Master of Business Administration- MBA Semester 2

MB0044 – Production and Operations Management - 4 Credits

(Book ID: B1133)

Assignment Set - 1 (60 Marks)

Note: Each question carries 10 Marks. Answer all the questions.

Q1. Explain briefly the Computer Integrated Manufacturing.

Q2. What is automation? What are the kinds of automation?

Q3. What are the factors that influence the plant location?

Q4. Describe the seven basic quality control tools.

Q5. Define project management. Describe the five dimensions of project management.

Q6. What is meant by Supply Chain Management (SCM)? What are the objectives of SCM?

Master of Business Administration- MBA Semester 2

MB0044 – Production and Operations Management - 4 Credits

(Book ID: B1133)

Assignment Set - 2 (60 Marks)

Note: Each question carries 10 Marks. Answer all the questions.

Q1. What is productivity? Write a brief note on capital productivity.

Q2. Describe briefly the automated flow lines.

Q3. What is meant by Total Quality Management? Mention the 14 points of Deming's approach to management.

Q4. Describe briefly the Project Monitoring and control.

Q5. Write a brief note on Just-In-Time (JIT).

Q6. What is value engineering? Explain its significance.

Master of Business Administration- MBA Semester 2

MB0045 –Financial Management - 4 Credits

(Book ID: B1134)

Assignment Set- 1 (60 Marks)

Note: Each Question carries 10 marks. Answer all the questions.

Q1.   Show the relationship between required rate of return and coupon rate on the value of a bond.

Q2.   What do you understand by operating cycle?

Q3.   What is the implication of operating leverage for a firm?

Q4.   Explain the factors affecting Financial Plan.

Q5.   An employee of a bank deposits Rs. 30000 into his PF A/c at the end of each year for 20 years. What is the amount he will accumulate in his PF at the end of 20 years, if the rate of interest given by PF authorities is 9%?
Hint Amount= 1534800

Q6.   Mr. Anant purchases a bond whose face value is Rs.1000, and which has a nominal interest rate of 8%. The maturity period is 5 years. The required rate of return is 10%. What is the price he should be willing to pay now to purchase the bond?

Hint: 924.28

Master of Business Administration- MBA Semester 2

MB0045 –Financial Management - 4 Credits

(Book ID:B1134)

Assignment Set- 2 (60 Marks)

Note: Each Question carries 10 marks. Answer all the questions.

Q1.   The following data is available in respect of a company :
Equity Rs.10lakhs,cost of capital 18%
Debt Rs.5lakhs,cost of debt 13%
Calculate the weighted average cost of funds taking market values as weights assuming tax rate as 40%
Hint: Use the equation
$$WACC = W_e\,K_e + W_p\,K_p + W_r\,K_r + W_d\,K_d + W_t\,K_t$$

Q2.   ABC Ltd. provides the information as shown in table 6.21 regarding the cost, sales, interests and selling prices. Calculate the DFL.

Details of ABC Ltd.

Output	20,000 units
Fixed costs	Rs.3,500
Variable cost	Rs.0.05 per unit
Interest on borrowed funds	Nil
Selling price per unit	0.20

Hint calculate $DFL = \dfrac{EBIT}{EBIT - I - \{Dp/(1-T)\}\}}$

Q3.   Two companies are identical in all respects except in the debt equity profile. Company X has 14% debentures worth Rs. 25,00,000 whereas company Y does not have any debt. Both companies earn 20% before interest and taxes on their total assets of Rs. 50,00,000. Assuming a tax rate of 40%, and cost of equity capital to be 22%, find out the value of the companies X and Y using NOI approach?
Hint: use the formula $K_0 = [B/(B+S)]K_d + [S/(B+S)]K_e$

Q4.   Examine the importance of capital budgeting.

Q5.   Briefly explain the process of capital rationing

Q6.   Explain the concepts of working capital

Master of Business Administration - MBA Semester 2

MB0046 – Marketing Management
(4 credits)
(Book ID: B1135)

ASSIGNMENT- <u>Set 1</u>

Marks 60

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Note: Each Question carries 10 marks. Answer all the questions.

Q.1 Explain the various stages involved in new product development

Q.2 Discuss the importance of SWOT analysis to develop effective marketing mix.

Q.3 Briefly explain the major external and uncontrollable factors that influence an organization decision making, performance and strategies

Q.4 Discuss the potential benefits associated with MIS.

Q.5 Describe five interdependent levels of basic human needs (motivators) as propounded by **Abraham Maslow**

Q.6 List the important differences between Consumer market and business markets

Master of Business Administration - MBA Semester 2

MB0046 – Marketing Management
(4 credits)
(Book ID: B1135)

ASSIGNMENT- <u>Set 2</u>

Marks 60

Note: Each Question carries 10 marks. Answer all the questions.

Q.1 what do you mean by marketing functions? Briefly explain the important marketing functions.

Q.2 Define the term "Brand Equity "? Discuss the components of Brand Equity.

Q.3 Why are marketing channels indispensable? List the functions of marketing channels.

Q.4.Explain the different methods which allows a media planner to decide budget allocation

Q.5 Define the term" direct marketing" Explain the different methods adopted for direct marketing

Q.6 List the important differences between International marketing and Domestic marketing.

Master of Business Administration - MBA Semester II

MB0047 – Management Information Systems - 4 Credits

(Book ID: B1136)

Assignment - Set- 1 (60 Marks)

Marks-60

Attempt each question. Each question carries 10 marks:

1. What is MIS? Define the characteristics of MIS? What are the basic Functions of MIS? Give some Disadvantage of MIS?
2. Explain Knowledge based system? Explain DSS and OLAP with example?
3. What are Value Chain Analysis & describe its significance in MIS? Explain what is meant by BPR? What is its significance? How Data warehousing & Data Mining is useful in terms of MIS?
4. Explain DFD & Data Dictionary? Explain in detail how the information requirement is determined for an organization?
5. What is ERP? Explain its existence before and its future after? What are the advantages & Disadvantages of ERP? What is Artificial Intelligence? How is it different from Neural Networks?
6. Distinguish between closed decision making system & open decision making system? What is 'What – if' analysis? Why is more time spend in problem analysis & problem definition as compared to the time spends on decision analysis?

Master of Business Administration - MBA Semester II

MB0047 – Management Information Systems - 4 Credits
(Book ID: B1136)
Assignment - Set- 2 (60 Marks)

Marks-60

Attempt each question. Each question carries 10 marks:

1. How hardware & software support in various MIS activities of the organization? Explain the transaction stages from manual system to automated systems?

2. Explain the various behavioral factors of management organization? As per Porter, how can performance of individual corporations be determined?

3. Compare various types of development aspect of Information System? Explain the various stages of SDLC?

4. Compare & Contrast E-enterprise business model with traditional business organization model? Explain how in E-enterprise manager role & responsibilities are changed? Explain how manager is a knowledge worker in E-enterprise?

5. What do you understand by service level Agreements (SLAs)? Why are they needed? What is the role of CIO in drafting these? Explain the various security hazards faced by an IS?

6. Case Study: Information system in a restaurant.

Master of Business Administration - Semester 2

MB 0048: "Operations Research"

(4 credits)

(Book ID: B1301)

ASSIGNMENT- <u>Set 1</u>

Marks 60

Note: Each Question carries 10 marks. Answer all the questions.

1. A toy company manufactures two types of dolls, a basic version doll-A and a deluxe version doll-B. Each doll of type B takes twice as long to produce as one of type A, and the company would have time to make maximum of 1000 per day. The supply of plastic is sufficient to produce 1000 dolls per day(both A & B combined). The deluxe version requires a facny dress of ehich there are only 500 per day available. If the company makes a profit of Rs 3.00 and Rs 5.. per doll, respectively on doll A and B, then how many of each doll should be produced per day in order to maximise the total profit. Formulate this problem.

2. What are the advantages of Linear programming techniques?

3. Solve the following Assignment Problem

operations	M1	M2	M3	M4
0_1	10	15	12	11
0_2	9	10	9	12
0_3	15	16	16	17

4. What is integer programming?

5. Explain the different steps involved in simulation methodologies?

6. Write down the basic difference between PERT &CPM.

Master of Business Administration - Semester 2

MB 0048: "Operations Research"

(4 credits)

(Book ID: B1301)

ASSIGNMENT- <u>Set 2</u>

Marks 60

Note: Each Question carries 10 marks

1. What is a model in OR?. Discuss different models available in OR.

2. Write dual of
    Max $Z = 4X_1 + 5X_2$
    subject to $3X_1 + X_2 \leq 15$
    $X_1 + 2X_2 \leq 10$
    $5X_1 + 2X_2 \leq 20$
    $X_1, X_2 \geq 0$

3. Write a note on Monte-Carlo simulation.
4. Explain PERT
5. Explain Maximini-minimax principle

6. write short notes on the following:

a. Linear Programming

b. transportation

Master of Business Administration - MBA Semester 2

MB0049 – Project Management

(4 credits)

(Book ID: B1138)

ASSIGNMENT- <u>Set 1</u>

Marks 60

Note: Each Question carries 10 marks. Answer all the questions.

Q1. Define project management. Discuss the need for project management.

Q2. What is meant by risk management? Explain the components of risk management.

Q3. Discuss the various steps in project monitoring and control.

Q4. What is Project Management Information System (PMIS)? What are the major aspects of PMIS?

Q5. What is PERT chart? What are the advantages of PERT chart?

Q6. Write brief notes on the following: (i) Re-engineering and (ii) Re-structuring

Master of Business Administration - MBA Semester 2

MB0049 – Project Management
(4 credits)

(Book ID: B1138)

ASSIGNMENT- <u>Set 2</u>

Marks 60

Note: Each Question carries 10 marks. Answer all the questions.

Q1. What are the various phases of project management life cycle? Explain

Q2. Write brief note on project planning and scoping.

Q3. What is Return on Investment (ROI)? Explain its importance

Q4. Discuss the role of effective data management in the success of project management.

Q5. What is Project risk management? Explain its significance.

Q6. Write brief note on project management application software.

Master of Business Administration- MBA Semester 2

MB0045 –Financial Management - 4 Credits

(Book ID: B1134)

Assignment Set- 1 (60 Marks)

Note: Each Question carries 10 marks. Answer all the questions.

Q1.   Show the relationship between required rate of return and coupon rate on the value of a bond.

Q2.   What do you understand by operating cycle?

Q3.   What is the implication of operating leverage for a firm?

Q4.   Explain the factors affecting Financial Plan.

Q5.   An employee of a bank deposits Rs. 30000 into his PF A/c at the end of each year for 20 years. What is the amount he will accumulate in his PF at the end of 20 years, if the rate of interest given by PF authorities is 9%?
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Hint: 924.28

Master of Business Administration- MBA Semester 2

MB0045 –Financial Management - 4 Credits

(Book ID:B1134)

Assignment Set- 2 (60 Marks)

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