

**INTERNAL ASSIGNMENT QUESTIONS
M.B.A. III YEAR (year wise)
(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. H.VENKATESHWARLU
Hyderabad – 7 , Telangana State**

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

Dear Students,

Date: 16-04-2016

Every student of MBA III year 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 **31-05-2016** 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 **31-05-2016** at MBA counter, PGRRCDE, OU on any working day and obtain receipt.

**Prof.H.VENKATESHWARLU
DIRECTOR**

FORMAT

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

**MBA III YEAR
INTERNAL ASSIGNMENT**

PAPER – I : TECHNOLOGY MANAGEMENT & ENTREPRENEURSHIP (TME)

ASSIGNMENT - I

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

1. Explain the role and importance of technology management.
2. Explain the forecasting and innovation chain.
3. Explain the challenges of entrepreneurship.

ASSIGNMENT – II

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

1. Describe the forecasting approaches and methodologies of technology.
2. Explain the organization and management of technology assessment.
3. Explain the theories of entrepreneurship.

**MBA III YEAR
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. Highlight the Porters generic Competitive Strategies and its usage to management.
3. Discuss the Attacks and offensive strategics of strategics management.

ASSIGNMENT – II

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

1. Describe the different forms of diversification and give suitable examples of each ?
2. What are the in strategic implementation ? Explain in detail.
3. List down the advantages and disadvantages of a slammed score card.

**MBA III YEAR
INTERNAL ASSIGNMENT**

PAPER – III : INTERNATIONAL BUSINESS (IB)

ASSIGNMENT – I

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

1. Explain the importance of global business.
2. Write the structure and functions of W T O ?
3. Explain briefly about T R I P S.

ASSIGNMENT – II

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

1. Explain the role of regional trade blocks in international business.
2. Write the Methods of international business.
3. Discuss the importance of culture in global business.

**MBA III YEAR
INTERNAL ASSIGNMENT**

PAPER – IV : SUPPLY CHAIN MANAGEMENT (SCM)

ASSIGNMENT – I

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

1. Explain the objectives and function of Supply Chain Management ?
2. What are the main functions of Logistic Management ?
3. What are value delivery systems for Supply Chain Management? Explain the Detail ?

ASSIGNMENT – II

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

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

**MBA III YEAR
INTERNAL ASSIGNMENT**

**(ELECTIVE): HR
PAPER – V : ORGANIZATION DEVELOPMENT AND TEAM BUILDING (ODTB)**

ASSIGNMENT – I

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

1. ' Culture change is most common form of organizational Transformation' Explain
2. 'Teams have always been an important foundation of OD' Elaborate.
3. Discuss about Force Field Analysis as an OD intervention ?

ASSIGNMENT – II

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

1. List and explain the steps involved in Behaviour Modeling.
2. Discuss the conditions that contribute to optimal success in OD efforts.
3. Explain Meredith Belbin's Model of Team Effectiveness.

**MBA III YEAR
INTERNAL ASSIGNMENT**

**(ELECTIVE): HR
PAPER – VI : LEADERSHIP AND CHANGE MANAGEMENT (LCM)**

ASSIGNMENT – I

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

1. What is entrepreneurial leadership style ? List and discuss the various behaviours adopted by the leaders using this style.
2. How does TQM relate to employee empowerment ? What leadership style is suited to TQM.
3. Identify and explain Mentor's ways of helping the protégé .

ASSIGNMENT – II

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

1. What are the impacts of cultural factors on Leadership Practice if you take into account the basic dimensions of National cultures.
2. What is Global culture ? Explain the need for any organizational culture that support a global view.
3. List and summarize the main reasons as to why individuals resist change.

**MBA III YEAR
INTERNAL ASSIGNMENT**

**(ELECTIVE): HR
PAPER – VII : PERFORMANCE APPRAISAL & COUNSELLING (PAC)**

ASSIGNMENT – I

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

1. What is Performance Analysis ? Examine its role in Performance Appraisal process.
2. Briefly explain some of the more popular techniques of Performance Appraisal.
3. Discuss the sequential process of Performance Counselling.

ASSIGNMENT – II

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

1. Give an outline of the Development Model of helping and explain its various stages.
2. Explain the various skills involved in the helper's skills of Stage II of Development Model of helping.
3. What are the principles of behavior concerning change ? Examine their role in helping process.

**MBA III YEAR
INTERNAL ASSIGNMENT**

**(ELECTIVE): HR
PAPER – VIII : INDUSTRIAL RELATIONS & LABOUR LAWS (IRLL)**

ASSIGNMENT – I

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

1. Critically evaluate the labour Administration in India and explain the classification of labour Laws.
2. Discuss the salient features of the Laws related to employee benefits.
3. Write a short note on wage administration in India.

ASSIGNMENT – II

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

1. Write a note on labour policy in India and discuss the judiciary related to child labour.
2. Discuss the trade union leadership in India and the role of collective bargaining in promoting industrial amity and peace.
3. Critically evaluate the future of employee relations considering the factors of influence and different perspectives.

**MBA III YEAR
INTERNAL ASSIGNMENT**

**(ELECTIVE) : MARKETING
PAPER – V : PRODUCT MANAGEMENT (PM)**

ASSIGNMENT – I

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

1. Explain the Importance of product line and product mix with suitable examples,
2. What do you understand by product positioning? How does it differ from product re-positioning
3. Discuss in detail the BCG and GE portfolio models with an appropriate examples.

ASSIGNMENT – II

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

1. Briefly discuss how ADOPTER model is helpful in designing of ADOPTEST model.
2. Discuss the venture model in detail.
3. Define MAR MIX ? What are the objective of MAR MIX ?

**MBA III YEAR
INTERNAL ASSIGNMENT**

**(ELECTIVE) : MARKETING
PAPER – VI : PROMOTION AND DISTRIBUTION MANAGEMENT (PDM)**

ASSIGNMENT – I

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

1. Explain the concept of Integrated Marketing and write its importance in the modern marketing scenario.
2. What is DAG MAR ? How is DAG MAR, Improvement over the previous approaches for measuring advertising.
3. Distinguish between sales management personal selling and salesmanship and the relationship among them.

ASSIGNMENT – II

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

1. Explain the different types of vertical marketing channel and the discuss importance of Horizontal Marketing Channel.
2. Define the advertising ? Explain different kinds of advertising ?
3. Explain the benefits of advertising to consumers and salesman and sourcing.

**MBA III YEAR
INTERNAL ASSIGNMENT**

**(ELECTIVE) : MARKETING
PAPER – VII : 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 and 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 advertising ?

**MBA III YEAR
INTERNAL ASSIGNMENT**

**(ELECTIVE) : MARKETING
PAPER – VIII : 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 classification 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 III YEAR
INTERNAL ASSIGNMENT**

**ELECTIVE : FINANCE
PAPER – V : STRATEGIC FINANCIAL DECISIONS (SFD)**

ASSIGNMENT – I

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

1. Explain the Marakon approach to value based management.
2. Explain the concept and causes of capital Rationing?
3. Explain the types of mergers.

ASSIGNMENT – II

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

1. Explain the concept and rationale of Social Cost Benefit Analysis (SCBA).
2. Explain the risk reporting process in corporate.
3. Explain the model for new product development.

**MBA III YEAR
INTERNAL ASSIGNMENT**

**ELECTIVE : FINANCE
PAPER – VI : FINANCIAL SYSTEM AND SERVICES (FSS)**

ASSIGNMENT – I

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

1. Discuss the constituent of money market and capital market in India.
2. What is a stock exchange ? Explain its functions.
3. Discuss the problems facing the Indian Secondary market.

ASSIGNMENT – II

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

1. What is development banking ? Discuss the functions of development banks in India and the challenges they face.
2. What is venture capital financing ? Explain the venture capital exit strategies.
3. Describe the process for financial evaluation of factoring. Also explain accounting system followed.

**MBA III YEAR
INTERNAL ASSIGNMENT**

**(ELECTIVE) : FINANCE
PAPER – VII : INTERNATIONAL FINANCE (IF)**

ASSIGNMENT – I

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

1. Explain the evolution of the international financial system.
2. Describe the Purchasing Power Parity and the Interest Rate parity theories.
3. Explain the various types of risk in MNCs.

ASSIGNMENT – II

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

1. Describe the internal methods of hedging risk.
2. Explain the various financial instruments in international capital markets.
3. Differentiate between forwards and futures.

**MBA III YEAR
INTERNAL ASSIGNMENT**

**ELECTIVE : FINANCE
PAPER – VIII : SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT (SAPM)**

ASSIGNMENT – I

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

1. Discuss the various dividend discount models of equity valuation.
2. Explain in detail the Harry Markowitz's portfolio theory.
3. Three assets x,y and z have the following details.

| Assets | Return | Standard Deviation |
|--------|--------|--------------------|
| X | 16% | 12% |
| Y | 12% | 9% |
| Z | 22% | 16% |

The correlation between the returns on three assets is given to in the following matrix.

| | X | Y | Z |
|---|-------|-------|-------|
| X | 1.00 | -0.63 | -0.42 |
| Y | -0.63 | 1.00 | 0.26 |
| Z | -0.42 | 0.26 | 1.00 |

If a portfolio is created by investing 35% and 25% of the funds in assets X and Y respectively. What would be the returns and risk of that portfolio ?.

ASSIGNMENT – II

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

1. Explain the detail the concept of efficient market Hypothesis .
2. State and explain the various bond – Price theorems.
3. The face value of a bond is Rs.1000, with a coupon of 12%. Payable semi-annually. The time to maturity is 15 years and the Market rate of interest is 8%. You are required to find the duration and modified duration of the bond.
