

SCHOOL OF DISTANCE EDUCATION: ANDHRA UNIVERSITY
Executive MBA 1st Year
ASSIGNMENT QUESTION PAPER (2020-21)

PAPER-I: MANAGEMENT PROCESS AND BEHAVIOUR

Answer all the Questions

(20 Marks)

Assignment 1

1. Briefly describe the functions of Management.
2. Explain the Planning process.
3. Distinguish between Delegation and Decentralization of authority.
4. "Motivation is based on rewards", explain the statement and discuss various types of motivators.
5. What are the benefits and limitations of OD?

Assignment 2

1. Explain the different levels in management and how the scope of authority and responsibility varies from one level to another.
2. Explain the steps involved in the rational Decision-Making process.
3. What do you mean by Span of Control? Examine the traditional as well as modern view points on the Span of Control.
4. Explain the perceptual process and the factors influencing the Perception.
5. "Change is basically positive". Discuss the pros and cons of this statement.

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PAPER-II: QUANTITATIVE TECHNIQUES FOR MANAGERIAL DECISIONS

Answer all the Questions

(20 Marks)

Assignment 1

Q 1 (a) Define a matrix and write about 4 types of matrices.

(b) Solve the following system of equations by using the inversion method.

$$5x - 6y + 4z = 15$$

$$7x + 4y - 3z = 19$$

$$2x + y + 6z = 46$$

Q 2 (a) (i) Derive the procedure for finding out the derivative of a continuous function.

(ii) If $y = x^{x^x}$, find $\frac{dy}{dx}$

(iii) If $p = 12 - 3x$ is a demand function and $A = 2x$ is an average cost function of a monopolist, find the equilibrium output and price. Also find the maximum profit.

(b) Evaluate: (i) $\int \frac{dx}{\sqrt{2x+3}\sqrt{2x-3}}$ (ii) $\int e^x \left(\frac{x+2}{(x+3)^2} \right) dx$ (iii) $\int x^4 (\log_e x)^2 dx$

Q 3 (a) Briefly explain the Requisites of a Good Average.

(b) Two brands of Tyres are tested with the following results:

Brand of Tyres	Life (in 000 miles)				
	20-25	25-30	30-35	35-40	40-45
X	1	22	64	10	3
Y	0	24	76	0	0

(i) Which brand of Tyres have greater average life?

(ii) Compare the variability and state which brand of Tyres would you use on your fleet of trucks?

Q 4 (a) Portray the complete picture of the Bayes' Theorem.

(b) In a bolt factory, machines A, B and C manufacture respectively 25%, 35% and 40%. Of the total of their output 5, 4 and 2 percent are defective bolts. A bolt is drawn at random from the product and is found to be defective. What is the probability that it was manufactured by machines A, B and C?

Q 5 (a) Elucidate about the "Attributes".

(b) A wholesaler in apples claims that only 4% of the apples supplied by him are defective. A random sample of 600 apples contained 36 defective apples. Is the claim of the wholesaler tenable?

Assignment 2

Q 1 (a) Narrate explicitly the relationship between correlation and regression.

(b) In a partially destroyed laboratory record of an analysis of correlation data, the following results only are legible:

Variance of X = 9

Galton's equations: $8X - 10Y + 66 = 0$

$40X - 18Y = 214$

Find on the basis of the above information

- (i) the mean value of X and the mean value of Y.
- (ii) coefficient of correlation between X and Y and
- (iii) Standard deviation of Y.

Q 2 (a) Elucidate about the Bernoulli Distribution.

(b) The incidence of a certain disease is such that on the average 20% of the workers suffer from it. If 10 workers are selected at random, find the probability that (i) exactly 2 workers suffer from the disease (ii) not more than 2 workers suffer from the disease.

Q 3 (a) What are the properties and uses of Normal Distribution?

(b) The average monthly sales of 5000 firms are normally distributed.

Its mean and standard deviation are Rs.36,000 and Rs.10,000 respectively. Find

(i) the number of firms the sales of which are over Rs.40,000. (ii) the percentage of firms the sales of which will be between Rs.38,500 and Rs.41,000.

(iii) the number of firms the sales of which will be between Rs.30,000 and Rs.40,000.

Q 4 (a) Student's t-distribution.

(b) A random sample of size 16 has 53 as mean. The sum of the squares of the deviations taken from mean is 135. Can this sample be regarded as drawn from the population having 56 as mean? Obtain 95% and 99% confidence limits for the population mean.

Q 5 (a) Explain lucidly the following three methods of sampling.

- (i) Simple Random Sampling.
- (ii) Stratified Random Sampling.
- (iii) Systematic Sampling.

(b) The contingency table below summarises the results obtained in a study conducted by a research organization with respect to the performance of four competing brands of toothpaste among the users:

	Brand A	Brand B	Brand C	Brand D
No cavities	9	13	17	11
One to five cavities	63	70	85	82
More than five cavities	28	37	48	37

Test the hypothesis that incidence of cavities is independent of the brand of the toothpaste used.

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PAPER-III: BUSINESS ENVIRONMENT

Answer all the Questions

(20 Marks)

Assignment 1

1. Discuss the major issues in the International Legal Environment.
2. Distinguish between a private limited company and a public limited company.
3. Discuss the evolution of Industrial Policy.
4. Discuss the role of Foreign Trade in the economic development in India.
5. What is Globalization? Enumerate its merits and demerits in the context of Indian Economy.

Assignment 2

1. Write about the functions and structure of World Trade Organization.
2. Discuss the various methods of Privatization.
3. What are the problems involved in implementing Strategies?
4. Discuss the concept of Foreign Capital and Collaborations.
5. Due to economic reforms, what has been the impact on Industrial Sickness?

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PAPER-IV: ACCOUNTING FOR MANAGEMENT
Answer all the Questions

(20 Marks)

Assignment 1

1. What are the functions of accounting?
2. Explain the following : (i) Assets (ii) Liabilities (iii) Income received in advance (iv) Investments
3. What are the differences between a 'Cost sheet' and 'Tender'.
4. What is Cost-Volume-Profit analysis? Explain its application in managerial decision making.
5. Describe the managerial uses of Budgetary Control.

Assignment 2

1. Explain the following: (i) a journal (ii) an account (iii) a ledger
2. Explain Owner's Equity. How is it to be presented in the Balance Sheet?
3. Make an evaluation of Break-Even Analysis.
4. The Standard Cost Card for a product shows:

	Per unit Rs.
Material Cost - 2 kg.@2.50 each	5.00
Wages - 2 hours @ 50 p. Each	1.00

The actual that have emerged from business operations are as follows:

Production	8,000 units
Material consumed: 16,500 Kgs. Rs.39, 600 @ Rs. 2.40 Each	
Wages paid: 18,000 Hours @ 40 p. Rs. 7,200 Each	

Calculate appropriate material and labour variances.
5. Prepare a Production Budget for a factor producing four products on the basis of the following information:

Product	Opening Stock (Rs.)	Sales (Rs.)	Closing Stock (Rs.)
W	5000	15000	4000
X	4000	17000	3000
Y	3000	12000	4000
Z	6000	14000	3000

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PAPER-V: MANAGERIAL ECONOMICS

Answer all the Questions

(20 Marks)

Assignment 1

1. What do you understand by Managerial Economics? How is it different from Conventional Economics? Explain with the help of suitable examples.
2. Explain the various total and average short run cost function.
3. Critically discuss Monopolistic Competition. Illustrate and discuss the determination of price under Monopolistic Competition.
4. Examine critically Profit Maximization as the objective of business firms. Explain the first and second order conditions of Profit Maximization.
5. Explain the effects of inflation on various groups of people in the society.

Assignment 2

1. What do you understand by Elasticity of Demand? Discuss the role of price elasticity of demand in business decisions.
2. For each of the following production functions, determine whether the returns to scale are increasing, decreasing or constant.
 - (i) $Q=2K + 3L+KL$
 - (ii) $Q=100+3K-2L$
 - (iii) $Q=K/L$
3. Describe the Oligopoly Model in detail.
4. Discuss the managerial theories of the firm.
5. Briefly explain the instruments of Fiscal Policy.

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PAPER-VI: MANAGERIAL COMMUNICATIONS

Answer all the Questions

(20 Marks)

Assignment 1

1. Define Communication. Explain objectives and essentials of effective communication.
2. Describe the characteristics of non-verbal communication and explain the types and functions of non-verbal communication.
3. What is the role of Emotion in inter personal communication.
4. Describe the effective presentation strategies in managerial communications.
5. What are the various stages in writing a formal and long business report?

Assignment 2

1. Explain various methods of communications and its importance in business.
2. Explain about Johari Window theory of communications.
3. Write a note on gateways to effective interpersonal communication.
4. Explain the essentials of effective business correspondence.
5. Explain the skills required for effective Report Writing.

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PAPER-VII: HUMAN RESOURCE MANAGEMENT

Answer all the Questions

(20 Marks)

Assignment 1

1. Describe in brief the nature and scope of HRM?
2. What is Manpower Planning? Explain the process of Manpower Planning?
3. What are the principles and objectives of Wage Administration?
4. Define the term 'Industrial Relations'. Explain the necessary conditions for maintenance of sound Industrial Relations.
5. Explain the process and importance of Collative Bargaining.

Assignment 2

1. What are the challenges facing by HR manager in the Globalized Environment?
2. Define Training. Explain the methods of training.
3. Give a brief note on Wage and Salary administration in India.
4. What are causes and consequences of Industrial Disputes? How to prevent them?
5. Give a brief note on importance of Workers Participation in Management.

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PAPER-VIII: MARKETING MANAGEMENT

Answer all the Questions

(20 Marks)

Assignment 1

1. Define Marketing Management. Explain its scope in today's business environment.
2. Explain the importance of Marketing Research.
3. Explain the process of New Product Development and discuss the steps in it.
4. What are Branding Decisions and explain various strategies to Branding.
5. Discuss in detail various Pricing techniques.

Assignment 2

1. Explain the trends in Marketing.
2. Explain the factors that influence the Consumer Behavior.
3. What is meant by integrated Marketing communications?
4. Discuss the difference between direct and indirect Distribution channel and explain the factors that affect the distribution channel.
5. Explain the physical distribution system and its components.

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PAPER-IX: FINANCIAL MANAGEMENT

Answer all the Questions

(20 Marks)

Assignment 1

1. Explain theories of Capital Structure with examples.
2. What is the important of Cash Flow Analysis? Explain different items in Cash Flow Analysis.
3. You are furnished with the following information:
Fixed cost for a period Rs. 50,000
Variable cost per unit Rs. 100
Selling price per unit Rs. 200
Actual units sold 800 units

Determine:

- (i) P/v ratio
 - (ii) Breakeven point for units and rupees
 - (iii) Profit if the sales are 1000 units
 - (iv) Sales if the profit is Rs.15,000
 - (v) New BEP if selling price increases by 25%
4. Define working capital? Explain the approaches of Working Capital.
 5. What is Break Even Point? Explain its assumptions of Break Even Point?

Assignment 2

1. Explain the role of financial manager in taking investment decisions.
2. From the following project details calculate the NPV and IIR of the
 - (i) Project Cost
 - (ii) Annual cash flow and
 - (iii) Cost of capital.Which variable is most sensitive?
Project cost Rs.24, 000
Annual cash flow Rs.9, 000
Life of the project 4 years
Cost of capital 14%
The annuity factor of 14% for 4 years is 2.9137 at 18% for 4 years are 2.6667
3. Explain traditional and DCF techniques of investment appraisal?
4. Explain about EBIT and EPS analysis?
5. If EPS=Rs. 10 $r =$ (i) 10%, (ii) 12% (iii) 15.
 $K = 12\%$. D/P ratio=0%, 25%, 50%, calculate the market price of shares of ABC company. (Use Waltar's dividend model)

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PAPER-X: OPERATIONS MANAGEMENT

Answer all the Questions

(20 Marks)

Assignment 1

1. Explain the nature and scope of Operations Management. What are its recent trends?
2. What are the stages in PPC?
3. What are the types of Layouts? Explain them with examples.
4. Explain different charts and diagrams which are used in method study?
5. What is value of Engineering? Discuss its elements and role in the present day of competitive environment.

Assignment 2

1. Explain the types of manufacturing systems.
2. What are the characteristics, feather of Mass, Batch production system?
3. What are the factors affecting Plant location?
4. Explain the steps in obtaining ISO- 9000 registration.
5. Beta industry estimates that it will sell 24,000 units of its product for the forthcoming year. The ordering cost is Rs. 150 per order and the carrying cost per unit per year is 20% of the purchase price per unit which is Rs. 50.

Find

- (i) Economic order size
- (ii) No. of orders per year
- (iii) Time between successive orders.