

**INTERNAL ASSIGNMENT QUESTIONS  
M.B.A. IV SEMESTER  
(2016-2017)**



**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 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 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 Internal Assignment Fee through Online only([www.oucde.net](http://www.oucde.net)) and submit the same along with assignments and Fee payment Print Receipt at the concerned counter **on or before 10<sup>th</sup> October, 2017** and obtain proper receipt.

**ASSIGNMENT WITHOUT THE ONLINE 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 **10<sup>th</sup> October, 2017** at the concerned counter at PGRRCDE, OU on any working day and obtain receipt.

**Prof. C. GANESH  
DIRECTOR**

**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. What is Technological life cycle ? Explain with example.
2. What are the different ways a company can acquire technology ?
3. Elaborate the different stages\_of technology development.

**ASSIGNMENT – II**

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

1. Explain the different steps of the technological innovation process.
2. Define strategy. What do you mean by a formulation of a strategy ?
3. Explain the government role in developing entrepreneurship in India.

**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 organisation ?
2. What is diversification? Explain the reasons for diversification.
3. How can value chain analysis help identify the core competencies ?

**ASSIGNMENT – II**

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

1. Describe different types of Attack / Offensive and defensive move and their suitability in different conditions.
2. What are the different approaches to strategy implementation ? Explain in detail.
3. What is the process involved in the implementation 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 is international business ? Explain the approaches of International Business.
2. Critically examine the theory of absolute advantage ?
3. Write the objectives and functions of W.T.O.

**ASSIGNMENT – II**

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

1. What are the forms of economic integration ? Explain.
2. Explain global market Entry strategies.
3. Write the objectives and functions of Strategic Alliances.

**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 importance of Supply Chain Management (SCM) in business ?
2. What are the advantages and disadvantages 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 scope and future of SCM ?
2. Discuss the role of the Inventory Management in Supply Chain ?
3. Write a note on impact of Retail in supply chain management ?

**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 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**

**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 ?  
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 : HRM  
INTERNAL ASSIGNMENT**

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

**ASSIGNMENT – I**

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

1. What is balanced score card ? Explain the modus operandi used for balanced score card.
2. What is Performance Appraisal ? What are the modern methods of Performance Appraisal.
3. What is confrontation ? Explain how confrontation as a skill is used for the client and not against the client.

**ASSIGNMENT – II**

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

1. What is Performance Appraisal. ? What are the traditional methods you are aware of.
2. What is self Appraisal ? What are the advantages and limitations of self appraisal.
3. What is attending ? Explain the importance of attending in the process of helping.



**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 “Personality”. What are the various theories of Personality ?
2. Explain the Communication Process.
3. Write short notes on a) SOCIAL CLASS b) CULTURE & SUB CULTURE

**ASSIGNMENT – II**

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

1. Explain the significance of “Family” in Consumer Behaviour.
2. Explain the buying decision process.
3. Explain a simple model of Consumer Behaviour.

**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 4 I s 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. Discuss the importance of International Finance in the context of globalisation.
2. What are fundamental parity conditions ? Explain the assumptions and theory of PPP.
3. Describe the features and uses of currency futures and currency options.

**ASSIGNMENT – II**

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

1. Discuss the difficulties in the appraisal of an overseas capital budgeting proposal.
2. Write a note on the instruments issued in euro credit market, and euro bond market.
3. What are objectives of multinational cash management ? Explain the techniques to optimise cash.

**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. What do you mean by financial assets ? Explain in detail the investment decision process.
2. State and explain the various Bond – Price theorems.
3. The face value of a bond is Rs.1000/- within a coupon of 12% and 8 years to maturity. Consider the YTM to be 10% and find the duration of the bond, if the coupons are paid semi-annually.

**ASSIGNMENT – II**

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

1. Compare and contrast Capital Asset Pricing Model and Arbitrage Pricing theory. Which one of them is practically relevant and Why ?
2. Define Mutual Fund. Explain in detail the various types of Mutual funds, their advantages and limitations.
3. Three assets X, Y & Z have returns and risk as below.

<b>Funds</b>	<b>Returns</b>	<b>Risk</b>
X	9%	7%
Y	12%	9%
Z	18%	12%

The proportions of investment are 25%, 35% and 40%. The correlation co-efficient between their returns are given as:

$P_{xy} = - 0.43$ ,  $P_{yz} = 0.32$  and  $P_{zx} = 0.64$ . Find the risk and return of the three asset portfolio.