

**INTERNAL ASSIGNMENT QUESTIONS
M.B.A. III 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. SHIVARAJ
Hyderabad – 7 , Telangana State

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

Dear Students,

Date: 28-04-2017.

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 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 submit two assignments at MBA counter on or before **25th May, 2017** and obtain acknowledge.

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 **25th May, 2017** at MBA counter, PGRRCDE, OU on any working day and obtain receipt.

**Dr.N.R. GIRIDHAR
JOINT DIRECTOR**

**PROF.SHIVARAJ
DIRECTOR**

FORMAT

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

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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 :

1. Discuss the benefits and limitations of MIS.
2. Explain the evolution of Information Systems
3. Explain normalization and its importance in database design.

ASSIGNMENT – II

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

1. Explain the concept of management by – wire with suitable examples.
2. Describe the features of SSAD.
3. Discuss the features of Human Resources Information System.

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

PAPER – II : BUSINESS COMMUNICATION

ASSIGNMENT - I

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

1. What are the barriers to effective communication and how does overcome them ?
2. Discuss in detail the various types of Interviews
3. What is a group discussion ? Describe the procedure for conducting a group discussion

ASSIGNMENT – II

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

1. What are the various negotiation techniques ?
2. How does the written communication differ from oral communication ?
3. Describe about the various Formats / types of Resumes.

**MBA III SEMESTER
(CDE) - 303**

PAPER – III : MANAGEMENT ACCOUNTING AND CONTROL

ASSIGNMENT - I

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

1. Define overhead costs and explain in detail how to classify, allocate and apportion overhead costs.
2. Define joint and by-products and discuss the various methods of accounting for by products.
3. The following figures are extracted from the records of XYZ Limited for two consecutive years 2016 & 2017 you are required to use the data to find:-
 - (i) P – V Ratio,
 - (ii) Fixed Costs
 - (iii) B - E Point in sales value
 - (iv) Margin of safety

Years	Total Sales	Profits
31-03-2016	Rs.23,45,000-00	3,45,000
31-03-2017	Rs.34,56,000-00	4,56,000

ASSIGNMENT – II

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

1. Define budget, fixed budget and flexible budget. What are the differences between fixed and flexible budget.
2. What is a Responsibility Centre ? Discuss the various Responsibility Centres.
3. Use the following information to find the various labour variances.

Labour rate is Rs.55 per hour.
Labour hours Per Unit. 11 hours.
Total number of units produced – 555
Total labour hours worked – 6666 hours
Actual labour cost – Rs.3,14,970.

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

PAPER – IV : PRODUCT & OPERATION MANAGEMENT

ASSIGNMENT – I

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

1. Explain in detail the interface between operations systems and systems of other functional areas.
2. Define plant layout and compare and contrast the different types of layouts, highlighting their merits and demerits.
3. A mechanical workshop has six jobs to be processed on three work stations in order of 1-2-3. The processing times in minutes of jobs on each work station are below:

Jobs	Work Stations		
	I	II	III
A	22	9	15
B	24	15	14
C	21	11	12
D	18	15	17
E	21	17	11
F	27	12	20

You are required to sequence the jobs using an appropriate method and find :

- (i) Total completion time of jobs
- (ii) Idle time of work stations
- (iii) Waiting time of jobs.

ASSIGNMENT – II

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

1. During the 24 working days of a month, the Quality control department of a manufacturing firm took a sample of 300 item each day and recorded the number of defectives in the following table.

Day	1	2	3	4	5	6	7	8	9	10	11	12
No. of defectives	16	8	15	18	17	14	29	7	18	40	37	13
Day	13	14	15	16	17	18	19	20	21	22	23	24
No. of defectives	18	22	12	20	15	6	16	17	38	5	14	16

You are required to draw an appropriate control chart and comment **on the present** and future quality.

2. Define methods analysis and explain it's various techniques
3. What is materials requirement planning? Explain its significance and present its advantages and disadvantages.

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

PAPER –V : ORGANISATION DEVELOPMENT AND TEAM BUILDING (HR)

ASSIGNMENT - I

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

1. Define the concept of OD and discuss the field of OD
2. Discuss the relationship between total quality management and organisation development.
3. What is the Six Box Model ? How does it help in organizational diagnosis ?

ASSIGNMENT – II

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

1. Explain the contribution of Organizational culture towards organization development.
2. Define Action Research and discuss OD interventions with its typologies.
3. Discuss Edgar's Schein's task approach towards team building.

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

PAPER –VI : LEADERSHIP AND CHANGE MANAGEMENT (HR)

ASSIGNMENT - I

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

1. Leadership roles are a subset of the managerial roles studied by Henry Mintzberg and others. Explain.
2. Explain the popular styles of leadership in detail
3. What do you mean by Business Ethics ? What can business organisation do to foster ethical behaviour ?

ASSIGNMENT - II

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

1. Discuss the situational influences on effective leadership behaviour.
2. What is succession planning ? Describe the nature of leadership.
3. Explain the characteristics of culture in an organisation.

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

PAPER –V : PRODUCT MANAGEMENT (MARKETING)

ASSIGNMENT - I

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

1. Discuss the importance of Product Line & Product Mix with Suitable Examples ?
2. Describe the BCG Matrix and McKinley / GE Business Assessment Array with suitable examples ?
3. What do you understand by product positioning ? How does it differ from product repositioning ?

ASSIGNMENT - II

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

1. What is ADOPTEST Model ? Explain its operationalization in detail ?
2. Discuss the different sources customer base – structured and unstructured idea generation techniques !
3. Explain the important aspects of the MARMIX Model ?

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

PAPER-VI: PROMOTION AND DISTRIBUTION MANAGEMENT (MARKETING)

ASSIGNMENT - I

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

1. What is the role of supplementary communications tools in the promotion strategy of company marketing Industrial Goods and Consumer Goods ?
2. What is DAGMAR ? How is DAGMAR an improvement over the previous approaches for measuring advertising ?
3. Explain the process of evaluating performance of sales force executives ?

ASSIGNMENT - II

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

1. What are media objectives ? What consideration do you take into account for setting media objective for ad campaign targeted teenaged market for ready made garments ?
2. Explain the importance of multi – channel marketing systems ?
3. Briefly discuss the different types of consumer promotions ?

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

PAPER –V : STRATEGIC FINANCIAL DECISIONS (FINANCE)

ASSIGNMENT - I

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

1. What are the methods to find the value of a firm ? Explain any one method in detail.
2. The cash flows of a project which requires an investment of Rs.3,90,000, along with the initial and conditional probabilities are as below.

Year – I		Year - II	
Cash in flow	Probability	Cash in flow	Probability
3,05,000	0.3	2,50,000	0.65
		3,75,000	0.35
3,60,000	0.4	3,00,000	0.62
		4,50,000	0.38
4,25,000	0.3	3,60,000	0.55
		5,05,000	0.44

You are required to find the expected NPV and the standard deviation of expected NPV.

3. What do you mean by real options ? Explain the various types of real options.

ASSIGNMENT - II

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

1. What do you mean by Social cost Benefit Analysis? Discuss the L-M approach for SCBA.
2. Two firms Tanu Limited and Manu Limited have the following data.

Particulars	Tanu Limited	Manu Limited
Earnings per share	Rs.6.54	Rs.2.64
Price per share	Rs.56	Rs.18
Number of shares	Rs.1,00,000	Rs.36,000

Tanu Limited acquired Manu Limited by offering 2 shares of Tanu Limited for 3 shares of Manu Ltd. If no economic gain is expected from the merger, what would be the P-E ratio of Tanu Ltd. after the merger.

3. What do you mean by Joint Ventures ? Discuss the rationale of Joint Ventures and explain the reasons for their failure.

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

PAPER –VI : FINANCIAL SYSTEM AND SERVICES (FINANCE)

ASSIGNMENT - I

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

1. What is financial intermediation ? Explain the economic rationale of intermediation.
2. What are the problems facing the Indian stock market ?
3. Explain the problems confronting commercial banks in India.

ASSIGNMENT – II

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

1. Compare leasing and Hire Purchase.
2. Discuss the various forms of Venture Capital Financing.
3. Define Credit Rating and discuss about the process and methodology of Credit Rating.