

ASSIGNMENT

Course Code	:	MS - 01
Course Title	:	Management Functions and Behavior
Assignment Code	:	MS-01/SEM - I /2011
Coverage	:	All Blocks

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

1. How do organizations cope with/postpone prospered obsolescence of managerial personnel. Discuss the role of leadership in the process. Explain with an example from an organization known to you. Please describe the organization briefly.
2. What is the role of Management Information System (MIS) in sustaining efficiency and effectiveness of an organization. Explain with the help of the prevailing MIS in an organization known to you. Briefly describe the organization along with its reporting relationships.
3. Explain briefly various models of decision making process. Briefly describe the model of decision making Process which prevails in the organization known to you and explain as to how close it is to the models explained above. Briefly describe the structure and other relevant details of the organization.
4. What are the basic determinants of organizational climate and Culture. Which of these determinants play significant role in determination of organization culture and climate in the organization known to you. Explain with concrete example about your perception. Briefly describe the basics of the organization you are referring to.
5. What are the key considerations in delegation of authority in an organizational situation and what are the essential pre-requisites required for the purpose. Explain with few examples from the organization to you. Briefly describe the basic details of the organization you are referring to.

ASSIGNMENT

Course Code	:	MS - 02
Course Title	:	Management of Human Resources
Assignment Code	:	MS-02/SEM - I /2011
Coverage	:	All Blocks

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

1. 'Regardless of their industry, size or location, today's organizations are faced with five critical challenges viz ; Globalization, Profitability through growth, Technology, Intellectual capital and Change, Change and more Change. Collectively these challenges require organizations to build new capabilities.'

Critically comment on the above statements with respect to your experiences with the organization you have been working for/known to you. Give relevant details of the organization you are referring to.

2. Briefly describe various methods of Job Analysis. Evaluate and identify the method applied in an organization known to you or you are familiar with. Critically analyze the role and importance of Job Analysis on Work Flow in an organizational setup.

3. What are the bare necessary Human Resource Function's data required by a manager for conducting Human Resource Audit and why? Critically evaluate with your experience with the organization you have been working with or any organization you are familiar with. Briefly give relevant details of the organization, you are referring to.

4. 'An organization can be defined as a system of roles, while a role itself is a system.'
'The system of various roles which the individual carries and performs, and the system of various roles of which his/her role is a part.'

Explain with relevant examples, how the above statements assume importance and act as significant player in the process of various dimensions of Role Efficacy in an organizational set up. Give relevant details of the organization, you are referring to for examples.

ASSIGNMENT

Course Code	:	MS-3
Course Title	:	Economic and Social Environment
Assignment Code	:	3/TMA/SEM-I/2011
Coverage	:	All Blocks

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

1. Identify the critical elements of the sociological environment of business and analyze the social problems and prospects with the help of examples.
2. “The structural changes which are quite fundamental in character are inherent in the process of economic growth.” Discuss this statement.
3. Briefly explain the Tenth Five Plan (2002-2007), highlighting its weaknesses and strengths. Refer to the Planning Commission report on website.
4. “The Foreign Trade Regime has undergone changes overtime.” Briefly examine the phases of change.
5. Discuss the approaches to tax equity with special reference to ‘ability to pay principle.’
6. Write short notes on the following:-
 - a) Growth and Efficiency of industry
 - b) Primary functions of money
 - c) Subsidy

ASSIGNMENT

Course Code	:	MS - 04
Course Title	:	Accounting and Finance for Managers
Assignment Code	:	MS-04/SEM - I/2011
Coverage	:	All Blocks

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

1. Following are the balance sheets of a limited company as on 31st December, 2009 and 2010.

Liabilities	2009 Rs.	2010 Rs.	Assets	2009 Rs.	2010 Rs.
Share Capital	54,000	74,000	Goodwill	3,000	2,520
Reserves	13,000	15,500	Buildings	50,950	48,000
P. & L. A/c	8,600	8,800	Plant	35,000	43,000
Bank Loan (Long-term)	25,000	-	Stock	25,500	18,800
Creditors	28,000	24,000	Debtors	22,000	16,200
Bills Payable	8,000	8,500	Cash	150	180
			Bank	-	2,100
	1,36,600	1,30,800		1,36,600	1,30,800

Taking into account the following additional information, you are required to prepare funds flow statement and statement of change in working capital.

- a) Dividend paid was Rs. 6,000.
- b) Rs. 3,600 was written off as depreciation on plant and Rs. 2,950 on buildings.
- c) Profit on sale of plant was Rs. 3,000.

2. Two manufacturing companies which have the following operating details decide to merge:

Particulars		Company No. 1	Company No. 2
Capacity utilization	%	90	60
Sales	(Rs. Lakhs)	540	300
Variable Cost	(Rs. Laksh)	396	225
Fixed Cost	(Rs. Laksh)	80	50

Assuming that the proposal is implemented calculate : (i) Break-even sales of the merged plant and the capacity utilization at that stage. (ii) Profitability of the merged plant at 80% capacity utilization. (iii) Sales turn over of the merged plant to earn a profit of Rs. 75 lakhs. (iv) When the merged plant is working at a capacity to earn a profit of Rs. 75 lakhs what percentage increase in selling price is required to sustain an increase of 5% in fixed overheads.

3. A company is considering to select a project out of the two mutually exclusive projects. The Company's cost of capital is 10% and the net after tax cash flow of ht project are as follows.:

Year	0	1	2	3	4	5
Project X (Rs.)	2,00,000	35,000	80,000	90,000	75,000	20,000
Project Y (Rs.)	2,00,000	2,18,000	10,000	10,000	4,000	3,000

- (i) Calculate the NPV and IRR of each project.
(ii) State, with reasons, which project you would recommended.

The discount factors are as follows:

Year	0	1	2	3	4	5
Discount Factor						
At 10%	1	0.91	0.83	0.75	0.68	0.62
At 20%	1	0.83	0.69	0.58	0.48	0.41

4. What is capital structure? Discuss the determinants of capital structure.

5. Explain the following :
- Zero base budgeting
 - Performance budgeting
 - Budgetary Control System
 - Marginal Costing

ASSIGNMENT

Course Code	:	MS - 5
Course Title	:	Management of Machines and Materials
Assignment Code	:	MS-5/SEM - I/2011
Coverage	:	All Blocks

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

- Q1. Elaborate the concept of Systems Life-Cycle in Operations Management.
- Q2. Define work measurement. What are the various methods of work measurement? Discuss work sampling.
- Q3. What are the objectives of Value Engineering? Discuss how to organize VE/VA function in a tractor manufacturing firm.
- Q4. Write an essay on Statistical Quality Control.
- Q5. Discuss the various vendor evaluation and rating.
- Q6. Explain how would you proceed in designing a waste disposal system for a steel plant.

ASSIGNMENT

Course Code	:	MS - 06
Course Title	:	Marketing for Managers
Assignment Code	:	MS-06/SEM - I /2011
Coverage	:	All Blocks

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

- 1 a) Discuss the distinguishing characteristics of services which make them different from tangible goods. What are the implications of these characteristics in marketing of services?
- b) What do you understand from Segmentation, Targeting and Positioning (STP) strategies?
- 2 a) How does Marketing Research aid Marketing Managers in decision making . Discuss with suitable examples
- b) What is the type of packaging you would adopt in the following cases and why:
 - (i) Sea Food Exports
 - (ii) Premium Basmati Rice
 - (iii) Unisex Perfume
- 3 a) Discuss the main objectives of Sales Promotion. Identify some sales promotions methods directed at consumers, which can be used by a soap manufacturer
- b) What is a brand? What distinct advantages do companies get from branding? Illustrate.
- 4 a) Why does the marketing mix change as the product moves through its life cycle? How would you expect the mix to change for a novel home vacuum cleaning kit moves through the product life cycle?
- b) What is cyber marketing? What are the prospects and problems faced by the buyer in using this method? Discuss the limitations of cyber marketing.

ASSIGNMENT

Course Code	:	MS-07
Course Title	:	Information Systems for Managers
Assignment No.	:	MS-07/SEM-I/2011
Coverage	:	All Blocks

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

1. Explain the difference between the following:
 - a. High-Level and Low level languages
 - b. Applications and Utilities
 - c. Shareware, Open source software, Freeware
2. Discuss the relationship between data and information, information and knowledge. Also explain the concepts of cost and value of information by the help of an example.
3. Explain the major marketing subsystems and enumerate the advantages of the use of computers in such subsystems.
4. Describe the significant features of each of Visual Basic, Java, HTML, Excel and COBOL briefly.
5. Define decision support system in your own words. Also illustrate the concept using your organizational context.

ASSIGNMENT

Course Code	:	MS-11
Course Title	:	Strategic Management
Assignment No.	:	11/TMA/SEM-I/2011
Coverage	:	All Blocks

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

1. Select a specific company of your choice. Read about this company and its current position. Based on your study, identify some of the important macro environmental opportunities and threats for this company.
2. Assume that a group of investors are planning to open a restaurant offering family meals in the city. The restaurant would require various functional strategies to be adopted. List out the suggestions that you would like to give them to plan and implement the functional strategies.
3. What do you understand by organizational culture? Apply the concept to a University Library, which requires a specific organizational culture.
4. Select a multinational firm of your choice and determine its corporate-level and business unit-level strategies. Support your answer with relevant data.

ASSIGNMENT

Course Code	:	MS - 10
Course Title	:	Organizational Design, Development and Change
Assignment Code	:	MS-10/SEM - I /2011
Coverage	:	All Blocks

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

- 1) Briefly describe different approaches to organizations and explain the 7Ss Model and its relevance.
- 2) Discuss any four organizational structures and how they contribute to fulfill the demands of new environment. Give examples.
- 3) Describe various approaches to job design and their advantages and limitations. Briefly explain how relevant they are in today's environment.
- 4) What is organizational diagnosis? Briefly explain why diagnosis is useful for an organization? Discuss the role of work-shop and task force in diagnosis and their merits and demerits. Give examples.
- 5) What is Organizational Development? Describe different stages of organizational development. Discuss any two interventions and their contribution to organizational development. Give examples.

ASSIGNMENTS

Course Code	:	MS 08
Course Title	:	Quantitative Analysis for Managerial Applications
Assignment No.	:	08/TMA-1/SEM-I/2011
Coverage	:	All Blocks

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

1. Calculate the mean, median and mode from the following data relating to production of a steel mill for 60 days

<i>Production (in tons per day)</i>	21-22	23-24	25-26	27-28	29-30
<i>Number of days</i>	7	13	22	10	8

2. A restaurant is experiencing discontentment among its customers. It analyses that there are three factors responsible viz. food quality, service quality and interior décor. By conducting an analysis, it assesses the probabilities of discontentment with the three factors as 0.40, 0.35 and 0.25 respectively. By conducting a survey among the customers, it also evaluated the probabilities of a customer going away discontented on account of these factors as 0.6, 0.8 and 0.5, respectively. With this information, the restaurant wants to know that, if a customer is discontented, what are the probabilities that it is so due to food, service or interior décor?
3. The monthly incomes of a group of 10,000 persons were found to be normally distributed with mean equal to ₹15,000 and standard deviation equal to ₹1000. What is the lowest income among the richest 250 persons?
4. Write short notes on the following:
 - a. Test of goodness of fit
 - b. Critical Region of a test
 - c. Exponential Smoothing Method

ASSIGNMENT

Course Code	:	MS-9
Course Title	:	Managerial Economics
Assignment Code	:	9/TMA/SEM-I/2011
Coverage	:	All Blocks

Attempt All the Questions.

1. Given the profit function of a firm in the form of table, calculate total profit, average profit and marginal profit and differentiate between incrementalism and marginalism.

Unit of Output	Total Revenue	Total Cost	Total Profit	Average Profit	Marginal Profit
1	10	5			
2	30	18			
3	50	29			
4	70	38			

2. Define Price Elasticity. Explain the determinants of Price Elasticity.
3. 'To an economist the fixed costs are overhead costs and to an accountant these are indirect costs.' Substantiate this statement with the help of an example.
4. What effect does change in demand have on price and quantity? Discuss with reference to pricing analysis of markets by giving illustrations.
5. Write short notes on the following :-
 - a) Market Experiments
 - b) Bundling of services
 - c) Product Differentiation

ASSIGNMENT

Course Code	:	MS - 21
Course Title	:	Social Processes and behavioral issues
Assignment Code	:	MS-21/SEM - I /2011
Coverage	:	All Blocks

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

- 1) Briefly describe the importance of work ethics and values in the present day scenario of industrial organizations. Illustrate with reference to an organization. Briefly describe the organization you are referring to.
- 2) What is Perception? Discuss the occurrence of common errors in Perception and how to overcome these errors. Give examples.
- 3) Explain the relevance of Behaviour modification in organizations and briefly discuss the role of ethics in behaviour modification.
- 4) Describe the growing importance of teams as an approach to work. Briefly discuss how team can be built effectively. Illustrate with reference to an organization where team played a crucial role in bringing success. Briefly describe the organization you are referring to.
- 5) Briefly discuss how organizational culture can be developed and describe the attributes of work culture and their relevance.

ASSIGNMENT

Course Code	:	MS - 23
Course Title	:	Human Resource Planning
Assignment Code	:	MS-23/SEM - I /2011
Coverage	:	All Blocks

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

- 1) Explain the concept and process of human resource planning. Describe the forecasting techniques which are being used in your organization or any organization you are familiar with. Briefly describe the organization you are referring to.

- 2) Explain objectives and various methods applied for conducting job evaluation in an organizational situation. Describe with an example from the organization you are working in or familiar with. Briefly describe the organization you are referring to.

- 3) What are the prevalent recruitment practices & techniques adopted by the corporate sector. What are the probable errors which can be committed in recent process. Briefly explain with the example from the organization you are working for or known to you. Briefly describe the organization you are referring to.

- 4) Explain the concepts and significance of Human Resource Information System in management of an organization. Describe with an organizational example as to how the information is managed at the macro and micro level of an organization to enhance its effectiveness. Briefly describe the organization you are referring to.

- 5) Explain the concept and approaches of Human Resource Accounting for effective management at the organizational level. Describe human resource accounting system of any organization you are familiar with. Highlight the advantages of HRA system. Briefly describe the organization you are referring to.

ASSIGNMENT

Course Code	:	MS - 24
Course Title	:	Employment Relations
Assignment Code	:	MS-24/SEM - I /2011
Coverage	:	All Blocks

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

- 1) Trace down the evolution of Industrial Relations in Indian Context. Explain the concept and approaches of industrial relations. Critically evaluate the industrial relations scenario of any organization you are familiar with. Discuss its advantages and disadvantages with example. Briefly describe the organization you are referring to.
- 2) Explain the development of trade unions in India. Describe the functions of trade unions in an organizational set up. Critically evaluate the changing role and relevance of Trade unions in this era of globalization in an organization you are familiar with. Briefly describe the organization you are referring to.
- 3) Explain the Concept and function of collective bargaining. Briefly discuss the conditions necessary for success of Collective Bargaining. Describe the incidents of collective bargaining you have come across or know of in your organization or any organization you are familiar with. Briefly describe the organization you are referring to.
- 4) Explain the historical development of workers participation in management (WPM). Describe how workers participation in management is useful for development of the organization. Explain with an example from an organization you are familiar with. Briefly describe the organization you are referring to.
- 5) Explain the various approaches to grievance resolution. Describe the mechanism and procedure of grievance handling in any organization you are familiar with. Also high light pitfalls in grievance handling. Briefly describe the organization you are referring to.

ASSIGNMENT

Course Code	:	MS - 22
Course Title	:	Human Resource Development
Assignment Code	:	MS-22/SEM - I /2011
Coverage	:	All Blocks

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

1. What is the usefulness of Competency Mapping in overall organizational functioning? What are the basic steps followed in conducting Competency Mapping of an organization. Explain with an organizational example known to you or you are familiar with. Describe the basic relevant details of the organization you are referring to.

2. What are the generally followed phases in implementing Organization Development programmes in an organization? Are there any conditions which play important role in success of Organization Development in an organization? Explain with relevant examples from the organizations known/familiar to you. Briefly explain relevant details of the organization you are referring to.

3. How do you distinguish between Information and Knowledge? Explain through the roles of a Knowledge Manager as to how do they help leveraging professional expertise in an organizational setup. Explain with relevant organizational examples you are familiar with. Describe the organization you are referring to.

4. What are the objectives, psychological bases, and important consideration in designing reward system of an organization? Critically evaluate these with an organizational example of reward system you are familiar with or known to you. Give brief and relevant details of the organization you are referring to.

ASSIGNMENT

Course Code	:	MS - 41
Course Title	:	Working Capital Management
Assignment Code	:	MS-41/SEM - I /2011
Coverage	:	All Blocks

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

1. What are the various forms of working capital finance available from banks?
2. Identify and explain those elements of business environment which are going to impact working capital.
3. How do cash flow problem arise? Explain the cost of liquidity and illiquidity.
4. Apart from bank and trade credit what are the other sources of short term finance?
5. Sakthi Traders has a contribution/sales ration of 20% and average book debts of Rs. 10 lakhs which it collects in an average collection period 24 days. The company reorganized its 'Credit Administration' department recently and introduction a cash incentive of 5% to speed up collection of outstanding. The incentive is payable to customers making payment within 10 days. When the company reviewed the position after a few months it was found that the average collection period has actually fallen to 20 days only and the average book debts had increased to Rs. 10.50 lakhs mainly as a result of some increase in sales. It was also noticed that only about half the total sales availed of the cash discount. The company's cost of raising additional funds in 20%. Do you recommend continuance of the cash incentive scheme? Show workings. Assume one year = 360.

ASSIGNMENT

Course Code	:	MS - 42
Course Title	:	Capital Investment and Financing Decisions.
Assignment Code	:	MS-42/SEM - I /2011
Coverage	:	All Blocks

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

1. Find the present value of Rs. 2,000 due in 6 years if money is worth compounded semi-annually. (b) Ascertain the present value of an amount of Rs. 8,000 deposited now in a commercial bank for a period of 6 years at 12% rate of interest.

2. You are required to determine the weighted average cost of capital (K) of the K.C. Ltd. using (i) book value weights; and (ii) market value weights. The following information is available for you perusal. The K.C. Ltd.'s present book value capital structure is:

Debentures	(Rs. 100 per debenture)	8,00,000
Preference shares	(Rs. 100 per share)	2,00,000
Equity shares	(Rs. 10 per share)	<u>10,00,000</u>
		<u>20,00,000</u>

All these securities are traded in the capital markets. Recent prices are debentures @ Rs. 110, preference shares @ Rs. 120 and equity shares @ Rs. 22. Anticipated external financing opportunities are:

- (i) Rs. 100 per debenture redeemable at par : 20-year maturity, 8% coupon rate, 4% flotation costs, sale price Rs. 100.
- (ii) Rs. 100 preference share redeemable at par: 15-year maturity, 10% dividend rate, 5% flotation costs, sale price Rs. 100.
- (iii) Equity shares Rs. 2 per share flotation costs, sale price Rs. 22.

In addition, the dividend expected on the equity share at the end of the year Rs. 2 per share; the anticipated growth rate in dividends in 5% and the company has the practice of paying all its earning in the forms of dividends. The corporate tax rate is 50%

3. Explain the various theories of capital structure and discuss the factors influencing pattern of capital structure.

4. A company is considering which of two mutually exclusive projects it should undertake. The Finance Director thinks that the project with the higher NPV should be chosen whereas the 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
Class flows:						
Project X	(200)	35	80	90	75	20
Project Y	(200)	218	10	10	4	3

Required

- Calculate the NPV and IRR of each project
- State, with reasons, which project you would recommend.
- Explain the inconsistency in the ranking of the two projects.

The discount factors are as follows:

Year	0	1	2	3	4	5
Discount factors (10%)	1	0.91	0.83	0.75	0.68	0.62
(20%)	1	0.83	0.69	0.58	0.48	0.41

- Discuss about economic appraisal and explain Social Cost Benefit Analysis.
- Explain in detail the various non traditional sources of long term financing.
- Write short notes on the following.
 - Leveraged recapitalization
 - Merger as a source of value addition
 - Financial Engineering
 - Modigliani – Miller Hypothesis

ASSIGNMENT

Course Code	:	MS - 43
Course Title	:	Management Control Systems
Assignment Code	:	MS-43/SEM - I /2011
Coverage	:	All Blocks

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

1. Explain in detail the various elements of control systems.
2. Discuss the application of BCG Model and General Electric Planning Model for formulating business unit strategies.
3. Explain the concept of profit centres and discuss about the performance management of profit centres.
4. What is transfer pricing? Explain the various methods used for transfer pricing.
5. Discuss performance management and explain the requirements for a performance management system. ‘
6. Explain the risk characteristics of banks and discuss the role of management control systems in containing risk.

ASSIGNMENT

Course Code	:	MS – 51
Course Title	:	Operations Research
Assignment Code	:	MS-51/SEM - I /2011
Coverage	:	All Blocks

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

Q1. Solve the following LP problem through SIMPLEX method

$$\text{MINIMIZE } Z = 2X_1 + 5X_2$$

Subject to

$$X_1 + X_2 = 100$$

$$X_1 \leq 40$$

$$X_2 \geq 30$$

$$X_1 \text{ and } X_2 \geq 0$$

Q2. Write the generalized form of linear programming problem with matrix rotation.

Q3. A manufacturer requires 15000 units of a part annually for assembly. Manufacturer can produce this at the rate of 100 per day. Set up cost for each production run is Rs.24/-. To hold one unit of this part in inventory will cost Rs.5/- per year. Determine the optimum manufacturing quantity and the optimum number of production run in any year.

Q4. a) Distinguish between pure and mixed strategy for a game.

b) Solve the game whose pay-off matrix is

$$\begin{vmatrix} 1 & 7 & 2 \\ 6 & 2 & 7 \\ 5 & 1 & 6 \end{vmatrix}$$

Q5. Write short notes on the following

- a) GOAL programming
- b) Dynamic programming
- c) Simulation

ASSIGNMENT

Course Code	:	MS - 52
Course Title	:	Project Management
Assignment Code	:	MS-52/SEM - I /2011
Coverage	:	All Blocks

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

- Q1. What are the phases of a Project Development Cycle? Give the salient tasks under each phase.
- Q2. What are the traditional methods of financial evaluation of the projects? Give a comparative analysis of these methods.
- Q3. Discuss the usefulness of matrix organization in project management. Also explain the recent trend in organization design.
- Q4. Elaborate the concept of Earned Value of the Budget in PERT/COST System.
- Q5. Explain the concept of CYBERNETICS applied to project management.
- Q6. The following information is given for a project
- | | | | | | | | | |
|-----------------------|---|---|---|---|---|-----|---|-----|
| Activity | : | A | B | C | D | E | F | G |
| Immediate Predecessor | : | - | A | A | C | B,D | D | E,F |
| Time (Weeks) | : | 6 | 3 | 7 | 2 | 4 | 3 | 7 |
- a) Draw the network
- b) Identify Critical Path
- c) Calculate the project completion time
- d) Calculate the Float of each activity

ASSIGNMENT

Course Code	:	MS - 53
Course Title	:	Production/Operations Management
Assignment Code	:	MS-53/SEM - I /2011
Coverage	:	All Blocks

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

- Q1. Discuss how time horizon of forecast is related to level of decision. Give examples.
- Q2. Explain the relationship between lay out decisions, capacity decision and scheduling.
- Q3. Evaluate the need of information system for planning, organizing and controlling in operations management.
- Q4. What is aggregate planning and its methods? Explain the assumptions for LDR model.
- Q5. Distinguish between independent and dependent demand. Explain Pull and Push system.
- Q6. What are the objectives of total productive maintenance? What are the six big losses and how these can be eliminated?

ASSIGNMENT

Course Code	:	MS - 54
Course Title	:	Management of Information Systems
Assignment Code	:	MS-54/SEM – I /2011
Coverage	:	All Blocks

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

- Q1. Discuss the rational individual models of decision making. What are the implications of these models to information system analysts?
- Q2. Discuss the critical success factor method for the purpose of information requirement analysis.
- Q3. Explain the concept of System and its usefulness in MIS.
- Q4. Discuss the various Kinds of network topologies.
- Q5. Outline the basic sequences of steps to acquiring a DBMS.
- Q6. Differentiate among Trojans, Worms and Viruses. Give one example of each.

ASSIGNMENT

Course Code	:	MS - 62
Course Title	:	Sales Management
Assignment Code	:	MS-62/SEM - I /2011
Coverage	:	All Blocks

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

- 1 a) Discuss the role and importance of sales management function in a larged sized FMCG company with national operations.
 - b) What do you understand by the term ‘salesmanship’? Elaborate

- 2 a) Explain the different types of selling skills that a salesperson should possess in order to discharge his/her core responsibilities effectively.
 - b) Trace the reasons for the rapid growth in retail communication since the last one decade in the Indian Business Environment.

- 3 a) Discuss the importance of compensation and its influence on the sales force performance and productivity with suitable illustrations.
 - b) Explain the need and purpose of monitoring systems in an Enterprise where personal selling is extensively used in promoting the firm’s products.

- 4 a) What are the attributes of a good sales quota plan?
 - b) Discuss the commonly used methods of sales control. How should sales analysis be done for multi Product Company selling consumer durables through nationwide retail network?

ASSIGNMENT

Course Code	:	MS - 63
Course Title	:	Product Management
Assignment Code	:	MS-63 TMA/SEM - I /2011
Coverage	:	All Blocks

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

- 1) Distinguish between the following giving suitable examples:
 - (a) Shopping and Specialty goods
 - (b) Product Line and Product Mix
 - (c) Product Positioning and Product Differentiation

- 2) Explain the various interpretation of the term 'new product' giving suitable examples.

- 3) Comment upon the significance of branding for consumer products in today's competitive marketing environment.

- 4) Discuss the importance of packaging for a marketer of
 - i) Fast moving consumer goods
 - ii) Industrial goods

- 5) Briefly explain the concept of Product life cycle. What in your view is the stage in which touch screen mobile phones are in the Indian Market? (If you so desire, you may select any other product of your choice). Based on your answer, suggest appropriate promotion strategies.

- 6) Taking the example of any product of your choice, discuss how you can generate new product ideas using:
 - (i) Attribute analysis
 - (ii) Focus groups

- 7) What are the objectives of test marketing? How would you go about test marketing a new toothpaste?

ASSIGNMENT

Course Code	:	MS - 64
Course Title	:	International Marketing
Assignment Code	:	MS-64 TMA/SEM - I /2011
Coverage	:	All Blocks

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

- 1) Differentiate between the following
 - (a) 'Free Trade Area' and 'Customs Union'
 - (b) 'Commercial Invoice' and 'Proforma Invoice'
 - (c) 'Pre-investment' and 'Post investment' planning for management of political risk
 - (d) 'Ethnocentric' and 'Polycentric' orientation.
- 2) Explain the alternative product - communication strategies available to an international marketer, giving suitable examples.
- 3) What are the similarities and differences between domestic and international marketing research? Explain giving suitable examples.
- 4) You have to export heavy machinery from a manufacturing unit in Delhi to London. Assuming that the export is by sea, explain the effect of terms of delivery on the price to be quoted. You may take hypothetical figures for various cost components.
- 5) A friend of yours, who owns a small firm manufacturing and selling leather jackets, would like to market his products abroad. Your friend seeks information from you on the following:
 - (a) What are the major decision areas for strategic planning in the international marketing context?
 - (b) What kind of assistance can he get from different institutions?
 - (c) What are the options available to him for entering foreign markets and the potential difficulties involved with each option?(You may select any other product category, if you so desire)
- 6) Why is an undertaking of different cultures important to an international marketing manager? Discuss with the help of suitable examples.

ASSIGNMENT

Course Code	:	MS - 65
Course Title	:	Marketing of Services
Assignment Code	:	MS-65 TMA/SEM - I /2011
Coverage	:	All Blocks

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

- 1) Give examples of services that are high in credence qualities. How do high credence qualities affect consumer behaviour for these services? Explain giving examples.
- 2) Taking the example of a business hotel differentiate between core, facilitating and supporting services. Would your answer differ for an economy tourist hotel? Explain.
- 3) Explain the role of non-monetary costs in pricing of services by taking the example of a service of your choice.
- 4) Select a service you are familiar with. Explain the service offered & develop a good service guarantee for it. Discuss why your guarantee is a good one, and the possible benefits to the company in implementing it.
- 5) Explain the importance of branding of financial services giving suitable examples.

- 6) Study the following case situation and answer the questions given at the end:

Case Situation : The amusement park with a successful history was now facing problems. It has its first money losing last year followed by another one now. The park had three ways to bring in more revenues: increase visit per customer, increase average spending per visit or attract new customers. Because of a mature industry all three were hard to do. As pulling in people from broader geographical area seemed an unlikely proposition due to the wide availability of such parks, attracting new customers required new value proposition. With this background, it was proposed to offer a “preferred guest card” to win more business from moneyed and time pressed group of people. Under this plan, visitors could pay an additional fee to get free rein of the park: Card Holders would enter the ride through separate lines

which would give them first crack and they would be seated immediately at any in-park restaurant. It was hoped that this plan will help to up-sell the people who are already coming to the park. And by making it possible to spend less time in queues, the guest card will also attract a different type of customer-time starved, high-income professionals and their families, who might otherwise avoid the whole experience. However, certain objections were raised against such a scheme. “I don’t even think it’s a great experience for the preferred guests. Who want to feel all that animosity diverted at them? The key to this business is the customers feeling good while they are here. With this scheme neither side’s coming back” commented an executive. A possible solution given to this was to separate the lines and limiting the percentage of special tickets issued on any given day. If the ‘preferred guest card’ scheme was not implemented the park might be forced to raise price across the board.

Questions:

- (a) Evaluate the ‘preferred guest card’ scheme and give your recommendations to the management .
- (b) Describe the demand patterns that you would expect at an amusement park and the underlying causes.
- (c) Suggest some ways of managing waiting lines at amusement parks.

ASSIGNMENT

Course Code	:	MS - 423
Course Title	:	Marketing of Financial Services
Assignment Code	:	MS-423/SEM - I /2011
Coverage	:	All Blocks

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

1. Do a small survey and list the various mutual funds schemes available in the market. List the distinguishing features of any three mutual fund scheme.
2. Explain the various marketing orientations and discuss which one is most appropriate for marketing of financial services.
3. What are pricing objectives. Explain the pricing methods used for pricing of banks product.
4. List and explain the various instruments used for project financing? Choose a project of your choice and find out the sources of financing of the project.
5. List and explain various behavioural models used for analyzing buyer's behaviour.
6. What are networked banks? Discuss the technologies used in networked banks.

ASSIGNMENT

Course Code	:	MS - 424
Course Title	:	International Banking Management
Assignment Code	:	MS-424/SEM - I /2011
Coverage	:	All Blocks

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

1. Explain the reasons for growth of international banking and discuss the organizational forms of international banking.
2. What is the rationale of capital adequacy? Discuss the steps taken by RBI in recent times to strengthen the capital adequacy ratios of Indian Banks.
3. What do you understand by deployment of resources? Study the balance sheet of any two banks and find out how these banks are deploying resources.
4. What are the various risks faced by the banks? Explain how they are managed?
5. Discuss the various financial innovations happening in International Banking.

ASSIGNMENT

Course Code	:	MS - 425
Course Title	:	Electronic Banking and IT in Banks
Assignment Code	:	MS-425/SEM - I /2011
Coverage	:	All Blocks

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

1. What is an electronic billing system? Discuss the various models of Electronic bill presentment and payment (EBPP) systems.
2. Explain the Data Management System used for online transactions.
3. What is EDI? Describe its operational process?
4. What is Customer Relationship Management (CRM). Explain the CRM implementation process.
5. Explain the following
 - a) Cryptography
 - b) Digital Signatures
 - c) Public Key Infrastructure
6. Discuss groupware computing and explain Group Decision Support Systems.

ASSIGNMENT

Course Code	:	MS-91
Course Title	:	Advanced Strategic Management
Assignment Code	:	91/TMA/SEM-I/2011
Coverage	:	All Blocks

Attempt All the Questions.

- Q1. Identify the features of Corporate Philosophy and examine it with reference to an organisation (Name and describe the organisation you are referring to).
- Q2. Highlight the Corporate governance practices in Indian context.
- Q3. “Corporate Philanthropy is considered as a practice by companies of all sizes and sectors making charitable contributions to address a variety of social, economic and other issues as part of their overall corporate citizenship strategy” Discuss.

Read the following case study carefully and give your analytical responses to the questions given at the end.

Amway and its Independent Business Owners

Corporate Social Responsibility (**CSR**) means businesses and organizations working responsibly and contributing positively to the communities they operate in. It involves working with employees, their families, the local community and society at large to improve their quality of life. Companies that operate in a socially responsible way strengthen their reputations. In business, reputation is everything. It determines the extent to which customers want to buy from you, partners are willing to work with you and your standing in the community.

Amway is one of the world’s largest direct sales organizations with over 3 million Independent Business Owners (IBOs) in over 80 markets and territories worldwide. It is a family-owned business with a strong emphasis on family values. Its IBOs are often couples. Many of these are raising families. They therefore have a strong bond with children. These families are more than happy to partner with Amway, who, as part of its Corporate Social Responsibility strategy, works with UNICEF, the United Nations Children’s Fund.

As a family company, Amway is committed to playing a part in improving the lives of children in need across the globe. In this way, the company is able to show its commitment to the support of global causes. Amway defines a global cause as ‘a social issue affecting many people around the world engaged in a struggle or plight that warrants a charitable response.’ This case study shows how Amway is a business that does more than provide customers with good quality products. It shows the practical realities of Amway’s global commitment and how it plays a key role in the communities in which it operates.

Growth and responsibility

An understanding of how Amway operates as an organization gives a clearer picture of the contribution it can make to help children in need across the globe. Amway’s **vision** is to help people live better lives. It does this every day by providing a low-cost low-risk business opportunity based on selling quality products. Amway is one of the world’s largest direct sales companies. It has over 3 million Independent Business Owners (IBOs) Worldwide.

Amway distributes a range of branded products. These products are sold to IBOs worldwide. The IBOs are Amway’s links with consumers and the communities in which they operate. The IBOs are self-employed and are highly motivated. They work within the guidelines of Amway’s Rules of Conduct and Code of Ethics, which are about being honest and responsible in trading. IBOs sell to people that they know or meet. They can introduce others to the Amway business.

Typical products that IBOs sell include:

- personal care – fragrances, body care
- skin care and cosmetics
- durables such as cookware and water treatment systems
- nutrition and wellness products such as food supplements, food and drinks.

IBOs play a key part in helping Amway to deliver its Global Cause Programme. In order to give many of the world’s children a chance to live a better life, Amway launched the global One by One campaign for children in 2003. The One by One programme:

- helps Amway to bring its vision to life
- declares what the company stands for
- builds trust and respect in Amway brands
- establishes Corporate Social Responsibility at a high level.

Amway encourages staff and IBOs to support its One by One campaign for children. Since 2001, Amway Europe has been an official partner of UNICEF and has been able to contribute over €2 million (about £1.4 million). The focus is on supporting the worldwide ‘Immunisation Plus’ programme. This involves, for example, providing measles vaccines to children across the globe. The ‘Plus’ is about using the vehicle of immunisation to deliver other life-saving services for children. It is about making health systems stronger and promoting activities that help communities and families to improve child-care practices. For example the ‘Plus’ could include providing vitamin A supplements in countries where there is vitamin A deficiency. Since 2001, Amway and its IBOs across Europe have been supporting UNICEF’s child survival programme.

Developing a strategy

A **strategy** is an organizational plan. Implementing a strategy involves putting that plan into action. In other words a strategy shows how a business will achieve its goals. The strategy thus enables an organization to turn its **values** into action. Values are what a company stands for. An important value for Amway is being a caring company. Amway believes in demonstrating this caring approach and this is why it has partnered with UNICEF.

All Directors design strategies for the whole of an organization. Effective strategies involve discussion and communication with others. The views of IBOs are influential in creating strategies for Amway. Amway's strategies for corporate social responsibility are cascaded through the organization as shown below:

Amway's Global Cause strategy involves creating responsible plans that make a difference. However, the strategy is flexible. In shaping the strategy, research was carried out to find out which global causes IBOs support. The results showed that many favoured a cause that helped children. There was a clear fit between Amway's aims to help children and UNICEF's 'Immunisation Plus' programme for children. From the outset, Amway set out some clear objectives for its strategy. These were to:

- build loyalty and pride among IBOs and employees
- enhance Amway's reputation as a caring organization
- make a real difference to human lives.

In 2005 Amway UK's partnership was deepened through becoming an official Corporate partner of UNICEF UK. The Corporate Partnership is a closer longer-term relationship which benefits both partners. Working together the two parties raise money for UNICEF.

Q4. How are principles of corporate social responsibility being followed by Amway?

Q5. What do you understand by strategy? How does Amway develop and implement its strategy?

ASSIGNMENT

Course Code	:	MS-93
Course Title	:	Management of New and Small Enterprises
Assignment Code	:	93/TMA/SEM-I/2011
Coverage	:	All Blocks

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

1. Assume that you are a garment exporter, operating in the small scale sector . Critically evaluate the support infrastructure available in the country and make your suggestions for making the support infrastructure more conducive to the needs of small exporters
2. A potential entrepreneur is planning to setup a computer training institute, to train people in software development and usage. He has sought your help in conducting the market assessment for this proposed enterprise. What are the factors that he should study to conduct his demand analysis, analysis of the competitive situation and an analysis of the trade practices? Explain in detail.
3. Conduct a survey of ten Entrepreneurs in your region. Discuss with them to analyze the common errors that they made in their business plan formulation which became apparent once they started their enterprises . What are the suggestions that you can give to avoid such errors?
4. While catering services and restaurants are one of the false test growing segment in the small scale sector , it has been felt that the human resource component in such small enterprises is not given the kind of attention it merits. Want suggestions do you have for
 - a. Making the small entrepreneurs in such enterprises conscious of the need to give adequate attention to get human resource management
 - b. Developing sustainable Training mechanisms for the staff and workers in these enterprises
5. Identify the key issue and problems associated with managing family enterprises in India. Suggest suitable coping strategies to manage the problems identified by you .

ASSIGNMENT

Course Code	:	MS-95
Course Title	:	Research Methodology for Management Decisions
Assignment No.	:	95/TMA /SEM-I/2011
Coverage	:	All Blocks

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

1. What is problem definition in research process? Discuss the various steps of research process with an illustrative example from management.
2. What is a Thurstone's Equal-Appearing Interval Scale? What are its objectives? Discuss the advantages and limitations of Thurstone's Equal-Appearing Interval Scale.
3. In order to increase their efficiency, one group of operators was imparted classroom training, and the other group was provided on the job training. After the training, the times to complete a certain job in minutes, was recorded for both the groups, the data recorded is given in the following table.

<i>Classroom Training</i>		<i>On Job Training</i>	
<i>Operator No-</i>	<i>Time</i>	<i>Operator No-</i>	<i>Time</i>
1	35	1	85
2	39	2	28
3	51	3	42
4	63	4	37
5	48	5	61
6	31	6	54
7	29	7	36
8	41	8	57
9	55		

Test whether both the methods of imparting training are equally effective.

4. Write short note on the following:
Decision-making Unit
Type I & II Error
Latin Square design
Copy reading of the reports preparation