

**(DBUS21(NR))**

**ASSIGNMENT - 1**

M.B.A. DEGREE EXAMINATION, MARCH 2023

Second Year

FINANCIAL MANAGEMENT  
**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1.
  - (a) Objectives of financial management
  - (b) Limitations of ratio analysis
  - (c) Process of capital budgeting
  - (d) Graphical presentation of Break-even analysis.
  - (e) steps in preparation of cash budget
  - (f) Cost of debt
  
2. Discuss various methods of raising finance.
  
3. Explain various methods of capital budgeting in detail.
  
4. Distinguish between cash flow and funds flow analysis.

**(DBUS21(NR))**

**ASSIGNMENT - 2**

M.B.A. DEGREE EXAMINATION, MARCH 2023

Second Year

FINANCIAL MANAGEMENT

**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1. Explain various techniques of financial forecasting.
2. Explain assumptions and arguments of Modigliani and Miller approach.
3. Define inventory. Discuss various methods of inventory control.
4. HLL has provided the following information and requested you to calculate cost of capital based on book value and market value.

Source of Finance	Book Value (Rs.)	Market Value (Rs.)	After tax Cost (%)
Equity Capital	10,00,000	15,00,000	12
Long term debt	8,00,000	7,50,000	7
Short term debt	2,00,000	2,00,000	4
Total	20,00,000	24,50,000	

**ASSIGNMENT - 1**

M.B.A. DEGREE EXAMINATION, MARCH 2023

Second Year

OPERATIONS MANAGEMENT  
**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1.
  - (a) Explain nature of operations management.
  - (b) Capacity planning.
  - (c) Batch production system.
  - (d) Value engineering.
  - (e) Codification of materials.
  - (f) Stores management.
2. What is operations management? Explain its evolution.
3. What do you mean by plant layout? Explain advantages and disadvantages of different types of plant layouts.
4. Explain various types of material handling equipments.

(DBUS22)

## ASSIGNMENT - 2

M.B.A. DEGREE EXAMINATION, MARCH 2023

Second Year

OPERATIONS MANAGEMENT  
**MAXIMUM : 30 MARKS**

### ANSWER ALL QUESTIONS

1. Explain the objectives and process of maintenance management.
2. Discuss purchase system and procedure in detail.
3. Explain objectives and importance of waste management.
4. Case study.

A manufacturer has to supply his customer with 600 units of his product per year. Shortages are not allowed and storage cost amount to 60 paise per unit per year. The set up cost is Rs.80. Find:

- (a) EOQ
- (b) Minimum average yearly cost.
- (c) Optimum number of order per day.
- (d) Optimum period of supply per optimum order.

**(DBUS23(NR))**

**ASSIGNMENT - 1**

M.B.A. DEGREE EXAMINATION, MARCH 2023

Second Year

MARKETING MANAGEMENT  
**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1.
  - (a) Nature of Marketing
  - (b) Elements of Marketing mix
  - (c) Indian Consumer environment
  - (d) Product strategies
  - (e) Marketing communication
  - (f) Channels of distribution
2. Discuss the role of Marketing in a developing economy.
3. What is market segmentation? Discuss the basis for market segmentation.
4. Discuss various models of consumer behaviour.

**(DBUS23(NR))**

**ASSIGNMENT - 2**

M.B.A. DEGREE EXAMINATION, MARCH 2023

Second Year

MARKETING MANAGEMENT  
**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1. Explain various stages of new product development.
2. Discuss various Pricing strategies in detail.
3. What do you mean by sales forecasting? Explain methods of sales forecasting.
4. A Japanese mobile hand set manufacturing company plans to enter Indian markets. The company has variety of handsets of various price ranges and features. It has desired Your services as a marketing consultant. It needs Your advice on Which market segments it should target.

Questions:

- (a) Recommend suitable bases of market segmentation of Indian markets for mobile handsets.
- (b) What promotional tools you would recommend to the Japanese company for Indian markets for its mobile handsets?

**ASSIGNMENT - 1**

M.B.A. DEGREE EXAMINATION, MARCH 2023

Second Year

**HUMAN RESOURCE MANAGEMENT  
MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1.
  - (a) Personnel management Vs. Human resource Management
  - (b) Job description and job specification
  - (c) Induction
  - (d) Employee compensation
  - (e) Employee discipline
  - (f) Quality circles
2. Explain functions of human resource management.
3. Define 'training'. Explain various methods of training in brief.
4. Explain various steps involved in job analysis.

**ASSIGNMENT - 2**

M.B.A. DEGREE EXAMINATION, MARCH 2023

Second Year

HUMAN RESOURCE MANAGEMENT

**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1. What is compensation? Discuss elements of compensation.
2. Define industrial relations. Explain employee grievance handling system.
3. Discuss the objectives and formations of trade unions.
4. Mrs. Suman Prabhakar worked for 20 years in the Zavier Ltd, she joined very recently Franky Ltd, as the production manager, she was supposed to attend a routine departmental heads meeting last Friday at 4.30 p.m., which was presided over by the managing director of the company. She did not attend the meeting as there was no formal or informal communication to her, the managing director didn't like her absence as there were many important items to be discussed regarding production department, Mrs. Suman Prabhakar was called by the managing director on the next day and asked explanation for not attending the meeting Mrs. Suman Prabhakar replies that there was no information. The secretary said that it was a routine meeting and as such information was not sent to any departmental head. But all other heads, except Mrs. Suman Prbhakar. attended the meeting.

Question:

- (a) Who is responsible for the occurrence of such a mistake?
- (b) Find out the reason for the incident. How do you propose to solve such problems in future?



**ASSIGNMENT - 1**

M.B.A. DEGREE EXAMINATION, MARCH 2023

Second Year

RESEARCH METHODOLOGY FOR MANAGEMENT DECISIONS

**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1.
  - (a) Research problem
  - (b) Hypothesis
  - (c) Collection of data using Schedule
  - (d) Stratified random sampling
  - (e) Multivariate analysis
  - (f) Likert scale
2. Define research. Explain its importance.
3. Explain about the application of experimental designs.
4. What is sampling? Explain different methods of sampling in detail.

**ASSIGNMENT - 2**

M.B.A. DEGREE EXAMINATION, MARCH 2023

Second Year

RESEARCH METHODOLOGY FOR MANAGEMENT DECISIONS

**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1. Explain various non-parametric test used in research.
2. Explain contents of report in detail.
3. What is questionnaire? How it is different from schedule?
4. AMF milk federation is a state level marketing federation dealing with procurement and marketing of milk in India. With 14 state wide district dairy units it procures over 75 lakh litres of milk and is able to sell only 36 lakh litres, It converts rest of the milk into value added products like ghee, sweets, chocolates, ice creams etc. the surplus milk is converted into milk powder for which it incurs an additional cost of Rs. 7 to Rs. 8 per litre. Drowned by the problem of plenty, the federation has reduced the procurement price of milk by Rs. 2 per litre recently. The downward revision rates affected 24 lakh dairy farmers. The surplus stock of skimmed milk powder, white butter count not be dumped into market, as it would disturb business dynamics.

Keeping in mind the company's responsibility towards the farmers and compulsion to purchase milk supplied by farmers, answer the following:

- (a) What type of research would you suggest to AMF milk federation?
- (b) Formulate the research problem and objectives of this research.
- (c) Who are the sample respondents for data collection?
- (d) What are the suggestions that AMF can expect from you to manage surplus?

**ASSIGNMENT - 1**

M.B.A. DEGREE EXAMINATION, MARCH 2023

Second Year

BUSINESS POLICY AND STRATEGIC MANAGEMENT

**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1.
  - (a) Explain the need for strategy.
  - (b) Role of top management
  - (c) Core competencies
  - (d) Financial strategies
  - (e) Turn-around management.
  - (f) Strategic Management
2. Explain various steps involved in strategic management.
3. Briefly explain the role and functions of board of directors.
4. What are the social and cultural factors that affect the business?

## ASSIGNMENT - 2

M.B.A. DEGREE EXAMINATION, MARCH 2023

Second Year

BUSINESS POLICY AND STRATEGIC MANAGEMENT

**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1. How do you evaluate the strategic alternatives using GE nine cell matrix?
2. Discuss combination strategies in detail.
3. Discuss the process of strategic control in detail.
4. SR Limited (SR) is a producer of health foods. The company was set up in 2006 by Suman Raj who was formerly a Production Executive with one of the larger producers of packaged foods in India. Mr. Banarjee always wanted to own and operate his own business. He welcomed the change to breakaway from what he termed a giant bureaucracy. In 2007, SR was earning a return on investment of 20 percent. The company sale in that year was Rs. 260 lakh. Mr. Banarjee felt that the firm was very successful but his objective was to increase sales and profits. In his own opinion as a marketer, this could be accomplished without continually adding new products. The company produced several items like salt free nuts, roasted nuts, dehydrated fruits, and almond and cream biscuits. The other items like packed teas, coffee, vitamins and ice creams produced from other producers and used the SR brand on them. Mr. Banarjee has targeted on middle and upper middle class living in urban areas. Some of his competitors aimed upper middle and luxury class while some others oriented their marketing mix primarily on health conscious people. SR distributed its products throughout the country using wholesalers. Four Regional managers of the company supervised these. 24 Area managers reported to these Regional managers. In 2009, some of the company operating personnel came up with a new cereal product they felt could be profitably sold by the firm. The product resembled corn flakes in structure, but had a nutty flavour. Further, it contained most of the vitamins recommended by the physicians plus folic acid, minerals, iron and calcium. The feedback upon testing was encouraging; Mr. Banarjee decided to introduce it to the mass consumer market. In his opinion, the major super market chain would be invited to carry this product. He branded the product as X.

Questions:

- (a) What are the new product launching strategies available for X? Explain.
- (b) Do you think Mr. Banarjee is following the right distribution strategy?
- (c) Develop a marketing mix strategy for X.

**(DBUS27)**

**ASSIGNMENT - 1**

M.B.A. DEGREE EXAMINATION, MARCH 2023

Second Year

MANAGEMENT OF INFORMATION SYSTEMS

**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1.
  - (a) Concept of MIS.
  - (b) Data Communication concept.
  - (c) Query language.
  - (d) DSS
  - (e) Hardware.
  - (f) Organising Data.
2. What is meant by an Information system? Outline the conceptual foundations of Information Systems.
3. Explain in detail about System Development Life Cycle.
4. Outline the recent trends taken place in Information Technology.

**ASSIGNMENT - 2**

M.B.A. DEGREE EXAMINATION, MARCH 2023

Second Year

MANAGEMENT OF INFORMATION SYSTEMS

**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1. What do you understand by DBMS? Examine the the process involved in implementation of DBMS.
2. Write in brief about Relational Data Base Management Systems.
3. What is Information Resource Management? Examine its need and importance.
4. Case study

At present, the Snocan Company which manufactures 25 products has 103 sales offices throughout the United States with an average of 10 sales representatives per office. Every week, the sales reports in each office are tabulated by a clerk on a rotary calculating machine. The reports divide sales according to sales representative, product and customer. The reports are mailed to headquarters where they are combined by clerks using calculating machines. The results are then typed and given to marketing research and to management. While top management is studying the reports, marketing research analyzes them and forecasts sales to the next six months. Unfortunately, by the time management receives the reports they are from three to six weeks old.

A new system has been devised in which daily sales by salesperson, product and customer are sent over a data communication line from each office to headquarters. A new electronic computer is to be installed co compile and analyze the data and forecast sales. The computer will also handle payroll calculations and replace three clerks in payroll.

The detailed design has been approved by management. the company's system designer is now ready to detail plans for implementation. Nobody in the company has had any experience with computers or computer languages. About 2000 square feet of floor space is available at present for the computer centre. The kind of data transmission equipment and the computer have not yet been specified.

Provide the snocan company with a thorough set of plans for implementing their new MIS.