Assignment No. 1

Answer all Questions:

1. Discuss the corporate experiences of linking strategy with ethics and social responsibilities of business.

2. Explain how environmental scanning helps any organization to formulate strategy.

3. What are the key factors for the corporate competitive success.

4. Discuss fully the 7’s Framework in Strategic Management.

Assignment No. 2

Answer all Questions:

1. Discuss corporate level and business level strategies.

2. Explain corporate experiences of various functional level strategies.

3. What are the techniques of evaluating and controlling corporate strategies?

4. (a) What is SWOT Analysis?

(b) Explain the Steps involved in constructing a Tows Matrix.
MANAGEMENT DECISION SUPPORT SYSTEMS

Assignment No. 1  

4 x 5 = 20

Answer all Questions :

1. How is Information Technology useful for managerial decision making? Explain with examples.

2. What does Management Information system constitute? Explain in detail various components of MIS.

3. Discuss in detail the various approaches to systems development and design.

4. What is testing? Discuss elaborately the role of testing in systems design.

Assignment No. 2  

4 x 5 = 20

Answer all Questions :

1. What is managerial decision making process? Explain Herbert Simon’s Model of decision making in detail.

2. What are different DSS Tools? Elucidate.

3. How do you evaluate the performance of a decision support system in an organization.

4. (i) Explain the concept of Critical Success Factor.
   (ii) What is Data Flow Diagram.
ANDHRA UNIVERSITY  
SCHOOL OF DISTANCE EDUCATION  
3-YEAR MBA PROGRAMME  
III YEAR ASSIGNMENT QUESTION PAPERS 2012-2013  
MARKETING SPECIALISATION  
CONSUMER BEHAVIOUR AND MARKETING RESEARCH  

**Assignment No. 1**  
4 x 5 = 20

**Answer all Questions :**

1. How organizational buying behaviour differs from household buyer behaviour?

2. ‘In the context of Globalisation, the study of cross cultural consumer behaviour assumed greater significance’. Discuss.

3. How does the study of consumer perception helps the marketer?

4. What is life style marketing? Explain how the concept is used by marketers with examples.

**Assignment No. 2**  
4 x 5 = 20

**Answer all Questions :**

1. Explain the models of buyer behaviour and their usefulness in marketing.

2. Develop a market research plan to collect consumer opinion on service quality of a restaurant.

3. How do you study attitudes of consumers on retail malls by using various measurement scales?

4. Explain various tests of Hypothesis.
SERVICES MARKETING AND CRM

Assignment No. 1

Answer all Questions:

1. How do services marketing differs from goods marketing?
2. Critically examine the growth and development of Services Sector in India.
3. What is Service recovery? What are the strategies followed for service recovery?
4. Explain the Basic Service Package of a Tourism Product.

Assignment No. 2

Answer all Questions:

1. Explain the gap model of service quality and strategies to fill the gaps.
2. What is the role and importance of Physical environment in service marketing?
3. Explain the management frame work of CRM.
4. ‘Internal Marketing is the foundation for Interactive Marketing’. Discuss.
ASSIGNMENT NO. 1

1. Discuss the changing dimensions of advertising in India.

2. What are the techniques used to evaluate the effectiveness of advertising?

3. ‘Advertisements are criticized on various grounds by different sections of the society.’ Comment.

4. What are the critical aspects of creative strategies and copy writing?

ASSIGNMENT NO. 2

1. Explain the recent developments in growth and business of Advertising Agencies in India.

2. What is brand positioning? Critically evaluate the positioning strategies of cellular service companies in India.

3. What do you mean by 'brand equity' and also explain how do you measure brand equity?

4. What are the key issues in designing and implementing brand strategies?
SALES AND RETAIL MANAGEMENT

Assignment No. 1 4 x 5 = 20
Answer all Questions:

1. ‘Organised Retailing kills the conventional retailing in India in a few years’. Do you agree? Give Reasons.
2. What is the importance of location and site selection in retailing?
3. Explain the dimensions of visual merchandising by taking an example of a retail store in your place.
4. ‘Supply Chain Management is critical for the success of retailing’. Discuss.

Assignment No. 2 4 x 5 = 20
Answer all Questions:

1. What are the issues considered in formulating personal selling strategy?
2. What are the qualities of an efficient sales person?
3. Explain the functions of sales force management.
4. ‘Sales persons need to be evaluated not only on quantitative terms but also qualitatively’. Discuss.
Assignment No. 1

Answer all Questions:

1. “Investment is well-grounded and carefully planned speculation”. Discuss.
2. Distinguish between systematic risk and un-systematic risk. How systematic risk is measured?
3. ‘The level, trend and stability of earnings of a company depend upon a number of factors concerning the operations of the company’. Discuss.
4. An investor is considering the purchase of a bond currently selling for Rs. 878.50. The bond has 4 years to maturity, a face value of Rs. 1000 and coupon rate of 8%. The appropriate discount rate for investments of similar risk is 10%. Calculate yield to maturity of the bond. Based on calculation, should the investor purchase the bond?

Assignment No. 2

Answer all Questions:

1. What is technical analysis? Explain the basic principles and hypotheses of Dow theory.
2. An investor owns a portfolio of four securities with the following characteristics:

<table>
<thead>
<tr>
<th>Security</th>
<th>Beta</th>
<th>Random error (S.D.%)</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.79</td>
<td>12</td>
<td>0.25</td>
</tr>
<tr>
<td>2</td>
<td>1.85</td>
<td>8</td>
<td>0.30</td>
</tr>
<tr>
<td>3</td>
<td>1.05</td>
<td>17</td>
<td>0.15</td>
</tr>
<tr>
<td>4</td>
<td>0.82</td>
<td>20</td>
<td>0.30</td>
</tr>
</tbody>
</table>

Calculate portfolio risk, assuming the standard deviation of returns on market index to be 16%.
3. ‘CAPM Postulates the nature of relationship between the expected return and the systematic risk of a security’. Explain.
4. ‘Formula plans attempt to make portfolio revision a simple and almost mechanical exercise’. Discuss.
FINANCIAL MARKETS AND DERIVATIVES

Assignment No. 1

Answer all Questions :

1. Explain the Corporate Governance framework pertaining to the working of Financial Institutions in India.

2. Outline the steps initiated by the RBI and the Government for the development of Indian Money Market.

3. Discuss the special features of Indian Treasury Bill Market.

4. What are the recent measures initiated by the Government towards developing a Derivatives Market in India.

Assignment No. 2

Answer all Questions :

1. ‘Options and Futures are Zero sum games’. Critically examine the statement.

2. Explain the term Spread and its types with the help of illustrations. Also explain its significance in futures pricing.

3. Option on XYZ 500
   Stock price = Rs. 240 ; Call exercise price = Rs. 200
   Exercise date = 6 months ; Current Market Price = Rs. 56
   Estimated Standard Deviation = 30%
   Risk free return = 8% p.a.
   Calculate Call Option price of the stock as per Black-Scholes Model.

4. What is Currency Swap ? Explain its features and also show the three steps flow of currency swaps with examples.
Assignment No. 1  
Answer all Questions : 

1. Show schematically the planning system of a firm. What are the elements of a corporate financial plan? State the benefits of financial planning.
2. Discuss both the judgmental evaluation and Payback Period requirement ways of incorporating risk in the investment decision making process.
3. What is sale and lease back arrangement? What are the income tax provisions and sales tax provisions relating to this arrangement?
4. Deepak Ltd. is considering the proposal to acquire Dinesh Ltd. and their financial information is given below

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Deepak Ltd.</th>
<th>Dinesh Ltd.</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of equity shares</td>
<td>20,00,000</td>
<td>12,00,000</td>
</tr>
<tr>
<td>Market price per share (Rs.)</td>
<td>30</td>
<td>18</td>
</tr>
<tr>
<td>Market capitalization (Rs.)</td>
<td>6,00,00,000</td>
<td>2,16,00,000</td>
</tr>
</tbody>
</table>

Deepak Ltd. intend to pay Rs.2,80,00,000 in cash for Dinesh Ltd, if Dinesh Ltd.'s market price reflects only its value as a separate entity. Calculate cost of merger (i) When merger is financed by cash and (ii) when merger is financed by stock.

Assignment No. 2  
Answer all Questions :

1. Enumerate the importance and need of Merger as Capital Budgeting decision.
2. Elucidate the pros and cons of takeover and state the key provisions of SEBI takeover code.
3. ‘Despite of an LBO as an effective corporate restructuring mechanism to prevent hostile takeovers, the exercise is criticized on several grounds’. Elucidate.
4. X Ltd. Is deciding whether to payout Rs. 9,60,000 in excess cash in the form of an extra dividend or go for a share repurchase. Current earnings are Rs. 2.40 per share and the stock sells for Rs. 24. The market value balance sheet currently is as follows :

<table>
<thead>
<tr>
<th>Balance Sheet</th>
<th>(Rs. ‘000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equity</td>
<td>4,800</td>
</tr>
<tr>
<td>Debt</td>
<td>1,280</td>
</tr>
<tr>
<td>Cash</td>
<td>960</td>
</tr>
<tr>
<td>Assets other than cash</td>
<td>5,120</td>
</tr>
<tr>
<td>Total</td>
<td>6,080</td>
</tr>
</tbody>
</table>

Evaluate the two alternative in terms of the effect on the price per share of the stocks, the EPS and the P/E ratio. Which alternative do you recommend? Give reasons.
MANAGEMENT OF FINANCIAL SERVICES

Assignment No. 1        4 x 5 = 20

Answer all Questions :

1. Critically analyse the present position of the financial service sector in India.

2. What are the activities connected with ‘Issue Management’ and ‘Underwriting’ of Merchant Bankers ?

3. Give a detailed account of the regulatory framework available for Merchant Banking activity in India.

4. What are the critical factors that are required for the success of venture capital industry in India.

Assignment No. 2        4 x 5 = 20

Answer all Questions :

1. Discuss the prudential norms applicable to NBFC’s in India.

2. Explain the factors that have contributed to the growth of the Credit Rating system worldwide.

3. “Mutual funds provide stability to share prices, safety to investors and resources to prospective entrepreneurs”. Discuss.

4. Explain the concepts of Factoring and Forfaiting and also distinguish between them.
Assignment No. 1

4 x 5 = 20

Answer all Questions:


2. Explain the concept and components of HRD.

3. What is task analysis? How does it help line management.

4. Explain the concepts and process of counseling and mentoring.

Assignment No. 2

4 x 5 = 20

Answer all Questions:

1. Discuss the concept of developmental supervision in HRD.

2. Discuss the strategies that are required for software companies to attract human resources.

3. What are the experiences of HRD climate in Indian companies?

4. Discuss the role of line managers in Human Resource Management.
INDUSTRIAL RELATIONS

Assignment No. 1  
4 x 5 = 20

Answer all Questions :

1. Explain the importance and components of Industrial Relations System.

2. “The globalised environment reduced the strength and power of trade unions”. Explain.

3. Explain the machinery for prevention and settlement of industrial disputes.

4. Describe the corporate experiences in promoting industrial peace and harmony with examples.

Assignment No. 2  
4 x 5 = 20

Answer all Questions :

1. Discuss in detail the objectives and functions of joint councils and shop councils.

2. Briefly review the features of Industrial Disputes Act, 1947.

3. Critically examine the impact of technology on Industrial Relations.

4. Explain various schemes of employee participation in management in India.
Assignment No. 1

Answer all Questions:

1. What are the principles of Wage Administration? Discuss the different methods of Wage fixation.

2. What is meant by fringe benefits? How can wage incentive schemes enhance workers’ productivity.

3. In the liberalized era, wages are to be linked with productivity. Comment.

4. What are the statutory and non-statutory welfare measures provided to Indian Workers?

Assignment No. 2

Answer all Questions:

1. Discuss the methods of creating safety at work place.

2. “The existing social security measures in India are inadequate”. Discuss.

3. Discuss the provisions relating to workmen’s compensation under the Act.

4. Explain in detail the provisions relating to Provident Fund Act.
Assignment No. 1

1. Discuss the structure and process of Globalisation. How does it impact HRM?

2. Describe the methods and criteria of International Recruitment and selection of employees.

3. What are the different methods of expatriate training? State the reasons for expatriate training?

4. Discuss the IR scenario in Global Organisations.

Assignment No. 2

1. What are the challenges of International HRM in the age of Internet economy?

2. Discuss the importance of HRD in International Context.

3. Discuss the importance of International Compensation. What are the methods and practices of Compensation in Global Assignments.

4. Discuss the role and functioning of Trade Unions at the International Level.