Paper – I: HUMAN RESOURCE 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) Differences between Recruitment and Selection
    b) HRM Strategies

2. a) Methods of Job Evaluation
    b) Factors affecting Human Resource Planning

3. a) Provision of Minimum Wages Act, 1948
    b) Objectives of Quality Circles

4. a) Settlement Machinery for Industrial Disputes in India
    b) Causes for Industrial Disputes

5. a) Essential Conditions for successful working of workers
        participation in Management
    b) Forms of Workers' Participation in 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) Differences between Training and Development
    b) Functions of HR manager

2. a) Methods of Executive Development Programmes
    b) Modern Techniques of Performance Appraisal

3. a) Prerequisites of a sound and adequate wage and salary policy
    b) Methods of wage determination

4. a) Actors of Industrial Relations
    b) Measures to Prevent Industrial Disputes

5. a) Productivity bargaining
    b) Prerequisites of collective bargaining

Paper – II: MARKETING 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)   Integrated Marketing
     b)   Sources of Marketing Information

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

3.   a)   Marketing Communication
     b)   Stages of Product Life Cycle

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

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

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)   Environmental Factors that influence Firm's marketing activity
     b)   Goals of Marketing

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

3.   a)   Steps in New Product Development process
     b)   Steps in selecting a brand name

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

5.   a)   Importance of Channel Management
     b)   Stages in channel designing

Paper – III: 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)   Sources of short-term Finance
    b)   Profit Maximisation Vs. Wealth Maximisation

2. a)   Advantages of Cash Flow Statement
    b)   Steps in preparation of Funds Flow Statement

3. a)   Difference between financial leverage and operating leverage
    b)   Cost of capital

4. a)   Determinants of Working Capital
    b)   Advantages of Bonus Shares

5. a)   Components of working capital
    b)   Economic Order Quantity

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 Long term finance
    b)   Finance Function

2. a)   Break-even point in terms of units and value
    b)   Profitability Ratios

3. a)   Determinants of Optimum Capital Structure
    b)   Techniques of capital budgeting

4. a)   Determinants of Dividend Policy
    b)   Procedure for Rights Issue in India

5. a)   Factors influencing the size of Receivables
    b)   Techniques of Cash Management

Paper – IV: OPERATIONS 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)   Differences between Manufacturing and Service Operations
     b)   Batch production

2   a)   Job Sequencing
     b)   Mass Production

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

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

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

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)   Production forecasting
     b)   Functions of Production and Operations Manager

2   a)   Network Analysis
     b)   Gantt Chart

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

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

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

Paper – V: 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) Non-Tariff Barriers
    b) Arguments in favour of Protectionist Trade policies

2. a) Reasons for disequilibrium in Balance of Payments
    b) Difference between Balance of Trade and Balance of Payments

3. a) Exchange Rate Determination under Balance of Payment Approach
    b) Factors determining exchange rate

4. a) Gold Standard
    b) Objectives of Special Economic Zones

5. a) Special Drawing Rights
    b) Sources of International Liquidity

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) Features of Comparative Cost theory of international business
    b) Differences between Domestic Business and International Business

2. a) Measures to correct disequilibrium in Balance of Payments
    b) Export promotion Vs. Import Substitution

3. a) Capital Account convertibility of Indian Rupee
    b) Fixed Vs. Flexible Exchange Rates

4. a) Export Promotion incentives in India
    b) Devaluation

5. a) Organisation Structure of IMF
    b) Functions of International Bank for Reconstruction and Development (IBRD)

Paper – VI: 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) Discuss various applications of Operations Research.
   b) Describe various phases to solve Operations Research.

2. a) A manufacturing company is engaged in producing three types of products A'B & C. The production department produces each day components sufficient to make 50 units of A, 25 units of B & 30units of C. The management is confronted with the problem of optimizing the daily production of products in assembly departments where only 100 man hours are available daily to assemble the products. The following additional information is available.
   Types of product Profit contribution/ unit products (Rs) Assemble time/ product

            A 12 0.8
            B 20 1.7
            C 45 2.5

   The company has a daily order commitment for producing 20 units of product A & a total of 15 units of product B&C. Formulate this problem as an LP model so as to maximize the total profit.
   b) What are the characteristics of Linear Programming?

3. a) Distinguish between Assignment Model and Transportation Model.
   b) Solve the following assignment problem using Hungarian procedure.

	P	Q	R	S
A	42	38	40	31
B	48	28	42	35
C	55	33	47	39
D	34	15	28	20

4. a) Briefly explain about goal programming.
   b) Solve the following integer programming
   Maximize $Z = 5X_1 + 6X_2$
   Subject to Constraints
            $2X_1 + 3X_2 \leq 12$
            $3X_1 + 2X_2 \leq 12$

5. a) Explain Hungarian procedure.
   b) Solve the following Transportation Problem

	P	Q	R	Capacity
A	10	7	5	80
B	4	7	6	50
C	6	9	1	70
Requirement	100	50	50	200

Paper – VI: 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) Explain the concept of two persons zero sum theory.
    b) Solve the following pay off matrix

	B1	B2	B3	B4
A1	3	4	6	2
A2	5	5	2	4

2. a) Explain Monte Carlo Simulation Model with an example.
    b) Find average demand for the following data using simulation procedure. Consider random numbers 28, 43, 56, 12, 06, 87, 66, 92, 31 and 15

Demand	10	20	30	40	50
Probability	0.12	0.22	0.09	0.31	0.26

3. a) Explain in detail queuing system.
    b) Cars arrive at fast food drive through window according to a Poisson process with the average rate of 1 car every 10 minutes. The time each customer spends ordering and getting food is Exponential with the average time of 3 minutes. When a customer is served, the other arrived customers stay in a line waiting for their turn. Compute a) the expected number of cars in the line at any time. b) the proportion of time when nobody is served at the drive through window. c) the expected time it takes to follow the drive through lane, from arrival till departure.

4. a) Write a brief note on Dynamic Programming.
    b) Explain models in queuing theory.

5. a) What are the rules to constrict network?
    b) Construct network and identify the critical path for the following data.

Activity	1 - 2	2 - 3	2 - 4	2 - 5	3 - 5	4 - 5	5 – 6
Time (Days)	10	12	6	9	7	15	4