

# Internal Assignments Questions

M.B.A. (III Year)

(2012-2013)

Director

Prof. M. UPENDER



PROF. G. RAM REDDY CENTRE FOR DISTANCE EDUCATION

*(RECOGNISED BY THE DISTANCE EDUCATION COUNCIL, NEW DELHI.)*

OSMANIA UNIVERSITY

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

HYDERABAD – 500 007 (A.P.) INDIA

# PROF.G.RAM REDDY CENTRE FOR DISTANCE EDUCATION

## OSMANIA UNIVERSITY : : HYDERABAD – 500 007

### Dear Students,

We are giving you internal assignments Questions for each paper in MBA III year (2012-2013). As you are aware that every student of MBA III year has to write and submit **two Assignments** for each paper compulsorily. 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. 300/- 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 10-06-2013 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.
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 10-06-2013 at M.B.A counter PGRRCDE, OU on any working day and obtain receipt.



**Joint Director**



**DIRECTOR**

### FORMAT

1. NAME OF THE STUDENT : \_\_\_\_\_
2. ENROLLMENT NUMBER : \_\_\_\_\_
3. MBA YEAR (I/II/III) : \_\_\_\_\_
4. PAPER : \_\_\_\_\_
5. PAPER CODE : \_\_\_\_\_
6. ASSIGNMENT NO. (I/II) : \_\_\_\_\_
7. DATE OF SUBMISSION : \_\_\_\_\_

# **TECHNOLOGY MANAGEMENT AND ENTERPRENUERSHIP**

## **Assignment - I**

**Note: Answer the following questions, carrying equal Marks.**

- 1) Explain the Concept of technology Life Cycle with suitable examples.
- 2) Discuss about technology forecasting techniques used by technology drivers enterprises.
- 3) Write Short notes on :
  - a) Innovation chain
  - b) Technology diffusion
  - c) Technology Policy in India
  - d) Technology acquisition

## **Assignment - II**

**Note: Answer the following questions**

- 1) Discuss about technology transfer Models and their suitability to Indian scenario.
- 2) “technological innovation and Entrepreneurship compliment and supplement each other”  
Discuss.
- 3) What are the sources of new business Ideas? Discuss about each in detail.

# **STRATEGIC MANAGEMENT**

## **Assignment I**

**Each Question carries Five Marks**

- 1) Define Strategy, Vision, Mission, Goals and Objectives with examples?
- 2) What are the elements of Macro environment? Explain.
- 3) Explain the five Force model of porter.

## **Assignment II**

- 1) What are the elements of Micro environment? Explain.
- 2) What is porter's diamond? Explain.
- 3) What are the Strategies for Fragmented Industries?

# **SUPPLY CHAIN MANAGEMENT**

## **Assignment – I**

**Answer the following. Each Answer carries 5 Marks**

- 1) What is SCM? Diagrammatically show various components of a SC. Discuss the role and importance of various Supply Chain Drivers in the today's global business.
- 2) Write a note on the importance of inventory management in SCM. Explain various types of inventory policies across SC?
- 3) What is strategic fit? How globalization made strategic fit even more important to a company's success?

## **Assignment – II**

**Answer the following. Each Answer carries 5 Marks**

- 1) What is benchmarking? List and discuss various types of benchmarking in supply chain?
- 2) Write a detailed note on various strategic issues that impact a supply chain by giving suitable examples?
- 3) What is retail supply chain? What are the issues and problems associated with retail logistics management?

# **INTERNATIONAL BUSINESS**

## **Assignment – I**

- 1) Explain the nature and importance of International business?
- 2) What are different managerial approaches available to MNC managers. Explain.
- 3) Explain the organizational structure and Functions of W.T.O.

## **Assignment – II**

- 1) Discuss between European union (EU) and SAARC.
- 2) What is entry strategy analysis? How does it help in ensuring profitability of MNC's. Discuss.
- 3) Write in detail about the various elements of organization structure.

**ORGANIZATION DEVELOPMENT AND TEAM BUILDING**  
**ELECTIVE (HR)**

**Assignment – I**

- 1) Explain fully the most popular definition of OD.
- 2) Explain marvin weisbord's six-box model
- 3) Briefly explain the major families of major families of OD interventions.

**Assignment – II**

- 1) Explain the role analysis Technique in OD.
- 2) Explain briefly the structural interventions.
- 3) Explain any one popular approach to team building that you have studied.

# **LEADERSHIP AND CHANGE MANAGEMENT**

## **ELECTIVE (HR)**

### **Assignment – I**

- 1) Identify and explain the key motives that contribute to leadership effectiveness.
- 2) How do leaders foster total quality management?
- 3) Explain the concept and meaning of mentoring.

### **Assignment – II**

- 1) Why is change important for managers and organizations?
- 2) How can we minimize resistance to change?
- 3) How can individual and group creativity be stimulated in organizations?



# **PERFORMANCE APPRAISAL AND COUNSELLING**

## **ELECTIVE (HR)**

### **Assignment – I**

**Answer the following three (3) questions.**

- 1) Define Performance Appraisal and explain traditional methods of Performance Appraisals?
- 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?

### **Assignment - II**

**Answer the following three (3) questions.**

- 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?

# **INDUSTRIAL RELATIONS AND LABOUR LAWS**

## **ELECTIVE (HR)**

### **Assignment - I**

**Answer the following three (3) questions.**

- 1) Define Industrial relations and explain Evolution of IR.
- 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**

**Answer the following three (3) questions.**

- 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?

# **PRODUCT MANAGEMENT**

## **ELECTIVE (MARKETING)**

### **Assignment - I**

- 1) HOW can a company build and manage its product mix and product lines?
- 2) write a note on G.E/ Mckinney's approach of product portfolio analysis.
- 3) Explain the positioning and Repositioning Strategies with appropriate examples.

### **Assignment - II**

- 1) Explain the concepts of product map , Market map and Joint space maps with Suitable example ?
- 2) What are the similarities and dissimilarities of Designer and stratop models?
- 3.) Examine the different decision areas of test marketing . Relate your answer With test marketing activity you have known in the Indian context.

# **PROMOTION AND DISTRIBUTION MANAGEMENT**

## **ELECTIVE (MARKETING)**

### **Assignment – I**

- 1) Explain the role of advertising and sales promotion for consumer and Industrial marketing.
- 2) How do you establish advertising objectives? Explain DAGMAR approach of setting advertising objectives.
- 3) Explain the process of developing media strategy for an advertisement meant for consumer market.

### **Assignment – II**

- 1) What is salesmanship? How do you develop personal selling strategy?
- 2) Generally what kind of channel design is considered for the following products.
  - (a) Premium wrist watch
  - (b) Washing Powder
  - (c) Drilling Machine.
- 3) How do you develop and operate sales promotion Strategy for an FMCG product.

# **CONSUMER BEHAVIOUR**

## **ELECTIVE (MARKETING)**

### **Assignment – I**

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

### **Assignment - II**

- 1) Explain 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?

# **SERVICES MARKETING**

## **ELECTIVE (MARKETING)**

### **Assignment - I**

- 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**

- 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?

# SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

## ELECTIVE (FINANCE)

### ASSIGNMENT – I

(Max. Marks: 15)

- 1) (a) Define investment. Explain various steps involved in the process of investment decision.  
(b)(i) Define risk. Discuss various types of risks with suitable examples.  
(ii) Ex-post and Ex-ante return.
- 2) (a) What is a fixed income security? Discuss various types of fixed income securities that are currently available to the investor.  
(b) What is bond? How is it different from a normal Security? Discuss various bond theorems.  
(c) write a brief note about SEBI (approximately 2 pages)
- 3) (a) What is the significance of the p/e ratio? How it helps investor on determining the rationality of the price of a share?  
(b) Explain how macro economic variables affect the stock market prices? Explain.  
(c) What is EMH? Explain various assumptions of EMH?  
(d) Critically evaluate the theory of Markowitz? Discuss the assumptions.

### ASSIGNMENT-II

(Max. Marks: 15)

- 1) (a) Explain the applications of capital Asset pricing Theory (CAPM) and also discuss about the underlying assumptions of CAPM  
(b) Describe the Arbitrage pricing Theory (APT). Compare and contrast APT and CAPM
- 2) (a) Define mutual fund. Explain the evolution, classification and advantages of mutual funds.  
(b) Discuss the regulatory framework of mutual Funds in India. Do you suggest any more regulations/ amendments need to be incorporated?
- 3) (a) Define what is derivative? Explain its meaning and types of derivatives with suitable examples.  
(b) (i) American option vs European option.  
(ii) Discuss the applications of Black and scholes option pricing model with your own example.

# STRATEGIC FINANCIAL DECISIONS

## ELECTIVE (FINANCE)

### Assignment – I

- 1 Explain the comparable company approach to determine the value of the firm.
- 2 Feel good Entertainment [FGE] earns a return on equity of 27%. The dividend payout ratio is 0.6. The required return FGE is 18%. If the book value per share is Rs. 11.25, you are required to Find
  - i) The Mkt. price of FGE , as per market on approach and
  - ii) The payout ratio needed to maintain the market price per share, when the return on equity falls to 22%.
- 3 Define capital rationing and explain the various methods of selecting projects in case of unstrained capital.

### Assignment – II

- 1 Explain in detail the characteristics of high risk firms.
- 2 Classify and explain the various types of risk applicable to a financial services firm.
- 3 Two firms x-Ltd & Y-Ltd have the following data.

Particulars	X-Ltd	Y-Ltd
Mkt.price per share(Rs.)	90	22.50
No. of Equity shares	1,20,000	60,000
Mkt.Value of the firms	1,08,00,000	13,50,000

Mkt. value of the firm X – Ltd. Intends to pay Rs. 16,87,500 cash for firm Y-Ltd. What is the cost of merger, if the merger is financed by cash and stock.



# **INTERNATIONAL FINANCE**

## **ELECTIVE (FINANCE)**

### **Assignment – I**

- 1) Describe the long term international instruments used for raising capital.
- 2) Define exposure. What are the different kinds of exposure? Describe them.
- 3) Describe the international monetary system.

### **Assignment – II**

- 1) Explain the objectives of a firm in a multinational setting.
- 2) Describe the international quotes in markets. Explain the procedure in which discount as premium is calculated.
- 3) Describe the various methods of hedging.

# Financial System And Services

## ELECTIVE (FINANCE)

### **Assignment I**

**Answer all questions (15 marks)**

- 1) What are the constituents of the Indian financial system? Describe in detail, the primary securities market and secondary securities market in India.
- 2) What are the risks management strategies of commercial banks?
- 3) What are the features of a lease? What are its advantages to the lessor and the lessee? How does a Lease differ from a hire purchase contract?

### **Assignment II**

**Answer all questions (15 marks)**

- 1) What is venture capital financing? What is the need of venture capital in an emerging economy like India?
- 2) What is factoring ? Describe i) different types of factoring ii) the factoring process.
- 3) What is the meaning of and the functions Credit rating ? Explain the various credit rating symbols.