BUSINESS POLICY AND STRATEGIC MANAGEMENT

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

1. a) Reasons for Global Strategic alliance
   b) Business Ethics
2. a) Techniques of Environmental scanning
   b) The 7 S Framework in Strategic Management
3. a) Approaches to Strategic implementation
   b) Objectives of Business Policy
4. a) Value Chain Analysis
   b) Techniques of Strategic evaluation and control.
5. a) Steps involved in constructing a Tows Matrix
   b) Turnaround strategy

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

1. a) Distinguish between Mission and objectives
   b) Strategic Business Units (SBUs)
2. a) Benefits of Strategic Planning
   b) Differences between Policy and Strategy
3. a) SWOT Analysis
   b) Approaches to strategy formulation
4. a) Barriers in evaluation of strategy
   b) Retrenchment Strategy
5. a) Quantitative Standards in process of controlling strategies
   b) Activating Strategies
ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT  
(For the admitted batches of 2012-2013 onwards)

Assignment : 1  
( $5 \times 6 = 30$ Marks)

**Answer all the Questions**  
All Questions Carry Equal Marks

1. a) Objectives of Small Industry Service Institute  
b) Entrepreneurial Development Programmes in the Indian Universities

2. a) Qualities of a good entrepreneur  
b) Methods of Ideas Planning

3. a) Concept of new venture management  
b) Functions of District Industries Centres

4. a) Steps in setting up of an enterprise  
b) Objectives and activities of National Institute for Entrepreneurship and Small Business Development

5. a) GoI initiatives in strengthening entrepreneurship development programmes  
b) E-Business ventures

Assignment : 2  
( $5 \times 6 = 30$ Marks)

**Answer all the Questions**  
All Questions Carry Equal Marks

1. a) Prerequisites for Entrepreneurial Development Programmes  
b) Startup Villages

2. a) Ethics and social responsibility in entrepreneurship  
b) Profile of an Indian woman entrepreneur

3. a) Characteristics of entrepreneurship  
b) Steps in designing training programme to inculcate entrepreneurial spirit

4. a) Problems of women entrepreneurs  
b) Gap Year Concept in the higher educational institutions in promoting entrepreneurship

5. a) Objectives of Incubation Centres  
b) Objectives of Entrepreneurial Development Programmes
SCHOOL OF DISTANCE EDUCATION :: ANDHRA UNIVERSITY
3-YEAR MBA III YEAR ASSIGNMENTS FOR THE ACADEMIC YEAR
2015 – 2016

MANAGEMENT DECISION SUPPORT SYSTEMS
(For the admitted batches of 2007-2008 to 2011-2012 ONLY)

Assignment : 1
Answer all the Questions
All Questions Carry Equal Marks
( 5 x 4 = 20 Marks)

1. a) Concept of Management Information System
   b) Techniques in group problem solving

2. a) Approaches to Strategic Decision making
   b) Prototyping approach to information systems

3. a) Simons Normative model of decision making
   b) Dimensions of Managerial Decision Making

4. a) Critical Success Factor
   b) Steps in implementation of strategies

5. a) Features of Software
   b) Differences between Operation controls and Performance control

Assignment : 2
Answer all the Questions
All Questions Carry Equal Marks
( 5 x 4 = 20 Marks)

1. a) Group decision support systems
   b) Factors influencing Managerial decision making

2. a) Functions of model Base Management System
   b) Steps in implementation of information system

3. a) Types of Information Systems
   b) Enterprise Resource Planning

4. a) Systems Development Life Cycle
   b) Various types of simulation

5. a) Data Flow Diagram
   b) Factors to be considered in measuring performance
Assignment : 1 

Answer all the Questions 

All Questions Carry Equal Marks 

1. a) Marketing Research 
   b) Reference Groups 

2. a) Probability sampling methods 
   b) Consumer Behaviour applications in marketing 

3. a) Chi-square test 
   b) Factor analysis 

4. a) Life Style Marketing 
   b) Determinants of Consumer Behaviour 

5. a) Components of good research design 
   b) Factors determining organizational buying 

Assignment : 2 

Answer all the Questions 

All Questions Carry Equal Marks 

1. a) Characteristics of good hypothesis 
   b) Open ended and close ended questions 

2. a) Modelling buying behavior 
   b) Factors influencing perceptions of consumers 

3. a) Economic and psychological models of consumer behavior 
   b) Regression analysis 

4. a) Types of data edits 
   b) Engle-Blackwell-Kollat Model of consumer behavior 

5. a) Functions of consumer attitude 
   b) Family life cycle concept
MBA Marketing

SERVICES MARKETING AND CRM

Assignment : 1

Answer all the Questions

All Questions Carry Equal Marks

1. a) Determinants of customer perceptions
   b) Word of mouth communication
2. a) Zero defects Vs. Zero defections
   b) Benefits of customer relationship management
3. a) Approaches to pricing of services
   b) Interactive Marketing
4. a) Determinants of service quality
   b) Transactional analysis
5. a) Knowledge Process Outsourcing (KPO)
   b) Components of services marketing mix

Assignment : 2

Answer all the Questions

All Questions Carry Equal Marks

1. a) Strategies for matching demand and supply
   b) Role of electronic channels in delivery of quality services
2. a) Employee Relationship management
   b) Role of a service employee
3. a) Strategies for service recovery
   b) Distinguish between products and services
4. a) Characteristics of services
   b) Service positioning strategies
5. a) Customer Retention
   b) Criteria for selection of e-CRM software
MBA Marketing
ADVERTISING AND BRAND MANAGEMENT

Assignment : 1  ( 5 x 6 = 30 Marks)

Answer all the Questions

All Questions Carry Equal Marks

1. a) Ethics in Advertising
   b) Direct Response Advertising

2. a) Media Strategy
   b) Brand positioning

3. a) Brand extension
   b) Techniques of Audience analysis

4. a) Types of Advertising Evaluation
   b) Advertising appeals

5. a) Economic impact of Advertising
   b) Factors influencing in selecting an advertising agency

Assignment : 2  ( 5 x 6 = 30 Marks)

Answer all the Questions

All Questions Carry Equal Marks

1. a) Classification of Brands
   b) Public Relations Advertising

2. a) Global Brand Strategies
   b) Characteristics of a good brand

3. a) Brand Personality Development
   b) Problems in international advertising

4. a) Objectives of Advertising
   b) Communication Process in Advertising

5. a) Brand equity
   b) Functions of Advertising Agencies
SALES AND RETIAL MANAGEMENT

Assignment : 1

Answer all the Questions

All Questions Carry Equal Marks

1. a) Retail Promotional Budget
   b) Store layout design

2. a) Steps in formulating a sales compensation plan
   b) Duties and responsibilities of sales manager

3. a) Factors influencing the recruitment policy of sales personnel
   b) Time management skills

4. a) Central Business District
   b) Psychological tests in selection of sales personnel

5. a) Sales forecasting methods
   b) Functions of Stores Department

Assignment : 2

Answer all the Questions

All Questions Carry Equal Marks

1. a) Retail promotion mix
   b) Supply Chain Management

2. a) Steps in cost analysis procedure
   b) Personal qualities of a successful salesman

3. a) Types of sales Quotas
   b) Types of Retail stores

4. a) Steps in sales management strategy
   b) Characteristics of Retailing

5. a) Modern sales approaches
   b) Features of Franchising units
MBA Finance
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

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

1. a) Markowitz’s Theory of Portfolio Management
   b) Basic steps in portfolio selection
2. a) Intrinsic Value approach of Valuation of Shares
    b) Quantitative and Qualitative methods of valuation of equity
3. a) Evaluation of Mutual Funds
    b) Company Analysis
4. a) Portfolio Revision
    b) Benchmark portfolios for performance evaluation
5. a) Industry Analysis
    b) Efficient Market Hypotheses

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

1. a) Distinguish between open-ended and close-ended mutual funds
    b) Technical Analysis
2. a) Systematic Risk Vs. Unsystematic Risk
    b) Need for Stock Market Indices
3. a) Optimum Portfolio
    b) Steps involved in the investment process
4. a) Functions of SEBI
    b) Basic assumptions in Capital Asset Pricing Model (CAPM)
5. a) Distinguish between Debt instruments and equities
    b) Arbitrage pricing theory
MBA Finance

FINANCIAL MARKETS AND DERIVATIVES

Assignment : 1  
( 5 x 6 = 30 Marks)

Answer all the Questions

All Questions Carry Equal Marks

1. a) Features of Certificate of Deposits  
b) Stock Option

2. a) Debt-equity Swap  
b) Role of State Finance Corporations

3. a) Functions of Securities Exchange Board of India (SEBI)  
b) Currency Futures

4. a) Factors influencing Capital Formation  
b) Forward Vs. Future Contracts

5. a) Players in Option Market  
b) Normal Backwardation

Assignment : 2  
( 5 x 6 = 30 Marks)

Answer all the Questions

All Questions Carry Equal Marks

1. a) Money Market Institutions  
b) Features of Options

2. a) Currency Swaps  
b) Treasury Bills Market

3. a) Binomial Option Pricing Model  
b) Structure of Indian Financial System

4. a) Uses of Futures for Hedging  
b) Functions of Industrial Development Bank of India

5. a) Features of Financial Derivatives  
b) Different types of interest rate swaps
MBA Finance

STRATEGIC FINANCIAL MANAGEMENT

Assignment : 1  
(5 x 6 = 30 Marks)

Answer all the Questions

All Questions Carry Equal Marks

1. a) Weighted average cost of capital  
   b) Kinds of Takeovers

2. a) Lease Vs. Borrowing  
   b) Takeover defenses

3. a) Types of investment decisions  
   b) Takeover procedure

4. a) Disclosures under Takeover code  
   b) Determinants of capital structure

5. a) Stages of strategic restructuring  
   b) Propositions of M-M Theory on Capital Structure

Assignment : 2  
(5 x 6 = 30 Marks)

Answer all the Questions

All Questions Carry Equal Marks

1. a) Financial impact of merger  
   b) Procedure for Merger

2. a) Distinction between Mergers and Acquisitions  
   b) Steps in Turnaround strategy

3. a) Methods of investment appraisal  
   b) Statistical techniques of Risk Analysis

4. a) Reasons for Corporate business failure  
   b) Theories of Mergers

5. a) Shareholder value creation  
   b) Capital Rationing
MBA Finance

MANAGEMENT OF FINANCIAL SERVICES

Assignment : 1

Answer all the Questions

All Questions Carry Equal Marks

1. a) Characteristics of Venture capital
   b) Non-Bank Financial Companies

2. a) Advantages of Credit rating
   b) Demat services

3. a) Concept of Financial Services
   b) Services provided by merchant bankers

4. a) Mutual Fund Regulations in India
   b) Differences between Factoring and Forfaiting

5. a) Differences between money market and capital market
   b) Concept of Asset Securitization

Assignment : 2

Answer all the Questions

All Questions Carry Equal Marks

1. a) Essential features of Leasing
   b) Features of a Hire Purchase Agreement

2. a) Functions of Asset Management Company
   b) Money market mutual funds

3. a) Regulations on Financial Services
   b) Statutory provisions relating to underwriting

4. a) Responsibilities of a Merchant Banker
   b) Project Financing

5. a) Post-issue activities under Public Issue Management
   b) Bill Market Schemes in India
MBA HRM

HUMAN RESOURCE PLANNING AND DEVELOPMENT

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

All Questions Carry Equal Marks

1.  a) HRD activities in educational institutions  
    b) Factors influencing Human Resource Planning
2.  a) Methods of Training and Development  
    b) HRD Strategies
3.  a) Task Analysis  
    b) Methods of Forecasting demand for manpower at macro level
4.  a) Concepts of Counselling and Mentoring  
    b) Problems of Human Resource Planning in large companies
5.  a) Role of Line Managers in Human Resource Management  
    b) Human Resource Development climate in Indian companies

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

All Questions Carry Equal Marks

1.  a) Instruments used for Human Resource Development  
    b) Developmental supervision in HRD
2.  a) Strategies of Software companies to attract human resources  
    b) Organisational Approach to industrial relations
3.  a) Approaches to Human Resource Planning  
    b) Concept of Human Resource Development
4.  a) Techniques of Supply forecasting for manpower  
    b) Evaluation of Training Programmes
5.  a) HRD in Govt. Organisation  
    b) Sub-system of Human Resource Development
MBA HRM

INDUSTRIAL RELATIONS

Assignment : 1

Answer all the Questions

All Questions Carry Equal Marks

1. a) Machinery for Settlement of Industrial Disputes
   b) Role of Welfare Officer

2. a) Prerequisites for success of Collective Bargaining
   b) Powers of Industrial Tribunals

3. a) Impact of Technology on Industrial Relations
   b) Functions of Works Committee

4. a) Trade Unions in Liberalization era
   b) Consequences of Industrial Disputes

5. a) Essentials of a sound grievance procedure
   b) Blue collar Vs. White collar unions

Assignment : 2

Answer all the Questions

All Questions Carry Equal Marks

1. a) Features of Industrial Disputes Act 1947
   b) Tripartite Bodies

2. a) Objectives and Functions of joint councils and shop councils
   b) Reasons for indiscipline among workers

3. a) Industrial Peace
   b) Forms of Industrial Disputes

4. a) Provision of Indian Trade Unions Act, 1926
   b) Functions of Employers’ organizations

5. a) Factors affecting Industrial Relations
   b) Problems of trade unions
MBA HRM
EMPLOYEE COMPENSATION AND WELFARE MANAGEMENT

Assignment : 1 ( 5 x 6 = 30 Marks)

Answer all the Questions

All Questions Carry Equal Marks

1. a) Provisions of Maternity Benefit Act in India
   b) Non-Statutory Welfare measures

2. a) Need for Special Packages of Benefits to executives
   b) Principles governing the fixation of Wage and Salary Administration

3. a) Basic provisions of Minimum Wage Act 1948
   b) Benefits provided under ESI Act

4. a) Duties of Welfare Officer
   b) Concept of Social Security

5. a) Statutory Welfare Measures
   b) Facilities to be provided in the plant for better safety

Assignment : 2 ( 5 x 6 = 30 Marks)

Answer all the Questions

All Questions Carry Equal Marks

1. a) Production Bargaining
   b) Different wage incentive plans

2. a) Restrictions on employment of women
   b) Approaches to labour welfare policy

3. a) Social insurance for workers
   b) Features of Bonus Act in India

4. a) Retirement benefits under statutory and non-statutory provisions in India
   b) Reasons for Wage Differentials

5. a) Reasons for extending fringe benefits to employees
   b) Facilities to be provided in the plant for better health
MBA HRM

INTERNATIONAL HRM

Assignment : 1

Answer all the Questions

All Questions Carry Equal Marks

1. a) HR outsourcing
   b) Components of an International Compensation System

2. a) Concepts of E-readiness
   b) Cross culture training techniques for expatriate managers

3. a) Social dumping
   b) Differences between Domestic and International HRM

4. a) Digital economy
   b) Characteristic features of globalization

5. a) Expatriate Training
   b) Role of a Global Manager

Assignment : 2

Answer all the Questions

All Questions Carry Equal Marks

1. a) Major differences in the going rate Balance Sheet approach to International Compensation
   b) Differences between Ethnocentric and Polycentric organizations

2. a) IR practices in the USA
   b) Features of various types of organization cultures

3. a) Human resource cycle
   b) Practices of compensation of host country employees and managers in Japan

4. a) Variables influencing International Compensation Strategy
   b) Union security

5. a) Qualities of HRD manager
   b) Reasons for failure of international assignments