ASSIGNMENT - 1

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

First Year

PERSPECTIVES OF MANAGEMENT
MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1. (a) Managerial skills

   (b) Management by objectives

   (c) Reasons for resistance to change

   (d) Line and staff organisation

   (e) Leadership styles

   (f) Inter-department co-ordination

2. Discuss the responsibilities of professional managers.

3. Explain decision making process in organisation

4. Discuss the dilemma of change. Explain how to resolve this dilemma.

ASSIGNMENT - 2

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

First Year

PERSPECTIVES OF MANAGEMENT
MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1. Define 'planning'. Explain the process of planning in detail.

2. "Delegation of authority is not loss of power. It is enhancement of power." Examine the statement clearly.

3. What do you mean by leadership? How is it different from managership?

4. Tom (who works for Blocks Ltd.), and Deirdre, (who works for Fones Ltd.), are employed as production managers. Last night, both of them attended a staff development meeting organised by a Production Management Institute (a professional body), of which they are members. During the tea-break, Tom and Deirdre discussed the various leadership styles that they were following in their respective organisations. Tom told Deirdre that he had a friendly personality and was optimistic that he will get on well with the workers in the factory. He went on to say that a total of fifty workers are employed, with 40 of them having been employed with the business for over 20 years. The others, mostly unskilled, tend to be younger workers who stay for a year or so and then move on, since Tom thinks that they are harder to motivate. Tom is aware that new Health and Safety regulations are due to be implemented and this will require discipline in the workforce. He is thinking of adopting a more autocratic leadership style. Deirdre told Tom that she was newly appointed to the role, and was relatively inexperienced. She pointed out that she manages a team of forty workers, grouped into project teams with highly skilled and experienced staff in each team. Deirdre mentioned that her predecessor was unpopular with the workforce since he adopted an autocratic style of leadership. At one stage, the Labour Relations Agency were asked to mediate in a dispute regarding management/employee relations. In view of this, she had been thinking of adopting a democratic leadership style.

   Questions:

   (a) Explain the key functions of management within organisations such as Blocks Limited and Fones Limited.

   (b) Discuss whether or not Tom and Deirdre should adopt their proposed new leadership styles within their respective organisations.

   (c) With reference to each organisation (Blocks Limited and Fones Limited), discuss the role of management in motivation.

ASSIGNMENT - 1

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023.

First Year

BUSINESS ENVIRONMENT
MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1. (a) Business environment concept

   (b) Privatization.

   (c) Monetary Policy.

   (d) Social justice

   (e) Foreign capital.

   (f) Industrial policy.

2. Discuss about socio-cultural and Political environment of a Business.

3. Discuss in detail the changing role of Government in Business.

4. Explain the structural dimensions of Indian economy.

ASSIGNMENT - 2

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023.

First Year

BUSINESS ENVIRONMENT
MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1.   Explain in detail about India's Balance of Payment.

2.   Discuss the planning goals and strategies involved in business environment.

3.   Discuss about the financial sector reforms in India.

4.   Case Study:

Nano from Tata's may be flash point. There were other heroes who proved to be successful innovators in India. Ujwal Parghi is one among them. As director Shri Kamadhenu Electronics, the Anand based company founded by seven young entrepreneurs with less than half million rupees as seed capital he has been nart of the innovation wave. His firm has developed Akasliganga, an automatic milk collection and accounting system that has made lives of dairy farmers in cooperatives much easier what previously took over five minutes. now gets done in just 30 seconds, saving dairy farmers from sernentine queues where they had to worry about their milk getting spoilt by the time it was measured. The machine incorporates a milk analyser that provides data on six parameters of milk simultaneously and helps to monitor adulteration. Little wonder that Akashganga in addition to big dairy and food clients, such as Amul, Nestle India transformed milk collection systems across Maharashtra. Bihar, Jharkhand and Rajasthan and has even found a ready market in countries like Kenya, Uganda, Vietnam and Nepal.

Questions:

(a)   In what way Innovations affect the business environment? Why?

(b)   What are the advantages of becoming the first in technology in a particular industry?

ASSIGNMENT - 1

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

First Year

MANAGERIAL ECONOMICS

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1.   (a)   Sales Maximization.
     (b)   Demand Function.
     (c)   Marginal Cost.
     (d)   Profit Measurement.
     (e)   Isocost curve
     (f)   NPV

2.   Define 'managerial economics'. Discuss the nature and scope of managerial economics.

3.   What is meant by Elasticity of Demand? Explain about various Elasticities of Demand in brief.

4.   Explain the significance of Short run average cost curve in managerial decision making.

ASSIGNMENT - 2

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

First Year

MANAGERIAL ECONOMICS
MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1.   Discuss about price and out-put decisions by the firm and Industry.

2.   Critically explain the Marginal Productivity Theory of Profit.

3.   Discuss various methods of Capital budgeting briefly.

4.   Case Study:

Rajesh & Co. has a total cost function $T.C = 100x - 10x^2 + x^3$ where x is the output in tones. Find the output which minimizes average cost. Prove that at this level of output average cost will be equal to marginal cost.

ASSIGNMENT - 1

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

First Year

ACCOUNTING FOR MANAGERS

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1. (a) Functions of accounting

    (b) Balance Sheet

    (c) Short term Assets

    (d) Debenture Vs Share

    (e) CVP Analysis

    (f) Prospectus

2. Explain in detail the concept of accounting and its functions.

3. Discuss the construction of profit and loss account.

4. What do you mean by forfeiture of shares? Explain.

ASSIGNMENT - 2

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

First Year

ACCOUNTING FOR MANAGERS
MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1. Bring out the accounting procedure for issue and allotment of shares and Debentures.

2. Discuss the inflation accounting methods.

3. Describe the marginal costing techniques used in managerial decision making.

4. Case study:

From the following Trial Balance of RAMRAJ & Co., prepare trading and profit and loss A/c for the year ending 31st March, 2020 and Balance sheet on that data

Particulars	Dr. (Rs.)	Cr. (Rs.)
Purchases	21,750	
Discount allowed	1,300	
Wages	6,500	
Salaries	2,000	
Travelling expenses	400	
Sales		35,000
Commission	425	
Carriage inward	275	
Administration expenses	105	
Trade expenses	600	
Interest	250	
Building	5,000	
Furniture	200	
Debtors	4,250	
Capital		13,000
Creditors		2,100
Cash	7,045	
	50,100	50,100

Adjustments :

(a) Closing stock was Rs. 6,000

(b) Outstanding wages Rs. 475

(c) Depreciate buildings by 20%

(d) Create a provisions for bad debts at 10% on debtors.

ASSIGNMENT - 1

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

First and Second Years

QUANTITATIVE TECHNIQUES FOR MANAGERIAL DECISIONS
MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1. (a) Geometric progression.

   (b) Collection of primary data.

   (c) Bar diagrams.

   (d) Binomial distribution.

   (e) Test for a single mean.

   (f) Fitting a linear trend.

2. Find the inverse of $A = \begin{bmatrix} 3 & -5 & 9 \\ 10 & 8 & -6 \\ 7 & 15 & -2 \end{bmatrix}$

3. Find Karl Pearson's coefficient of skewness from the following data:

Variable:	0−5	5−10	10−15	15−20	20−25	25−30	30−35	35−40
Frequency:	2	5	7	13	21	16	8	3

4. The customer accounts at a certain departmental store have an average balance of Rs.480 and a standard deviation of Rs.160. Assuming that the account balances are normally distributed (i) What proportion of accounts is over Rs.600? (ii) What proportion of the accounts is between Rs.400 and Rs.800?

ASSIGNMENT - 2

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

First and Second Years

QUANTITATIVE TECHNIQUES FOR MANAGERIAL DECISIONS

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1. Explain decision making process and decision making under uncertainty.

2. The sales data of an item in eight shops before and after a special promotional campaign are as under:

Shops	:	A	B	C	D	E	F	G	H
Before campaign	:	53	28	31	48	50	42	37	46
After campaign	:	58	29	30	35	56	45	39	48

    Can the campaign be judged to be a success?

3. Explain the relation between correlation analysis and regression analysis. Describe the utility of regression analysis.

4. Case Study:

    From the adult male population of seven large cities the following results are recorded based on random sampling:

City	:	A	B	C	D	E	F	G
Married	:	133	164	135	106	153	123	146
Unmarried	:	36	57	40	47	55	33	36

    Can it be said that there is a significant variation among the cities in the tendency of men to marry?

ASSIGNMENT - 1

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

First Year

INFORMATION MANAGEMENT AND COMPUTER APPLICATIONS
MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1. (a) Personal computer

    (b) Language translators

    (c) Computer viruses

    (d) Purchase/Sale of software

    (e) Structure of MIS

    (f) Legal dimensions of computerisation

2. Describe the role of computer-aided decision making in management of an organization. Describe various capabilities of a spread sheet software.

3. What is inventory? Discuss the design of an inventory system for a retail sales enterprise.

4. Explain the activities in protection and treatment of computer virus. Discuss how a user can protect his programs and data.

ASSIGNMENT - 2

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

First Year

INFORMATION MANAGEMENT AND COMPUTER APPLICATIONS
MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1.   Explain how computers can affect the society at large and describe the features of MIS.

2.   Describe some aspects of information economics.

3.   What is a programme? How to design a computer programme? Explain.

4.   Case Study:

Supertech is developing a subscription system. They need to create and delete records of subscribers. Also records must be updated when there is an address change, name change or change in the expiration data (i.e. after a subscription is renewed). All issues sent are recorded on the individual record. One function of the system will be to print mailing labels. These should be printed in Zipcode in order to faciliate bulk mailings.

Management is also concerned that the Zipcode was recently expanded by the postal service. There are 15 million subscribers some of these people telephone the subscription dept. for a variety of reasons an issue has not been received, their payment check for subscription renewal has not been cleared, there is a change in their personal information etc. mail inquiries are also received.

Questions :

(a)   What type of file organization would you select? Why?

(b)   Within a record how would you compensate for the Zipcode?

ASSIGNMENT - 1

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

First Year

FINANCIAL MANAGEMENT

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1. (a) Wealth Maximization

    (b) Uneven cash flows

    (c) Composite leverage

    (d) Perpetuity and Annuity

    (e) Seasonal working capital

    (f) Divestiture.

2. In what ways is the wealth maximisation objective superior to the profit maximisation objective? Explain.

3. Explain the concepts of financial and operating leverages. How is the degree of these leverages measured?

ASSIGNMENT - 2

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

First Year

FINANCIAL MANAGEMENT

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1.   Explain the Internal Rate of Return method of appraisal of investment proposals.

2.   Explain the methods of measuring working capital requirements.

3.   Define dividend policy. Briefly discuss the different dividend theories.

4.   Case :

A closely- held plastic manufacturing company has been following a dividend policy which can maximize the market value of the firm as per Walter's model. Accordingly, each year at dividend time the capital budget is reviewed in conjunction with the earnings for the period and alternative investment opportunities for the shareholders. In the current year, the firm reports net earnings of Rs. 5,00,000. It is estimated that the firm can earn Rs. 1,00,000 if the amounts are retained. The investors have alternative investment opportunities that will yield them 10 per cent. The firm has 50,000 shares outstanding. What should be the D/P ratio of the company if it wishes to maximize the wealth of the shareholders?

ASSIGNMENT - 1

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

First Year

OPERATIONS MANAGEMENT
MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1.   (a)   Operation Management

      (b)   Operations strategy

      (c)   Production Planning

      (d)   Scheduling

      (e)   Materials Management

      (f)   Waste management

2.   What are the objectives of Operation Management? Elucidate the role and responsibilities of Production manager.

3.   What is Plant Layout? Explain the types of Plant Layout with its advantages and disadvantages.

4.   What is Production Planning and Control? Explain its objectives and importance.

ASSIGNMENT - 2

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

First Year

OPERATIONS MANAGEMENT
MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1.   What is Maintenance Management? Elucidate the types and functions of Maintenance Management.

2.   What is Materials Management? Explain its Importance and Functions.

3.   Discuss the role and responsibilities of a store manager.

4.   Case Analysis.

The supplier determines that the demand for batteries is normally distributed with mean 4 batteries per day and standard deviation 3 batteries per day. (The supplier is open 300 days per year.) It usually takes about 4 days to receive an order from the factory.

(a)   What is the standard deviation of usage during the lead time?

(b)   Determine the reorder point needed to achieve a service level of 95 percent.

(c)   What is the safety stock? What is the holding cost associated with this safety stock?

(d)   How would your analysis change if the service level changed to 98 percent?

ASSIGNMENT - 1

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

First and Second Year

First Year

MARKETING MANAGEMENT
MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1. (a) Market segmentation
   (b) Value Chain
   (c) Positioning
   (d) Skimming Pricing
   (e) Marketing budget
   (f) Personal selling

2. Explain the macro marketing environment in India and its impact on marketing decisions.

3. Distinguish between segmentation, market targeting and product positioning and also show the relationship among them.

4. Discuss the various issues involved in initiating and responding to price changes.

ASSIGNMENT - 2

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

First and Second Year

First Year

MARKETING MANAGEMENT
MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1. What are the important channel management decisions? What factors influence channel decisions?

2. Elaborate the various sales promotion tools available for businesses to market their products.

3. What is Marketing Research? Explain its importance to a marketing department in improving its performance?

4. Case Analysis:

Sriram (P) Ltd., is the nation's largest fan manufacturer. Each fan division (Ceiling, Pedestal, Table, Exhaust) has a separate advertising budget, advertising staff and sales force. Advertisements are screened by Divisional Sales Managers, General Manager the overall General Director of advertising. General promotion plans are received by the Sriram (P) Ltd., marketing policy group. There are also separate sales promotion budgets for dealer-incentive contests, dealer announcement shows, posters, window displays and fan shows. Publicity is sought each time a new model or innovation is introduced. Sriram (P) Ltd., institutional advertising is handled by a Public Relations Department. These advertisements stress the company's commitment to building better products and holding down insurance costs.

Questions:

(i) Assess the promotion-mix of Sriram (P) Ltd; and

(ii) Should Sriram Private Ltd. Use the same promotion-mix for each of its product lines?

ASSIGNMENT - 1

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

FIRST AND SECOND YEARS

First Year

HUMAN RESOURCE MANAGEMENT
MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1. (a) Role of personnel Manager
    (b) Human Resources Accounting
    (c) Job design
    (d) Need for Employee training
    (e) Differentiate wage and salary
    (f) Wage boards

        .

2. Bring out the need and importance of Human Resource Management

3. Briefly write on various sources of recruitment.

4. Define Selection. What are the essentials of selection procedure?

ASSIGNMENT - 2

EXECUTIVE M.B.A. (2 Years) DEGREE EXAMINATION, MARCH 2023

FIRST AND SECOND YEARS

First Year

HUMAN RESOURCE MANAGEMENT
MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1. "Performance appraisal is not merely for appraisal but is for accomplishment and improvement performance". Discuss.

2. What is employee training? Explain the important methods of training.

3. What are the various issues involved in compensation management?

4. Case Analysis.

Samsui Company is an engineering company with employee strength of 1,000. The company has a system of incentive inked monthly productivity bonus for the shop floor employee, which serves the purpose of rewarding good work. The HR director. Mr. Indeijit has been facing a dilemma, how to evaluate the performance of the middle management and how to link it with productivity. After deliberate discussions with individual managers, he develops a plan. The plan is designed to enhance team work and provide incentives for improvement and excellence among middle level managers. Briefly the pay will be split into two components. The first consists of 80% of original salary, which will be a fixed component and will be determined as before. The second component of 20% will be flexible and will depend upon the ability of each team as a whole to show minimum of 5% improvement in their respective areas. The scheme when discussed with managers, received a number of negative remarks. One manager said that why should their performance depend upon the performance of other members of the team. The new pay scheme makes them team players first and specialists in their areas next. Another objection was that why the good persons in the team should suffer if the other members were not measuring up to the expectations. Moreover, there are a number of external factors which affect the individual and collective performance. For example, if a product suddenly goes out of demand affecting marketability, why the concerned marketing team should be penalized for something beyond its control. Now Mr. Inderjit is in a tight position. The company has been the trend setter in executive compensation in Indian industry as they have been paying the best. Will the new plan ensure that it remains that way? If the plan succeeds Samsui set another trend in executive compensation. But how should he see this plan through?

Questions:

(a) Do you think it is proper to evaluate manager on the basis of productivity?

(b) In your opinion, individual performance or team performance is the most suitable criteria for incentive plans?