

ANDHRA UNIVERSITY

SCHOOL OF DISTANCE EDUCATION

ASSIGNMENT QUESTION PAPER

ACADEMIC YEAR 2022-23

Answer ALL Questions (Assignment I & II)

Each answer should not be more than 4 pages

Assignment I & II separate binding

EXECUTIVE MBA - FINAL YEAR

PAPER-I OPERATIONS RESEARCH

Assignment I

(5X4=20)

1. What is the need for Integer programming?
2. What is Operations Research? State the feature of Operation Research.
3. Explain the role of linear programming in managerial decision making?
4. What is an assignment problem? Explain the steps in Hungarian method.
5. What is game theory? What are the various types of game?

Assignment II

(5X4=20)

1. Solve the following transportation problem:

Origin	Destination				Availability
	D1	D2	D3	D4	
O1	1	2	1	4	30
O2	3	3	2	1	50
O3	4	2	5	9	20
Requirement	20	40	30	10	

2. A barber runs his own saloon. It takes him exactly 25 minutes to complete one haircut. Customers arrive in a poisson distribution at an average rate of 35 minutes.

i) For what percent of time would be barber be idle?

ii) What is the average time of a customer spent in the shop?

3. A small project involves 7 activities, and their time estimates are listed in the following table. Activities are identified by their beginning (i) and ending (j) node numbers.

Activity (i-j)	Estimated Duration (weeks)		
	Optimistic	Most Likely	Pessimistic
1-2	1	1	7
1-3	1	4	7
1-4	2	2	8
2-5	1	1	1
3-5	2	5	14
4-6	2	5	8
5-6	3	6	15

- (a) Draw the network diagram of the activities in the project.
 (b) Find the expected duration and variance for each activity. What is the expected project length?
4. Solve the assignment problem represented by the matrix.

	1	2	3	4	5	6
A	9	22	58	11	19	6
B	43	78	72	50	63	48
C	41	28	91	37	45	33
D	74	42	27	49	39	32
E	36	11	57	22	25	18
F	3	56	53	31	17	28

5. Solve the game by dominance method whose pay off matrix is.

is given by
$$\begin{bmatrix} 1 & 7 & 2 \\ 6 & 2 & 7 \\ 5 & 1 & 6 \end{bmatrix}$$

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EXECUTIVE MBA - FINAL YEAR

PAPER-II INTERNATIONAL BUSINESS

Assignment I

(5X4=20)

1. Explain Trade and non-trade barriers.
2. Discuss structural and cyclical disequilibrium.
3. What is exchange rate determination?
4. What are export promotion zones?
5. What are problems of liquidity?

Assignment II

(5X4=20)

1. What is International Business?
2. Explain the concept of balance of payments.
3. Discuss convertibility of rupee and its implications.
4. Explain export incentives.
5. Discuss role of IMF in managing international liquidity.

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EXECUTIVE MBA - FINAL YEAR

PAPER-III BUSINE POLICY AND STRATEGIC MANAGEMENT

Assignment I

(5X4=20)

1. Define strategic management and highlight its features. What mode the today organisations to go for strategic planning?
2. What is an Environmental Threat and Opportunity Profile (ETOP) and which purpose does it serve? Elaborate how is it going to reduce the risk of operating in a foreign country?
3. Explain the types of strategies and functions and various levels of strategies.
4. Explain with suitable example " what are the basic types of tasks and decisions be assigned to different levels of manages in implementation stage.
5. Why evaluation and control of a strategy is important along with its implementation? Suggest the control and evaluation process that help the monitor of progress of a plan.

Assignment II

(5X4=20)

1. What do you understand the process of strategic management to formulate long term strategies?
2. What are the different techniques used for conducting environment analysis?
3. What is the concept and significance of strategic business units?
4. Discuss in detail the various models of resources allocation.
5. Describe the process of strategic evaluation and control.

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EXECUTIVE MBA - FINAL YEAR

PAPER-IV ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Assignment I

(5X4=20)

1. The role of entrepreneurship in economic development of a nation is highly significant. Explain
2. Explain the role of educational institutes for entrepreneurship development in India.
3. Explain the training and development for entrepreneur. How do you design this program?
4. Discuss the growth and problems faced by rural and women entrepreneurs in India.
5. Discuss the salient aspects of technical and commercial feasibility of a business ideas.

Assignment II

(5X4=20)

1. Explain the various roles and skills a person requires to make him a good entrepreneur.
2. Explain the various industrial policies governing small business in India.
3. What is the rationale for entrepreneurship training? Explain the EDP in detail.
4. Explain the government measures to empower women through entrepreneurship.
5. How would your advice to an entrepreneur to measure the window for a new venture?

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EXECUTIVE MBA - FINAL YEAR

HRM SPECIALISATION

PAPER-V

HUMAN RESOURCE PLANNING AND DEVELOPMENT

Assignment I

(5X4=20)

1. Explain what are the methods and techniques of manpower supply management?
2. Explain different steps involved in effective incentive system.
3. Discuss the motivational aspects of HRD and its importance.
4. Explain the role of HRD for health and family welfare.
5. Define organizational culture and explain the measures of HRD climate.

Assignment II

(5X4=20)

1. What are the objectives of Human Resource Planning?. Explain the process of HRP.
2. Define HRD strategies; explain various methods and evolution of training programmes.
3. Explain the significance of HRD in voluntary organisations.
4. Define HR audit, what are the different approaches to be followed in HRD audit.
5. Explain Industrial Relations and write about the approaches of HRD

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EXECUTIVE MBA - FINAL YEAR

HRM SPECIALISATION

PAPER-VI INDUSTRIAL RELATIONS

Assignment I

(5X4=20)

1. Explain the evolution and growth of Industrial Relations.
2. Explain the evolution of trade Union Movement in the country.
3. What is attribution? Explain the process of attribution.
4. Describe which types of actions are initiated against an employee who is involved in indisciplinary activities.
5. Explain Grievance and discuss the causes of Grievances in detail.

Assignment II

(5X4=20)

1. Explain the causes and consequences of industrial disputes.
2. Discuss the role of Government in the functioning of Trade Union.
3. Describe which types of actions are initiated against an employee who is involved in indisciplinary activities.
4. Explain Grievances Redressal machinery also explain the different kinds of punishments.
5. What are the schemes of workers participation in management in India?

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EXECUTIVE MBA - FINAL YEAR

HRM SPECIALISATION

PAPER-VII EMPLOYEE COMPENSATION AND WELFARE MANAGEMENT

Assignment I

(5X4=20)

1. What are the Principles of Wage Administration?
2. Discuss the government policies regarding pay structure.
3. What are the deterrents of International Compensation System?
4. Explain the welfare of women employees and child workers.
5. What are the retirement benefits? Explain the main features of Provident Fund Act, 1952.

Assignment II

(5X4=20)

1. Explain the non-financial compensation systems.
2. Explain the concept and significance of fringe benefits and also explain the wage incentives.
3. Explain various components of employee benefits.
4. Discuss Maternity Benefit Act and safety of work in an organization.
5. What are the strategic issues in using contingent and flexible workers?

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EXECUTIVE MBA - FINAL YEAR

HRM SPECIALISATION

PAPER-VIII INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Assignment I

(5X4=20)

1. What is the process of IHRM and explain the perspective of IHRM and development of Internet Economy.
2. Define cross culture and explain national and international differences, explain influencing factors of cross culture.
3. What are the essentials of training and development for the development of organisation?
4. Discuss the components of compensation considered by Germany and India.
5. Discuss the role of Trade unions in maintaining Industrial relations at International level.

Assignment II

(5X4=20)

1. Explain global issues and opportunities of IHRM.
2. Explain the methods of HR practices, problems in implementing in Global level.
3. Explain the selection process of expatriate. Discuss the issues related to female expatriate.
4. What are the practices of compensation in global assignments?
5. Describe the people management in French and India.

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EXECUTIVE MBA - FINAL YEAR

MARKETING MANAGEMENT SPECIALISATION

PAPER-V CONSUMER BEHAVIOUR AND MARKETING RESEARCH

Assignment I

(5X4=20)

1. Discuss significance of study of Consumer Behaviour.
2. How the family life cycle influence on Buying Behaviour of an Individual.
3. Explain the concept of Consumer Buying process?
4. Give a brief note on meaning & importance of marketing research.
5. Give a brief note on Coding, Tabulation & Hypothesis.

Assignment II

(5X4=20)

1. Explain the factors influencing Consumer Buying Behaviour.
2. Give a brief note on Individual Buying Behaviour.
3. Explain any two models of Consumer Behaviour.
4. Construct a questionnaire to study the consumer preferences towards organic foods.
5. What is the essential need in Report writing?

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EXECUTIVE MBA - FINAL YEAR

MARKETING MANAGEMENT SPECIALISATION

PAPER-VI SERVICES MARKETING AND CRM

Assignment I

(5X4=20)

1. Write about importance of services marketing.
2. Explain the concept of services marketing mix.
3. What is service quality management? Explain Gap model of service marketing.
4. Examine Internal & External marketing strategies.
5. Discuss the major concepts of CRM.

Assignment II

(5X4=20)

1. Give a brief note on reasons for growth in services sector in India.
2. Give brief note on service product design & strategies.
3. Critically examine the objective & strategies in pricing related to services.
4. Give a brief note on promotional mix.
5. Discuss the Evolution of CRM in Indian context.

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EXECUTIVE MBA - FINAL YEAR

MARKETING MANAGEMENT SPECIALISATION

PAPER-VII ADVERTISING AND BRAND MANAGEMENT

Assignment I

(5X4=20)

1. Discuss the role of advertising in promotional mix.
2. Discuss in detail about media mix decisions.
3. Explain in detail the features and functions of advertising agencies.
4. Define Brand. Write about classification of brands.
5. Discuss the process of designing and implementing branding strategies.

Assignment II

(5X4=20)

1. Explain the process of communication in advertising.
2. Write about different types of appeals with examples.
3. Define direct responsive advertising. Explain its importance.
4. How do you measure and manage brand equity?
5. Define Brand extension. What is the difference between brand extension and line extension?

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MARKETING MANAGEMENT SPECIALISATION

PAPER-VIII SALES AND RETAIL MANAGEMENT

Assignment I

(5X4=20)

1. Discuss the emerging trends in retailing.
2. Explain the role and importance of store layout design in sales and retail management.
3. Explain the process of formulating a personal selling strategy.
4. Write in detail about sales cost analysis.
5. Discuss different methods and techniques of sales forecasting.

Assignment II

(5X4=20)

1. Explain about the different types of retailers.
2. What are the methods used to motivate store employees?
3. How can interdepartmental relationships be improved?
4. Define sales control research. How does it effect the sales of a business?
5. Critically examine the different compensation plans for salesmen?

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EXECUTIVE MBA - FINAL YEAR

FINANCIAL MANAGEMENT SPECIALISATION

PAPER-V SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Assignment I

(5X4=20)

1. What is investment? Is investment different from speculation? Explain.
2. Explain the importance of economic analysis and state the economic factors considered for this analysis.
3. What is technical analysis? Explain it.
4. Explain the Sharpe Index model. How does it differ from the Markowitz model?
5. Explain the Treynor and Sharpe Index of portfolio performance.

Assignment II

(5X4=20)

1. Explain the primary and subsidiary objectives of the Investment.
2. A bond of Rs.1000 Face value, bearing a coupon rate of 12 percent, will mature after seven years. What is the value of the bond if the discount rates are 14 percent and 12 percent?
3. Discuss the different trends given in the Dow Theory.
4. Explain CAPM Theory and its validity in the Stock Market.
5. Explain the Jensen Index of portfolio performance.

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EXECUTIVE MBA - FINAL YEAR

FINANCIAL MANAGEMENT SPECIALISATION

PAPER-VI FINANCIAL MARKETS AND DERIVATIVES

Assignment I

(5X4=20)

1. Define financial system; explain the problems of capital formation in under developed countries.
2. Define capital market explain about structure and growth of mutual funds in India.
3. Discuss the important economic functions performed by the Derivatives markets.
4. What do you mean by Binomial option pricing model? What are the assumptions? Briefly discuss the important characteristics.
5. What is equity Swap? What are two legs of an equity swap? . Briefly discuss the applications of equity swap in the derivative market.

Assignment II

(5X4=20)

1. Explain the financial institutions and economic development. Discuss the role of IFIC, SFC.
2. Discuss commercial paper and certificates of deposits, what is the role of RBI in money market?
3. Explain "Value of a forward contract" How to determine the value of a forward contract?
4. Elucidate the merits and demerits of Black- Scholes option pricing model.
5. Describe the recent trends in derivative markets and settlement in India.

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FINANCIAL MANAGEMENT SPECIALISATION

PAPER-VII STRATEGIC FINANCIAL MANAGEMENT

Assignment I

(5X4=20)

1. Define Financial Planning. Explain the importance of Financial Planning.
2. Distinguish between operating lease and financial lease and discuss its importance.
3. Explain financial impact of mergers; discuss the merge and dilution effect.
4. What is takeover strategy? State SEBI guidelines with regards to takeovers. Explain the characteristics of corporate restructuring.
5. Explain long term investment plan analysis with risk and return; critically explain Gordon's relevance theory of dividends.

Assignment II

(5X4=20)

1. What is strategic financial management? Explain nature and scope of strategic financial management and explain the managerial implications of share holder value creation.
2. How do you evaluate decisions relating to leasing or buying alternatives and discuss the process of evaluating leasing from the lessor's perspective.
3. What are the pre requisites for a smooth and effective amalgamation?
4. Explain long term investment plan analysis with risk and return; critically explain Gordon's relevance theory of dividends.
5. Brief note on i) Capital Structure ii) Unsystematic risk iii) Sell offs- Spin offs.

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FINANCIAL MANAGEMENT SPECIALISATION

PAPER-VIII MANAGEMENT OF FINANCIAL SERVICES

Assignment I

(5X4=20)

1. What is the importance of financial system in promoting economic growth?
2. Define merchant Banking; Explain the role of merchant bankers in the pre-issue and post-issue activities.
3. What are the objectives of venture capital? Explain Legal aspects and guidelines for Venture Capital.
4. Define credit rating. Explain functions of credit rating agencies and credit rating system in CRISIL, ICRA and CARE.
5. Explain Growth fund, income fund and Index fund.

Assignment II

(5X4=20)

1. What are the Indicators of financial development in India?
2. What is the concept of under writing of brokerage? Explain the guidelines relating to under writing and brokerage.
3. Discuss the procedures involved in valuation of project financing.
4. Differentiate leasing Vs. Hire purchase, types of leases and its importance.
5. Define mutual fund, explain functions, guidelines for mutual funds and working of public mutual fund in India.