

BUSINESS POLICY AND STRATEGIC MANAGEMENT
[Common to MBA (Finance), MBA (HRM), MBA (Marketing)]

Assignment : 1 **(5 x 4 = 20 Marks)**

Answer all the Questions
Each Answer shall not exceed FOUR pages
All Questions Carry Equal Marks

1. a) Difference between Policy and Strategy
 b) Distinguish between Mission and objectives
2. a) SWOT Analysis
 b) The 7 S Framework in Strategic Management
3. a) Value Chain Analysis
 b) Turnaround strategy
4. a) Retrenchment Strategy
 b) Activating Strategies
5. a) Strategic Business Units (SBUs)
 b) Techniques of Strategic evaluation and control.

Assignment : 2 **(5 x 4 = 20 Marks)**

Answer all the Questions
Each Answer shall not exceed FOUR pages
All Questions Carry Equal Marks

1. a) Objectives of Business Policy
 b) Business Ethics
2. a) Benefits of Strategic Planning
 b) Reasons for Global Strategic alliance
3. a) Techniques of Environmental scanning
 b) Approaches to strategy formulation
4. a) Steps involved in constructing a Tows Matrix
 b) Approaches to Strategic implementation
5. a) Barriers in evaluation of strategy
 b) Quantitative Standards in process of controlling strategies

SCHOOL OF DISTANCE EDUCATION :: ANDHRA UNIVERSITY
2-YEAR MBA II YEAR ASSIGNMENTS FOR THE ACADEMIC YEAR 2017 - 18

INTERNATIONAL BUSINESS

Assignment : 1

(5 x 4 = 20 Marks)

Answer all the Questions
Each Answer shall not exceed FOUR pages
All Questions Carry Equal Marks

1. a) Arguments in favour of Protectionist Trade policies
 b) Non-Tariff Barriers
2. a) Difference between Balance of Trade and Balance of Payments
 b) Reasons for disequilibrium in Balance of Payments
3. a) Factors determining exchange rate
 b) Exchange Rate Determination under Balance of Payment Approach
4. a) Objectives of Special Economic Zones
 b) Gold Standard
5. a) Sources of International Liquidity
 b) Special Drawing Rights

Assignment : 2

(5 x 4 = 20 Marks)

Answer all the Questions
Each Answer shall not exceed FOUR pages
All Questions Carry Equal Marks

1. a) Differences between Domestic Business and International Business
 b) Features of Comparative Cost theory of international business
2. a) Export promotion Vs. Import Substitution
 b) Measures to correct disequilibrium in Balance of Payments
3. a) Fixed Vs. Flexible Exchange Rates
 b) Capital Account convertibility of Indian Rupee
4. a) Devaluation
 b) Export Promotion incentives in India
5. a) Functions of International Bank for Reconstruction and Development (IBRD)
 b) Organisation Structure of IMF

OPERATIONS RESEARCH

[Common to MBA (Finance), MBA (HRM), MBA (Marketing)]

Assignment : 1

(5 x 4 = 20 Marks)

Answer all the Questions

Each Answer shall not exceed FOUR pages

All Questions Carry Equal Marks

1. a) Explain various applications of Operations Research.
b) A company makes two products (say, P and Q) using two machines (say, A and B). Each unit of P that is produced requires 50 minutes processing time on machine A and 30 minutes processing time on machine B. Each unit of Q that is produced requires 24 minutes processing time on machine A and 33 minutes processing time on machine B. Machine A is going to be available for 40 hours and machine B is available for 35 hours. The profit per unit of P is Rs. 25 and the profit per unit of Q is Rs. 30. Company policy is to determine the production quantity of each product in such a way as to maximize the total profit given that the available resources should not be exceeded.
2. a) What are the various components of LPP? Also explain the process of simplex method.
b) Maximize $Z = 5X_1 + 6X_2$
Subject to
$$2X_1 + 3X_2 \leq 12$$
$$X_1 + X_2 \leq 5$$
$$X_1 \text{ and } X_2 \geq 0$$

3. a) Explain Hungarian Procedure to solve assignment model
b) If you work as a sales manager for a toy manufacturer, and you currently have three salespeople on the road meeting buyers. Your salespeople are in Visakhapatnam, Hyderabad, and Mumbai. You want them to fly to three other cities: Chennai, Delhi and Calcutta. The table below shows the cost of airplane tickets in dollars between these cities.

From / To	Chennai	Delhi	Calcutta
Visakhapatnam	2500	4200	3800
Hyderabad	1100	2600	2900
Mumbai	2400	1800	2100

Where should you send each of your salespeople in order to minimize airfare?

4. a) Explain the differences between assignment and transportation models.
b) Solve the following transportation problem

	P	Q	R	S	Availability
A	5	6	4	10	80
B	8	11	3	8	70
C	7	9	1	4	50
Requirement	25	30	45	100	200

5. a) Explain in detail Queuing System
b) Arrivals at a telephone both are considered to be Poisson at an average time of 8 minutes between one arrival and the next. The length of the phone call is distributed exponentially, with a mean of 4 minutes. Determine
 - (a) Expected number of units in the queue Expected waiting time in the queue.
 - (b) Expected number of units in the system.
 - (c) Expected waiting time in the system

OPERATIONS RESEARCH

[Common to MBA (Finance), MBA (HRM), MBA (Marketing)]

Assignment : 2

(5 x 4 = 20 Marks)

Answer all the Questions

Each Answer shall not exceed FOUR pages

All Questions Carry Equal Marks

1. a) What is a pure and mixed strategy? Explain the concept of two persons zero sum theory.
 b) Reduce the given pay off matrix to 2 x 2 and solve the following game theory

	P	Q	R	S
A	5	7	4	2
B	6	8	2	7

2. a) Explain Monte Carlo Simulation Model.
 b) The Lajwaab Bakery Shop keeps stock of a popular brand of cake. Previous experience indicates the daily demand as given below:

Daily Demand	0	15	25	35	45	50
Probability	0.01	0.15	0.20	0.50	0.12	0.02

Consider the following sequence of random numbers: 21, 27, 47, 54, 60, 39, 43, 91, 25, 20. Using this sequence, simulate the demand for the next 10 days. Find out the stock situation, if the owner of the bakery shop decides to make 30 cakes every day. Also estimate the daily average demand for the cakes on the basis of simulated data.

3. a) Explain various types of Queuing Theory
 b) Analyze the system of queue in an office where the population of customers is very large so that we can consider it is an infinite one. Customers for the service arrive randomly following a Poisson process. The office can process customers at an average rate of five patients an hour (one at a 12 minutes). The service process is also Poisson. Customers are served at an average of four per hour (one at 15 minutes). The office operates 12 hours a day. Determine (a) Expected Queue length (b) Expected waiting time in the system (c) Expected waiting time in the Queue.

4. a) Explain the applications of goal programming
 b) Solve the following integer programming

$$\text{Minimize } Z = 3X_1 + 7X_2$$

Subject to

$$2X_1 + 3X_2 \leq 12$$

$$3X_1 + 2X_2 \leq 12$$

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

5. a) What are the rules to be followed for constructing a network
 b) The following data shows various activities with their immediate predecessors

Activity	A	B	C	D	E	F	G	H	I
Predecessor	-	-	A, B	A	C	D,E	D	E	F, G, H

- (a) Construct network
 (b) Identify the critical path

ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT
(For the admitted batches of 2012-2013 onwards)
[Common to MBA (Finance), MBA (HRM), MBA (Marketing)]

Assignment : 1 **(5 x 4 = 20 Marks)**

Answer all the Questions
Each Answer shall not exceed FOUR pages
All Questions Carry Equal Marks

1. a) Characteristics of entrepreneurship
 b) Objectives of District Industries Centres
2. a) Characteristic traits of Indian woman entrepreneur
 b) Concept of new venture management
3. a) Methods of Ideas Planning
 b) Entrepreneurial Development Programmes in the Indian Universities
4. a) Qualities of a good entrepreneur
 b) Steps in designing training programme to inculcate entrepreneurial spirit
5. a) E-Business ventures
 b) Opportunities for Indian women entrepreneurs in urban areas

Assignment : 2 **(5 x 4 = 20 Marks)**

Answer all the Questions
Each Answer shall not exceed Three pages
All Questions Carry Equal Marks

1. a) Types of Entrepreneurs
 b) Steps in setting up of an enterprise
2. a) Problems of women entrepreneurs
 b) Ethics and social responsibility in entrepreneurship
3. a) Functions of Small Industry Service Institute
 b) Concept of Intrapreneurship
4. a) Barriers for women entrepreneurship
 b) Objectives of Entrepreneurial Development Programmes
5. a) Prerequisites for Entrepreneurial Development Programmes
 b) Objectives and activities of National Institute for Entrepreneurship and Small Business Development

MBA (Marketing)
CONSUMER BEHAVIOUR AND MARKETING RESEARCH

Assignment : 1

(5 x 4 = 20 Marks)

Answer all the Questions
Each Answer shall not exceed FOUR pages
All Questions Carry Equal Marks

1. a) Life Style Marketing
 b) Factors determining organizational buying
2. a) Functions of consumer attitude
 b) Modelling buying behavior
3. a) Reference Groups
 b) Economic and psychological models of consumer behavior
4. a) Marketing Research
 b) Probability sampling methods
5. a) Types of data edits
 b) Factor analysis

Assignment : 2

(5 x 4 = 20 Marks)

Answer all the Questions
Each Answer shall not exceed FOUR pages
All Questions Carry Equal Marks

1. a) Determinants of Consumer Behaviour
 b) Consumer Behaviour applications in marketing
2. a) Factors influencing perceptions of consumers
 b) Open ended and close ended questions
3. a) Family life cycle concept
 b) Engle-Blackwell-Kollat Model of consumer behavior
4. a) Components of good research design
 b) Characteristics of good hypothesis
5. a) Regression analysis
 b) Chi-square test

SCHOOL OF DISTANCE EDUCATION :: ANDHRA UNIVERSITY
2-YEAR MBA II YEAR ASSIGNMENTS FOR THE ACADEMIC YEAR 2017 - 18

MBA (Marketing)
SERVICES MARKETING AND CRM

Assignment : 1

(5 x 4 = 20 Marks)

Answer all the Questions
Each Answer shall not exceed FOUR pages
All Questions Carry Equal Marks

1. a) Interactive Marketing
 b) Knowledge Process Outsourcing (KPO)
2. a) Strategies for matching demand and supply
 b) Components of services marketing mix
3. a) Determinants of service quality
 b) Role of electronic channels in delivery of services
4. a) Role of a service employee
 b) Strategies for service recovery
5. a) Customer Retention
 b) Benefits of customer relationship management

Assignment : 2

(5 x 4 = 20 Marks)

Answer all the Questions
Each Answer shall not exceed FOUR pages
All Questions Carry Equal Marks

1. a) Distinguish between products and services
 b) Characteristics of services
2. a) Determinants of customer perceptions
 b) Service positioning strategies
3. a) Zero defects Vs. Zero defections
 b) Approaches to pricing of services
4. a) Word of mouth communication
 b) Transactional analysis
5. a) Employee Relationship management
 b) Criteria for selection of e-CRM software

SCHOOL OF DISTANCE EDUCATION :: ANDHRA UNIVERSITY
2-YEAR MBA II YEAR ASSIGNMENTS FOR THE ACADEMIC YEAR 2017 - 18

MBA (Marketing)
ADVERTISING AND BRAND MANAGEMENT

Assignment : 1

(5 x 4 = 20 Marks)

Answer all the Questions
Each Answer shall not exceed FOUR pages
All Questions Carry Equal Marks

1. a) Communication Process in Advertising
 b) Economic impact of Advertising
2. a) Media Strategy
 b) Advertising appeals
3. a) Factors influencing in selecting an advertising agency
 b) Public Relations Advertising
4. a) Characteristics of a good brand
 b) Classification of Brands
5. a) Brand extension
 b) Functions of Advertising Agencies

Assignment : 2

(5 x 4 = 20 Marks)

Answer all the Questions
Each Answer shall not exceed FOUR pages
All Questions Carry Equal Marks

1. a) Objectives of Advertising
 b) Ethics in Advertising
2. a) Techniques of Audience analysis
 b) Types of Advertising Evaluation
3. a) Problems in international advertising
 b) Direct Response Advertising
4. a) Brand positioning
 b) Brand equity
5. a) Global Brand Strategies
 b) Brand Personality Development

SCHOOL OF DISTANCE EDUCATION :: ANDHRA UNIVERSITY
2-YEAR MBA II YEAR ASSIGNMENTS FOR THE ACADEMIC YEAR 2017 - 18

MBA (Marketing)
SALES AND RETAIL MANAGEMENT

Assignment : 1

(5 x 4 = 20 Marks)

Answer all the Questions
Each Answer shall not exceed FOUR pages
All Questions Carry Equal Marks

1. a) Types of Retail stores
 b) Features of Franchising units
2. a) Functions of Stores Department
 b) Store layout design
3. a) Retail Promotional Budget
 b) Personal qualities of a successful salesman
4. a) Modern sales approaches
 b) Steps in cost analysis procedure
5. a) Sales forecasting methods
 b) Steps in formulating a sales compensation plan.

Assignment : 2

(5 x 4 = 20 Marks)

Answer all the Questions
Each Answer shall not exceed FOUR pages
All Questions Carry Equal Marks

1. a) Characteristics of Retailing
 b) Central Business District
2. a) Supply Chain Management
 b) Retail promotion mix
3. a) Duties and responsibilities of sales manager
 b) Steps in sales management strategy
4. a) Types of sales Quotas
 b) Time management skills
5. a) Factors influencing the recruitment policy of sales personnel
 b) Psychological tests in selection of sales personnel

SCHOOL OF DISTANCE EDUCATION :: ANDHRA UNIVERSITY
2-YEAR MBA II YEAR ASSIGNMENTS FOR THE ACADEMIC YEAR 2017 - 18

MBA (Finance)
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Assignment : 1

(5 x 4 = 20 Marks)

Answer all the Questions
Each Answer shall not exceed FOUR pages
All Questions Carry Equal Marks

1. a) Functions of SEBI
 b) Systematic Risk Vs. Unsystematic Risk
2. a) Company Analysis
 b) Industry Analysis
3. a) Distinguish between open-ended and close-ended mutual funds
 b) Technical Analysis
4. a) Basic steps in portfolio selection
 b) Arbitrage pricing theory
5. a) Portfolio Revision
 b) Need for Stock Market Indices

Assignment : 2

(5 x 4 = 20 Marks)

Answer all the Questions
Each Answer shall not exceed FOUR pages
All Questions Carry Equal Marks

1. a) Steps involved in the investment process
 b) Distinguish between Debt instruments and equities
2. a) Intrinsic Value approach of Valuation of Shares
 b) Secondary Market
3. a) Quantitative and Qualitative methods of valuation of equity
 b) Efficient Market Hypotheses
4. a) Markowitz's Theory of Portfolio Management
 b) Basic assumptions in Capital Asset Pricing Model (CAPM)
5. a) Benchmark portfolios for performance evaluation
 b) Evaluation of Mutual Funds.

SCHOOL OF DISTANCE EDUCATION :: ANDHRA UNIVERSITY
2-YEAR MBA II YEAR ASSIGNMENTS FOR THE ACADEMIC YEAR 2017 - 18

MBA (Finance)
FINANCIAL MARKETS AND DERIVATIVES

Assignment : 1

(5 x 4 = 20 Marks)

Answer all the Questions
Each Answer shall not exceed FOUR pages
All Questions Carry Equal Marks

1. a) Factors influencing Capital Formation
 b) Functions of Industrial Development Bank of India
2. a) Treasury Bills Market
 b) Features of Certificate of Deposits
3. a) Features of Financial Derivatives
 b) Normal Backwardation
4. a) Currency Futures
 b) Stock Option
5. a) Binomial Option Pricing Model
 b) Debt-equity Swap.

Assignment : 2

(5 x 4 = 20 Marks)

Answer all the Questions
Each Answer shall not exceed FOUR pages
All Questions Carry Equal Marks

1. a) Structure of Indian Financial System
 b) Role of State Finance Corporations
2. a) Money Market Institutions
 b) Functions of Securities Exchange Board of India (SEBI)
3. a) Forward Vs. Future Contracts
 b) Uses of Futures for Hedging
4. a) Features of Options
 b) Players in Option Market
5. a) Different types of interest rate swaps
 b) Currency Swaps

SCHOOL OF DISTANCE EDUCATION :: ANDHRA UNIVERSITY
2-YEAR MBA II YEAR ASSIGNMENTS FOR THE ACADEMIC YEAR 2017 - 18

MBA (Finance)
STRATEGIC FINANCIAL MANAGEMENT

Assignment : 1

(5 x 4 = 20 Marks)

Answer all the Questions
Each Answer shall not exceed FOUR pages
All Questions Carry Equal Marks

1. a) Determinants of capital structure
 b) Weighted average cost of capital
2. a) Methods of investment appraisal
 b) Statistical techniques of Risk Analysis
3. a) Lease Vs. Borrowing
 b) Financial impact of merger
4. a) Procedure for Merger.
 b) Risk adjusted discount rate
5. a) Disclosures under Takeover code
 b) Steps in Turnaround strategy

Assignment : 2

(5 x 4 = 20 Marks)

Answer all the Questions
Each Answer shall not exceed FOUR pages
All Questions Carry Equal Marks

1. a) Shareholder value creation
 b) Propositions of M-M Theory on Capital Structure
2. a) Types of investment decisions
 b) Capital Rationing
3. a) Distinction between Mergers and Acquisitions
 b) Theories of Mergers
4. a) Kinds of Takeovers
 b) Takeover procedure
5. a) Stages of strategic restructuring
 b) Reasons for Corporate business failure

SCHOOL OF DISTANCE EDUCATION :: ANDHRA UNIVERSITY
2-YEAR MBA II YEAR ASSIGNMENTS FOR THE ACADEMIC YEAR 2017 - 18

MBA (Finance)
MANAGEMENT OF FINANCIAL SERVICES

Assignment : 1

(5 x 4 = 20 Marks)

Answer all the Questions
Each Answer shall not exceed FOUR pages
All Questions Carry Equal Marks

1. a) Services provided by merchant bankers
 b) Regulations on Financial Services
2. a) Responsibilities of a Merchant Banker
 b) Statutory provisions relating to underwriting
3. a) Essential features of Leasing
 b) Non-Bank Financial Companies
4. a) Advantages of Credit rating
 b) Concept of Asset Securitisation
5. a) Money market mutual funds
 b) Mutual Fund Regulations in India

Assignment : 2

(5 x 4 = 20 Marks)

Answer all the Questions
Each Answer shall not exceed FOUR pages
All Questions Carry Equal Marks

1. a) Differences between money market and capital market
 b) Concept of Financial Services
2. a) Post-issue activities under Public Issue Management
 b) Project Financing
3. a) Features of a Hire Purchase Agreement
 b) Characteristics of Venture capital
4. a) Difference between Factoring and Forfaiting
 b) Demat services
5. a) Functions of Asset Management Company
 b) Bill Market Schemes in India

MBA (HRM)

HUMAN RESOURCE PLANNING AND DEVELOPMENT

Assignment : 1

(5 x 4 = 20 Marks)

Answer all the Questions
Each Answer shall not exceed FOUR pages
All Questions Carry Equal Marks

1. a) Concept of Human Resource Development
 b) Organisational Approach to industrial relations
2. a) Approaches to Human Resource Planning
 b) Developmental supervision in HRD
3. a) Methods of Training and Development
 b) Instruments used for Human Resource Development
4. a) HRD in Govt. Organisation
 b) Problems of Human Resource Planning in large companies
5. a) Concepts of Counselling and Mentoring
 b) Evaluation of Training Programmes.

Assignment : 2

(5 x 4 = 20 Marks)

Answer all the Questions
Each Answer shall not exceed FOUR pages
All Questions Carry Equal Marks

1. a) Methods of Forecasting demand for manpower at macro level
 b) HRD Strategies
2. a) Task Analysis
 b) Factors influencing Human Resource Planning
3. a) Strategies of Software companies to attract human resources
 b) HRD activities in educational institutions
4. a) Sub-system of Human Resource Development
 b) Role of Line Managers in Human Resource Management
5. a) Human Resource Development climate in Indian companies
 b) Techniques of Supply forecasting for manpower

SCHOOL OF DISTANCE EDUCATION :: ANDHRA UNIVERSITY
2-YEAR MBA II YEAR ASSIGNMENTS FOR THE ACADEMIC YEAR 2017 - 18

MBA (HRM)
INDUSTRIAL RELATIONS

Assignment : 1

(5 x 4 = 20 Marks)

Answer all the Questions
Each Answer shall not exceed FOUR pages
All Questions Carry Equal Marks

1. a) Factors affecting Industrial Relations
 b) Industrial Peace
2. a) Problems of trade unions
 b) Provision of Indian Trade Unions Act, 1926
3. a) Functions of Works Committee
 b) Features of Industrial Disputes Act 1947
4. a) Essentials of a sound grievance procedure
 b) Tripartite Bodies
5. a) Impact of Technology on Industrial Relations
 b) Objectives and Functions of joint councils and shop councils.

Assignment : 2

(5 x 4 = 20 Marks)

Answer all the Questions
Each Answer shall not exceed FOUR pages
All Questions Carry Equal Marks

1. a) Forms of Industrial Disputes
 b) Consequences of Industrial Disputes
2. a) Blue collar Vs. White collar unions
 b) Functions of Employers' organizations
3. a) Code of discipline in India
 b) Machinery for Settlement of Industrial Disputes
4. a) Reasons for indiscipline among workers
 b) Role of Welfare Officer
5. a) Market System during the Negotiation
 b) Prerequisites for success of Collective Bargaining

SCHOOL OF DISTANCE EDUCATION :: ANDHRA UNIVERSITY
2-YEAR MBA II YEAR ASSIGNMENTS FOR THE ACADEMIC YEAR 2017 - 18

MBA (HRM)
EMPLOYEE COMPENSATION AND WELFARE MANAGEMENT

Assignment : 1

(5 x 4 = 20 Marks)

Answer all the Questions
Each Answer shall not exceed FOUR pages
All Questions Carry Equal Marks

1. a) Reasons for Wage Differentials
 b) Need for Special Packages of Benefits to executives
2. a) Prerequisites of a sound incentive plan
 b) Features of Bonus Act in India
3. a) Statutory Welfare Measures
 b) Facilities to be provided in the plant for better health
4. a) Facilities to be provided in the plant for better safety
 b) Duties of Welfare officer
5. a) Concept of Social Security
 b) Retirement benefits under statutory and non-statutory provisions in India.

Assignment : 2

(5 x 4 = 20 Marks)

Answer all the Questions
Each Answer shall not exceed FOUR pages
All Questions Carry Equal Marks

1. a) Principles governing the fixation of Wage and Salary Administration
 b) Basic provisions of Minimum Wage Act 1948
2. a) Reasons for extending fringe benefits to employees
 b) Productivity linked incentives
3. a) Non-Statutory Welfare measures
 b) Approaches to labour welfare policy
4. a) Restrictions on employment of women
 b) Provisions of Maternity Benefit Act in India
5. a) Social insurance for workers
 b) Benefits provided under ESI Act

SCHOOL OF DISTANCE EDUCATION :: ANDHRA UNIVERSITY
2-YEAR MBA II YEAR ASSIGNMENTS FOR THE ACADEMIC YEAR 2017 - 18

MBA (HRM)
INTERNATIONAL HRM

Assignment : 1

(5 x 4 = 20 Marks)

Answer all the Questions
Each Answer shall not exceed FOUR pages
All Questions Carry Equal Marks

1. a) Differences between Domestic and International HRM
 b) Concepts of E-readiness
2. a) Differences between Ethnocentric and Polycentric organizations
 b) Causes for Expatriate failures
3. a) Qualities of HRD manager
 b) Role of a Global Manager
4. a) Variables influencing International Compensation Strategy
 b) Practices of compensation of host country employees and managers in China
5. a) IR practices in the USA
 b) Social dumping

Assignment : 2

(5 x 4 = 20 Marks)

Answer all the Questions
Each Answer shall not exceed FOUR pages
All Questions Carry Equal Marks

1. a) Characteristic features of globalization
 b) Reasons for failure of international assignments
2. a) Features of various types of organization cultures
 b) Human resource cycle
3. a) Cross culture training techniques for expatriate managers
 b) HR outsourcing
4. a) Components of an International Compensation System
 b) Major differences in the going rate Balance Sheet approach to International Compensation
5. a) Union security
 b) Digital economy

MANAGEMENT DECISION SUPPORT SYSTEMS
(For the Admitted Batches Upto 2011-2012)

Assignment : 1

(5 x 4 = 20 Marks)

Answer all the Questions
Each Answer shall not exceed FOUR pages
All Questions Carry Equal Marks

1. a) Types of Information Systems
 b) Features of Software
2. a) Systems Development Life Cycle
 b) Prototyping approach to information systems
3. a) Dimensions of Managerial Decision Making
 b) Group decision support systems
4. a) Functions of model Base Management System
 b) Simons Normative model of decision making
5. a) Data Flow Diagram
 b) Factors to be considered in measuring performance.

Assignment : 2

(5 x 4 = 20 Marks)

Answer all the Questions
Each Answer shall not exceed FOUR pages
All Questions Carry Equal Marks

1. a) Concept of Management Information System
 b) Enterprise Resource Planning
2. a) Critical Success Factor
 b) Steps in implementation of information system
3. a) Factors influencing Managerial decision making
 b) Techniques in group problem solving
4. a) Approaches to Strategic Decision making
 b) Various types of simulation
5. a) Steps in implementation of strategies
 b) Difference between Operation controls and Performance control