

ANDHRA UNIVERSITY
SCHOOL OF DISTANCE EDUCATION
ASSIGNMENT QUESTION PAPER 2020-2021
Third Year of Three Year MBA

Answer ALL Questions

Paper - I: BUSINESS POLICY AND STRATEGIC MANAGEMENT
(20 Marks)

Assignment 1

1. Explain the process of strategic management to formulate long term strategies.
2. What are the different techniques used for conducting environment analysis.
3. Discuss the different types of strategies and their objectives and relevance in the current business scenario.
4. Briefly explain about the strategic implementation.
5. Describe the process of strategic evaluation and control.

Assignment 2

1. Discuss about corporate mission statements with suitable examples.
2. Explain the International analysis.
3. Differentiate between the corporate level and Business level.
4. Which is research allocation? Examine in detail the theory of resource based firm.
5. Explain the significance of information feedback for corrective action.

ANDHRA UNIVERSITY
SCHOOL OF DISTANCE EDUCATION
ASSIGNMENT QUESTION PAPER 2020-2021
Third Year of Three Year MBA

Answer ALL Questions

Paper - II: ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT
(20 Marks)

Assignment 1

1. What are the factors influenced for the growth of entrepreneurship in India?
2. What are the packages in developing SSEs in India?
3. Explain various levels of training methods for new and existing entrepreneurs.
4. What are the opportunities in urban area, semi urban area and rural area for women entrepreneurs?
5. What are the sources of Entrepreneurs?

Assignment I1

1. What are the main objectives of entrepreneurship? Explain role, ethical and social responsibilities of entrepreneurship?
2. What are financial institutions supporting small business enterprises?
3. Define project appraisal. Explain various methods of project appraisal.
4. Explain the development programmes for women entrepreneur in India.
5. Explain "Planning and development of programmes E-Business venture and new venture management.

ANDHRA UNIVERSITY
SCHOOL OF DISTANCE EDUCATION
ASSIGNMENT QUESTION PAPER 2020-2021
Third Year of Three Year MBA

Answer ALL Questions
MARKETING SPECIALISATION
Paper - III: CONSUMER BEHAVIOUR AND MARKETING RESEARCH
(20 Marks)

Assignment 1

1. Discuss the concept and application of consumer behaviour.
2. Explain various stages of Family life cycle in decision making.
3. What are the recent developments in modelling buyer behaviour?
4. Discuss various types of research design in marketing and its advantages.
5. Explain the factors that influence the validate of experiment in marketing.

Assignment II

1. Explain any three theories of understanding consumer behaviour.
2. What is purchase decision? Explain how socio-culture factors influence consumer decision making process.
3. Explain the purchase and post-purchase behaviour of a consumer.
4. What is a research questionnaire? What are the steps involved in designing research questionnaire.
5. Explain what is meant by secondary data? Explain sources of secondary data.

ANDHRA UNIVERSITY
SCHOOL OF DISTANCE EDUCATION
ASSIGNMENT QUESTION PAPER 2020-2021
Third Year of Three Year MBA

Answer ALL Questions
MARKETING SPECIALISATION
Paper - IV: SERVICES MARKETING AND CRM

(20 Marks)

Assignment 1

1. Explain importance of Service Marketing and what are the various characteristics.
2. What are the major service segmentation strategies? Discuss.
3. What are the major factors involved in pricing a service product. Illustrate it with one example.
4. What is Internal Marketing? What are the philosophies that guide internal marketing?
5. What are the goals and objectives of CRM?

Assignment 1I

1. Distinguish between service marketing and product marketing.
2. What is meant by Services Marketing Mix? Briefly state the importance of Service scapes.
3. State nature and importance of physical evidence in service marketing.
4. Discuss the elements of service promotional campaign.
5. Explain the process of e CRM? How is it helpful E business?

**ANDHRA UNIVERSITY
SCHOOL OF DISTANCE EDUCATION
ASSIGNMENT QUESTION PAPER 2020-2021
Third Year of Three Year MBA**

**Answer ALL Questions
MARKETING SPECIALISATION
Paper - V: ADVERTISING AND BRAND MANAGEMENT
(20 Marks)**

Assignment 1

1. Discuss the various ethical issues in Advertising.
2. What are the Media mix decisions in advertising.
3. Explain the various features and functions of Ad agencies
4. What is the importance of Branding in competitive market?
5. What are the Global branding strategies of Wal-Mart.?

Assignment II

1. Advertising is response from audience. Discuss.
2. Describe your advertising media choice for:
 - (i) FMCG
 - (ii) Electric Bike
3. Elucidate the significance of International Advertising.
4. Explain Brand positioning strategy for Indian tourism.
5. Discuss Brand extension strategies of Pathanjali Products.

ANDHRA UNIVERSITY
SCHOOL OF DISTANCE EDUCATION
ASSIGNMENT QUESTION PAPER 2020-2021
Third Year of Three Year MBA

Answer ALL Questions
MARKETING SPECIALISATION
Paper - VI: SALES AND RETAIL MANAGEMENT

(20 Marks)

Assignment 1

1. Discuss the factors that influence retail outlets.
2. Bring out various promotional mix strategies of Wal-Mart.
3. Bring out various modern trends in sales management.
4. Elucidate the significance of sales territories.
5. Design a training programme for sales personnel of a Mobile manufacturing company.

Assignment II

1. Bring out the impact of globalization on Indian retail industry.
2. Discuss various types of store layout.
3. What type of personal selling strategies are conducive to modern market situations.
4. Explain how sales quotas are set for a fertilizer product. What attributes are set of concern.
5. Describe the various compensation plans for sales personnel.

ANDHRA UNIVERSITY
SCHOOL OF DISTANCE EDUCATION
ASSIGNMENT QUESTION PAPER 2020-2021
Third Year of Three Year MBA

Answer ALL Questions
FINANCE SPECIALISATION
Paper - III: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
(20 Marks)

Assignment 1

1. Examine the process of Investment. Explain its sources.
2. What is fundamental analysis of a company? Briefly explain.
3. What are the features of Efficient Market Theory?
4. Briefly explain the role of Portfolio Managers.
5. What are the types and benefits of Mutual Funds?

Assignment II

1. Briefly discuss the various types of security markets in detail.
2. Discuss the various methods of Economic analysis.
3. Discuss about the advantages of DOW Theory.
4. What are the advantages and disadvantages of Arbitrage Pricing Theory?
5. Explain the methods of evaluation of Mutual Funds.

ANDHRA UNIVERSITY
SCHOOL OF DISTANCE EDUCATION
ASSIGNMENT QUESTION PAPER 2020-2021
Third Year of Three Year MBA

Answer ALL Questions
FINANCE SPECIALISATION
Paper - IV: FINANCIAL MARKETS AND DERIVATES
(20 Marks)

Assignment 1

1. Explain the various types of Derivatives. Differentiate between forward and future.
2. Describe the characteristics and settlement procedure of future contracts.
3. Explain the features of various option contracts with suitable example.
4. Explain the risks of financial derivatives and suggest some measures to minimise them.
5. Explain the performance of exchange trading in derivatives in India.

Assignment II

1. Explain the functions of OTC derivatives market.
2. Explain the relationship among future prices, forward prices and spot prices.
3. Briefly explain interest rate SWAP and currency SWAPs.
4. Briefly explain the role of India as well as state level financial institutions.
5. Write a short note on money markets.

ANDHRA UNIVERSITY
SCHOOL OF DISTANCE EDUCATION
ASSIGNMENT QUESTION PAPER 2020-2021
Third Year of Three Year MBA

Answer ALL Questions
FINANCE SPECIALISATION
Paper - V: STRATEGIC FINANCIAL MANAGEMENT

(20 Marks)

Assignment 1

1. Explain the strategies for Capital Structure.
2. What is a Risk? Differentiate between Risk and Uncertainty.
3. Explain Merger procedure and its financial impact.
4. What is a takeover Strategy? State SEBI guidelines with regard to takeovers.
5. What is Spin-Off? Discuss the advantages and disadvantages of Spin-Off.

Assignment II

1. Define financial planning and state its objectives.
2. Discuss the importance of Replacement decisions.
3. Explain takeover defences – what is Poison Pill defense?
4. Discuss the causes of corporate failure in detail.
5. Large company is acquiring small company on a share exchange basis. Determine pre merger market value per share. The maximum exchange ratio large company should offer without the dilution of

- (i) EPS and
(ii) Market value per share based on their selected data.

	Large company	Small company
Profit after tax	Rs. 56 Lakhs	Rs. 21 Lakhs
Number shares(units)	10 Lakhs	8.4 Lakhs
Earnings per share	Rs. 5.6	Rs.2.5
Price Earnings ratio (times)	12.5	7.5

**ANDHRA UNIVERSITY
SCHOOL OF DISTANCE EDUCATION
ASSIGNMENT QUESTION PAPER 2020-2021
Third Year of Three Year MBA**

**Answer ALL Questions
FINANCE SPECIALISATION
Paper - VI: MANAGEMENT OF FINANCIAL SERVICES
(20 Marks)**

Assignment I

1. Define Leasing? What are its features? Explain the advantages and limitations of leasing.
2. Discuss the nature and functions of Merchant Banking.
3. Explain the guidelines prescribed by SEBI for proper functioning of Mutual Funds in India.
4. Explain the following financial services:
 - (i) Fund based services
 - (ii) Fee based services
5. What is Demat? Explain its process.

Assignment II

1. Define financial services. What are various kinds of financial services provided by banks and financial institutions?
2. Highlight the key features of Depository System in India.
3. Discuss the challenges faced by the financial service sector in India.
4. For a lease payment of Rs.1, 00,000 for a period of 5 years. What should be the lease rental if rate of depreciation is 40 % on diminishing balance and the lessor expect pretax rate of return 25%, tax rate is 40% for the lessor?
5. What is Depository System? Explain depository system in India.

**ANDHRA UNIVERSITY
SCHOOL OF DISTANCE EDUCATION
ASSIGNMENT QUESTION PAPER 2020-2021
Third Year of Three Year MBA**

**Answer ALL Questions
H.R.M. SPECIALISATION**

**Paper - III: HUMAN RESOURCE PLANNING AND DEVELOPMENT
(20 Marks)**

Assignment I

1. Define Human Resource Planning and explain nature, scope, important factors and significance of Human Resource Planning.
2. What are the implications of policies and procedures as strategies?
3. Explain the Management Succession system in the next important phase in the executive resource planning.
4. Discuss the overview of HRD in Services Industry.
5. Write a note on HRD Culture and Task analysis.

Assignment II

1. Write a note on HRD strategies
2. What is career development? Why is it important for an organization? Does it differ from career planning?
3. Define developmental supervision. Distinguish between supervision and developmental supervision.
4. Explain HRD services in defence, police, voluntary organization and panchayati raj institutions.
5. Briefly explain the emerging patterns in HRD.

**ANDHRA UNIVERSITY
SCHOOL OF DISTANCE EDUCATION
ASSIGNMENT QUESTION PAPER 2020-2021
Third Year of Three Year MBA**

**Answer ALL Questions
H.R.M. SPECIALISATION
Paper - IV: INDUSTRIAL RELATIONS**

(20 Marks)

Assignment I

1. What protection does a workman have under the Industrial Disputes Act during the pendency of proceedings?
2. Examine the growth of trade unions in the recent past.
3. Discuss features of Industrial Disputes Act 1947.
4. Explain the process of Grievances Redressal machinery.
5. Discuss the prerequisites for Collective Bargaining.

Assignment II

1. Explain causes and consequences of Industrial disputes.
2. What are the dimensions in Trade union leadership?
3. Elaborately discuss the concepts of Code of Discipline.
4. What are the measures for dealing with Indiscipline?
5. Explain the schemes of worker's participation in Management in India..

**ANDHRA UNIVERSITY
SCHOOL OF DISTANCE EDUCATION
ASSIGNMENT QUESTION PAPER 2020-2021
Third Year of Three Year MBA**

Answer ALL Questions

H.R.M. SPECIALISATION

**Paper - V: EMPLOYEE COMPENSATION AND WELFARE MANAGEMENT
(20 Marks)**

Assignment I

1. Explain the principles of wage administration.
2. Describe productivity linked incentives.
3. Explain the non-statutory employee welfare.
4. Elaborate the role and functions of welfare officer.
5. Give a brief note on social security, retirement benefits.

Assignment II

1. Write a note on wage concepts
2. Give a brief note on concept and significance of fringe benefits?
3. Explain principles and philosophy of welfare
4. Briefly explain safety provisions under factories act 1948.
5. Explain in detail about Employee's Compensation Act 2010

**ANDHRA UNIVERSITY
SCHOOL OF DISTANCE EDUCATION
ASSIGNMENT QUESTION PAPER 2020-2021
Third Year of Three Year MBA**

Answer ALL Questions

H.R.M. SPECIALISATION

**Paper - VI: INTERNATIONAL HUMAN RESOURCE MANAGEMENT
(20 Marks)**

Assignment I

1. Discuss global problems and advantages in IHRM.
2. Explain dimensions of IHRM
3. Give detailed notes on International Compensations and Compensation structure.
4. Describe the concept of Industrial Relation Policy
5. Discuss global problems and advantages in IHRM

Assignment II

1. Discuss a detailed note on Internet Economy.
2. Give a brief note on International Recruitment and Selection process.
3. What are the qualities of Global Manager?
4. Briefly explain compensation practices in global assignment.
5. Discuss about Industrial relation scenario in global organizations.