

**INTERNAL ASSIGNMENT QUESTIONS
M.B.A. III YEAR (year wise)
(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,

Date: 04-08-2018

Every student of MBA III year 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 pay Rs.500/- through Online towards Assignment fee and submit the same along with two assignments at MBA counter on or before **30-08-2018** and obtain proper receipt. Assignments without the requisite fee 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 PGRRCCDE 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 **30-08-2018** at MBA counter, PGRRCCDE, OU on any working day and obtain receipt.

**Prof. C. GANESH
DIRECTOR**

FORMAT

- | | | |
|------------------------|---|--|
| 1. NAME OF THE COURSE | : | |
| 2. NAME OF THE STUDENT | : | |
| 3. ENROLLMENT NUMBER | : | |
| 4. NAME OF THE PAPER | : | |
| 5. DATE OF SUBMISSION | : | |

**MBA III YEAR
INTERNAL ASSIGNMENT**

PAPER – I : TECHNOLOGY MANAGEMENT & ENTRENEURSHIP (TME)

ASSIGNMENT - I

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

1. Explain the technology life cycle with suitable example.
2. Explain the methods technology forecasting.
3. Discuss the various modes of technology transfer.

ASSIGNMENT – II

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

1. Explain the following – Entrepreneur, Intraprenuer, Techno-Entrepreneur, Online-Entrepreneur.
2. Explain the various steps in entrepreneurial development.
3. Explain the features of a project report.

**MBA III YEAR
INTERNAL ASSIGNMENT**

PAPER – II : STRATEGIC MANAGEMENT (SM)

ASSIGNMENT – I

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

1. Discuss the different elements of Strategic Management.
2. What is value chain Analysis ? Explain with any example.
3. What is Outsourcing ? What are the Benefits of Outsourcing ?

ASSIGNMENT – II

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

1. Explain How the Environment affects the Corporate Strategy of any Company.
2. Explain Vision Statement, Mission Statement and Objectives in Crafting a Strategy.
3. Explain Porter's Five Force Model.

**MBA III YEAR
INTERNAL ASSIGNMENT**

PAPER – III : INTERNATIONAL BUSINESS (IB)

ASSIGNMENT – I

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

1. Describe the theories in support of International Business.
2. Explain different tariff and non-tariff control measures for regulating International Business.
3. Write briefly India's trading with European Union and ASEAN countries.

ASSIGNMENT – II

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

1. What are the advantages and disadvantages of trading with regional trading Blocks.
2. Describe briefly different modes of entry into International Business and how do you develop entry strategy.
3. Explain different communication aspects to be taken care for an effect International Business.

**MBA III YEAR
INTERNAL ASSIGNMENT**

PAPER – IV : SUPPLY CHAIN MANAGEMENT (SCM)

ASSIGNMENT – I

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

1. Write any three definitions of SCM. What is Supply Chain strategy ? Diagrammatically present supply chain for a i) production organization and ii) service organization.
2. What is Logistics Management ? What the differences are between inbound, Internal, Outbound and reverse logistics ? what is integrated logistics strategy ? Explain.
3. What is customer focus in Supply Chain ? Discuss in detail.

ASSIGNMENT – II

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

1. List and discuss various modes of transport. Systematically discuss the issues and problems associated with each mode of transportation in Supply Chain management ?
2. What is Bench Marking ? List and discuss about different types of bench marking ? Discuss.
3. Discuss in detail about various strategic issues that would add value to the Supply Chain?

**MBA III YEAR
INTERNAL ASSIGNMENT**

**(ELECTIVE): HR
PAPER – V : ORGANIZATION DEVELOPMENT AND TEAM BUILDING (ODTB)**

ASSIGNMENT – I

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

1. "A set of values, assumptions, and beliefs constitute an integral part of OD". Discuss.
2. Write a detailed note the characteristics and foundations of OD.
3. What are OD interventions ? Briefly explain the major families of OD Interventions.

ASSIGNMENT – II

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

1. Explain the concept of "action research", Explain action research as a 'process' and as an 'approach'.
2. Discuss the conditions that contribute to optimal success in OD efforts.
3. List and explain the characteristics of an 'effective team'. What conditions are required to be fulfilled to build effective teams ?

**MBA III YEAR
INTERNAL ASSIGNMENT**

**(ELECTIVE): HR
PAPER – VI : LEADERSHIP AND CHANGE MANAGEMENT (LCM)**

ASSIGNMENT – I

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

1. State and explain the benchmark styles on the Leadership Grid with their popular terminology and as given by Robert Blake and Jane S Mouton.
2. What is 'leadership development'? Identify and summarize the nature of various leadership development programs.
3. Assess the impact of cultural factors on Leadership Practice taking into account the basic dimensions of National Culture.

ASSIGNMENT – II

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

1. Identity and discuss different varieties of changes that are facing the business world today
2. List and summarize the main reasons as to why individuals and groups resist change.
3. Briefly present the four theoretical perspectives on Organizational Change viz., contingency, population – ecology, institutional, and resources dependence, perspectives.

**MBA III YEAR
INTERNAL ASSIGNMENT**

**(ELECTIVE): HR
PAPER – VII : PERFORMANCE APPRAISAL & COUNSELLING (PAC)**

ASSIGNMENT – I

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

1. Discuss the traditional methods of performance appraisal.
2. Discuss the procedure of performance counseling.
3. Explain the force – field analysis.

ASSIGNMENT – II

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

1. Discuss the modern methods of performance appraisal.
2. Distinguish performance appraisal and performance management.
3. Write short notes on sequential analysis of behaviour.

**MBA III YEAR
INTERNAL ASSIGNMENT**

**(ELECTIVE): HR
PAPER – VIII : INDUSTRIAL RELATIONS & LABOUR LAWS (IRLL)**

ASSIGNMENT – I

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

1. Define Industrial Relation and discuss its functions.
2. Define Standing order and explain its role in Industrial Relation.
3. Discuss and evaluate model grievance procedures.

ASSIGNMENT – II

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

1. Discuss the role of Trade Union in Industrial Relations.
2. What is collective bargaining and discuss the uses of collective bargaining.
3. What is an Industrial dispute and discuss the mechanism of dispute settlement bodies.

**MBA III YEAR
INTERNAL ASSIGNMENT**

**(ELECTIVE) : MARKETING
PAPER – V : PRODUCT MANAGEMENT (PM)**

ASSIGNMENT – I

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

1. Define product mix ? Explain product line and product mix with suitable examples.
2. Different between BCG Model and G.E. / Mekengy model ?
3. Discuss the importance of positioning and re-posting. How do you measure positioning.

ASSIGNMENT – II

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

1. How the Designer Model useful to the product Manager ?
2. Highlights the ADOPTTEST Model and its uses in product Management ?
3. Discuss the Mirror model and merits and de merits of the same ?

**MBA III YEAR
INTERNAL ASSIGNMENT**

**(ELECTIVE) : MARKETING
PAPER – VI : PROMOTION AND DISTRIBUTION MANAGEMENT (PDM)**

ASSIGNMENT – I

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

1. What is Integrated Marketing communication (IMC)? How do you use the concept for promoting a brand in a product category ?
2. Explain the role of emotional and rational appeals in advertisements and when can they be used.
3. Explain different personal selling approaches.

ASSIGNMENT – II

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

1. Explain the process of evaluating and supervising Sales force.
2. What is non-store retailing ? Describe different modes of non-store retailing.
3. Explain the role of out-door advertising, yellow pages and specialty advertising in promoting a product.

**MBA III YEAR
INTERNAL ASSIGNMENT**

**(ELECTIVE) : MARKETING
PAPER – VII : CONSUMER BEHAVIOUR (CB)**

ASSIGNMENT – I

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

1. Define consumer behaviour ? Explain the importance of buying decision process ?
2. Explain the various perspectives on consumer behaviour ?
3. Describe and different types of theories in personality ?

ASSIGNMENT – II

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

1. Explain the motivational process and measuring motivation ?
2. What do you understand by the brand loyalty ? Briefly explain ?
3. Explain the importance of marketing communication and advertisings ?

**MBA III YEAR
INTERNAL ASSIGNMENT**

**(ELECTIVE) : MARKETING
PAPER – VIII : SERVICES MARKETING (SM)**

ASSIGNMENT – I

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

1. Describe the importance and growth of service industry ?
2. Explain the services of income generating organizations and Non-income generating organizations ?
3. Explain the classifications of 4Is of services ?

ASSIGNMENT – II

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

1. Explain the bases of segmentation ?
2. What us market positioning ? What are the strategies for positioning services ?
3. Describe the role of physical evidence in service marketing ?

**MBA III YEAR
INTERNAL ASSIGNMENT**

**ELECTIVE : FINANCE
PAPER – V : STRATEGIC FINANCIAL DECISIONS (SFD)**

ASSIGNMENT – I

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

1. Explain the key elements of a firm's strategy in Marakon approach. Critically evaluate the relationship among these three key variables.
2. Two projects X & Y have the following data.

Project	Expected NPV	Standard deviation of NPV
X	Rs.360 million	Rs.230 million
Y	Rs.225 million	Rs.160 million

The correlation coefficient between the returns on the two projects is -0.36. Find the expected NPV and Standard Deviation if the two projects are taken up by a firm.

3. Explain the various strategies for various strategic business units as suggested by BCG Model.

ASSIGNMENT – II

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

1. Big. B is planning to acquire small B. the details of the two firm are as below.

Particulars	Big – B	Small – B
Earnings (Rs.)	3,00,000/-	96,000/-
No.of equity shares	50,000/-	14,000/-
Market Value per share (Rs)	18	12

You are required to Find :

- (i) Exchange ratio after merger, if the merger is by the exchange of equity and the exchange ratio is based on current market price. And
 - (ii) Exchange ratio required to maintain the earnings of small – D share holders as before.
2. What are divestitures ? Discuss the rationale for divestitures.
 3. List out the type of risk reports that can be generated within the organization. Explain their utility.

**MBA III YEAR
INTERNAL ASSIGNMENT**

**ELECTIVE : FINANCE
PAPER – VI : FINANCIAL SYSTEM AND SERVICES (FSS)**

ASSIGNMENT – I

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

1. Discuss the concept and structure of the primary securities market.
2. Describe the various risk management practices and strategies. Indian commercial banks
3. Explain the trading and settlement procedures in the secondary securities market.

ASSIGNMENT – II

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

1. Discuss the legal and tax framework of a) leasing and b) hire purchase
2. Evaluate the performance of venture capital firms such as TDICI.
3. What is factoring ? Explain how the evaluation of factorial services is done.

**MBA III YEAR
INTERNAL ASSIGNMENT**

**(ELECTIVE) : FINANCE
PAPER – VII : INTERNATIONAL FINANCE (IF)**

ASSIGNMENT – I

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

1. Explain the evolution of the international financial system.
2. Describe the Purchasing Power Parity and the Interest Rate parity theories.
3. Explain the various types of risk in MNCs.

ASSIGNMENT – II

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

1. Describe the internal methods of hedging risk.
2. Explain the various financial instruments in international capital markets.
3. Differentiate between forwards and futures.

**MBA III YEAR
INTERNAL ASSIGNMENT**

**ELECTIVE : FINANCE
PAPER – VIII : SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT (SAPM)**

ASSIGNMENT – I

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

1. Define investment. Discuss how investors benefit through various sources of investment information ? Also discuss the limitations of each source of investment information.
2. (a) Discuss various types of risks that affect the business risk

(b) How the valuation of equity shares can be done ? What approaches are you going to Adopt ? Give demonstration on at least one approach.

(c) Explain the concept of Efficient Market Hypothesis (EMH). What are the anomalies of EMH ?
3. Explain the concept of (Capital Asset Pricing Mode) CAPM. Explain the procedure to Calculate Beta.

ASSIGNMENT – II

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

1. Explain the applications of Arbitrage Pricing Theory (APT). Bring out the similarities and differences between APT and CAPM.
2. (a) Briefly discuss the history of Mutual Funds particularly in the Indian context.

(b) Consider any five mutual funds of your choice and present their full profile including NAV of last three years.
3. (a) Define Derivative ? Discuss the settlement process of the derivatives in trading. How the risk can be subsided with derivatives concept.

(b) What is option pricing model ? Discuss various key variables that are required to calculate option value using Block and Scholes model.