

ANDHRA UNIVERSITY
SCHOOL OF DISTANCE EDUCATION
ASSIGNMENT QUESTION PAPER 2019-2020

MBA Second Year of Three Year
Answer ALL Questions
Paper - I : HUMAN RESOURCE MANAGEMENT

(20 Marks)

Assignment - I

1. What are the functions and responsibilities of Human Resource Management?
2. What is Recruitment? Discuss the sources and steps in Recruitment process
3. What are the different wage payment methods? How the wages are fixed in an organisation?
4. Discuss the significance and role of Industrial Relations in managing peace in organisations?
5. What is Workers Participation in Management? Discuss the advantages and disadvantages of participation?

Assignment - II

1. Describe the chief characteristics of a HR manager today.
2. Explain various methods of performance appraisal.
3. Explain different employee incentives and benefits available in India? Also explain the reasons for giving these incentives and benefits.
4. Discuss the impact of technology of the status of Industrial Relations in today's organisations?
5. Explain latest trends in Human Resource Management research?

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Answer ALL Questions
Paper - II : MARKETING MANAGEMENT**

(20 Marks)

Assignment - I

1. Define marketing. Why is marketing so important for an organization?
2. Explain the marketing research in market.
3. Explain the Branding and packing decision in product management.
4. Describe the selling and sales promotion of product mix.
5. Discuss the importance of effective distribution channel.

Assignment - II

1. Explain the trends in marketing.
2. What are the factors impacting consumer behaviour? Explain in detail.
3. Product mix is an essential part of product planning discuss. .
4. What are pricing objectives? What are the factors impacting the price decisions?
5. Explain the selection of channel members in distribution.

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Paper - III : FINANCIAL MANAGEMENT

(20 Marks)

Assignment - I

1. Explain the stages and steps involved in the modern approaches to Financial Management.
2. The expected cash flows of a project are as follows :

Years	Cash flow in (Rs.)
0	(-1,00,000)
1	20,000
2	30,000
3	40,000
4	50,000
5	30,000

The cost of capital is 12 percent. Calculate the following :

- (i) Payback period. (ii) Discounted payback period.
 - (iii) NPV (iv) Benefit cost ratio.
3. Explain the various relevant costs in the cost of capital and their measurement.
 4. A company has Rs. 1,00,000, 10% debentures and 5000 equity shares outstanding. It is in the 35% tax brackets. Assuming three levels of EBIT.
(1) Rs. 50,000 (2) Rs. 30,000 and (3) Rs. 70,000
Calculate the change in EPS (Base level of EBIT = Rs. 50,000).
 5. Explain the determinants of working capital for firms.

Assignment - II

1. Differentiate profit maximization and wealth maximization.
2. Compare and contrast NPV with IRR with example.
3. Explain the key techniques adopted by firms in capital budgeting process.
4. Explain the theories of capital structure.
5. How would you monitor receivables? Explain pros and cons of various methods.

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Paper - IV : OPERATIONS MANAGEMENT

(20 Marks)

Assignment - I

1. Explain manufacturing systems.
2. Define maintenance. Distinguish between preventive maintenance and break down maintenance.
3. Explain various materials handling systems and factors impact the selection of material handling equipment.
4. Define work study. What are the major steps involved in work study?
5. Explain the concept of ISO. What are the procedures to register ISO certification?

Assignment - II

1. State the role of production and operations management.
2. Explain different stages in PPC.
3. What are the models are used in layout designs?
4. Explain the process flow chart of productivity.
5. Explain total quality management.

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Paper - V : OPERATIONS RESEARCH

(20 Marks)

Assignment - I

1. Use the Graphical method to solve the following LPP :

$$\text{Max : } Z = 40x_1 + 50x_2$$

Subject to constraints :

$$2x_1 + 3x_2 \leq 60$$

$$4x_1 + 3x_2 \leq 96$$

$$\text{and } x_1, x_2 \geq 0$$

2. Explain the Hungarian Assignment method to calculate Total time to complete jobs for the following assignment problems :

<i>Jobs</i>	(<i>A</i>	<i>B</i>	<i>C</i>	<i>C</i>)
		<i>I</i>	10	25	15	20
		<i>II</i>	15	30	5	15
		<i>III</i>	35	20	12	24
		<i>IV</i>	17	25	24	30

3. Explain the procedure of cutting plane method for the following LPP :

$$\text{Min : } Z = 4x_1 + 5x_2$$

$$\text{Stc : } x_1 + 4x_2 \geq 5$$

$$3x_1 + 2x_2 \geq 7$$

$$x_1, x_2 \geq 0.$$

4. Determine the optimal strategies and value of the Game from the following $2 \times n$ game.

$$\text{Player A} \begin{matrix} \text{I} \\ \text{II} \end{matrix} \begin{pmatrix} 6 & 3 & -1 & 0 & -3 \\ 3 & 2 & -4 & 2 & -1 \end{pmatrix}$$

5. A sample of 100 arrivals of customers at a retail sales depot is according to the following distribution.

Time between Services	0.5	1.0	1.5	2.0	2.5	3.0	3.5	4.0	4.5	5.0
Frequency :	2	6	10	25	20	14	10	7	4	2

A study of the time required to service customers by adding up bills, receiving payments and placing packaging yields the following distribution.

Time between services	0.5	1.0	1.5	2.0	2.5	3.0
Frequency	12	21	36	19	7	5

Estimate the average percentage of customers waiting time and average percentage idle time of the server by simulation for the next 10 arrivals.

Assignments - II

1. Find the Duality of the following LPP, Prove that 'Duality of Dual is Primal'.

$$\text{Max : } Z = 90x_1 + 120x_2$$

Subject to constraints :

$$15x_1 + 30x_2 \leq 3000$$

$$4x_1 + 2.5x_2 \leq 300$$

$$1.5x_1 + 2x_2 \leq 250$$

$$x_1, x_2 \geq 0.$$

2. Find Initial Basic Feasible solution using North West Corner Method for the following transportation problem :

	D_1	D_2	D_3	D_4	Availability
O_1	5	4	2	6	150
O_2	2	3	7	6	100
O_3	4	8	3	6	200
Requirement	100	150	150	100	

3. What is Dynamic programming ? Explain the steps in solving linear programming problem for the given LPP :

$$\text{Max : } Z = 3x_1 + 4x_2$$

$$3x_1 + 6x_2 \leq 8$$

$$\text{Stc : } 5x_1 + 2x_2 \leq 10$$

$$x_1, x_2 \geq 0.$$

4. A super market has a single cashier. During the rash hours, customer arrival rate is 20 per hour. The average number of customers that the cashier can serve is 30 per hour. Assume Poisson arrival and exponential distribution first come first serving. Find
- (i) Average time a customer spends in the system
 - (ii) Probability that the cashier is idle.
 - (iii) Probability that the cashier is busy.
 - (iv) Average number of customer spends in the queue.
5. What is project management? Explain the steps in programme evaluation and review techniques by constructing a model Industrial Problem with your own assumptions.

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Paper - VI : INTERNATIONAL BUSINESS**

(20 Marks)

Assignment - I

1. Define International Business. Explain its significance.
2. What are the methods of correcting disequilibrium in the B.O.P?
3. Explain how the foreign exchange reserves are managed.
4. Write about Special Economic Zones (SEZ's) in India.
5. Explain the role of IBRD in managing international liquidity problem.

Assignment - II

1. Discuss the country similarity theory of International trade.
2. Discuss about monetary disequilibrium.
3. Explain the process involved in exchange rate determination.
4. Discuss about export promotion zones.
5. Discuss in brief the problem of international liquidity.