HUMAN RESOURCE MANAGEMENT

Assignment : 1

(5 x 6 = 30 Marks)

Answer all the Questions
All Questions Carry Equal Marks

1. a) HRM Strategies
   b) Difference between Recruitment and Selection
2. a) Techniques of Performance Appraisal
   b) Methods of Executive Development
3. a) Methods of wage determination
   b) Prerequisites of a sound and adequate wage and salary policy
4. a) Causes for Industrial Disputes
   b) Settlement Machinery for Industrial Disputes in India
5. a) Prerequisites of collective bargaining
   b) Productivity bargaining

Assignment : 2

(5 x 6 = 30 Marks)

Answer all the Questions
All Questions Carry Equal Marks

1. a) Functions of HR manager
   b) Difference between Training and Development
2. a) Factors affecting Human Resource Planning
   b) Methods of Job Evaluation
3. a) Objectives of Quality Circles
   b) Provision of Minimum Wages Act, 1948
4. a) Measures to Prevent Industrial Disputes
   b) Actors of Industrial Relations
5. a) Forms of Workers’ Participation in Management
   b) Essential Conditions for successful working of workers participation in Management
MARKETING MANAGEMENT

Assignment : 1 (5 x 6 = 30 Marks)

Answer all the Questions
All Questions Carry Equal Marks

1. a) Sources of Marketing Information
   b) Integrated Marketing

2. a) Stages in Market Research
   b) Product Mix

3. a) Stages of Product Life Cycle
   b) Steps in New Product Development process

4. a) Selecting an Advertising media
   b) Strategies for pricing new products

5. a) Factors governing selection of channels of distribution
   b) Objectives of Publicity.

Assignment : 2 (5 x 6 = 30 Marks)

Answer all the Questions
All Questions Carry Equal Marks

1. a) Goals of Marketing
   b) Environmental Factors influencing Firm’s marketing activity

2. a) Determinants of Consumer Behaviour
   b) Factors influencing Market segmentation

3. a) Steps in selecting a brand name
   b) Marketing Communication

4. a) Cost based Vs. Value based pricing
   b) Objectives of Personal selling

5. a) Stages in channel designing
   b) Importance of Channel Management
1. a) Profit Maximisation Vs. Wealth Maximisation  
b) Sources of short-term Finance  
2. a) Uses of Funds Flow Statement  
b) Advantages of Cash Flow Statement  
3. a) Techniques of capital budgeting  
b) Determinants of Optimum Capital Structure  
4. a) Advantages of Bonus Shares  
b) Determinants of Working Capital  
5. a) Economic Order Quantity  
b) Classification of working capital

Assignment : 2           (5 x 6 = 30 Marks)  
Answer all the Questions  
All Questions Carry Equal Marks

1. a) Finance Function  
b) Methods of Long term finance  
2. a) Liquidity Ratios  
b) Break-even point in terms of units and value  
3. a) Cost of capital  
b) Difference between financial leverage and operating leverage  
4. a) Procedure for Rights Issue in India  
b) Determinants of Dividend Policy  
5. a) Techniques of Cash Management  
b) Factors influencing the size of Receivables
SCHOOL OF DISTANCE EDUCATION :: ANDHRA UNIVERSITY
3-YEAR MBA II YEAR ASSIGNMENTS FOR THE ACADEMIC YEAR 2014 – 15

OPERATIONS MANAGEMENT

Assignment : 1           (5 x 6 = 30 Marks)
Answer all the Questions
All Questions Carry Equal Marks

1 a) Batch production
   b) Differences between Manufacturing and Service Operations

2 a) Mass Production
   b) Job Sequencing

3 a) Causes for industrial accidents
   b) Principles of Material handling

4 a) Steps involved in Methods Study
   b) ABC analysis

5 a) Just-in-Time Production
   b) Total Quality Management

Assignment : 2           (5 x 6 = 30 Marks)
Answer all the Questions
All Questions Carry Equal Marks

1 a) Functions of Production and Operations Manager
   b) Production forecasting

2 a) Gantt Chart
   b) Network Analysis

3 a) Factors influencing plant location
   b) Principles of plant layout

4 a) Techniques of Work Measurement
   b) Factors affecting job design

5 a) Material Requirement Planning
   b) Features of ISO 9000 series.
INTERNATIONAL BUSINESS

Assignment : 1          ( 5 x 6 = 30 Marks)
Answer all the Questions
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
4. a) Devaluation
    b) Export Promotion incentives in India
5. a) Quota system in International Monetary Fund operations
    b) Organisation Structure of IBRD

Assignment : 2          ( 5 x 6 = 30 Marks)
Answer all the Questions
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) Government of India Policy on Exchange Rate Determination
    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
OPERATIONS RESEARCH

Assignment : 1        ( 5 x 6 = 30 Marks)
Answer all the Questions
All Questions Carry Equal Marks

1. a) Features of Operations Research
   b) Duality in Linear Programming
2. a) Techniques used for solving a transportation problem
   b) Steps in Monte Carlo simulation technique
3. a) Time-cost trade off aspects in Network techniques
   b) Optimality Analysis
4. a) Zero Sum Game and Mixed strategies
   b) Features of Queuing System
5. a) Stages in Project Management
   b) Differentiate between PERT and CPM

Assignment : 2        ( 5 x 6 = 30 Marks)
Answer all the Questions
All Questions Carry Equal Marks

1. a) Properties and basic assumptions of Linear Programming
   b) Steps in Simplex method of solving L.P. Problem.
2. a) Differences between Assignment problem and Transportation problem
   b) Goal Programming problem with suitable examples.
3. a) Graphical method of solving non-linear programming problem
   b) Dynamic programming approach in solving Linear Programming Problem.
4. a) OR Models
   b) Initial Basic Feasible Solution (IBFS)
5. a) Slack and Surplus variables
   b) Essential Features of Game Theory