

**INTERNAL ASSIGNMENT QUESTIONS  
M.B.A. I SEMESTER  
(2016-2017)**



**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. SHIVARAJ  
Hyderabad – 7 , Telangana State**

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

Dear Students,

Date: 28-04-2017.

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 concerned faculty evaluates these assignment papers. The marks awarded to you will be forwarded to the Controller of Examination, OU for inclusion in the University Examination marks. Without these marks, your results will be incomplete.

Further, you are hereby informed to submit the two assignments at MBA counter on or before **25<sup>th</sup> May, 2017** and obtain acknowledgement..

**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 and also on Sundays / Second Saturdays for collecting further 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. Separate Format for each Assignment.
6. Write the above said details clearly on every subject assignments paper, otherwise your paper will not be valued.
7. Tag all the assignments paper wise and submit assignment number wise.
8. Submit both the assignments on or before **25<sup>th</sup> May, 2017** at MBA counter, PGRRCDE, OU on any working day and obtain receipt.

**Dr.N.R. GIRIDHAR  
JOINT DIRECTOR**

**PROF.SHIVARAJ  
DIRECTOR**

**FORMAT**

1. NAME OF THE STUDENT :
2. ENROLLMENT NUMBER :
3. M.B.A. (I) SEMESTER :
4. PAPER :
5. PAPER CODE :
6. ASSIGNMENT No. (I / II) :
7. DATE OF SUBMISSION :

:

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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. What is Management ? Explain the process of Management ?
2. Explain the following Terms
  - a. Span of Control
  - b. Transactional Analysis
3. What is motivation. Explain about Maslow's theory of hierarchy of needs.

**ASSIGNMENT – II**

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

1. What is the contribution of Henry Fayol to the discipline of management.
2. What is change. How do you overcome resistance to change.
3. What is leadership ? Write about Traits theory of leadership.

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

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

**ASSIGNMENT - I**

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

1. Compare and contrast between time perspective and discounting principle.
2. Explain the econometric approach to decision-making.
3. Discuss the role of price elasticity in business decision.

**ASSIGNMENT – II**

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

1. What is meant by Internal and external economies of scale.
2. What are the features of perfect competition ? Explain price determination under perfect competition.
3. How could the Prisoner's dilemma model be used in explaining price war between Duopolists.

**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 role of Accounting in decision making. Who are the users of Accounting information ?
2. Explain the Accounting principles and conventions.
3. Define and explain the methods of depreciation.

**ASSIGNMENT – II**

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

1. Explain the concept and methods of Financial Statement analysis.
2. Describe the utility and limitations of Ratio Analysis.
3. Explain the tools and techniques of financial forecasting.

**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. Define Marketing mix ? Explain briefly.
2. What do you understand by Marketing environment. Explain Its components.
3. What is Marketing Segmentation? What are the bases of segmenting a market ?

**Assignment – II**

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

1. What is product life cycle ? what are the various stages and strategies in the product life cycle ?
2. What are the major factors that influence consumer behaviour ?
3. How the Marketing Managers controls the Marketing departments ?

**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. Addition theorem of probability
2. Application areas of Baye's theorem
3. Measurement and scaling

**Assignment – II**

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

1. Probabilistic sampling methods
2. Two way ANOVA
3. Rank Correlation

**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 features of Computer ? Describe its input and output devices ?
2. What are the basic commands in MSDOS ? Explain various types of computer Software.
3. What is Topology ? 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 business in Detail ?
2. What do you understand by algorithms and Flow Chart ? Explain with suitable example ?
3. Write a note on Micro Soft Excel functions and advanced concepts in MS Access ?