

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

3 YEAR MBA - SECOND YEAR

PAPER-I HUMAN RESOURCE MANAGEMENT

Assignment I

(5X4=20)

1. Discuss the evolution of Human Resource Management. Explain the role of HR Department in organization.
2. Explain the Recruitment process and essentials of a good recruitment policy.
3. Discuss the steps involved in determination of compensation in organisations.
4. Briefly discuss the role of State in maintaining the harmonious industrial relations.
5. Explain the importance of Grievances cell in an organization.

Assignment II

(5X4=20)

1. Explain the various challenges of HRM in the globalize system.
2. What are the techniques to evaluate training effectiveness in service organisations.?
3. What are the current trends in compensation management?
4. Briefly discuss the impact of technology in IR employment issues.
5. Define collective bargaining. What are the characteristics of good collective bargaining?

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PAPER-II MARKETING MANAGEMENT

Assignment I

(5X4=20)

1. Explain evolution of marketing. Outline the nature and scope of marketing.
2. Examine any two consumer behaviour models applicable in India.
3. Explain the stages of Product Life Cycle and strategies to adapt at every stage.
4. What are the factors influencing pricing of branded apparel in India?
5. Discuss the new types of distribution channel trends emerging in Indian business scenario.

Assignment II

(5X4=20)

1. What is marketing environment? Explain the forces operating in a marketing environment.
2. Examine the different methods used for market segmentation.
3. Critically evaluate the role of branding in the marketing of products.
4. Advertisement and sales promotions are inevitable in marketing'- evaluate with example.
5. What are various ethical issues associated with marketing for BOP consumers?

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PAPER-III FINANCIAL MANAGEMENT

Assignment I

(5X4=20)

1. What are the objectives of financial management and explain the sources of long term funds?
2. Briefly explain the traditional approach of capital structure.
3. Discuss the relative merits and demerits of various capital budgeting techniques.
4. What are the factors influencing dividend policy of a company?
5. Define working capital management. Explain the objectives and merits and demerits of receivable management.

Assignment II

(5X4=20)

1. Discuss the relative merits and demerits of profit maximisation and wealth maximization approach.
2. The balance sheet of a company is as follows:

| Liabilities | Rs. | Assets | Rs. |
|----------------------------------|-----------------|----------------|-----------------|
| Equity capital (Rs.10 per share) | 90,000 | Fixed assets | 2,25,000 |
| 10% long term Debt | 1,20,000 | Current assets | 75,000 |
| Retained earnings | 30,000 | | |
| Current liabilities | 60,000 | | |
| | <u>3,00,000</u> | | <u>3,00,000</u> |

The company's total assets turnover ratio is 3, its fixed operating cost is Rs.1,50,000 and its variable is 50% of sales. The tax rate is 50%.

You are required to:

- i) Calculate the different types of leverages.
- ii) Determine the likely level of EBIT if EPS is Rs.1, Rs.2 and Rs.0.

3. A company has to select one of the following two projects.

| Particulars | Project – A | Project – B |
|-------------------|-------------|-------------|
| Cost | Rs.21, 000 | Rs.20, 000 |
| Cash flows: 1year | Rs. 8,000 | Rs.3, 000 |
| 2 year | Rs. 4,000 | Rs.4, 000 |
| 3 year | Rs. 3,000 | Rs. 6,000 |
| 4 year | Rs. 6,000 | Rs12, 000 |

Using the internal rate of return method and suggest which project is preferable.

4. Akash Co. Ltd. belongs to a risk class for which the appropriate capitalization rate is 5%. It currently has outstanding 7,000 shares selling at Rs.100 each. The firm is contemplating the declaration of dividend of Rs. 8 per share at the end of the year. The company expects to have a net income of Rs. 70,000 and has a proposal for making new investments of Rs. 3, 00,000. Show that under the MM hypothesis, the payment of dividend does not effect the value of the firm.

5. From the following information of Harsha Limited for the next year, you are required to estimate the working capital needed to finance a level of capacity of 4,10,000 units of production after adding at 5% Safety Contingency.

| Particulars | amount (Per units) |
|---|--------------------|
| Raw materials | 160 |
| Direct labour | 60 |
| Over heads (including depreciation Rs.100 | <u>130</u> |
| Total cost | 350 |
| Profit | <u>50</u> |
| Selling Price | <u>400</u> |

Additional Information:

- i) Average raw materials in stock: one month
- ii) Average materials –in- Progress (50% completion Stage): half month.
- iii) Average finished goods in stock : one month
- iv) Credit allowed by supplier : one month
- v) Credit allowed to customers : two months
- vi) Time lag in payment of wages: one and a half weeks all sales are Credit Sales. Cash balance is expected to be Rs. 75,000. You may assume that production is carried on even throughout the year and wages and overhead expenses occurred similarly.

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3 YEAR MBA - SECOND YEAR

PAPER-IV OPERATIONS MANAGEMENT

Assignment I

(5X4=20)

1. Explain the Nature and Scope of Operations Management.
2. Explain various stages of production Planning and Control.
3. Discuss the importance of facility layout
4. Explain the Factors that Affects Job Design.
5. What is Economic Order Quantity? Explain the Economic order quantity model of inventory with its Simplifying Assumptions.

Assignment II

(5X4=20)

1. Explain the evolution of Operations Management in India.
2. Describe the functions of production planning and control.
3. Describe the models used in layout designs.
4. Discuss in detail the six step procedure of method study.
5. Describe the concept of Acceptance Sampling.

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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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3 YEAR MBA - SECOND YEAR

PAPER-VI 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.