

**INTERNAL ASSIGNMENT QUESTIONS  
M.B.A. I SEMESTER**

**2020-21**



**PROF. G. RAM REDDY CENTRE FOR DISTANCE EDUCATION**  
(RECOGNISED BY THE DISTANCE EDUCATION BUREAU, UGC, NEW DELHI)  
**OSMANIA UNIVERSITY**  
(A University with Potential for Excellence and Re-Accredited by NAAC with "A" + Grade)

**DIRECTOR**  
**Prof.G. B. Reddy**  
**Hyderabad – 7, Telangana State**

**PROF.G.RAM REDDY CENTRE FOR DISTANCE EDUCATION  
OSMANIA UNIVERSITY, HYDERABAD – 500 007**

Dear Students,

Date: 23-07-2021.

Every student of MBA I Semester has to write and submit Two Assignments for each paper compulsorily. Each assignment carries 15 marks and for two assignments it is 30 marks. University Examinations will be held for 70 marks. The marks awarded to you will be forwarded to the Controller of Examination, OU for inclusion in the University Examination marks. The candidates have to pay the examination fee and submit the Internal Assignment in the same academic year. If a candidate fails to submit the Internal Assignment after payment of the examination fee he will not be given an opportunity to submit the Internal Assignment afterwards, if you fail to submit Internal Assignments before the stipulated date the Internal marks will not be added to University examination marks under any circumstances.

You are required to **pay Rs.500/-** towards the Internal Assignment Fee through Online along with Examination fee and submit the Internal Assignments along with the Fee payment receipt at the concerned counter.

**ASSIGNMENT WITHOUT ON-LINE PAYMENT RECEIPT WILL NOT BE ACCEPTED**

**Assignments on Printed / Photocopy / Typed / Written with Black Ink Pen papers will not be accepted and will not be valued at any cost. Only hand written Assignments will be accepted and valued.**

**Methodology for writing the Assignments:**

1. First read the subject matter in the course material that is supplied to you.
2. If possible read the subject matter in the books suggested for further reading.
3. You are welcome to use the PGRRCDE Library on all working days including Sunday for collecting information on the topic of your assignments.  
(10.30 am to 5.00 pm).
4. Give a final reading to the answer you have written and see whether you can delete unimportant or repetitive words.
5. The cover page of the each theory assignments must have information as given in FORMAT below.

**FORMAT**

1. NAME OF THE COURSE :
2. NAME OF THE STUDENT :
3. ENROLLMENT NUMBER :
4. NAME OF THE PAPER :
5. DATE OF SUBMISSION :
6. MOBILE NUMBER :
6. Write the above said details clearly on every assignments paper, otherwise your paper will not be valued.
7. Tag all the assignments paper-wise and submit
8. Submit the assignments on or before **27-08-2021**. at the concerned counter at PGRRCDE, OU on any working day and obtain receipt.

**Prof. G.B. Reddy  
DIRECTOR**

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**MBA I SEMESTER  
(CDE) - 101**

**PAPER: I ORGANISATION THEORY AND BEHAVIOUR (OTB)**

**ASSIGNMENT – I**

**I Answer the following 3 Questions. Each Question carries 5 Marks :**

1. Explain the Management Principles.
2. Describe the Elton Mayo's Hawthorne experiment.
3. Write notes on Grapevine communication and transactional analysis.

**ASSIGNMENT – II**

**II Answer the following 3 Questions. Each Question carries 5 Marks :**

1. Explain the Maslow's and Herzberg's theories of motivation..
2. Explain the stages in group development and discuss the factors contributing to group cohesiveness .
3. What are various types of conflicts. Discuss the sources of conflict and suggest strategies for effective management of conflict situations.

**MBA I SEMESTER  
(CDE) - 102**

**PAPER: II MANAGERIAL ECONOMICS (ME)**

**ASSIGNMENT - I**

**I Answer the following 3 Questions. Each Question carries 5 Marks :**

1. What are the fundamental concepts of Managerial Economics?.
2. What is derivative? Explain types of derives.
3. Discuss the importance of demand concept in managerial decision.

**ASSIGNMENT – II**

**II Answer the following 3 Questions. Each Question carries 5 Marks :**

1. What is production? Explain the law of diminishing marginal returns to scale.
2. Define Market ? Explain Types of market structures.
3. Write the managerial uses and limitations of game theory.

**MBA I SEMESTER  
(CDE) - 103**

**PAPER: III FINANCIAL ACCOUNTING AND ANALYSIS (FA&A)**

**ASSIGNMENT – I**

**I Answer the following 3 Questions. Each Question carries 5 Marks :**

1. Explain the concepts of accounting.
2. Differentiate between capital and revenue expenditure.
3. Explain the provisions of company's Act relativity to preparation of Balance Sheet..

**ASSIGNMENT – II**

**II Answer the following 3 Questions. Each Question carries 5 Marks :**

1. Write short notes on – Tax avoidance, tax planning and tax shelters.
2. Describe the classification of Ratios.
3. Differentiate between funds flow and cash flow statements.

**MBA I SEMESTER  
(CDE) - 104**

**PAPER – IV : PRINCIPLES OF MARKETING (POM)**

**Assignment – I**

**I Answer the following 3 Questions. Each Question carries 5 Marks :**

1. Explain the term 'Marketing' and explain the importance and scope of Marketing.
2. Write a note on the role of promotion in marketing mix.
3. What are the major decisions in advertising? Explain in detail.

**Assignment – II**

**II Answer the following 3 Questions. Each Question carries 5 Marks :**

1. What do you mean by selling concept? Briefly explain the difference between marketing and selling.
2. Explain the stages of Product life cycle and its importance in market.
3. What are the major distribution channels to reach customers? Explain in detail.

**MBA I SEMESTER  
(CDE) - 105**

**PAPER – V : STATISTICS FOR MANAGEMENT (SFM)**

**Assignment – I**

**I Answer the following 3 Questions. Each Question carries 5 Marks :**

1. Explain the different types of scales. What are the characteristics measurement scales?
2. Explain standard normal curve? What are the properties & importance of normal distribution?
3. Write short notes on Central Limit Theorem.

**Assignment – II**

**II Answer the following 3 Questions. Each Question carries 5 Marks :**

1. Explain hypothesis testing. Explain the test for means and proportions.
2. Explain one way and two way ANOVA (with and without interaction)
3. Explain the concept of Regression Analysis.

**MBA I SEMESTER  
(CDE) - 106**

**PAPER – VI: INTRODUCTION TO INFORMATION TECHNOLOGY (IIT)**

**Assignment – I**

**I Answer the following 3 Questions. Each Question carries 5 Marks :**

1. Explain the block diagram of Computer. Describe its input and output devices.
2. What are the important functions of MSDOS ? Explain different types of operating Systems..
3. What is Network ? What are different types of Topologies ? Explain in Detail ?

**Assignment – II**

**II Answer the following 3 Questions. Each Question carries 5 Marks :**

1. Explain the advantages and disadvantages of Internet in Detail ?
2. What do you understand by Flow Chart ? Explain with suitable example ?
3. Write a note on MS Office i.e. Word, Excel, PowerPoint and Access.