

MS-01

Management Programme

**ASSIGNMENT
FIRST SEMESTER
2010**

MS-01: Management Function and Behaviour



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI-110 068**

ASSIGNMENT

Course Code	:	MS-01
Course Title	:	Management Functions and Behaviour
Assignment Code	:	MS-01/SEM-I/2010
Coverage	:	All Blocks

Note: Please attempt all the questions and send it to the Coordinator of the study center you are attached with

- 1) Explain the tasks of a professional manager. Describe the tasks which are more challenging in terms of survival and growth of the organization. Illustrate with the help of examples from an organization you are acquainted with. Briefly describe the organization you are referring to.
- 2) Discuss the various types of decision – making. Describe the managerial decisions being made in an organization you are familiar with, what are the outcomes of those decisions. Explains with examples.
- 3) Explain various types of conflicts. Discuss the strategies which have been used to resolve interparty conflict in any organization you are familiar with. Briefly describe the organization you are referring to.
- 4) Explain the Importance of the communication in organizations. Discuss various communication channels used in an organization you are familiar with and their effectiveness. Briefly describe the organization you are referring to.
- 5) Explain the various leadership styles. Discuss the leadership styles of your organization and how influential it is in improving the performance of your organization or any organization you are acquainted with. Briefly describe the organization you are referring to.

MS-02

Management Programme

**ASSIGNMENT
FIRST SEMESTER
2010**

MS-02: Management of Human Resources



**School of Management Studies
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MAIDAN GARHI, NEW DELHI-110 068**

ASSIGNMENT

Course Code	:	MS-02
Course Title	:	Management of Human Resources
Assignment Code	:	MS-02/SEM-I/2010
Coverage	:	All Blocks

Note: Please attempt all the questions and send it to the Coordinator of the study center you are attached with

- 1) Explain the changing role of HRM. Discuss the challenges associated in the HRM in present business scenario citing examples from the organizations you are familiar with. Briefly describe the organization you are referring to.
- 2) Discuss the importance of job analysis. Describe the methods of job analysis being followed in an organization you are acquainted with. Briefly describe the organization you are referring to.
- 3) Explain the performance appraisal process. Describe the performance appraisal method and its merits & demerits in an organization you are familiar with. Briefly describe the organization you are referring to.
- 4) What is performance coaching? Discuss the phases of performance coaching and its importance in organizations.
- 5) Discuss the compensation function and objectives. Describe the components of wage structure of your own organization or any organization you are familiar with. Briefly describe the organization you are referring to.

MS-03

Management Programme

**ASSIGNMENT
FIRST SEMESTER
2010**

MS-03: Economic and Social Environment



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI-110 068**

ASSIGNMENT

Course Code	:	MS-3
Course Title	:	Economic and Social Environment
Assignment Code	:	3/TMA/SEM-I/2010
Coverage	:	All Blocks

Note: Please attempt all the questions and send it to the Coordinator of the study center you are attached with

1. “The politico-legal environment of business contains a number of critical elements.” Examine this statement with the help of examples.
2. Explain the factors responsible for industrial sickness and measures to tackle them in Small Scale Industries Sector (SSI)
3. ‘Rao - Manmohan Model of Growth is different from Gandhian Model of Growth.’ Critically evaluate this statement.
4. ‘An important factor which influences the Balance of Payments of a country is the exchange rate of its currency vis-a- vis other major currencies.’ Briefly explain this statement.
5. What is privatisation? Briefly discuss the three forms adopted for privatizing Public Sector Enterprises.
6. Write short notes on the following:-
 - a) Externalities
 - b) Incremental Capital-Output Ratio (ICOR)
 - c) Administered Prices

MS-04

Management Programme

**ASSIGNMENT
FIRST SEMESTER
2010**

MS-04: Accounting and Finance for Managers



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI-110 068**

ASSIGNMENT

Course Code	:	MS-04
Course Title	:	Accounting and Finance for Managers
Assignment Code	:	MS-04/SEM-I/2010
Coverage	:	All Blocks

Note: Please attempt all the questions and send them to the Coordinator of the Study Centre you are attached with.

- Q.1 “Accounting is closely connected with control”. Elaborate the statement and discuss the role of accounting feedback in the process of control.
- Q.2 You are required to prepare a Schedule of changes in working capital and a Funds Flow Statement from the Balance Sheets of Amazon Ltd as on 31st Dec. 2008 and 2009.

Liabilities	2008 Rs.	2009 Rs.	Assets	2008 Rs.	2009 Rs.
Share capital	2,00,000	2,00,000	Goodwill	24,000	24,000
Gen. Reserve	28,000	36,000	Buildings	80,000	72,000
P&L A/c	32,000	26,000	Plant	74,000	72,000
Creditors	16,000	10,800	Investments	20,000	22,000
Bills payable	2,400	1,600	Stock	60,000	46,800
Provision for taxation	32,000	36,000	Bills receivable	4,000	6,400
Provision for doubtful debts.	800	1,200	Debtors	36,000	38,000
			Cash & Bank balance	13,200	30,400
	3,11,200	3,11,600		3,11,200	3,11,600

Additional information:

- a) Depreciation provided on plant was Rs. 8,000 and on Buildings Rs. 8,000
 - b) Provision for taxation made during the year Rs. 38,000
 - c) Interim dividend paid during the year Rs. 16,000
- Q.3 Take a suitable example and explain the impact of cost and volume changes on the profits of a business.
- Q.4 The Finance Director of Ritoria Ltd thinks that the project with the higher NPV should be chosen whereas its Managing Director thinks that the one with the higher IRR should be undertaken, especially as both projects have the same initial outlay and length of life. The company anticipates a cost of capital of 10% and the net after tax

cash flows of the projects are as follows:

Year	0	1	2	3	4	5
(Cash Flows figs 000)						
Project X	Rs. (200)	35	80	90	75	20
Project Y	Rs. (200)	218	10	10	4	3

You are required to :

- a. Calculate the NPV and IRR of each project.
 - b. State, with reasons, which of the two mutually exclusive projects you would recommend.
 - c. Explain the reasons for inconsistency in the ranking of the two projects.
- Q.5 What are the different factors that a finance manager needs to consider while taking decisions regarding his/her firm's capital structure. Explain each of these factors in detail.

MS-05

Management Programme

**ASSIGNMENT
FIRST SEMESTER
2010**

MS-05: Management of Machines and Materials



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI-110 068**

Course Code	:	MS-5
Course Title	:	Management of Machines and Materials
Assignment Code	:	MS-5/SEM-I/2010
Coverage	:	All Blocks

Note: Please attempt all the questions and send it to the Coordinator of the study center you are attached with

- 1) Describe four activities performed by Operations Manager.
- 2) Explain product design. How does it influence the process design?
- 3) Define job design. How has management viewed job design since the industrial revolution?
- 4) Explain aggregate production planning. Give an example from two wheeler industry.
- 5) Define value engineering and analysis. Discuss atleast one method of the approach for VE/VA.
- 6) Explain how the system concept can be used in explaining the term **waste** and **waste management**

MS-06

Management Programme

**ASSIGNMENT
FIRST SEMESTER
2010**

MS-06: Marketing for Managers



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI-110 068**

ASSIGNMENT

Course Code	:	MS-06
Course Title	:	Marketing for Managers
Assignment Code	:	MS-06/SEM-I/2010
Coverage	:	All Blocks

Note: Please attempt all the questions and send it to the Coordinator of the study center you are attached with

- 1 a) Distinguish Product Marketing and Service Marketing, with suitable illustrations.
 - b) How do the marketing objective and marketing mix vary across the Product Life Cycle (PLC)? Explain with a suitable example.

- 2 a) Distinguish between Market Segmentation and Product Differentiation. Discuss the bases that you will use in segmenting the market for the following products:
 - i) Internet services
 - ii) Electric small car
 - b) What are the major considerations involved in designing the marketing organization for a European furniture manufacturer foraying into Indian market?

- 3 a) Discuss the variables that affect the distribution decisions for the following:
 - i) DTH services
 - ii) Fast Food Joint
 - b) What are the criteria marketers must evaluate before selecting a brand name?

- 4a) Both primary data and secondary data complement each other in marketing decision making. Explain.

- b) Distinguish cyber marketing with conventional marketing. What are the reasons for its rapid growth in the Indian context? Enumerate its limitations.

MS-07

Management Programme

**ASSIGNMENT
FIRST SEMESTER
2010**

MS-07: Information Systems for Managers



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI-110 068**

ASSIGNMENT

Course Code	:	MS-07
Course Title	:	Information Systems for Managers
Assignment No.	:	07/TMA/SEM I-2010
Coverage	:	All Blocks

Note: Please attempt all the questions and send it to the Coordinator of the study center you are attached with

- Q.1. “Electronic Commerce enables an organization to operate in the areas much beyond their physical relation” Elaborate!
- Q.2. What is Simon’s framework for decision-making? How does it help in MIS design?
- Q.3. How does computerized Personnel Information Systems help in managing human resources more effectively?
- Q.4. What types of resources are used in an information system? How information systems can contribute for total quality management?
- Q.5. What are the standardized protocols for call control and media mapping in network multimedia communication over packet-based networks? Describe them!

MS-08

Management Programme

**ASSIGNMENT
FIRST SEMESTER
2010**

MS-08: Quantitative Analysis for Managerial Applications



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI-110 068**

ASSIGNMENTS

Course Code	:	MS 08
Course Title	:	Quantitative Analysis for Managerial Applications
Assignment No.	:	08/TMA-1/SEM-I/2010
Coverage	:	All Blocks

Note: Attempt all the questions and send it to the coordinator of the study centre, you are attached with.

1. 'The manager should seek some balance between quantitative and qualitative factors in decision making'. Elaborate the statement giving the situations in which various statistical tools are used.

2. General Buck Twigidson is preparing to make his annual budget presentation to the U.S. senate and is speculating about his chances of getting all or part of his requested budget approved. From his 20 years of experience in making these requests, he has deduced that his chances of getting between 50 and 74 per cent of his budget approved are twice as good as those of getting between 75 and 99 per cent approved, and two and one-half times as good as those of getting between 25 and 49 per cent approved. Further, the general believes that there is no chance of less than 25 per cent of his budget being approved. Finally, the entire budget has been approved only once during the General's tenure and the General do not expect this pattern to change. What are the probabilities of 0-24 per cent, 25-49 per cent, 50-74 per cent, 75-99 per cent, and 100 per cent approval, according to the general?

3. At a level of significance of 0.10, Can we conclude that the following 400 observations follow a poisson distribution with $\lambda = 3$.

No. of arrivals per hour	0	1	2	3	4	5 or more
No. of hours	20	57	98	85	78	62

4. A company recruits personnel for its sales department on the basis of special tests designed to judge the potential of the candidates. The following table gives test scores and the mean daily sales for 9 executives.
 - a. Fit a regression line of Y on X.
 - b. Prepare a table of predicted values and residuals.

Mean daily Score(Y)	34	39	30	33	36	38	45	41	48
Test Score (X)	59	69	50	56	64	66	77	73	83

MS-09

Management Programme

**ASSIGNMENT
FIRST SEMESTER
2010**

MS-09: Managerial Economics



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI-110 068**

ASSIGNMENT

Course Code	:	MS-9
Course Title	:	Managerial Economics
Assignment Code	:	9/TMA/SEM-I/2010
Coverage	:	All Blocks

Note: Please attempt all the questions and send it to the Coordinator of the study center you are attached with

1. “Profit Maximisation is the main objective of a firm” Discuss this statement with the help of an example.
2. Briefly explain the marketing approach to Demand measurement.
3. From the demand function $P = 200 - 0.25Q$ or $Q = 800 - 4P$. Calculate point price elasticities at (i) $P = 20$ and $Q = 240$ and (ii) $P = 125$.
4. “An analytical tool frequently employed by managerial economists is the break even chart, an important application of cost function.” Explain this statement.
5. “Classification of markets is based on their characteristics.” Substantiate this statement with reference to Monopoly and Oligopoly market structures.
6. Write short notes on the following :-
 - a) Alternative Objectives of Firms
 - b) Direct Costs and Indirect Costs
 - c) Bundling

MS-10

Management Programme

**ASSIGNMENT
FIRST SEMESTER
2010**

MS-10: Organizational design, development and Change



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI-110 068**

ASSIGNMENT

Course Code	:	MS-10
Course Title	:	Organizational design, development and change
Assignment Code	:	MS-10/SEM-I/2010
Coverage	:	All Blocks

Note: Please attempt all the questions and send it to the Coordinator of the study center you are attached with

- 1) Discuss the meaning and purpose of the organizations design. Describe the factors affecting organization design with the help of the examples from the organizations you are familiar with. Briefly describe the organization you are referring to.
- 2) Distinguish between the functional organization and the product organization. Describe the structure of your own organization or any organization you are familiar with, Explain how this meets the challenges of the new environment. Briefly describe the organization you are referring to.
- 3) Explain different approaches to organizing and analyzing work. Discuss the impact of information technology in organizing work with suitable examples from an organization you are familiar with. Briefly describe the organization you are referring to.
- 4) Explain what is organizational analysis and organizational diagnosis. Describe the methods of organizational analysis and their concern being followed in an organization you are familiar with. Briefly describe the organization you are referring to.
- 5) Explain the process of change and Management of Resistance with reference to an organization you are familiar with. Briefly describe the organization you are referring to.

MS-11

Management Programme

**ASSIGNMENT
FIRST SEMESTER
2010**

MS-11: Strategic Management



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI-110 068**

ASSIGNMENT

Course Code	:	MS-11
Course Title	:	Strategic Management
Assignment No.	:	11/TMA/SEM-I/2010
Coverage	:	All Blocks

Note: Please attempt all the questions and send it to the Coordinator of the study center you are attached with

- Q1. Select a company of your choice. Recollect the current events and identify the important macro environmental factors which had an impact on the company. Try to study the opportunities and the threats posed to the company due to the macro environmental factors.
- Q2. What do you understand by SWOT analysis? Explain how it is important for the organizations in taking strategic decisions. Illustrate your answer with the help of an example.
- Q3. Briefly discuss the role of organization's mission, goals and objectives in strategic control. Explain with the help of an example.
- Q4. Take a recent example of a merger and try to analyze the aspects, which led to the merger.
- Q5. Explain the concept of turnaround management? Illustrate your answer with examples.