

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

**MBA Three Year of Third Year**

**Answer ALL Questions**

**Paper - I : BUSINESS POLICY AND STRATEGIC MANAGEMENT**

**(20 Marks)**

**Assignment - I**

1. What do you mean by organisation objectives? Explain precautions to be taken while framing the objectives of an organisation?
2. Explain the major contributions of Michael Porter's value chain analysis in strategy formulation.
3. What is SPACE matrix? In what way it is useful in strategy formulation?
4. What is a propitious niche? Which industry forces can make it to disappear?
5. What are the criteria available for an organization in evaluating its strategic alternatives?

**Assignment - II**

1. Explain ethics that are relevant to present day organisations. Also discuss advantages of ethics to an organisation.
2. Explain with examples the interface between the environment and strategy.
3. What is Vertical Integration? Explain this strategy in the context of achieving competitive advantage.
4. What is Structural implementation of strategy? Explain the procedure.
5. Explain the various types Strategy control? Also discuss Feedback mechanism.

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**Paper - II : ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT**

**(20 Marks)**

**Assignment - I**

1. Examine the role of Entrepreneurship in present day circumstances.
2. Explain the educational institutions offering Entrepreneurial development programme.
3. Explain the training for new and existing Entrepreneurs.
4. Explain the profile women Entrepreneur.
5. Describe the role of business innovation.

**Assignment - II**

1. Explain the qualities of Entrepreneurship.
2. Describe the role of state government in Entrepreneurial development in India.
3. Explain the training programme to inculcate Entrepreneurial spirit.
4. Explain the women Entrepreneurship development in India.
5. E-Business leads to creativity in Entrepreneurship.

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MARKETING SPECILIZATION**

**Paper - III : CONSUMER BEHAVIOUR AND MARKETING RESEARCH**

**(20 Marks)**

**Assignment - I**

1. Define the concept organizational buying behaviour. Explain the role and importance of different departments in the organization buying.
2. What are the characteristics of consumer motivation? Discuss the Maslow's hierarchy of needs in Indian context.
3. Explain the early models (economic models) of buyer behaviour.
4. Define Marketing Research. Explain its importance in business.
5. Discuss about the parametric and non-parametric tests used in marketing research.

**Assignment - II**

1. Discuss how social and economic factors influence consumer behaviour.
2. Write about classical conditioning and explain how it works with advertising?
3. Explain buying process. Discuss its problems.
4. Explain the different sources of data collection.
5. What is report writing? State the essentials of good report.

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MARKETING SPECILIZATION  
Paper - IV : SERVICES MARKETING AND CRM**

**(20 Marks)**

**Assignment - I**

1. Discuss the reasons for growth of services sector in India.
2. Write about services marketing mix.
3. Why is capacity management particularly significant for service firm?
4. Discuss the internal marketing strategies.
5. Explain the importance of CRM.

**Assignment - II**

1. Define services marketing. Explain its characteristics.
2. What is the procedure for new service development?
3. Discuss the Gap model of service quality.
4. What are the steps involved in designing a promotional campaign in services marketing?
5. What are the applications of e CRM?

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MARKETING SPECILIZATION  
Paper - V : ADVERTISING AND BRAND MANAGEMENT**

**(20 Marks)**

**Assignment - I**

1. Discuss the challenges and opportunities in advertising.
2. Write about media mix decisions in advertising.
3. Elucidate direct response advertising.
4. What is branding process?
5. Critically examine the process involved in designing of branding strategies.

**Assignment - II**

1. Explain the economic and social aspects of advertising.
2. Discuss the impact of consumer behaviour in advertising.
3. Discuss the functions of advertising agency.
4. Write briefly about brand equity measurement.
5. What do you mean by brand extension? Explain with suitable examples.

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**MARKETING SPECILIZATION**  
**Paper - VI : SALES AND RETAIL MANAGEMENT**

**(20 Marks)**

**Assignment - I**

1. Write about location, site selection and organization structure issues in- an retail marketing strategy?
2. What factors affect the store layout design?
3. Discuss the procedure for organizing a sales department.
4. Discuss different types of sales quotas and explain the administering of quota system?
5. Discuss about the different sources of recruitment of sales personnel.

**Assignment - II**

1. Who is a Retailer? Explain different types of retailers.
2. How do you motivate store employees?
3. Define sales management. Discuss the objectives of sales management.
4. What is sales control research?
5. Explain the different compensation plan for sales personnel.

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**FINANCE SPECIALIZATION**

**Paper - III : SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

**(20 Marks)**

**Assignment - I**

1. What do you mean by stock exchange? Give its characteristics.
2. Elaborate the concept and use of Industry analysis? Examine the role played by growth and competition in same.
3. Explain various tools of technical analysis.
4. Discuss in detail the Markowitz theory of portfolio analysis.
5. Discuss different portfolio revision techniques.

**Assignment - II**

1. Discuss the developments in the New Issue Market and Stock Exchange after the new economic policy in India.
2. Discuss the concept of Dow theory. Elaborate various charting techniques.
3. How is technical analysis different from fundamental analysis in investment management?
4. Discuss in detail capital asset pricing theory and CAPM
5. "Mutual Funds are better performers than individuals". Examine this statement.

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**FINANCE SPECIALIZATION**  
**Paper - IV : FINANCIAL MARKETS AND DERIVATIVES**

**(20 Marks)**

**Assignment - I**

1. Give a brief account on the structure and functions of call money market in India.
2. "Treasury bills are an important short term source of finance for the government". Discuss
3. What are the financial types of financial derivatives? Explain their features in brief.
4. Briefly discuss the important economic motives for swap derivatives.
5. What are the bullish and bearish strategies for option trading? Discuss.

**Assignment - II**

1. Discuss the various problems of capital formation in underdeveloped countries.
2. Explain the role of RBI in the Indian financial system for the economic development.
3. A stock index currently stands at 350. The risk free rate is 8% per annum and dividend yield on index is 4% per annum. What should be the future price for a four month contract.
4. What are the various motivations underlying swap contract.
5. You are given with the following data on a certain share and a call option on the stock: Share price Rs. 67; Exercise price Rs. 65; Time to expiration 3 month; Risk - free rate of return (continuously compounded) 8% per annum; Variance of stock's return 0.36.
  - (i) Calculate the value of the option using the Black and Scholes model.
  - (ii) If this option is priced at Rs. 7.50 what investment strategy would you suggest.



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**Paper - V : STRATEGIC FINANCIAL MANAGEMENT**

**(20 Marks)**

**Assignment - I**

1. How financial planning is considered to be the most important aspect of the financial manager's job?
2. Explain the statistical distribution approach to evaluate risky proposals.
3. Discuss various theories of Merger.
4. Bring out the process of Takeover.
5. Explain the process of LBO analysis? What are the characteristics of a good LBO?

**Assignment - II**

1. Bring out the nature and scope of Strategic Financial Management.
2. Explain various measures of risk in capital budgeting.
3. Write a detailed note on Merger as a capital of budgeting decision.
4. Elucidate Poison Pill Defense.
5. Spotlight the various causes of corporate failure.

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**Paper - VI : MANAGEMENT OF FINANCIAL SERVICES**

**(20 Marks)**

**Assignment - I**

1. Define financial services, explain the regulatory frame work of financial services.
2. Define merchant banker. Discuss the scope for merchant banking is great in India.
3. Define “SBICAP”, explain the strategic role of venture capital in the development of a country.
4. What are the objectives of credit rating? Explain the benefits of credit rating.
5. What rights and facilities are available to an investor of a mutual fund? What factors should be considered before selecting a mutual fund?

**Assignment - II**

1. Discuss briefly some of the innovative financial instruments introduced in recent times in the financial service sector.
2. Explain the role of merchant bankers in the pre and post issue activities.
3. Write a note on “sale and lease bank”. Discuss the advantages and limitations of leasing, also explain problems of leasing in India.
4. Explain the detail the bill markets schemes that are offered by bill markets in India.
5. Describe the working procedure of public and private mutual funds in India.

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**H.R.M. Specialisation**

**Paper III : HUMAN RESOURCE PLANNING AND DEVELOPMENT**

**(20 Marks)**

**Assignment - I**

1. Define HR planning and explain about the significance and process of Human Resource Planning.
2. Define strategies of HRD, Discuss the importance of HR strategies. Can HR strategies be independent of corporate strategy.
3. Briefly explain the emerging and perspectives of HRD in the situation of globalisation.
4. Discuss the concepts of HRD and explain the HRD in voluntary organisation.
5. What are the influencing factors of HRD culture in an organisation?

**Assignment - II**

1. Discuss the different models of macro level manpower planning.
2. What is organisation development? What are the important aspects to be considered while auditing a management development programmes?
3. Explain the important role of line managers in HRD activities of an organisation.
4. Explain the critical issues in HRD for Health and family welfare.
5. Explain HRD for workers and also explain HRD/OD approach for IR.

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**Paper - IV : INDUSTRIAL RELATIONS**

**(20 Marks)**

**Assignment - I**

1. Define Industrial Relations. Explain the significance of Industrial Relations in Indian Companies.
2. What are the factors that lead to the growth of Trade Unions in Indian content? Discuss the role of Trade Unions in promoting a healthy work environment in an organisation.
3. Discuss the various causes and consequences of Industrial Disputes.
4. Explain the functions of grievance management.
5. What is collective bargaining? Explain the brief concept of collective bargaining also explain various legally required fringe benefits in India.

**Assignment - II**

1. What is the impact of economic and social environment in which organization exists on the IR of the Organisation?
2. What are the problems associated with the Trade Union movement in India?
3. Define retrenchment. 'Explain about the procedure for retrenchment U/S 25(a).
4. What are the measures for dealing with indiscipline?
5. Discuss the collective bargaining process in India.

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**Paper - V : EMPLOYEE COMPENSATION AND WELFARE MANAGEMENT**

**(20 Marks)**

**Assignment - I**

1. What do you understand by minimum wages? What is the difference between minimum wages and statutory minimum wages?
2. Explain the detail various types of wage incentive plan.
3. Explain welfare policy and philosophy in Indian Companies.
4. Explain welfare facilities for women and child workers in India.
5. Define social security and explain various schemes, its performance under social security.

**Assignment - II**

1. Explain minimum wage also explain the machinery for fixing minimum wages.
2. What do you mean by 'Fringe Benefits'? Explain its need and various types offered in India.
3. What is safety at work? Explain the statutory and non-statutory welfare measures in Indian Companies.
4. Explain the features of safety at work and discuss the role and functions of welfare officers.
5. Explain various provisions of workmen's Compensation Act.

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**Paper - VI : INTERNATIONAL HUMAN RESOURCE MANAGEMENT**

**(20 Marks)**

**Assignment - I**

1. Explain the structure and process of global HRM.
2. Explain about management of cross cultural elements in International HRM.
3. What is training? Explain the methods of training.
4. What is compensation management? What are the specific issues in IHRM?
5. Examine the trends in IHRM.

**Assignment - II**

1. What are the global trends offering in HRM?
2. Discuss the factors influencing recruitment.
3. Briefly explain about the planning at International level.
4. What are the practices of compensation in Global assignments.
5. List out the measures taken to strengthen international industrial relations.