

**SCHOOL OF DISTANCE EDUCATION :: ANDHRA UNIVERSITY**  
**3-YEAR MBA III YEAR ASSIGNMENTS FOR THE ACADEMIC YEAR 2018 - 19**

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

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

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

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

**NOTE: Those who have failed to submit Management Decisions Support System Assignments have to write Entrepreneurship & Small Business Management.**

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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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