

**ANDHRA UNIVERSITY**  
**SCHOOL OF DISTANCE EDUCATION**  
**ASSIGNMENT QUESTION PAPER for supplementary students**  
**Third Year of Three Year MBA**

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Answer all the Questions not exceeding **FOUR** pages each answer

**Paper - I: BUSINESS POLICY AND STRATEGIC MANAGEMENT**  
**(20 Marks)**

**Assignment 1**

1. Define strategy and explain the concept of strategic management.
2. Describe Porter's five forces model of competition.
3. Describe SBUs and what are the factors influencing information SBUs?
4. What is resource allocation? How do you select resources?
5. Discuss the importance and implementation of corrective action as a strategic evolution control technique.

**Assignment 2**

1. Describe ethics and social responsibility of strategic management.
2. Explain:
  - i) Environmental Analysis
  - ii) International Analysis
3. Explain the levels of functional strategy.
4. Explain the activating strategies.
5. Explain for information and feedback of strategic evaluation

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**Answer all the questions**

**Paper - II: ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT**  
**(20 Marks)**

**Assignment 1**

1. Elaborate the functions and types of entrepreneurs.
2. Describe the role of commercial banks in enhancing the entrepreneurship.
3. Explain the specific inputs that should go into the training of new and existing entrepreneurs.
4. Describe the women Entrepreneurship Development in India.
5. "Entrepreneurship is highly innovative" comment.

**Assignment II**

1. Explain the Social Responsibilities of entrepreneurs.
2. How do Universities and other educational institutions offer Entrepreneurial Development programmes?
3. How do you identify the training needs of New Entrepreneurs?
4. Write a note on the profile, role and importance of Women Entrepreneurs.
5. Briefly explain the concept of New Venture Management in Entrepreneurship.

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**Answer ALL Questions**  
**MARKETING SPECIALISATION**  
**Paper - III: CONSUMER BEHAVIOUR AND MARKETING RESEARCH**  
**(20 Marks)**

**Assignment 1**

1. What do you mean by Consumer behaviour? Explain the nature and scope of consumer behavior?
2. What are the characteristics of Self concept? Discuss types of self-concept?
3. Explain the Howard sheth model of buyer behavior.
4. Explain in detail the marketing research process.
5. What are the steps involved in Data processing? Explain in detail.

**Assignment II**

1. Discuss the application of consumer behavior in taking marketing decision.
2. Discuss marketing strategies and programs adapted by various companies based on Indian core cultural values.
3. Discuss the recent developments in buyer behaviour.
4. Write about Paired comparison and Thurstone scale.
5. Give a typical report outline.

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**Answer ALL Questions**  
**MARKETING SPECIALISATION**  
**Paper - IV: SERVICES MARKETING AND CRM**

**(20 Marks)**

**Assignment 1**

1. Define Marketing services and explain its importance characteristics.
2. Why do we need market segmentation and targeting in marketing services?.
3. Give a brief note on Demand and Capacity management in services.
4. As a marketing manager how do you desire promotional camp?
5. Explain how to build the CRM for health care poroducts?

**Assignment 1I**

1. The trend in services sector in India. Explain.
2. Give a brief note on new services development and services differentiation.
3. Explain the services quality management.
4. What is Interactive marketing and explain its process?.
5. Give a brief note on e-CRM?

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**Answer ALL Questions**  
**MARKETING SPECIALISATION**  
**Paper - V: ADVERTISING AND BRAND MANAGEMENT**  
**(20 Marks)**

**Assignment 1**

1. Comment on the Integrated Marketing Communication.
2. How do you evaluate the effectiveness of advertising?
3. Narrate the function of an advertising agency.
4. Write a note on the importance of brand management.
5. Enumerate the advantages of brand extension strategies.

**Assignment II**

1. Write a brief note on the challenges and opportunities in Advertising.  
Develop a criteria to plan media mix decisions.
2. What would be the criteria adopted in the selection of an Ad. Agency?
3. Elaborate on the elements of brand equity.
4. How do you design and implement branding strategies?

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**Answer ALL Questions**  
**MARKETING SPECIALISATION**  
**Paper - VI: SALES AND RETAIL MANAGEMENT**

**(20 Marks)**

**Assignment 1**

1. Explain the different types of retailers.
2. Describe the various methods available for motivating and managing the employees in the slot.
3. Present various sales forecasting methods.
4. What are the principles that govern the preparation of sales budgets?
5. Narrate the trends in sales management.

**Assignment II**

1. Narrate the emerging trends in Retailing
2. Write a note on retail promotional mix elements.
3. What Describe the importance of training to sales force.
4. Write a brief note on the sales audit.
5. Explain the Steps in the personal selling process.

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**Answer ALL Questions**  
**FINANCE SPECIALISATION**  
**Paper - III: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**  
**(20 Marks)**

**Assignment 1**

1. Evaluate the various sources of information for investment decisions.
2. Discuss the intrinsic value approach to valuation of bonds and shares.
3. Critically examine the Random walk theory.
4. Explain the capital assets pricing model.
5. How do you evaluate the performance of mutual funds?

**Assignment II**

1. How do you measure the security risk and returns?
2. What do you mean by Fundamental analysis? Explain the utility of fundamental analysis in investment decisions.
3. Does fundamental or technical analysis provide better knowledge for investing in securities?
4. Discuss the factors that you would consider in selecting the portfolio.
5. Briefly explain Sharpe, Treynors and Jensen ratios.

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**Answer ALL Questions**  
**FINANCE SPECIALISATION**  
**Paper - IV: FINANCIAL MARKETS AND DERIVATES**

**(20 Marks)**

**Assignment 1**

1. Explain about the convergence of spot and future prices with diagram.
2. What are the features of derivatives markets? Explain.
3. Distinguish between
  - i) Call option and put option
  - ii) Intrinsic value option and time value option
  - iii) American option and European option
4. Explain the details specification of future contract.
5. Explain the role of stock futures in Indian markets.

**Assignment II**

1. Sketch the difference between future and options contracts.
2. Trace out the Evolution of derivative market in India.
3. Discuss detail about future prices, forward prices and spot prices.
4. Highlight the strategies of call and put option.
5. Discuss the uses and advantages of derivatives.



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**Answer ALL Questions**  
**FINANCE SPECIALISATION**  
**Paper - V: STRATEGIC FINANCIAL MANAGEMENT**

**(20 Marks)**

**Assignment 1**

1. Describe Financing options and value of the firm.
2. Differentiate Risk adjusted Net present value and Risk adjusted internal rate of return.
3. Discuss Merger Strategy and theories of mergers.
4. Explain Takeover procedure and What is the procedure for small company takeover in India?
5. The position of XYZ Ltd. on its liquidation in as under  
Issued and paid up capital  
3,000 11% preference shares of Rs.100 each fully paid  
3,000 Equity shares of Rs.100 each fully paid  
1,000 Equity shares of Rs.50 each Rs.30 per share paid  
Calls in Arrears are Rs.10,000 and calls received in advance Rs.5,000 preference Dividends are in arrears for one year. Amount left with the liquidator after discharging all liabilities is Rs.4,13,000. Articles of Association of the company provide for payment of preference dividend arrears in priority to return of equity capital. You are required to prepare the Liquidators final statement of Account.

**Assignment II**

1. Define strategic Financial Management. Explain its Nature and Scope.
2. What is Capital Rationing? Explain the types of Capital Rationing..
3. Explain Merge and Dilution effect in detail and discuss Merger as capital Budgeting Decision
4. Discuss Financial Defensive measures. Explain about “Coercive” offences and Defenses..
5. Explain Distress Restructuring Strategy.

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**Answer ALL Questions**  
**FINANCE SPECIALISATION**

**Paper - VI: MANAGEMENT OF FINANCIAL SERVICES** (20 Marks)

**Assignment I**

1. Discuss in detail, concept, origin constitution and management and growth of mutual funds in India. What is the current scenario of mutual funds in India?.
2. What do you mean by Merchant banking? Discuss in detail origin, scope and advantage of merchant banking.
3. Discuss the procedure of factoring. What are its prospects in India?
4. Describe the concept of venture capital. What is the scenario of venture capital in India?
5. Discuss the need and importance of Venture capital.

**Assignment II**

1. What are the functions of Credit Rating agencies? Discuss in detail procedure used by Credit Rating agencies.
2. What is Credit Rating? Write short notes on:
  - i) CRISIL
  - ii) ICRA
  - iii) CAR
3. Distinguish leasing from Higher purchase. Discuss the various tax aspects relating to leasing.
4. Explain the concept of plastic money. What are the factors affecting utilization of plastic money in India?
5. Examine the role, objectives and functions of SEBI.

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**Answer ALL Questions**  
**H.R.M. SPECIALISATION**  
**Paper - III: HUMAN RESOURCE PLANNING AND DEVELOPMENT**  
**(20 Marks)**

**Assignment I**

1. What are the techniques of supply Forecasting?
2. What are the strategies of Human Resource Development?
3. Discuss the motivational aspects of Human Resource Development.
4. What is the role of HRD in Service Industry?
5. How does the work culture and climate of the Organization influence Human Resource Development?

**Assignment II**

1. Explain the process of Human Resource planning.
2. Describe any two methods for evaluation of Training Programme.
3. Describe the need for performance counseling in an organization.
4. What is the role of HRD in Defence and Police Sector?
5. Describe some of the contemporary challenges facing HRD professionals.

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**Answer ALL Questions**  
**H.R.M. SPECIALISATION**  
**Paper - IV: INDUSTRIAL RELATIONS**

**(20 Marks)**

**Assignment I**

1. Discuss the scope and significance of Industrial Relations.
2. Define Trade union, and Explain structure of Trade union.
3. Explain Machinery for prevention and settlement of Industrial disputes.
4. Out line the causes for grievances and explain how to prevent grievances?
5. Write a short notes on:
  - i) Participative management.
  - ii) Pre-requisites for collective Bargaining.

**Assignment II**

1. Elucidate recent trends in Industrial Relations.
2. Describe Trade union Act 1926.
3. Write a brief note for the following.
  - i) Arbitration and Adjudication.
  - ii) Code of Discipline.
4. Discuss the Importance of Discipline in Industry.
5. What are the different types and procedure of collective Bargaining in India?

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**Answer ALL Questions**  
**H.R.M. SPECIALISATION**  
**Paper - V: EMPLOYEE COMPENSATION AND WELFARE MANAGEMENT**  
**(20 Marks)**

**Assignment I**

1. Explain the concepts of wage fixation and its structure?
2. Give a brief note on Minimum wages act.
3. Elucidate about the significance of employee welfare.
4. Explain the need for welfare of Women Employees.
5. Give a detailed notes on Social Security Schemes in India.

**Assignment II**

1. Give a brief note on Minimum wages act.
2. Write down concept and significance of Fringe Benefits.
3. Explain the statutory measures of Employee welfare.
4. Give a detailed notes on Maternity Benefit Act.
5. Explain the main features of Provident Fund Act 1952.

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**Answer ALL Questions**  
**H.R.M. SPECIALISATION**

**Paper - VI: INTERNATIONAL HUMAN RESOURCE MANAGEMENT**  
**(20 Marks)**

**Assignment I**

1. How does Global HR planning differ from HR planning?
2. What are the precautions you would take as HR manager while developing cross cultural Team?
3. Explain how does an international assignment assist in developing a 'cadre' of international operator's? Why is it necessary to have such a 'cadre'?
4. Define Compensation Management. Explain the nature, scope and International compensation of various legal situations.
5. In what way can trade unions constrain the strategic choice of multinationals?

**Assignment II**

1. Briefly explain the global trends in human resource management.
2. Discuss the process of International recruitment and selection.
3. Explain the international developing process of global managers.
4. Explain International compensation structure, Describe different methods and practices of compensation in global assignments.
5. What is "Social dumping" and why should unions be concerned about it?