Explain the multiplicity of political risk. Is it country specific, firm specific or both ? What are its major components ?
3. Distinguish between Patent, trademark, copyright and infringement.
4. Suppose you are requested to prepare a cultural analysis for a potential market. What would you do ? Outline the steps and comment briefly each.
5. What are the most frequently encountered political risks in foreign business ? Discuss.

Assignment No. 2

Answer all Questions

5 x 5 = 25 Marks

1. Distinguish between the different structures of the EPRG model.
2. What are the aspects that an international marketer should consider analyzing the trade, monitoring and financial environment.
3. For an innovating firm in the US, would you advocate standardization or adaptation while entering the Indian market ? Give reasons.
4. Review the key variables that affect the marketer's choice of distribution channels.
5. Outline some of the major problems confronting an international advertiser.