

INTERNAL ASSIGNMENT QUESTIONS M.B.A. III SEMESTER

2022-23



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,

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 the candidate will be forwarded to the Examination Branch, 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, the candidate will not be given an opportunity to submit their Internal Assignment in the subsequent years, if the candidate fails to submit Internal Assignments before the stipulated date, the Internal marks will not be added to University examination marks under any circumstances.

Candidates 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 EXAMINATION FEE PAYMENT RECEIPT (ON-LINE) WILL NOT BE ACCEPTED

Assignments on Printed / Photocopy / Typed 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 **15.04.2023** at the concerned counter at PGRRCDE, OU on any working day and obtain receipt.

DIRECTOR

INTERNAL ASSIGNMENT – 2023

MBA III SEMESTER (CDE) - 301

PAPER – I : MANAGEMENT INFORMATION SYSTEMS

ASSIGNMENT - I

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

1. “Information System as a Sub-System”, Explain with examples.
2. Explain the Framework of Information System.
3. Explain Different types of Information System Users.

ASSIGNMENT – II

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

1. Explain the Advantages and Disadvantages of DBMS.
2. What is Normalization ? Explain any TWO Normal Forms.
3. Describe the concept of Office Automation with an example.

INTERNAL ASSIGNMENT – 2023

MBA III SEMESTER (CDE) - 302

PAPER – II : BUSINESS COMMUNICATION

ASSIGNMENT - I

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

1. Explain the communication process.
2. Role of communication in decision making process.
3. Explain Group Discussions – Techniques and Approaches.

ASSIGNMENT – II

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

1. Define Negotiation process and relevance – effective Negotiation Techniques.
2. Explain coherence in writing and communication.
3. Define Business Report Writing – Basics of a good Report.

INTERNAL ASSIGNMENT – 2023

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 Cost Accounting and Objectives of Cost Accounting.
2. Management Accounting Vs Financial Accounting.
3. Job Costing, Batch Costing, Process Costing.

ASSIGNMENT – II

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

1. Define LIFO and write Advantages and Disadvantages.
2. Explain CVP analysis and describe uses of CVP analysis.
3. Decision making process.

INTERNAL ASSIGNMENT – 2023

MBA III SEMESTER (CDE) - 304

PAPER – IV : PRODUCTION & OPERATIONS MANAGEMENT

ASSIGNMENT – I

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

1. Explain production technologies in detail.
2. Discuss the role of production planning and control.
3. Briefly explain methods of work study.

ASSIGNMENT – II

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

1. Discuss Inventory Control methods.
2. Explain the concept of Quality Circles.
3. Discuss methods of rating vendors..

INTERNAL ASSIGNMENT – 2023

MBA III SEMESTER (CDE) - 305

PAPER –V : ORGANISATION DEVELOPMENT AND TEAM BUILDING (HR)

ASSIGNMENT - I

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

1. Define OD by including all the characteristics that are important for the present and future of the OD field and explain the same in detail.
2. Briefly explain the organization culture in terms of the four major elements that exist at different levels of awareness.
3. Examine the efficacy of TQM as one of the major employee involvement (EI) applications.

ASSIGNMENT – II

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

1. What are the conditions that typically give rise to the need for OD interventions.
2. Explain action Research as a process and as an approach.
3. What are Quality Circles ? How can an organization attain favourable results through formation of Quality Circles ?

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MBA III SEMESTER (CDE) - 306

PAPER –VI : LEADERSHIP AND CHANGE MANAGEMENT (HR)

ASSIGNMENT - I

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

1. Briefly write about different styles of Leadership.
2. What is the nature and importance of Leadership.
3. Explain the significance of Leadership in an organization.

ASSIGNMENT - II

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

1. Discuss how leadership practices foster's TQM.
2. Explain various Leadership development programmes.
3. How do you develop successful leaders for Indian Industries ? Explain in detail.

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MBA III SEMESTER (CDE) - 305

PAPER –V : PRODUCT MANAGEMENT (MARKETING)

ASSIGNMENT - I

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

1. Explain the seven stages of new product planning while considering the need for introducing new product into the market.
2. What do you understand by PLC ? Discuss the PLC stages for the product.
3. Discuss in detail the BCG portfolio model with an appropriate example.

ASSIGNMENT - II

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

1. Explain the role of Research and Development in new product development ?
2. What is market segmentation ? What is the basis for Segmentation ?
3. Explain Test Marketing. What are the basic steps of Test Marketing ?

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MBA III SEMESTER (CDE) - 306

PAPER-VI: PROMOTION AND DISTRIBUTION MANAGEMENT (MARKETING)

ASSIGNMENT - I

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

1. Explain Integrated Marketing.
2. What is Promotional Mix ?
3. What is Media Strategy ?

ASSIGNMENT - II

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

1. Integrated Marketing Strategy and Communication Strategy.
2. Explain Training and Sales Force.
3. Marketing channels and various types of distribution channels.

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MBA III SEMESTER (CDE) - 305

PAPER –V : STRATEGIC FINANCIAL DECISIONS (FINANCE)

ASSIGNMENT - I

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

1. Explain the comparable company approach of corporate valuation.
2. What are the pros and cons of simulation approach ?
3. Explain the strategies for business expansion, construction and abandonment projects.

ASSIGNMENT – II

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

1. Discuss the important theories relating to mergers.
2. Describe the Risk Reporting system in a corporate entity.
3. Briefly explain the model for developing new Financial Instruments.

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MBA III SEMESTER (CDE) - 306

PAPER –VI : FINANCIAL SYSTEM AND SERVICES (FINANCE)

ASSIGNMENT - I

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

1. Define Financial Intermediary ? What is the distinction between money market and capital market ?
2. Outline the role of SEBI in the context of Stock Market Reforms.
3. Define Commercial Bank and discuss its functions and characteristics.

ASSIGNMENT – II

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

1. Define leasing and discuss its characteristics.
2. What are the exit strategies of venture capital finance company.
3. Discuss about factoring scenario in India.