

INTERNAL ASSIGNMENT QUESTIONS
M.B.A. I SEMESTER
(2018 - 2019)



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. C. GANESH
Hyderabad – 7, Telangana State

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

Dear Students,

Every student of MBA I 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 marks awarded to you will be forwarded to the Controller of Examination, OU for inclusion in the University Examination marks. The candidates have to pay the examination fee and submit the Internal Assignment in the same academic year. If a candidate fails to submit the Internal Assignment after payment of the examination fee he will not be given an opportunity to submit the Internal Assignment afterwards, if you fail to submit Internal Assignments before the stipulated date the Internal marks will not be added to University examination marks under any circumstances.

You are required to **pay Rs.500/-** towards the Internal Assignment Fee through Online along with Examination fee and submit the Internal Assignments along with the Fee payment receipt at the concerned counter.

ASSIGNMENT WITHOUT ON-LINE PAYMENT RECEIPT 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 including Sunday for collecting 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.

FORMAT

1. NAME OF THE COURSE :
2. NAME OF THE STUDENT :
3. ENROLLMENT NUMBER :
4. NAME OF THE PAPER :
5. DATE OF SUBMISSION :
6. Write the above said details clearly on every assignments paper, otherwise your paper will not be valued.
7. Tag all the assignments paper-wise and submit
8. Submit the assignments on or before 2nd April, 2019 at the concerned counter at PGRRCDE, OU on any working day and obtain receipt.

**Prof. C. GANESH
DIRECTOR**

:

**MBA I SEMESTER
(CDE) - 101
INTERNAL ASSIGNMENT**

PAPER: I ORGANISATION THEORY AND BEHAVIOUR (OTB)

ASSIGNMENT – I

I Answer the following 3 Questions. Each Question carries 5 Marks : 3x5=15

1. What is Management. What is the contribution of Federic W.Taylor to Management ?
2. Explain the concept of Perception.
3. What is Leadership? Explain any two theories of Leadership.

ASSIGNMENT – II

II Answer the following 3 Questions. Each Question carries 5 Marks : 3x5=15

1. What is the contribution of Henry Fayol to the field of Management.
2. What is motivation. Explain Maslow's Hierarchy of Needs. .
3. What is Resistance to Change ? How do you overcome the Resistance to Change ?

**MBA I SEMESTER
(CDE) - 102
INTERNAL ASSIGNMENT**

PAPER: II MANAGERIAL ECONOMICS (ME)

ASSIGNMENT - I

I Answer the following 3 Questions. Each Question carries 5 Marks : 3x5=15

1. Explain the role and functions of the Managerial economist in business ?
2. Discuss the types of elasticities with suitable examples.
3. Compare and contrast Cob-Douglas and CES production function.

ASSIGNMENT – II

II Answer the following 3 Questions. Each Question carries 5 Marks : 3x5=15

1. Explain the features of Oligopoly. How price and output decisions are taken under Oligopoly?
2. Discuss the different pricing strategies. Which are useful to the Managers?
3. Discuss about various types of games with appropriate examples.

**MBA I SEMESTER
(CDE) - 103
INTERNAL ASSIGNMENT**

PAPER: III FINANCIAL ACCOUNTING AND ANALYSIS (FA&A)

ASSIGNMENT – I

I Answer the following 3 Questions. Each Question carries 5 Marks : 3x5=15

1. Critically discuss the Accounting Concepts and Accounting Conventions and their implications on the Accounting Information with suitable examples.
2. Answer the following :
 - a) Explain the process of “Accounting Cycle”
 - b) Capital Expenditure vs Revenue Expenditure
 - c) Accounting Standards (AS) related to Depreciation and Inventory Valuation.
3. Answer the following :
 - a) Draw the format of terminal accounts (Final Accounts) of companies
 - b) Carry forward and set off losses

ASSIGNMENT – II

II Answer the following 3 Questions. Each Question carries 5 Marks : 3x5=15

1. What is Financial Analysis ? Discuss various types of ratios and their utility in interpreting the financial information.
2. Answer the following :
 - a) Balance score card
 - b) Common size and index analysis
 - c) Horizontal and vertical analysis of ratios
3. Answer the following :
 - a) Explain the concept of Funds Flow Analysis
 - b) Draw the format of both Funds Flow and Cash Flow

**MBA I SEMESTER
(CDE) - 104
INTERNAL ASSIGNMENT**

PAPER – IV : PRINCIPLES OF MARKETING (POM)

Assignment – I

I Answer the following 3 Questions. Each Question carries 5 Marks : 3x5=15

1. Explain the various Pricing Strategies.
2. Differentiate the concept of Selling and Marketing.
3. Explain the levels and bases for Segmentation.

Assignment – II

II Answer the following 3 Questions. Each Question carries 5 Marks : 3x5=15

1. Explain the various stages of Product Life Cycle.
2. What are the various stages in New Product Development ?
3. Write briefly about the various Sales Forecasting Methods.

**MBA I SEMESTER
(CDE) - 105
INTERNAL ASSIGNMENT**

PAPER – V : STATISTICS FOR MANAGEMENT (SFM)

Assignment – I

I Answer the following 3 Questions. Each Question carries 5 Marks : 3x5=15

1. What is probability ? State and explain probability theorems with suitable examples.
2. State the conditions for using Binomial distribution.
3. Explain Non-Probabilistic Sampling methods.

Assignment – II

II Answer the following 3 Questions. Each Question carries 5 Marks : 3x5=15

1. Explain Hypothesis Testing.
2. Explain Two way ANOVA.
3. Write an essay on Correlation and Regression.

**MBA I SEMESTER
(CDE) - 106
INTERNAL ASSIGNMENT**

PAPER – VI: INTRODUCTION TO INFORMATION TECHNOLOGY (IIT)

Assignment – I

I Answer the following 3 Questions. Each Question carries 5 Marks : 3x5=15

1. Explain about various types of Memory Devices.
2. Explain the features of GUI Operating Systems.
3. Explain about Data Communication.

Assignment – II

II Answer the following 3 Questions. Each Question carries 5 Marks : 3x5=15

1. Explain about Business Applications of Internet.
2. Describe the steps in Program Development.
3. Explain Graphical Features and Data Management Tools in MS-EXCEL.