

**INTERNAL ASSIGNMENT QUESTIONS**  
**M.B.A. III SEMESTER**  
**(2017 - 2018)**



**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. C. GANESH**  
**Hyderabad – 7 , Telangana State**

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

Dear Students,

Every student of MBA III 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 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. 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 **30-04-2018** at the concerned counter at PGRRCDE, OU on any working day and obtain receipt.

**Prof. C. GANESH  
DIRECTOR**

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**MBA III SEMESTER  
(CDE) - 301**

**PAPER – I : MANAGEMENT INFORMATION SYSTEMS**

**ASSIGNMENT - I**

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

1. What are the functions of the MIS ?
2. Describe the synthesized structure of MIS
3. Define strategic information system.

**ASSIGNMENT – II**

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

1. Define database Management system.
2. Explain the network with help of Example.
3. What is electronic Mail ? Discuss its functions.

**MBA III SEMESTER  
(CDE) - 302**

**PAPER – II : BUSINESS COMMUNICATION**

**ASSIGNMENT - I**

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

1. What are the barriers to effective Listening?
2. What is organizational culture? What are its characteristics ?
3. What is a group discussion ? Describe its procedure.

**ASSIGNMENT – II**

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

1. Discuss the steps involved in decision making process.
2. How is a speech different from a presentation?
3. Explain the relevance and need of negotiation.

**MBA III SEMESTER  
(CDE) - 303**

**PAPER – III : MANAGEMENT ACCOUNTING AND CONTROL**

**ASSIGNMENT - I**

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

1. Define and distinguish joint and byproducts
2. The Ganges pump company uses about 75000 valves per year and the usage is at 6250 valves per month.  
  
The valves cost Rs.1.50 per unit when bought in quantities and the carrying cost is estimated to be 20% of average inventory investment on annual basis. The cost to place an order and process the delivery is Rs. 18.  
It takes 45 days to receive from the date of an order and a safety stock of 3250, valves is required.
  - a) Determine EOQ and frequency of orders.
  - b) The order point
  - c) The most economic order quantity if the valves cost Rs. 4.50 each instead of Rs. 1.50 each.
3. Define concept of budgetary control and explain the objectives and advantages.

**ASSIGNMENT – II**

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

1. What is a responsibility centre and explain the nature and features of responsibility centres?
2. What is activity based accounting? What is the usefulness of such a system?
3. .What is target costing and what are its Advantages ?

**MBA III SEMESTER  
(CDE) - 304**

**PAPER – IV : PRODUCT & OPERATION MANAGEMENT**

**ASSIGNMENT – I**

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

1. What are the inter faces between finance marketing and operation functions?
2. What is production planning and control function? What are its three stages? What are the various components of production planning and control?
3. Four jobs have the positions as shown below. Determine the critical ratio for each job and assign priority ranking

Job	Due date	Remaining work in days
A	26	8
B	24	2
C	22	2
D	28	12

**ASSIGNMENT – II**

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

1. Discuss Weber's theory of selecting a location.
2. What do you mean by make or buy decision ? Discuss the pros and cons of this decision?
3. What is value Analysis? Define various values and its advantages ?

**MBA III SEMESTER  
(CDE) - 305**

**ELECTIVE: HRM**

**PAPER –V : ORGANISATION DEVELOPMENT AND TEAM BUILDING**

**ASSIGNMENT - I**

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

1. Define OD and explain its scope.
2. What is organizational Transformation ?
3. Explain the application of Six-box Model.

**ASSIGNMENT – II**

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

1. Describe Teambuilding Intervention.
2. Define the Quality Circle.
3. Evaluate the Consumer as a microcogy.

**MBA III SEMESTER  
(CDE) - 306**

**ELECTIVE: HRM  
PAPER –VI : LEADERSHIP AND CHANGE MANAGEMENT**

**ASSIGNMENT - I**

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

1. What is the importance of leadership in an organization ?
2. What is the role of leader in shaping and reinforcing culture?
3. What is change ? How do you overcome resistance to change?

**ASSIGNMENT - II**

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

1. Write about Managerial Grid Style of Leadership.
2. What are the different types of change?
3. List the characteristics of a creative leader.



**MBA III SEMESTER  
(CDE) - 305**

**ELECTIVE: MARKETING**

**PAPER –V : PRODUCT MANAGEMENT**

**ASSIGNMENT - I**

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

1. Discuss the Product Line & Product Mix.
2. Describe the BCG modes with suitable examples.
3. Explain positioning & repositioning strategies.

**ASSIGNMENT - II**

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

1. Discuss the ADOPTTEST model.
2. How is PREFMAPS useful to the Product Manager ?
3. Highlight the uses of MARMIX model with suitable examples.

**MBA III SEMESTER  
(CDE) - 306**

**ELECTIVE : MARKETING  
PAPER-VI: PROMOTION AND DISTRIBUTION MANAGEMENT**

**ASSIGNMENT - I**

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

1. What is promotion? Explain the relationship between promotion mix and Integrated Marketing communication?
2. What is DAGMAR ? How is DAGMAR an improvement over the previous approaches for measuring advertising ?
3. Explain the process of evaluating performance of sales force executives.

**ASSIGNMENT - II**

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

1. Explain the different types of Vertical Marketing & Horizontal marketing channel.
2. Describe the designing of Advertisement copy.
3. Explain the different types of Media Advertising.

**MBA III SEMESTER  
(CDE) – 305**

**ELECTIVE: FINANCE  
PAPER –V : STRATEGIC FINANCIAL DECISIONS**

**ASSIGNMENT - I**

**I Answer the following 3 Questions. Each Question carries 5 Marks : 3x5=15**

1. What are the key steps in the McKinsey approach to value based management?
2. What is capital rationing ? How would you select the investment project under capital constraint ?
3. Problem:  
Company X wishes to take over company Y. Financial details of two companies are as under:

	Company X	Company Y
Equity shares (Rs.10 per share)	1,00,000	50,000
Share premium account	----	2,000
Profit & Loss Account	38,000	4,000
Preference Shares	20,000	----
10% debentures	15,000	5,000
	<hr/> 1,73,000	<hr/> 61,000
Fixed Assets	1,22,000	35,000
Net Current Assets	51,000	26,000
	<hr/> 1,73,000	<hr/> 61,000
Maintenance Annual Profit (After tax) for equity shareholder	24,000	15,000
Market price per equity share	24	27
Price earning ratio	10	9

What offer do you think Company X could make to company Y in terms of exchange ratio based on

- (i) net assets value
- (ii) earning per share
- (iii) Market price per share
- (iv) Which method do you prefer from Company 'X's point of view?

**ASSIGNMENT – II**

**II Answer the following 3 Questions. Each Question carries 5 Marks : 3x5=15**

1. What are divestitures ? Discuss the rationale for divestitures.
2. Define risk. Classify and explain the categories of risks applicable in a financial services firm.
3. Explain various types of hybrid securities.

**MBA III SEMESTER  
(CDE) - 306**

**ELECTIVE: FINANCE  
PAPER –VI : FINANCIAL SYSTEM AND SERVICES**

**ASSIGNMENT - I**

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

1. What is financial intermediation ? Discuss about economic rationale of intermediation.
2. What are the problems facing secondary market in India ?
3. What are the various types of NBFCs in India? Explain briefly.

**ASSIGNMENT – II**

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

1. Discuss about various forms of Venture Capital financing.
2. What is Bills discounting ? What are the advantages of Bills discounting?
3. What are the rating symbols used for long term, medium term & short term credit ratings ?