

INTERNAL ASSIGNMENT QUESTIONS
M.B.A. III 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 III 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**

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**MBA III SEMESTER
(CDE) - 301**

PAPER – I : MANAGEMENT INFORMATION SYSTEMS

ASSIGNMENT - I

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

1. Define Computer – Based MIS. Discuss the strategic features of MIS.
2. Explain the theory of Normalization with suitable example.
3. Explain about Specialized Databases.

ASSIGNMENT – II

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

1. Define Prototyping. Explain the features of prototyping and types of prototyping.
2. Explain the differences between Operational, Tactical and Strategic IS.
3. Describe the features of Human Resources Information Systems (HRIS).

**MBA III SEMESTER
(CDE) - 302**

PAPER – II : BUSINESS COMMUNICATIONS

ASSIGNMENT - I

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

1. What are the various Barriers of Communication ?
2. Explain in detail about the characteristics of Non Verbal Communication.
3. Write about various Negotiation approaches.

ASSIGNMENT – II

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

1. Explain briefly about the effective presentation strategies.
2. Write about the types of reports.
3. Discuss about the elements of Good Listening.

**MBA III SEMESTER
(CDE) - 304**

PAPER – IV : PRODUCTION & OPERATIONS MANAGEMENT

ASSIGNMENT – I

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

1. Define and distinguish Production Management and Operation Management? Write in detail about the evolution of production management as operations management
2. a) Give an elaborate presentation of the relationship between Product Life Cycle and Process Life Cycle.
b) Compare and contrast product layout and process layout.
3. Processing time required for five jobs on three machines are given below :

Jobs	Processing Times		
	Machine – I	Machine - II	Machine – III
A	16	8	14
B	21	12	10
C	14	9	16
D	18	14	12
E	22	12	18

The processing time is given in minutes and each job has to be processed on the three machines successively you are required to define the optimal sequence in which the jobs can be processed and find the total completion time of the jobs. Idle time of machines and waiting time of the jobs.

ASSIGNMENT – II

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

1. What do you mean by Methods Study ? Discuss the various techniques of Methods Study.
2. a) Discuss in detail the selection and evaluation of vendors.
b) Distinguish between Preventive and Corrective Maintenance Management
3. The annual requirement of an item in a form is 90,000 units. The cost per unit is Rs.99. The cost of placing an order is Rs.325 and the carrying cost per unit per annum is 9% of the unit cost you are required to find
 - a) EOQ and number of Orders in a year
 - b) If the carrying cost increased by 15% from the existing level. What will be the EOQ and number of orders in a year.
 - c) If the ordering cost decreases by Rs.75 from current level, other data remaining same. What will be the EOQ and number of orders in a year.

**MBA III SEMESTER
(CDE) - 305**

ELECTIVE: Human Resource Management

PAPER –V : ORGANISATION DEVELOPMENT AND TEAM BUILDING

ASSIGNMENT - I

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

1. What is a Learning Organisation ? Explain its characteristics and importance in the global competition.
2. Discuss how CD process can be managed with illustrating the 6 – Box model.
3. Write note on the following approaches to term building.
 - a) John – Blair out door training.
 - b) Edgar Schein's the task approach.

ASSIGNMENT – II

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

1. Write notes on a) Group Interventions b) Structural Interventions
2. Write notes on a) Quality circles b) PWL Projects
3. Define client system and discuss the issues in consultant – client relationship.

**MBA III SEMESTER
(CDE) - 306**

**ELECTIVE: Human Resource Management
PAPER –VI : LEADERSHIP AND CHANGE MANAGEMENT**

ASSIGNMENT - I

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

1. What is the importance of leadership in an organization ?
2. What is the role of leader in shaping and reinforcing culture?
3. What is change ? How do you overcome resistance to change?

ASSIGNMENT - II

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

1. Write about Managerial Grid Style of Leadership.
2. What are the different types of change?
3. List the characteristics of a creative leader.

**MBA III SEMESTER
(CDE) - 305**

ELECTIVE: MARKETING

PAPER –V : PRODUCT MANAGEMENT

ASSIGNMENT - I

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

1. Discuss the Product Mix and Product Line with suitable examples.
2. What do you understand by product positioning? How does it differ from Product Repositioning?
3. Differentiate between the various portfolio models studied.

ASSIGNMENT - II

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

1. What is ADOPTEST model ? Explain its operationalisation in detail.
2. Discuss the different sources customer based structured and unstructured idea generation techniques
3. Discuss the MARMIX model with suitable examples.

**MBA III SEMESTER
(CDE) - 306**

ELECTIVE : MARKETING

PAPER-VI: PROMOTION AND DISTRIBUTION MANAGEMENT

ASSIGNMENT - I

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

1. Explain the concept of Integrated Marketing scenario and write its Importance in the modern marketing scenario.
2. What is DAGMAR ? How is DAGMAR an improvement over the previous approaches for measuring advertising ?
3. Distinguish Media Plan from Media Strategy ?

ASSIGNMENT - II

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

1. Describe the different sources of Sales force recruitment.
2. Differentiate between VMC & HMC with suitable examples.
3. Briefly discuss the different types of consumer promotions & trade promotions ?

**MBA III SEMESTER
(CDE) – 305**

**ELECTIVE: FINANCE
PAPER –V : STRATEGIC FINANCIAL DECISIONS**

ASSIGNMENT - I

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

1. Answer the following :
 - a) Corporate valuation vs Value Based Management
 - b) Rationale of shareholder's wealth maximization
 - c) Important aspects of corporate governance

2. Answer the following :
 - a) Simulation approach
 - b) Managerial options (Such as option to expand.....)
 - c) BCG approach

3. Answer the following :
 - a) Explain the concept and rationale of SCBA
 - b) Explain various types of Mergers

ASSIGNMENT – II

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

1. Answer the following :
 - a. Sell off and divestitures
 - b. Cross boarder acquisitions
 - c. Risk vs uncertainty

2. Answer the following :
 - a. Internal Risk vs External Risk
 - b. How does total risk matters ? Explain the characteristics of high risk firms and also explain what measures to be applied to reduce such risk
 - c. BCG approach

3. Answer the following :
 - a. Critically discuss the model for new product development
 - b. Arbitrage transactions and non arbitrage transactions

**MBA III SEMESTER
(CDE) - 306**

**ELECTIVE: FINANCE
PAPER –VI : FINANCIAL SYSTEM AND SERVICES**

ASSIGNMENT - I

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

1. Explain the following term briefly.

- a) Primary Market b) Book building
c) Underwriting d) Financial Intermediation e) SEBI

2. a) Explain how RBI regulates Banks with the help of SLR and CRR.

b) Write a detailed note regarding the Non-Banking Financial Institutions' Policies and Performance.

3. What is Asset – Liability Management ? Explain how ALM can be deployed to Manage Financial Risk of a bank.

ASSIGNMENT – II

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

1. Discuss the various types of Learning contracts by highlighting their advantages and disadvantages.

2. Project requires an Investment of Rs.2.25 crores, life of 5 years and salvage value of Rs.16.00 Lakhs. Tan rate is 30% and straight line method of depreciation is followed.

The Management can buy the equipment by borrowing the required fund at a rate of 14% p.a. or Lease the equipment for the required period @t Rs.145 / Rs.1000 payable annually in arrear.

Should the Management buy or lease the equipment.

3. a) Define venture capital and discuss in detail its features.
b) Discuss the benefits of factoring to clients.