

# MBA Assignments

July-Dec 2011

Question Bank

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MS - 01</b>
<b>Course Title</b>	<b>:</b>	<b>Management Functions and Behaviour</b>
<b>Assignment Code</b>	<b>:</b>	<b>MS-01/SEM - II /2011</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note:** Answer all the questions and submit this assignment on or before 31<sup>st</sup> October 2011, to the coordinator of your study center.

1. What are the ways and means adopted by professional managers in handling challenges of change, managerial obsolescence and technological sophistications? Explain with suitable examples from the organization you have known/involved in. Briefly describe the organization, you are referring to.
2. What are the important considerations in framing policies, programmes, and Procedures in an organization? How do they affect the life in, and of an organization? Explain with organizational examples from your own experience or the organization you are familiar with. Briefly describe the organization, you are referring to.
3. What are the Dimensions and Determinants of organizational climate and Culture? How do they interact/ affect/ complement/ follow each other in organizational set up? Explain the dynamics of these interfaces with suitable organizational examples you are familiar with / known to you. Briefly describe the organization, you are referring to.
4. “The various, multifaceted tasks and activities of an organization have to be divided into smaller, manageable components to facilitate efficient achievement of objectives. The most common basis for differentiation and division are function, product, location and customers”.  
Elaborate this statement and discuss the importance of the underlying concepts in the functioning of an organization, with suitable examples known to you or you are familiar with. Briefly explain the characteristics of the organization you are referring to.
5. What are the key concepts as determinants of interpersonal behaviour? How do they impact development of inter-personal relationships? Discuss these issues with the help of your organizational experiences and knowledge. Briefly describe the organization and the situation, you are referring to.

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MS - 02</b>
<b>Course Title</b>	<b>:</b>	<b>MANAGEMENT OF HUMAN RESOURCES</b>
<b>Assignment Code</b>	<b>:</b>	<b>MS-02/SEM - II /2011</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note:** Answer all the questions and submit this assignment on or before 31<sup>st</sup> October 2011, to the coordinator of your study center.

1. What are the basic assumptions underlying traditional Personnel Function and Human Resource System. Discuss and explain with suitable organizational example known to you or you are familiar with, as to which of these assumptions are close to your experience and why. Briefly describe the organization you are referring to.
2. What are the socialization factors in organizational socialization? Explain the process of integration of individual and the organization with the help of example from the organization you have worked for or familiar with. Briefly describe the organization you are referring to.
3. What are the usual problems in performance Appraisal? What can be done to make Performance Appraisal more effective? Explain and discuss with example from your organizational experience or the ones you are familiar with. Briefly describe the organization you are referring to.
4. Explain the concept of 'Role System'. Discuss what are various dimensions of Role Efficacy? Explain with the help of your organizational experience or the ones you are familiar with. Also describe whether and how role efficacy could be increased. Briefly describe the organization and the situation you are referring to.
5. Briefly discuss various components of wage structure in India. Compare and Contrast them with the ones you have experienced in your organization or the organization you are familiar with. Give suitable illustrations along with brief details of the organization and its history, you are referring to.

## MS- 3: ECONOMIC AND SOCIAL ENVIRONMENT

### ASSIGNMENT

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<b>Course Code</b>	:	<b>MS-3</b>
<b>Course Title</b>	:	<b>Economic and Social Environment</b>
<b>Assignment Code</b>	:	<b>3/TMA/SEM-II/2011</b>
<b>Coverage</b>	:	<b>All Blocks</b>

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**Note :** Answer all the questions and submit this assignment on or before 31<sup>st</sup> October 2011, to the coordinator of your study center.

1. In the present day Indian politico-economic environment FEMA has emerged as a very important piece of legislative control over the activities of multinational businesses. Discuss briefly, how FEMA regulates the flow of foreign investment in India.
2. “The small scale industry has played a very important role in the socio-economic development of the country.” Discuss how it has contributed to overall growth in terms of employment generation and exports?
3. Briefly explain the Eleventh Five Plan (2007-2012), highlighting its emphasis on agriculture and industry? Refer to the Planning Commission report on website.
4. Analyse the Export-Import Policy of last five years with special reference to development of Special Economic Zones.
5. Examine the quantitative role played by development banks.
6. Write short notes on the following :
  - a) Employees Stock Option Scheme
  - b) Organization for Economic Co-Operation and Development
  - c) Net National Product (NNP)

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MS - 04</b>
<b>Course Title</b>	<b>:</b>	<b>Accounting and Finance for Managers</b>
<b>Assignment Code</b>	<b>:</b>	<b>MS-04/SEM - II /2011</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note :** Answer all the questions and submit this assignment on or before 31<sup>st</sup> October 2011, to the coordinator of your study center.

1. Discuss and explain the relevance of the following accounting concepts
  - a) Business entity
  - b) Money measurement
  - c) Continuity
  - d) Cost
  - e) Accrual
  - f) Conservatism
  - g) Materiality
  - h) Consistency
  - i) Periodicity
  
2. From the Profit and Loss Account of X Limited given below, find out the amount of funds from operations.

### Profit and Loss Account of X Ltd.

For the year ending 31<sup>st</sup> December, 2010

	Rs.		Rs.
To Salaries	15,000	By Gross Profit b/d	3,70,000
To Printing and Stationery	2,000	By Profit on Sales of	
To Advertisement	8,000	Fixed	20,000
To Depreciation on Assets	15,000	Assets	10,000
To Discount on Issue of Shares	4,000	By Dividend received	
To Commission	3,000		
To Good will written of	12,000		
To Loss on Sale of Investment	4,500		
To Establishment Expenses	15,000		
To Provision for Taxation	80,000		
To Net Profit	<u>2,41,500</u>		
	<u>4,00,000</u>		<u>4,00,000</u>
To General Reserve	15,000	By Balance b/d	25,000
To Proposed Dividend	75,000	By Net Profit for the year	2,41,500
To Balance c/d	<u>1,96,500</u>	By Tax Refunds	<u>20,000</u>
	2,86,500		2,86,500

3. What is CVP analysis? Does it differ from break-even analysis?
4. S Limited is considering for purchase of a machine. There are two possible machines which will produce the additional output. Details of these machines are as follows:

	Machine x	Machine Y
	Rs.	Rs.
Capital Cost	60,000	60,000
Sales at standard Price	1,00,000	80,000
Costs:		
Labour	10,000	6,000
Materials	8,000	10,000
Factory Overheads	12,000	10,000
Administration Cost	4,000	2,000
Selling Costs	2,000	2,000
Expected life in years	2	3

Other Information:

- (a) The costs shown above relate to annual expenditure resulting from each machine. Sales are expected to continue at the rates shown for each year for the full life of each machine;
- (b) Tax to be paid may be assumed at 50% of net earnings;
- (c) Interest on capital is to be ignored;
- (d) The appropriate rate of interest for converting to present value may be taken at 10%.

On the basis of the facts given above, show the most profitable investment by the following methods.

- (i) Pay-back Period,
  - (ii) Return on Investment; and
  - (iii) Net Present Value on Investment.
5. What is working capital? Explain the importance of working capital management and discuss about the determinants of working capital requirement.

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MS - 05</b>
<b>Course Title</b>	<b>:</b>	<b>Management of Machines and Materials</b>
<b>Assignment Code</b>	<b>:</b>	<b>MS-05/SEM - II /2011</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note** : Answer all the questions and submit this assignment on or before 31<sup>st</sup> October 2011, to the coordinator of your study center.

- 1) Describe four activities performed by the Operations Manager. List five symptoms of soundly managed hospital.
- 2) Define capacity. Discuss the process of capacity planning for any industry.
- 3) Define Job Design. Discuss the importance of various factors influencing Job design.
- 4) Discuss the differences between acceptance sampling and process control. Identify also the statistical theory related these processes.
- 5) Explain how the system concept can be used for explaining the term **waste** and **waste management**. Devise a method of cost accounting for waste.

## ASSIGNMENT

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<b>Course Code</b>	:	<b>MS-06</b>
<b>Course Title</b>	:	<b>Marketing for Managers</b>
<b>Assignment No.</b>	:	<b>06/TMA/SEM-II/2011</b>
<b>Coverage</b>	:	<b>All Blocks</b>

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**Note** : Answer all the questions and submit this assignment on or before 31<sup>st</sup> October 2011, to the coordinator of your study center.

- 1 a) Discuss the elements of Marketing Mix. Explain the additional marketing mix elements essential in marketing of services, giving suitable examples.
- b) How would you reply to the marketers who say, “Marketing Research is too expensive, so the firm will just have to get by without it”?
- 2 a) What do you understand from Segmentation Targeting and Positioning strategies (STP) strategies? Discuss with suitable illustrations
- b) Why does the marketing mix change as the product moves through its life cycle? How would you foresee the mix to change for any innovative product of your choice as it moves through its life cycle? Specify the brand and clearly explain the phenomenon
- 3 a) When is personal selling more effective than other methods of promotion? Explain its importance with two examples of your choice.
- b) What is a brand? What distinct advantages do firms get from branding? Pick up two brands one from FMCG and other from consumer durables to explain how the firms were benefited
- 4 a) What are the different types of costs associated with the physical distribution? Discuss each of them in detail.
- b) Discuss the importance of packaging as a tool for market cultivation. Elaborate why “Packaging” is considered as the fifth element of marketing mix.

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MS-07</b>
<b>Course Title</b>	<b>:</b>	<b>Information System for Managers</b>
<b>Assignment No.</b>	<b>:</b>	<b>07/TMA/SEM-II/2011</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note :** Answer all the questions and submit this assignment on or before 31<sup>st</sup> October 2011, to the coordinator of your study center.

1. Define Information Technology. Describe various types of information systems. Is Information Technology as vital to modern global business as money? Why or why not? Discuss some trends in IT development.
2. Define MIS. Explain the framework of ANTHONY and SIMON for understanding the MIS and decision making process. Also discuss the role of MIS at various management levels with examples.
3. What are integrated software applications? Discuss their advantages and business utility. "Every component of a computer such as hardware software and network should be protected". Justify and elaborate.
4. How the financial systems, facilitated by computer software are important for economy of data processing and administrative efficiency? - Discuss.
5. Discuss the salient features of the genetic algorithms. Explain its applications in business. How do they differ from artificial neural networks?

## ASSIGNMENT

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<b>Course Code</b>	:	<b>MS - 8</b>
<b>Course Title</b>	:	<b>Quantitative Analysis for Managerial Applications</b>
<b>Assignment Code</b>	:	<b>MS-8/SEM - II /2011</b>
<b>Coverage</b>	:	<b>All Blocks</b>

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**Note:** Answer all the questions and submit this assignment on or before 31<sup>st</sup> October 2011, to the coordinator of your study center.

1. 'Statistics can prove anything'

'Figures cannot lie'

Comment on the above two statements, indicating reasons for the existence of such divergent views regarding the nature and functions of statistics.

2. From the following data compute quartile deviation and the coefficient of skewness:

Size	5 - 7	8 - 10	11 - 13	14 - 16	17 - 19
Frequency	14	24	38	20	4

3. A bank has a test designed to establish the credit rating of a loan applicant. Of the persons, who default (D), 90% fail the test (F). Of the persons, who will repay the bank (ND), 5% fail the test. Furthermore, it is given that 4% of the population is not worthy of credit; i.e.,  $P(D) = .04$ . Given that someone failed the test, what is the probability that he actually will default (When given a loan)?
4. Strength tests carried out on samples of two yarns spun to the same count gave the following results:

	Number in sample	Sample Mean	Sample variance
Yarn A	4	50	42
Yarn B	9	42	56

The strengths are expressed in pounds. Does the difference in mean strengths indicate a real difference in the mean strengths of the yarn?

5. Write short notes on
- One-tail & two-tail tests
  - Standard normal distribution

c) Baye's Theorem

# MS- 09: MANAGERIAL ECONOMICS

## ASSIGNMENT

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<b>Course Code</b>	:	<b>MS-9</b>
<b>Course Title</b>	:	<b>Managerial Economics</b>
<b>Assignment Code</b>	:	<b>9/TMA/SEM-II/2011</b>
<b>Coverage</b>	:	<b>All Blocks</b>

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**Note:** Answer all the questions and submit this assignment on or before 31<sup>st</sup> October 2011, to the coordinator of your study center.

1. “Managerial Economics is Economics applied to problems of choices and allocation of scarce resources.” Discuss with the help of an example how a manager solves this problem in a most efficient manner.
2. Given the individual consumer’s demand curve is  $P=100 - 2Q$ . Find the quantity the consumer would purchase at a price of Rs. 10.
3. In the long run there are no fixed cost functions (total or average) since no inputs are fixed. Explain how this helps a producer in making his future decisions.
4. Describe a Cartel. How the pricing decisions are arrived at?
5. Write short notes on the following :
  - a) Delphi Technique
  - b) Economic Profit
  - c) Multipart pricing

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MS - 10</b>
<b>Course Title</b>	<b>:</b>	<b>Organizational Design Development and Change</b>
<b>Assignment Code</b>	<b>:</b>	<b>MS-10/SEM - II /2011</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note:** Answer all the questions and submit this assignment on or before 31<sup>st</sup> October 2011, to the coordinator of your study center.

1. Explain the factors that affect organizational design. Compare two organizations you know about, in terms of technology employed, environmental uncertainty and strategy. Which among these factors must have influenced the management the most while designing the organization?
2. Explain different organization structures. What are the possibilities that exist for de-layering an organizational structure in an environment which is turbulent due to stiff competition? Explain with the help of an organization you are familiar with.
3. What is 'Quality of Work Life'? How does QWL affect the employee performance in today's work environment? Substantiate your answer with examples. Briefly describe the organization.
4. Describe any two tools used for organizational analysis? Explain with the help of an organization you are familiar with and describe how they are doing the organizational analysis.
5. Describe any three interventions which can be used in an organizational change. Describe the process of interventions which was successfully used to implement change in an organization with reference to an organization you are familiar with.

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MS-11</b>
<b>Course Title</b>	<b>:</b>	<b>Strategic Management</b>
<b>Assignment No.</b>	<b>:</b>	<b>11/TMA/SEM-II/2011</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note** : Answer all the questions and submit this assignment on or before 31<sup>st</sup> October 2011, to the coordinator of your study center.

- Q1. Select a company of your choice. Explain how politico-legal factors have created an opportunity as well as constraint for that particular industry or a business organization.
- Q2. Choose an organization that has a mission statement. Evaluate the statement based on the following criteria:
- a. Does the statement define the organization in brief terms?
  - b. Does it define the organizations geographical operations?
  - c. Is it consistent for all its business units?
  - d. Does it conform to the objectives of the organization?
- Q3. Select an organization and discuss its strategic profile. This should cover the type of generic strategy chosen by the organization and why?
- Q4. Using the published information, select an organization which has gone for a strategic alliance. Explain the reasons because of which the organization chose to form a strategic alliance.
- Q5. Why is strategic control important to organizations? Explain with the help of an illustration.

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MS - 25</b>
<b>Course Title</b>	<b>:</b>	<b>Managing Change in Organizations</b>
<b>Assignment Code</b>	<b>:</b>	<b>MS-25/SEM - II /2011</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note :** Answer all the questions and submit this assignment on or before 31<sup>st</sup> October 2011, to the coordinator of your study center.

1. Explain the concept of Organizational Change. What are the triggers for change? Discuss the factor that triggered a recent change in any organization you are familiar with. Describe the process of implementing those changes. Briefly describe the organization you are referring to.
2. Discuss different group- based approaches to Change. Give the example of an Indian organization which used Quality Circles successfully to implement change and discuss the functioning of the QC in that particular organization.
3. What are the reasons behind resistance to Change? Present an example of a situation in an organization you are familiar with, where change was resisted. Explain how the management successfully overcame the resistance.
4. Define the term 'Organizational Culture'. Explain with the help of an organization you are familiar with, how Organizational Culture influences the change process.
5. Discuss any three Interventions used in Organizational Change. Explain how an intervention was successfully used in an organization you are familiar with.

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MS - 26</b>
<b>Course Title</b>	<b>:</b>	<b>Organizational Dynamics</b>
<b>Assignment Code</b>	<b>:</b>	<b>MS-286/SEM - II /2011</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note** : Answer all the questions and submit this assignment on or before 31<sup>st</sup> October 2011, to the coordinator of your study center.

1. Explain the group formation process. Discuss the group norms and explain how it helps in the functioning of work groups. Give examples.
2. Describe the importance of role in an organization? Describe how role conflict, and role ambiguity affects the performance of the employee and how they can get reduced by role analysis technique.
3. Describe the importance of organizational culture and explain how it influences the organizational effectiveness. Substantiate your answer with reference to that in an organization you are familiar with. Describe the organization you are referring to.
4. What is Management of diversity? Discuss the importance of Management of diversity when strategic alliances and coalitions take place. Illustrate with ex amples.
5. Discuss the importance of empowerment in organizations. Explain how empowerment takes place at various organizational units in relation to an organization. Explain briefly the organization you are referring to.

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MS - 27</b>
<b>Course Title</b>	<b>:</b>	<b>Wage and Salary Administration</b>
<b>Assignment Code</b>	<b>:</b>	<b>MS-27/SEM - II /2011</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note :** Answer all the questions and submit this assignment on or before 31<sup>st</sup> October 2011, to the coordinator of your study center.

- 1) Explain the concept and role of compensation. Describe the compensation structure, functions and responsibilities of compensation programme of any organization you are familiar with. Briefly describe the organization you are referring to.
- 2) Explain the purpose and application of the payment of wages Act, 1936. Discuss the responsibilities of employer for payment of wages under the Act by citing examples from organizations.
- 3) Explain the rationale and procedure of job evaluation. Describe the method which has been followed in any organization you are familiar with. Discuss the merits and demerits of that method. Briefly describe the organization you are referring to.
- 4) Explain the performance–linked reward system. Describe the steps involved in designing a performance –linked reward system relating to an organization you are familiar with. Discuss any short comings of the system. Briefly describe the organization your are referring to.
- 5) Explain the concept of tax planning and tax avoidance. Describe the composition of compensation package and tax implications of employee to the employer of any organization you are familiar with. Briefly describe the organization you are referring to.

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MS - 28</b>
<b>Course Title</b>	<b>:</b>	<b>Labour Laws</b>
<b>Assignment Code</b>	<b>:</b>	<b>MS-28/SEM - II /2011</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note :** Answer all the questions and submit this assignment on or before 31<sup>st</sup> October 2011, to the coordinator of your study center.

- 1) Explain the provision relating to Hazardous processes under the Factories Act, 1948. Discuss the provisions related to Hazardous processes that are being followed in an organisation you are familiar with. Briefly describe the organisation you are referring to.
- 2) Discuss the power of labour courts and Industrial tribunals under the Industrial Disputes (Amendment) Act, 1971. Describe the process of lay-off, Retrenchment and closure under chapter V. A of the ID Act with suitable examples.
- 3) Explain the object, scope and coverage of the workmen's compensation Act, 1923. Describe the obligations of employer and workmen under the Act by citing suitable examples from the organization you are familiar with. Briefly describe the organization you are referring to.
- 4) Explain the sources of Industrial jurisprudence. Discuss the genesis, objectives and classification of labour legislation in India. Enlist the labour laws which are being implemented in an organisation you are familiar with. Briefly describe the organisation you are referring to.
- 5) Explain the objectives, scope and coverage of the payment of wages Act, 1936. Discuss the arrangements made under the Act to hear and deal with claims arising out of deductions from wages and delay in payment of wages. What methods and procedures are being followed in settling such claims in any organisation you are familiar with. Briefly describe the organisation you are referring to.

## ASSIGNMENT

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<b>Course Code</b>	:	<b>MS - 44</b>
<b>Course Title</b>	:	<b>Security Analysis and Portfolio Management</b>
<b>Assignment Code</b>	:	<b>MS-44/SEM - II /2011</b>
<b>Coverage</b>	:	<b>All Blocks</b>

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**Note** : Answer all the questions and submit this assignment on or before 31<sup>st</sup> October 2011, to the coordinator of your study center.

1. What is investment risk? Discuss the various components of investment risk.
2. Define Market Efficiency. Explain the various forms of market efficiency and discuss the tests for various forms of market efficiency.
3. What is fundamental analysis? Explain the utility of Economic – Industry – Company (EIC) approach to equity investment decisions.
4. Explain and compare CAPM with APT. Which of the two is a better model for pricing risky assets and why?
5. (a) Antique Arts Company would pay Rs. 2.50 as dividend per share for the next year and is expected to grow indefinitely at 12%. What would be the equity value if the investor require 20% return?  
  
(b) Analyze the following portfolios performance using Jensen index, Treynor index and Sharpe index versus the market:

	Observed Rate of Return	Beta ( )	Residual Variance
Magic fund	15%	1.5	0.02
Shanti fund	10%	0.5	0.00

Risk-free rate of interest is 5%, return on the market portfolio is 12% and standard deviation is 0.04.

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MS - 45</b>
<b>Course Title</b>	<b>:</b>	<b>International Financial Management</b>
<b>Assignment Code</b>	<b>:</b>	<b>MS-45/SEM - II /2011</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note** : Answer all the questions and submit this assignment on or before 31<sup>st</sup> October 2011, to the coordinator of your study center.

1. Discuss in detail about the international financial architecture and explain the East Asian Crisis of 1997 and the lesson learnt from it.
2. What is Exchange Rate Arrangement? Explain the Present system of Exchange Rate followed by Various Countries.
3. Discuss the concept, application and causes of deviation of the following.
  - (i) Purchasing Power Parity Relationship
  - (ii) Interest Rate Parity Relationship
4. What do you understand by Exchange Rate Exposure? Explain the techniques used for exchange risk management.
5. How cut off rate for foreign projects are determined? Explain why cost of capital varies across countries?
6. What is international diversification? Discuss about the barriers to international diversification and explain the techniques used to overcome capital flow barriers.

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MS - 46</b>
<b>Course Title</b>	<b>:</b>	<b>Management of Financial Services</b>
<b>Assignment Code</b>	<b>:</b>	<b>MS-46/SEM - II /2011</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note** : Answer all the questions and submit this assignment on or before 31<sup>st</sup> October 2011, to the coordinator of your study center.

1. What are 'financial services'? Discuss in detail about the various types of financial services.
2. What do you understand by Government Securities Market and Corporate debt securities market? Compare and Contrast between the two.
3. Explain the meaning, process and mechanism of Securitization? Discuss the role of Special Purpose Vehicle (SPV) in the process of secularization and instruments of securitization.
4. Write short notes on the following:
  - a) Leasing and Hire purchase
  - b) Venture Capital
  - c) Factoring and Forfeiting
  - d) Bill Discounting
5. Discuss in detail about Marine Insurance and bring out the difference between Marine cargo policies and Marine Hull Policies.

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MS - 55</b>
<b>Course Title</b>	<b>:</b>	<b>Logistics and Supply Chain Management</b>
<b>Assignment Code</b>	<b>:</b>	<b>MS-55/SEM - II /2011</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note** : Answer all the questions and submit this assignment on or before 31<sup>st</sup> October 2011, to the coordinator of your study center.

1. Describe the supply chain involved in making the bar of Lux soap that you have just picked up from your neighborhood retail store.
2. How do firm take make-versus-buy decision? Discuss some costs & benefits of outsourcing.
3. What are the main drivers of transportation decisions with in a firm? How do firms choose the optimum transportation mode mix?
4. What are the different stages of supply chain integration? Discuss some barriers to successful supply chain integration.
5. Write short notes on
  - 1) Bullwhip effect
  - 2) Agile Supply chain
  - 3) SCOR Model

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MS - 56</b>
<b>Course Title</b>	<b>:</b>	<b>Materials Management</b>
<b>Assignment Code</b>	<b>:</b>	<b>MS-56/SEM - II /2011</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note :** Answer all the questions and submit this assignment on or before 31<sup>st</sup> October 2011, to the coordinator of your study center.

1. Discuss the aspects of cost, productivity and performance analysis with respect to materials management.
2. Identify the important elements of supplier development from the buying firm's perspective. Which of them is most important according to you? Why?
3. MRP II is widely used in the batch production environment. However, it has some discernible limitations. To overcome these limitations what strategies are used? Discuss them.
4. Discuss the theory of the "super organization? Discuss the strategies for conflict resolution in such organizations.
5. Write short notes on
  - a) Letter of credit.
  - b) Kanban system
  - c) CONWIP models
  - d) LIFO method

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MS - 57</b>
<b>Course Title</b>	<b>:</b>	<b>Maintenance Management</b>
<b>Assignment Code</b>	<b>:</b>	<b>MS-57/SEM - II /2011</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note** : Answer all the questions and submit this assignment on or before 31<sup>st</sup> October 2011, to the coordinator of your study center.

- 1) What are the Life Cycle cost components for any plant? Discuss briefly the concept of Terotechnology.
- 2) What are the characteristics of planned maintenance? Describe the maintenance control cycle.
- 3) What are the goals and objectives of maintenance organization?
- 4) Describe the concept of reliability, maintainability and availability. Explain BATH-TUB curve.
- 5) What are the big six losses? Explain the importance of these losses.

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MS - 58</b>
<b>Course Title</b>	<b>:</b>	<b>Management of R &amp; D and Innovation</b>
<b>Assignment Code</b>	<b>:</b>	<b>MS-58/SEM - II /2011</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note :** Answer all the questions and submit this assignment on or before 31<sup>st</sup> October 2011, to the coordinator of your study center.

- 1) What is the interaction between science, technology, and business? How do these interactions affect industrial growth? Discuss with suitable example.
- 2) Discuss the rationale of partnership in innovation and R & D. Who can be partners in innovation? Discuss compulsory partnership.
- 3) Discuss the techniques that could be used for evaluation of R & D projects.
- 4) What resources are required for R & D activity? Critically evaluate the situation in this regard for India.
- 5) Explain the innovation process. How can technology packaging improve earnings from R & D.

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MS - 66</b>
<b>Course Title</b>	<b>:</b>	<b>Marketing Research</b>
<b>Assignment Code</b>	<b>:</b>	<b>MS-66/SEM - II /2011</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note :** Answer all the questions and submit this assignment on or before 31<sup>st</sup> October 2011, to the coordinator of your study center.

- 1 a) What are the various kinds of sampling methods? Write briefly on each of them and specify the situations where they could be best used.
  - b) Describe Likert scale and semantic differential scale in the context of measurement of attitudes, giving examples.
- 2 a) Explain the various sources of primary and secondary data collection? Explain.
  - b) Marketing Research has specific applications areas. Give some examples of common applications of marketing research in India.
- 3 a) Explain your understanding and differences between Qualitative and Quantitative research.
  - b) Discuss the various “Projective Techniques” that can be used for collecting buying motivation data from customers of consumer durable products like high end mobile handset.
- 4 a) Design a suitable questionnaire to conduct a market survey for the study of buyer behavior towards coconut water to be launched shortly.
  - b) What are the various scales for measuring data? What are their relative merits and demerits?

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MS - 68</b>
<b>Course Title</b>	<b>:</b>	<b>Management of Marketing Communication &amp; Advertising</b>
<b>Assignment Code</b>	<b>:</b>	<b>MS-68/SEM - II /2011</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note :** Answer all the questions and submit this assignment on or before 31<sup>st</sup> October 2011, to the coordinator of your study center.

- 1 a) Describe the role of marketing communication in effective marketing of a firm's product/service offering.
  - b) What is promotion mix? Explain the various components for planning promotion strategy for any service brand of your choice.
  
- 2 a) Why is media planning important in advertising? Bring out the merits and demerits of the various media available to the advertiser.
  - b) What are timing patterns used in advertising? Suggest suitable timing patterns in the following situations:
    - a. Electric Small car
    - b. Soft Drink Concentrate
    - c. Tourism promotion
  
- 3 a) What do you understand by the term Direct Marketing? Trace out the current status of direct marketing being adopted by Indian firms in pursuit of product promotion.
  - b) Suggest the type of media that might be most appropriate for the following. Justify your answer.
    - (i) Rain water harvesting to conserve water
    - (ii) Business school promoted by leading Indian corporate
    - (iii) Tourism promotion
  
- 4 a) Briefly discuss the components of an advertising strategy by taking any two products/brands of your choice?

- b) Make a visit to an Advertising Agency in your location or you is familiar with and try to study the role and responsibilities of a Creative Director versus Media Director and report the similarities or dissimilarities if any and the reasons thereof.

## **MS- 91: ADVANCED STRATEGIC MANAGEMENT**

### **ASSIGNMENT**

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<b>Course Code</b>	:	<b>MS-91</b>
<b>Course Title</b>	:	<b>Advanced Strategic Management</b>
<b>Assignment Code</b>	:	<b>91/TMA/SEM-II/2011</b>
<b>Coverage</b>	:	<b>All Blocks</b>

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**Note :** Answer all the questions and submit this assignment on or before 31<sup>st</sup> October 2011, to the coordinator of your study center.

- Q1. Describe the three levels of strategy in an organization. Give examples.
- Q2. Substantiate the major reforms initiated in various countries by the introduction of new legislation, Sarbanes- Oxley Act, 2002.
- Q3. Briefly discuss the strategy, competition and performance in different phases of Product Life Cycle. Illustrate
- Q4. Explain the Knowledge Management Initiatives of any Indian Software company of your choice.
- Q5. Explain, giving examples, how does a Company's ethical duty to its stakeholders arise?
- Q6. Write short notes on the following:
- a) Environmental Analysis
  - b) Department of Company Affairs (DCA)
  - c) Value Chain

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MS-94</b>
<b>Course Title</b>	<b>:</b>	<b>Technology Management</b>
<b>Assignment No.</b>	<b>:</b>	<b>94/TMA/SEM-II/2011</b>
<b>Coverage</b>	<b>:</b>	<b>All blocks</b>

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**Note :** Answer all the questions and submit this assignment on or before 31<sup>st</sup> October 2011, to the coordinator of your study center.

1. Select a company of your choice. Refer to the published information related to that company and list out some major technological changes the company has undergone in the past five years. Study the impact of these technological changes on the company as well.
2. Recall the current events where an organization has innovated. Keeping this in mind discuss the various stages of technological innovation.
3. Discuss any four perspectives of diffusion giving examples from real world situations.
4. Briefly discuss the objectives of Science and Technology Policy (2003) of India and how it has impacted the nation.
5. Explain in brief how venture capital has played a major role in Technology Development. Illustrate with the help of an example.

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MS - 95</b>
<b>Course Title</b>	<b>:</b>	<b>Research Methodology for Management Decisions</b>
<b>Assignment Code</b>	<b>:</b>	<b>MS-95/SEM - II /2011</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note** : Answer all the questions and submit this assignment on or before 31<sup>st</sup> October 2011, to the coordinator of your study center.

1. Under the circumstances stratified random sampling design is considered appropriate? How would you select such sample? Explain by means of an example.
2. “Experimental method of research is not suitable in management field.” Discuss, what are the problems in the introduction of this research design in business organisation?
3. What is the meaning of measurement in research? What difference does it make whether we measure in terms of a nominal, ordinal, interval or ratio scale?
4. “Interpretation is a fundamental component of research Process”. Explain. Why so? Describe the precautions that the researcher should take while interpreting his findings.
5. Write shot notes on
  - a) Criterion of good research.
  - b) Dependent and Independent variable.
  - c) Case study method.
  - d) Components of a Research Problem.

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MS-96</b>
<b>Course Title</b>	<b>:</b>	<b>Total Quality Management</b>
<b>Assignment No.</b>	<b>:</b>	<b>96/TMA/SEM-II/2011</b>
<b>Coverage</b>	<b>:</b>	<b>All blocks</b>

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**Note :** Answer all the questions and submit this assignment on or before 31<sup>st</sup> October 2011, to the coordinator of your study center.

1. List out the beliefs on which TQM is based. Explain in brief any three of these beliefs and their importance while applying TQM.
2. Faigenbaum is attributed with having developed the quality cost measurement while working in the General Electric Company in the 1950s. He proposed a system of 6 Quality Cost Reporting 'whereby all relevant costs were categorised into four major areas. Explain these areas in brief giving examples.
3. Discuss the relationship between corporate strategy and TQM and explain how it is relevant in the present context.
4. Explain the concept of reliability. How is it applicable to TQM?
5. Briefly discuss the relationship between Input, Environmental and Output variables in terms of TQM.

# MS- 97: INTERNATIONAL BUSINESS

## ASSIGNMENT

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<b>Course Code</b>	:	<b>MS-97</b>
<b>Course Title</b>	:	<b>International Business</b>
<b>Assignment Code</b>	:	<b>97/TMA/SEM-II/2011</b>
<b>Coverage</b>	:	<b>All Blocks</b>

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**Note :** Answer all the questions and submit this assignment on or before 31<sup>st</sup> October 2011, to the coordinator of your study center.

1. Explain the Horizontal and Vertical FDI with reference to Transaction Cost Approach.
2. What are the various types of organization structures which an MNE can adopt in its international operations? Substantiate giving examples.
3. "Much of the international business activity today involves international joint ventures." Examine this statement with the help of any joint venture which has taken place recently.
4. Analyse the environmental factors which affect labour management of MNE subsidiaries in developing countries.
5. Identify with the help of examples the potential areas of economic cooperation in SAARC.
6. Write short notes on the following:
  - a) Licensing
  - b) Power Distance
  - c) International Finance Corporation (IFC)

## **MS- 611: RURAL MARKETING**

### **ASSIGNMENT**

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<b>Course Code</b>	<b>:</b>	<b>MS- 611</b>
<b>Course Title</b>	<b>:</b>	<b>Rural Marketing</b>
<b>Assignment Code</b>	<b>:</b>	<b>611/TMA/SEM-II/2011</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note :** Answer all the questions and submit this assignment on or before 31<sup>st</sup> October 2011, to the coordinator of your study center.

1. You are a cellular telecom operator with strong roots in the urban markets. Due to saturation in the existing markets, you now want to expand into rural areas. How would you modify your current marketing mix strategies according to the rural consumers?
2. Comment upon the effectiveness of wall paintings and the mobile vans as communication media in the rural markets, giving suitable examples.
3. Your company is a marketer of a popular washing powder brand for the last three decades. The company has been witnessing a decline in the sale during the last few years. The report given by the marketing research department has indicated that the entrance of spurious brands in the market is the major reason behind the decline in the sale. Being a marketing manager what measures would you take to increase the sale of the product?
4. What are the challenges involved in the distribution of products in the rural markets? What would you advise to the marketers of consumer durables to address these challenges?
5. "The environmental factors differentiate the rural markets from the urban markets." Discuss the statement giving suitable examples.
6. Describe the implications of attitude and beliefs of rural customers for the marketer with regard to the following products.(Attempt any three)
  - a) Motor cycle
  - b) Bank Loans
  - c) Packaged tea

d) Skincare products

## **MS-612: RETAIL MANAGEMENT**

### **ASSIGNMENT**

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<b>Course Code</b>	:	<b>MS - 612</b>
<b>Course Title</b>	:	<b>Retail Management</b>
<b>Assignment Code</b>	:	<b>MS-612/SEM - II /2011</b>
<b>Coverage</b>	:	<b>All Blocks</b>

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**Note:** Answer all the questions and submit this assignment on or before 31<sup>st</sup> October 2011, to the coordinator of your study center.

- 1 a) Explain the various types of retail formats in the Indian context. Discuss the major constraints faced by Indian retailing for its growth and sustenance.
  - b) What is pricing? Discuss its importance in the context of retailing by picking up suitable examples.
- 2 a) Explain the key considerations of marketing research in retailing, giving suitable examples.
  - b) Explain the role of ethics in business. Elaborate on the ethical responsibilities of the retailer and their impact on the business.
- 3 a) What makes locational decisions assume significance in retail business? Explain the criteria for selecting a specific site location for a leading publication house of your choice in all the state capitals.
  - b) Merchandise is core and central to every kind of retail business. Discuss
- 4 a) Explain the various dimensions of security in retailing focusing on its importance and impact on the overall business.
  - b) Comment on the purpose of strategic planning in retail business by elaborating the various steps involved in the planning process.