

**ANDHRA UNIVERSITY  
SCHOOL OF DISTANCE EDUCATION**

**2-YEAR MBA PROGRAMME**

**I YEAR ASSIGNMENT QUESTION PAPERS 2009-2010**

**101 – MANAGEMENT PROCESS AND BEHAVIOUR**

**Assignment No. 1**

**4 x 5 = 20**

**Answer all Questions :**

1. What are the skills required by a Professional Manager ? What are the functions and roles be performed ?
2. What is MBO ? How do you implement it in an organization.
3. What are the causes for change in an organization ? What are the problems associated with the process of change ? How do you overcome it ?
4. Distinguish between a leader and a manager. Discuss the various styles of leadership ?

**Assignment No. 2**

**4 x 5 = 20**

**Answer all Questions :**

1. Define Planning ? What are steps involved in planning ? Examine the significance of planning ?
2. Critically examine the models of Organisational Behaviour ?
3. What is Organisational Effectiveness ? How can it be achieved ?
4. Discuss the need and significance of Organisational Development ?

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**102 – QUANTITATIVE TECHNIQUES FOR MANAGERIAL DECISIONS**

**Assignment No. 1**

**4 x 5 = 20**

**Answer all Questions :**

1. Solve the following system of linear equations by matrix inversion method :  
$$\begin{aligned}x + 2y + 3z &= 6 \\2x + 4y + z &= 7 \\3x + 2y + 9z &= 14\end{aligned}$$
2. The sales (in Rs. '000) of a product of a company in two districts A and B are shown in the following table. Find the coefficient of variation of the sales and determine which district is consistent in sales.

| Sales | 10-12 | 13-15 | 16-18 | 17-19 | 19-21 | 21-23 | 23-25 |
|-------|-------|-------|-------|-------|-------|-------|-------|
| A     | 24    | 50    | 90    | 60    | 30    | 15    | 7     |
| B     | 15    | 59    | 85    | 70    | 25    | 10    | 8     |

3. (a) The cost of fuel for running a train is proportional to the square of the speed it generates in Km. per hour. It costs Rs. 750 per hour, at a speed of 60 km, per hour. Find the most economical speed if the fixed charges are Rs. 1,000 per hour.

(b) Evaluate (i)  $\int x^2 e^x dx$       (ii)  $\int \frac{1}{\sin^2 x \cos^2 x} dx$

4. Following data relates to the marks obtained by ten students in the internal test and semester-end examination for a maximum of 50 each.

|                   |    |    |    |    |    |    |    |    |    |    |
|-------------------|----|----|----|----|----|----|----|----|----|----|
| Internal Test     | 25 | 28 | 30 | 32 | 35 | 36 | 38 | 39 | 42 | 45 |
| Semester-end exam | 20 | 26 | 29 | 30 | 25 | 15 | 26 | 35 | 35 | 46 |

- (i) Obtain the two regression equations and determine the most likely internal test mark for a semester-end mark of 32 and most likely semester-end mark for a internal test mark of 40.
- (ii) Find the coefficient of correlation from the fitted regression lines.

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**102 – QUANTITATIVE TECHNIQUES FOR MANAGERIAL DECISIONS**

**Assignment No. 2**

**4 x 5 = 20**

**Answer all Questions :**

1. Three bags A, B and C contain the following balls :

|         |         |       |         |       |
|---------|---------|-------|---------|-------|
| Bag A : | 1 white | 3 red | 2 black | balls |
| Bag B : | 3 white | 1 red | 1 black | balls |
| Bag C : | 3 white | 3 red | 3 black | balls |

Two balls are chosen at random from a randomly selected bag. If they are found to be white and red, find the probability that they both come from bag B.

2. A set of 6 similar coins are tossed 640 times and the results are shown in the following table.

|                |   |    |     |     |     |    |    |
|----------------|---|----|-----|-----|-----|----|----|
| No. of heads : | 0 | 1  | 2   | 3   | 4   | 5  | 6  |
| Frequency :    | 7 | 64 | 140 | 210 | 132 | 75 | 12 |

Fit a binomial distribution and obtain the frequencies on the assumption that the coins are symmetrical.

3. (i) What is meant by sampling ? State the advantages involved in sampling. Explain briefly the various methods of random and non-random sampling.

- (ii) A survey of 250 families with three or less number of children revealed the following distribution :

|                           |    |    |    |    |
|---------------------------|----|----|----|----|
| Number of male children   | 0  | 1  | 2  | 3  |
| Number of female children | 3  | 2  | 1  | 0  |
| Number of families        | 42 | 66 | 88 | 54 |

Test whether this data is consistent with the hypothesis that male and female births are equally probable (take  $\alpha = 0.05$ )

4. Four drugs have been developed for a certain disease. These drugs used in three different hospitals, and the results given below, show the number of cases of recovery per 100 people who have taken the drug.

|    |    |    |    |    |
|----|----|----|----|----|
|    | D1 | D2 | D3 | D4 |
| H1 | 19 | 8  | 23 | 8  |
| H2 | 10 | 9  | 12 | 6  |
| H3 | 11 | 13 | 13 | 10 |

What conclusion can you draw based on the Analysis of variance on the difference between hospitals and doctors.

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**103 – BUSINESS ENVIRONMENT**

**Assignment No. 1**

**4 x 5 = 20**

**Answer all Questions :**

1. Explain the concept of business environment. Also examine the impact of political environmental factors on the performance of Indian business during the last three years.
2. Do you subscribe to the view that India has been at a disadvantage position as a sequel to its entry into WTO? Substantiate your argument with appropriate illustrations.
3. What do you mean by 'disinvestment in public sector enterprises' and analyse the trends in this regard in India during the last one decade.
4. Sickness in Indian small industry has been on rise inspite of government's remedial measures to curb it. Discuss.

**Assignment No. 2**

**4 x 5 = 20**

**Answer all Questions :**

1. Do you consider the provisions of 11<sup>th</sup> Five year plan of India have been in consonance with the changing economic environment ? Give reasons for your argument.
2. While explaining the rationale behind announcement of Industrial Policy by the government, critically examine the features of current industrial policies of Indian Government.
3. The global economic recession in the recent past has its adverse impact on India's external trade. Discuss the trends in this regard and government's initiative to tackle it.
4. Financial sector reforms in India made the Indian Financial system vibrant and resilient to treat the consequences of global financial crisis.

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**104 – ACCOUNTING FOR MANAGEMENT**

**Assignment No. 1**

**4 x 5 = 20**

**Answer all Questions :**

1. Elucidate the managerial applications of accounting information.
2. Explain the need for preparing Balance sheet and also give a proforma Balance Sheet with hypothetical data.
3. Discuss the need for analyzing of Common Size and Comparative Balance Sheet.
4. What is a Cost Sheet ? Show the preparation of a cost sheet with hypothetical information.

**Assignment No. 2**

**4 x 5 = 20**

**Answer all Questions :**

1. Define the terms 'Absorption Costing' and 'Marginal Costing'. State the differences between Absorption Costing and Marginal Costing.
2. What are the various circumstances under which material price and material usage variances are likely to arise.
3. What is Zero-based budgeting ? What are the advantages of Zero-based approach over the traditional approach ?
4. A company incurs following expenses to produce 1000 units of an article.

|                                      |            |
|--------------------------------------|------------|
| Direct Material                      | Rs. 60,000 |
| Direct Labour                        | Rs. 30,000 |
| Power (20% fixed)                    | Rs. 20,000 |
| Repairs and Maintenance (15% fixed)  | Rs. 16,000 |
| Depreciation (40% variable)          | Rs. 12,000 |
| Administrative Expenses (100% fixed) | Rs. 24,000 |

Prepare flexible budget showing individual expenses of production levels at 1500 units and 2000 units.

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**105 – ADVANCED MANAGERIAL ECONOMICS**

**Assignment No. 1**

**4 x 5 = 20**

**Answer all Questions :**

1. What is the indifference curve analysis ? What are its properties ?
2. Explain the following :
  - (a) Variation in Demand and change in demand
  - (b) Giffen's paradox
  - (c) Exceptional demand curve
  - (d) Consumer surplus
3. Explain the Price and output determination in monopoly ?
4. Explain various cost curves in the short run ?

**Assignment No. 2**

**4 x 5 = 20**

**Answer all Questions :**

1. Explain the nature of Managerial Economics ? Discuss with examples how managerial economics is an integral part of Business activity.
2. What is the significance of Demand forecasting ? What is the role of time element in the context of Demand forecasting.
3. Explain the concept of returns to scale. Explain what is meant by constant returns, increasing returns, decreasing returns to scale ?
4. Explain Price Discrimination and discriminating monopolist.

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**106 – HUMAN RESOURCE MANAGEMENT**

**Assignment No. 1**

**4 x 5 = 20**

**Answer all Questions :**

1. Discuss the challenges and changing role of HRM in the Globalised environment ?
2. Explain the process of Human Resource Planning. Discuss the role of Job Analysis in HRP.
3. How do you identify training needs in an organisation ? How do you evaluate its effectiveness ?
4. Describe the different schemes of Workers Participation in Management in India. Is Workers participation a success for failure ? Discuss.

**Assignment No. 2**

**4 x 5 = 20**

**Answer all Questions :**

1. Trace the evolution of Human Resource Management ?
2. Examine the principles of wage determination and explain about the payment of wages.
3. What is the mechanism envisaged for prevention and settlement of Industrial Disputes.
4. What is the difference between Collective Bargaining and Worker's Participation in Management. Discuss the role of collective bargaining as a peace mechanism.

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**107 – MARKETING MANAGEMENT**

**Assignment No. 1**

**4 x 5 = 20**

**Answer all Questions :**

1. What are the major changes in the marketing environment in India after liberalization process initiated ?
2. Analyse consumer demographics in India.
3. Explain the New product introduction strategy of DOCOMO mobile services.
4. 'Brands are the values promoted by a company'. Discuss.

**Assignment No. 2**

**4 x 5 = 20**

**Answer all Questions :**

1. Explain the applications of direct marketing for FMCG.
2. What is the impact of culture on India consumer behaviour ?
3. Discuss the pricing strategies of Airtel and BSNL for the Cellular services.
4. How an advertising copy is developed for print media ?

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**108 – FINANCIAL MANAGEMENT**

**Assignment No. 1**

**4 x 5 = 20**

**Answer all Questions :**

1. 'Financial Management is nothing but managerial decision making on asset mix, capital mix and profit allocation'. Explain.
2. How should the finance function of an enterprise be organized ? What functions do the financial manager perform ?
3. "Financial statements suffer from a number of limitations". Discuss
4. What are the main categories of cash inflows and cash outflows as per AS-3 revised ?

**Assignment No. 2**

**4 x 5 = 20**

**Answer all Questions :**

1. Distinguish between the weighted average cost of capital and the marginal cost of capital. Which one should be used in capital budgeting and valuation of the firm? Why?
2. Assuming the existence of the corporate income taxes, describe M.M's position on the issue of an optimal capital structure.
3. 'Bonus shares represent simply a division of corporate pie into a large number of pieces'. Explain.
4. Write notes on :
  - (i) Receivables Management
  - (ii) Inventory Management
  - (iii) Cash Management.

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**109 – OPERATIONS MANAGEMENT**

**Assignment No. 1**

**4 x 5 = 20**

**Answer all Questions :**

1. Discuss the scope of Operations Management.
2. (a) Explain the functions of PPC  
(b) Discuss Mass, Batch and Job order manufacturing systems with their advantages and disadvantages.
3. (a) What are the factors affecting Plant Location ? Discuss  
(b) Explain the principles of material handling.
4. Write notes on the following :
  - (a) Material handling equipment
  - (b) Maintenance management
  - (c) Aggregate planning
  - (d) Role of operations manager

**Assignment No. 2**

**4 x 5 = 20**

**Answer all Questions :**

1. (a) What is Productivity ? Discuss the factors affecting productivity.  
(b) Discuss Method study and work measurement.
2. (a) Define control chart. Discuss attribute and variable control charts.  
(b) Explain (i) ABC analysis (ii) Total Quality management.
3. Write notes on the following :
  - (a) JIT
  - (b) MRP
  - (c) ISO 9000 series
  - (d) Acceptance sampling.
4. The demand for an item in a company is Rs. 18,000 units per year, and the company can produce the item at a rate of 3,000 per month. The cost of one setup is Rs. 500 and the holding cost of one unit per month is 15 paise. The shortage cost of one unit is Rs. 20 per year. Determine the optimum manufacturing quantity and the number of shortages. Also determine the manufacturing time and the time between setups.

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**110 – E-BUSINESS**

**Assignment No. 1**

**4 x 5 = 20**

**Answer all Questions :**

1. Distinguish between E-Business, E-Commerce and E-Marketing. What is the role of Internet in the development of E-business ? Explain.
2. Give a vivid picture of the growth of E-Business in India.
3. What are virtual shopping marts ? Explain with examples various portals which are very popular for online business especially in India.
4. What are E-business Models ? Explain.

**Assignment No. 2**

**4 x 5 = 20**

**Answer all Questions :**

1. Explain the concept of “Digital Firm”. How can a traditional firm be transformed into a ‘Digital Firm’ ?
2. Name a few B2B portals in Indian E-Business scenario and explain their features with examples.
3. What are the components of E-Business Framework ? Explain.
4. Discuss the extended E-business models with examples.