

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

PAPER-I: OPERATIONS RESEARCH
Answer all the Questions

(20 Marks)

Assignment 1

1. Sudhakar has two iron mines. The production capacities of the mines are different. The iron ore can be classified into good, mediocre and bad varieties after certain process. The owner has decided to supply 12 or more tons of good iron, 8 or more tons of mediocre iron and 24 or more tons of bad iron per week. The daily expenses are Rs, 2,000 and that of the second mine is Rs.1, 600. The daily production of each type of iron is given in the table.

Formulate the LPP

Mine	Daily Production		
	Good	Medium	Poor
I	6	2	4
II	2	2	12

2. Three fertilizers factories X,Y and Z located at different places of the country produce 6,4 and 5 lakh tones of urea respectively. Under the directive of the central government, they are to be distributed to 3 States A,B, and C as 5,3 and 7 lakh respectively. The transportation cost per tones in rupees is given below:

	A	B	C
X	11	17	16
Y	15	12	14
Z	20	12	15

3. Find the assignment of salesmen to various districts which will result minimum cost.

Salesman	District			
	1	2	3	4
A	16	10	14	11
B	14	11	15	15
C	15	15	13	12
D	13	12	14	15

4. In a printing shop 7 different books are printed and bounded on two different machines A and B. time required on two machines are given in the table below:

Product	1	2	3	4	5	6	7
Printing	3	4	8	3	6	7	5
Binding	8	6	3	7	2	8	4

Find an optimal sequence of processing of different product in order to minimize the total manufactured time for all product. Find total ideal time for two machines and elapsed time.

5. A small maintenance project consists of the following 12 jobs.

Jobs	Duration in days
1-2	2
2-3	7
2-4	3
3-4	3
3-5	5
4-6	3
5-8	5
6-7	8
6-10	4
7-9	4
8-9	1
9-10	7

Draw the network diagram of the project and determine the critical path.

Assignment 2

1. A firm manufactures two types of products A and B and sells them at a profit of Rs.200 on type A and Rs.300 on type B. each product is processed on two machines G and H. type A requires 1 minute of processing time on G and 2 minutes on H; Type B requires 1 minute on G and 1 minute on H. the machine G is available for not more than 6 hours, 40 minutes which H is available for 10 hours during any working day. Formulate this problem as a linear programming problem.

2. A company produces two articles X and Y. These are two departments through which the articles are processed assembly and finishing. The potential capacity of the assembly department is 48 hours a week and that of the finishing department is 60 hours a week. Production of each of X requires 2 hours of assembly and 4 hours of finishing. Each unit of Y requires 4 hours in assembly and 2 hours in finishing department. If profit is Rs. 6 for each unit of X and Rs.7 for each unit of Y, find out the number of units of X and Y to be produced each week to obtain maximum profit using graphical method.

3. Solve the game with the following pay-off matrix.

		Player B Strategies				
		I	II	III	IV	V
Player A Strategies	1	-2	5	-3	6	7
	2	4	6	8	-1	6
	3	8	2	3	5	4
	4	15	14	18	12	20

4. A project has the following time schedule

Activity	Time in month
1-2	2
1-3	2
1-4	1
2-5	4
3-6	8
3-7	5
4-6	3
5-8	1
6-9	5
7-8	4
7-9	3

Construct a network diagram and compute total float for each activity. Find critical path with its duration.

5. Explain the concepts of
 - (i) Infeasibility (ii) Artificial variables (iii) Integer Programming

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PAPER-II: INTERNATIONAL BUSINESS

Answer all the Questions

(20 Marks)

Assignment 1

1. Explain significance and emerging trends of International business.
2. What is disequilibrium in Balance of Payments?
3. Explain Foreign Exchange market mechanism.
4. Write about Special Economic zones.
5. Explain International Liquidity.

Assignment 2

- a. Discuss theories of International Trade.
- b. Write the methods of correction for monetary disequilibrium?
- c. Discuss management of Foreign Exchange reserves.
- d. What are export incentives of India?
- e. Discuss role of IBRD in managing International Liquidity Problems.

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

Answer all the questions

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.

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Answer ALL Questions

Paper - IV: 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 II

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.

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Answer ALL Questions
MARKETING SPECIALISATION
Paper - V: 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.

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Answer ALL Questions
MARKETING SPECIALISATION
Paper - VI: 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 II

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?

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Answer ALL Questions
MARKETING SPECIALISATION
Paper - VII: 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.

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Answer ALL Questions
MARKETING SPECIALISATION
Paper - VIII: 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.

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Answer ALL Questions
FINANCE SPECIALISATION
Paper - V: 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.

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Answer ALL Questions
FINANCE SPECIALISATION
Paper - VI: 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.

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Answer ALL Questions
FINANCE SPECIALISATION
Paper - VII: 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

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Answer ALL Questions
FINANCE SPECIALISATION
Paper - VIII: 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.

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Answer ALL Questions
H.R.M. SPECIALISATION
Paper - V: 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 elaborate the emerging patterns in HRD.

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Answer ALL Questions
H.R.M. SPECIALISATION
Paper - VI: 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..

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Answer ALL Questions
H.R.M. SPECIALISATION
Paper - VII: 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

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Answer ALL Questions
H.R.M. SPECIALISATION
Paper - VIII: 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 Manger?
4. Briefly explain compensation practices in global assignment.
5. Discuss about Industrial relation scenario in global organizations.

