

**INTERNAL ASSIGNMENT QUESTIONS
M.B.A. IV SEMESTER
(2015-2016)**



PROF. G. RAM REDDY CENTRE FOR DISTANCE EDUCATION

(RECOGNISED BY THE DISTANCE EDUCATION BUREAU, UGC, NEW DELHI)

OSMANIA UNIVERSITY

(A University with Potential for Excellence and Re-Accredited by NAAC with "A" Grade)

**DIRECTOR
Prof. SHIVARAJ
Hyderabad – 7 , Telangana State**

**PROF.G.RAM REDDY CENTRE FOR DISTANCE EDUCATION
OSMANIA UNIVERSITY, HYDERABAD – 500 007**

Dear Students,

Date: 05-10-2016

Every student of MBA IV Semester has to write and submit **Two Assignments** for each paper compulsorily. Each assignment carries **15 marks** and for two assignments it is 30 marks. University Examinations will be held for 70 marks. The concerned faculty evaluates these assignment papers. The marks awarded to you will be forwarded to the Controller of Examination, OU for inclusion in the University Examination marks. Without these marks, your results will be incomplete.

Further, you are hereby informed to pay Rs.500/- through DD in favour of Director, PGRRCDE, OU towards Assignment fee and submit the same along with two assignments at MBA counter on or before **12th November 2016** and obtain proper receipt. Assignments without the DD will not be accepted.

Assignments on Printed / Photocopy / Typed papers will not be accepted and will not be valued at any cost. Only hand written Assignments will be accepted and valued.

Methodology for writing the Assignments:

1. First read the subject matter in the course material that is supplied to you.
2. If possible read the subject matter in the books suggested for further reading.
3. You are welcome to use the PGRRCDE Library on all working days and also on Sundays / Second Saturdays for collecting further information on the topic of your assignments. (10.30 am to 5.00 pm.)
4. Give a final reading to the answer you have written and see whether you can delete unimportant or repetitive words.
5. The cover page of the each theory assignments must have information as given in FORMAT below. Separate Format for each Assignment.
6. Write the above said details clearly on every subject assignments paper, otherwise your paper will not be valued.
7. Tag all the assignments paper wise and submit assignment number wise.
8. Submit both the assignments on or before **12th November, 2016** at MBA counter, PGRRCDE, OU on any working day and obtain receipt.

**Dr.N.R. GIRIDHAR
JOINT DIRECTOR**

**PROF.SHIVARAJ
DIRECTOR**

FORMAT

- | | |
|-------------------------------|---|
| 1. NAME OF THE STUDENT | : |
| 2. ENROLLMENT NUMBER | : |
| 3. M.B.A. (I / II / III / IV) | : |
| 4. PAPER | : |
| 5. PAPER CODE | : |
| 6. ASSIGNMENT No. (I / II) | : |
| 7. DATE OF SUBMISSION | : |
| 8. DD.NO. & BANK | : |

**MBA IV SEMESTER
MBA CDE- 401
INTERNAL ASSIGNMENT**

PAPER – I : TECHNOLOGY MANAGEMENT & ENTREPREURSHIP (TME)

ASSIGNMENT - I

I Answer the following 3 Questions. Each Question carries 5 Marks :

1. Explain Technology life cycle by taking suitable example.
2. Discuss the important of technology policy and planning
3. Explain various technology Forecasting Methods.

ASSIGNMENT – II

II Answer the following 3 Questions. Each Question carries 5 Marks :

1. Discuss the various technology transfer models.
2. Discuss the challenges faced by Entrepreneurs
3. Explain about Project appraisal.

**MBA IV SEMESTER
MBA CDE- 402**

INTERNAL ASSIGNMENT

PAPER – II : STRATEGIC MANAGEMENT (SM)

ASSIGNMENT - I

I Answer the following 3 Questions. Each Question carries 5 Marks :

1. What is strategy and strategic Management? Explain how strategic Management is essential for organization ?
2. How can value chain analysis help for organization Identify the core competencies ?
3. Discuss the competitive moves attack and defence strategies ?

ASSIGNMENT – II

II Answer the following 3 Questions. Each Question carries 5 Marks :

1. Describe the different Forms of diversification and give an example each.
2. What are the steps in strategy implementation? Explain ?
3. What are the strategic perspectives of a Balanced Score Card.

**MBA IV SEMESTER
MBA CDE- 403**

INTERNAL ASSIGNMENT

PAPER – III : INTERNATIONAL BUSINESS (IB)

ASSIGNMENT - I

I Answer the following 3 Questions. Each Question carries 5 Marks :

1. What are the stages in internal business ?
2. What is a strategic alliance ? Discuss with examples
3. What is the role of WTO in international business ?

ASSIGNMENT – II

II Answer the following 3 Questions. Each Question carries 5 Marks :

1. What are the approaches to international business ?
2. Discuss the cultural issues in international business
3. Explain the concept of TRIPs and TRIMs in International Business

**MBA IV SEMESTER
MBA CDE- 404**

INTERNAL ASSIGNMENT

PAPER – IV : SUPPLY CHAIN MANAGEMENT (SCM)

ASSIGNMENT - I

I Answer the following 3 Questions. Each Question carries 5 Marks :

1. Explain the role of SCM in business ?
2. What are the functions and advantages of Logistic Management ?
3. What are value delivery systems for SCM ? Explain in Detail ?

ASSIGNMENT – II

II Answer the following 3 Questions. Each Question carries 5 Marks :

1. Explain the advantages and disadvantages of SCM ?
2. What do you understand the Inventory Management in Supply Chain ?
3. Write a note on Retail supply chain management ?

**MBA IV SEMESTER
MBA CDE – 405 : HRM
INTERNAL ASSIGNMENT**

**(ELECTIVE): HRM
PERFORMANCE APPRAISAL & COUNSELLING (PAC)**

ASSIGNMENT – I

I Answer the following 3 Questions. Each Question carries 5 Marks :

1. Define Performance Appraisal and explain modern methods of Performance Appraisal ?
2. Distinguish Performance counseling from Psychological counseling and explain their role in employee development ?
3. Define accurate empathy and explain sequential behavioral process ?

ASSIGNMENT – II

II Answer the following 3 Questions. Each Questions carries 5 Marks :

1. Define Performance Appraisal and explain traditional methods of Performance Appraisal ?
2. Explain the Performance analysis process and its use in enriching employee skills ?
3. Define and discuss the Performance Appraisal format of a manufacturing organization and a service organization ?

**MBA IV SEMESTER
MBA CDE – 406 : HRM
INTERNAL ASSIGNMENT**

**(ELECTIVE): HRM
INDUSTRIAL RELATIONS AND LABOUR LAWS**

ASSIGNMENT – I

I Answer the following 3 Questions. Each Question carries 5 Marks :

1. Define Industrial relations and explain Evolution of Industrial Relations.
2. Define Industrial dispute and explain the hierarchy of dispute settlement bodies as per Industrial Dispute Act 1947.
3. Define a grievance and explain in detail the process of model grievance procedure ?

ASSIGNMENT – II

II Answer the following 3 Questions. Each Questions carries 5 Marks :

1. Define the minimum wages, living wages and fair wages as per Indian labour laws ?
2. What are the preconditions to form a trade union as per Indian trade union Act 1926 and explain a registered trade union, a recognized trade union and a representative trade union.
3. Define collective bargaining and explain its role in creating industrial harmony ?

**MBA IV SEMESTER
MBA CDE – 405 : MARKETING
INTERNAL ASSIGNMENT**

**(ELECTIVE) : MARKETING
CONSUMER BEHAVIOUR (CB)**

ASSIGNMENT – I

I Answer the following 3 Questions. Each Question carries 5 Marks :

1. Define consumer behaviour ? Explain the importance of buying decision process ?
2. Explain the various perspectives on consumer behaviour ?
3. Describe different types of theories in personality ?

ASSIGNMENT – II

II Answer the following 3 Questions. Each Questions carries 5 Marks :

1. Explain the motivational process and measuring motivation ?
2. What do you understand by the brand loyalty ? Briefly explain ?
3. Explain the importance of marketing communication and advertisings ?

**MBA IV SEMESTER
MBA CDE – 406 : MARKETING
INTERNAL ASSIGNMENT**

**(ELECTIVE) : MARKETING
SERVICES MARKETING (SM)**

ASSIGNMENT – I

I Answer the following 3 Questions. Each Question carries 5 Marks :

1. Describe the importance and growth of service industry ?
2. Explain the services of income generating organizations and Non-income generating organizations ?
3. Explain the classifications of 4Is of services ?

ASSIGNMENT – II

II Answer the following 3 Questions. Each Questions carries 5 Marks :

1. Explain the bases of segmentation ?
2. What is market positioning ? What are the strategies for positioning services ?
3. Describe the role of physical evidence in service marketing ?

**MBA IV SEMESTER
MBA CDE – 405: FINANCIAL AREA
INTERNAL ASSIGNMENT**

**ELECTIVE (FINANCIAL AREA)
INTERNATIONAL FINANCE**

ASSIGNMENT - I

I Answer the following 3 Questions. Each Question carries 5 Marks :

1. What are the reasons for growth of multinational enterprises ?
2. What are fundamental parity conditions ? Describe PPP principle
3. What is foreign exchange exposure ? How is it managed ?

ASSIGNMENT – II

II Answer the following 3 Questions. Each Question carries 5 Marks :

1. Discuss the difficulties in evaluating foreign investment.
2. What is forfeiting ? explain its process.
3. Differentiate between centralized and decentralized cash management systems ?

**MBA IV SEMESTER
MBA CDE – 406: FINANCIAL AREA
INTERNAL ASSIGNMENT**

**ELECTIVE (FINANCIAL AREA)
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

ASSIGNMENT - I

I Answer the following 3 Questions. Each Question carries 5 Marks :

1. Write an elaborate note on sources of Investment information.
2. What do you mean by technical analysis? Write a detailed note highlighting its utility ?
3. The face value of a bond is Rs.1000/- within a coupon of 12.5% and 6 years to maturity. If the return is 11% what is the duration of the bond.

ASSIGNMENT – II

II Answer the following 3 Questions. Each Question carries 5 Marks :

1. Compare and contrast CAPM and Arbitrage pricing theory.
2. Explain in detail Markowitz portfolio theory.
3. Three assets X, Y & Z have the following details.

Assets	Returns	Standard deviation
X	11%	6%
Y	15%	11%
Z	18%	15%

The correlation between the returns on X,Y & Z are given below :

Assets	X	Y	Z
X	1.0	0.42	-0.26
Y	0.42	1.0	-0.54
Z	-0.26	-0.54	1.0

Respectively, find the portfolio risk and return?