



Dr. B. R. AMBEDKAR OPEN UNIVERSITY
ROAD NO. 46, JUBILEE HILLS, HYDERABAD – 500 033

Dear Student,

We are enclosing two assignments in each course, for all the six courses of first year MBA Program (2016-17 & earlier batches). Please note the following points while answering these assignments:

1. Assignments are compulsory for MBA Program. They have a weight age of 30% in each course.
2. You have to submit both the assignments compulsorily. You will not be allowed to appear for the year-end examination for any course if you do not submit the specified number of assignments in time for that course.
3. Each assignment carries a maximum of 15 marks and you have to get a minimum of 40% of marks, i.e., 6 out of 15, to qualify in that assignment. If you fail to get the minimum marks in any assignment, you have to resubmit that particular assignment. Repetition of the same assignment will not be allowed more than once.
4. The maximum marks for each course at the year-end examination are 70 and you have to get a minimum of 40% i.e., 28 out of 70.
5. Division will be awarded on the basis of the aggregate marks obtained in assignments as well as in the year-end examinations.
6. Dates of submission for the assignments are:

All the Six Courses

FIRST ASSIGNMENT & SECOND ASSIGNMENT: 30.09.2018

ASSIGNMENTS SUBMITTED AFTER THE DUE DATE WILL NOT BE ACCEPTED.

7. If, under unavoidable circumstances, you fail to submit the assignments within the stipulated time, your results will be declared only after the submission and evaluation of all the assignments.
8. If any student fails to submit all the assignments within the stipulated time, he/she has to answer the set of assignments that are sent to the batch in progress at that time.
9. You have to submit your assignments in the Study Centre to which you are attached.

10. The first page of your response sheet should be in the following format.

Enrolment No. :
Name :
Address :
Course Code :
Course Title :
Assignment No. :
Question No. :
Study Centre :
Date of Submission :
Signature :

11. Please go through the relevant course units thoroughly before you answer assignments.

12. If the assignment is of a problem model, you have to answer it in the proper format. You should give working notes also wherever necessary.

13. Before submitting the assignment, check it up carefully to make sure that you have attempted all the main points of the question.

14. You are required to use only foolscap size paper for your response. Allow some margin on the left in order to facilitate the evaluator to record his comments.

15. You have to answer the assignments in your own words. Kindly do not borrow sentences or paragraphs directly from the course material.

16. Do not copy from the response sheets of other students. If copying is noticed, the assignments of all such students will be rejected.

17. Start each assignment on separate sheets of paper.

18. You can consult your counsellors and clarify your doubts, if any, while answering the assignments.

19. The assignments should be neatly hand written. **Typed or Computerized assignments will not be accepted.**

20. You have to prepare your responses in duplicate, submit the original at your study centre and file the second copy with you as a record.

21. You can collect back the evaluated assignments from your study centre, if you want.
22. In case you request for a change of study centre, you should submit your assignments only to the original study centre until the University effects the change of the study centre.
23. Further correspondence should be made to the following address:

**The Director (SSB)
Dr.B.R.Ambedkar Open University
Prof. G. Ram Reddy Marg
Road No.46, Jubilee Hills
Hyderabad – 500 033.**

***HEAD
DEPARTMENT OF BUSINESS MANAGEMENT***



DR. B. R. AMBEDKAR OPEN UNIVERSITY

DEPARTMENT OF BUSINESS MANAGEMENT

MASTER OF BUSINESS ADMINISTRATION PROGRAMME

MBA - 1: ORGANISATION AND MANAGEMENT PROCESS

(For 2016-17 & EARLIER BATCHES)

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. How do you perceive the tasks of a professional manager in the below given areas? Explain in brevity giving contemporary examples:
 - i) Managing Innovations, and
 - ii) Building Human Organizations.
2. Explain any TWO of the following:
 - i) Organising Function;
 - ii) Leading Skills;
 - iii) Process of Strategy Formulation; and
 - iv) Implicit Favourite Model of Decision Making.
3. a) Define and explain the concept of 'Conflict'. What are the various types of conflict?
b) Define and explain the concept of 'Change'. Write a note on 'Resistance to Change'.

ASSIGNMENT – II

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) Explain the meaning and importance of communication. Also discuss the barriers to communication with the help of examples.
2. Define and Explain:
 - a) Informal Delegation, and
 - b) Theory X and Y

3. Analyze the following case and answer the questions given at the end:

Mr. Manish is 22 years old and will be receiving his Post Graduate Degree at the end of this semester in Human Resource Management from a university in Telangana. He had spent the past two summers working for Twin Cities Insurance Company (TCIC) filling in on a number of different jobs while their regular employees took their vacation. He has received and accepted an offer to join TCIC on a permanent basis upon Post Graduation, as a supervisor in the Policy Renewal Department.

“Twin Cities” is a large Insurance Company. At the Head Quarters office alone where Manish will work, they have employee strength of 5,000. The company believes strongly in the personal development of its employees. This translates into a philosophy, emanating from the top levels, of trust and respect for all TCIC employees. The job, Rajesh will be assuming, requires him to direct the activities of 22 clerks. Their job requires little training and is quite routine in nature. A clerk’s responsibility is to ensure that renewal notices are sent on Current Policies, tabulate any changes in premium from a standardized table and advise the sales division if a policy is to be cancelled as result of non-response to renewal notices.

Manish’s group is composed entirely of women of 19 to 52 years of age. For the most part, they are matriculates with little prior working experience. The salary range for these clerks is Rs.11,200/- to 14,700/- per month. Rajesh will be replacing a long-time TCIC employee, Jeetender. Jeetender is retiring after 37 years of service, the last 14 years spent as a policy renewal supervisor. Since Manish had spent a few weeks in Jeetender’s group last summer he was familiar with Jeetender’s style and his group members. He anticipated no problems from any of his soon-to-be employees, except possibly from Satish. Satish was well into his fifties, and had been a policy renewal clerk for over a dozen years and as the ‘grand-old man’ carried a lot of weight with the group members. Manish concluded that without Satish’s support his job could prove very difficult.

Manish is determined to get his career off on the right foot. As a result, he had been doing a lot of thinking about qualities of an effective leader.

Questions:

- (1) What are the critical factors that will influence Manish’s success as a leader?
- (2) Do you think Manish can choose a leadership style? If so, describe the style you think would be most effective for him. If not, why?
- (3) What suggestions might you make to Manish to help him win over or control Satish?



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DEPARTMENT OF BUSINESS MANAGEMENT

MASTER OF BUSINESS ADMINISTRATION PROGRAMME

MBA - 2: MANAGERIAL ECONOMICS

(FOR 2016-17 & EARLIER BATCHES)

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. “The concern of Economics is with the economic problem and its identification, description, explanation and solution, if possible” Elucidate the statement.
2. Attempt any *TWO* of the following:
 - a) Draw the graph for the equation: $Q = 18 - 0.5P$.
 - b) Explain the theory of consumer’s choice under risk;
 - c) Explain the concept of elasticity in economics; and
 - d) Write a note on ‘Exceptional Demand Curves’.
3. Write briefly about any *TWO* of the following:
 - a) Marginal Cost and Marginal Product;
 - b) Returns to Scale;
 - c) Private Costs versus Social Costs; and
 - d) Managerial uses of estimated cost functions.

ASSIGNMENT – II

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. “There are both statistical as well as economic issues relating to empirical estimation of cost function.” Explain both the issues / problems in brevity.
 2. a) Explain any three factors that influence price-volume decisions in markets.
 - b) What is meant by monopolistic competition? Explain it in brief.
3. a) Write any five short comings of the behavioural theory.
b) Categorically state the various functions of profit.



DR. B. R. AMBEDKAR OPEN UNIVERSITY
DEPARTMENT OF BUSINESS MANAGEMENT
MASTER OF BUSINESS ADMINISTRATION PROGRAMME
MBA - 3: MARKETING MANAGEMENT
(FOR 2016-17 & EARLIER BATCHES)

ASSIGNMENT – I **(MARKS: 15)**
ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. a) Explain the relevance of Marketing in a Developing Economy.
b) Explain the concept of a Market Segment with few examples.
2. What is 'Marketing Research'? Write about any two broad areas of application of marketing research which you learnt in this course of the programme.
3. a) What do you understand by 'Consumer Behaviour'? Elucidate the importance of consumer behavior to Marketers.
b) Write a note on Product Line Decisions.

ASSIGNMENT – II **(MARKS: 15)**
ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. Explain the concept of 'Product Life Cycle' and its various stages in brevity.
2. Write short notes on any TWO of the Following:
 - i) Customary Pricing;
 - ii) Types of Advertising;
 - iii) Sales Forecast, and
 - iv) Selling and Sales Management.
3. Analyse the following case-let and answer the questions placed at the end:

Mr. Raja Ramam has passed his M.D. examination recently and is desirous of starting a Paediatric clinic in Secunderabad, Telangana State. Since medical practitioners are not allowed to advertise their services, he has a

concern to get established as early as possible in lieu of heavy investment in land building and equipments.

His younger brother Mr. Raja Vikram is undergoing a MBA programme in a foreign university and is excited with the basic knowledge in marketing and always talks about it.

After listening much from Vikram, Ramam asks him to prepare a total plan for promotional strategies he would use in order to achieve his objective.

Questions:

- 1) If you were Mr. Raja Vikram, how would you prepare the promotional strategies applying your basic knowledge in marketing?
- 2) Enumerate important factors to be considered while developing a marketing plan for medical services.
- 3) Which modern media is available to medical practitioners to promote themselves and their services?



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MASTER OF BUSINESS ADMINISTRATION PROGRAMME

MBA - 4: QUANTITATIVE METHODS

(FOR 2016-17 & EARLIER BATCHES)

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

- a) Suppose Mr. Raj repays his loan of Rs. 65,000 by paying Rs. 4,000 in the first month and then increases the installment by Rs. 3,000 every month. How many months will it take for him to repay the total loan? Ignore interest details.

b) The demand function for a certain product is represented by the equation:
 $p = 100 + 25q - q^2$
Where 'q' is the number of units demanded and 'p' is the price per unit. You are asked to ascertain marginal revenue function of the product. What is the marginal revenue at $q = 4$?
- The following tabulated data is of all the students in a school. The data represents their First Unit Tests marks from all the six (6) subjects. Each subject is of maximum twenty five (25) marks. You are asked to calculate the Mean, Median and Mode Marks of the school.

Unit Tests Marks	0-15	15-30	30-45	45-60	60-75	75-90	90-105	105-120	120-135	135-150
No. of Students	36	64	100	150	250	300	200	180	160	100

- Bags A and B contain 8 white, 6 red and 6 blue balls; and 14 white, 8 red and 8 blue balls respectively. If one ball is drawn at random from each bag, what is the probability that both the balls are of the same colour?

ASSIGNMENT – II
ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

(MARKS: 15)

1. Three training methods were compared to see whether they lead to higher effectiveness post training. The effectiveness data for the six trainees is quantified and given below:

Method	Effectiveness Measured					
XD	112	102	122	100	128	110
YE	140	108	116	124	100	120
ZF	104	96	108	102	126	96

Do these methods differ in terms of effectiveness? Test and Comment on their effectiveness taking 5% (α) level of significance.

2. In 80 tosses of a coin, 34 heads and 46 tails were observed. Using significance levels of (a) 0.05 and (b) 0.01 test the hypothesis that the coin is fair.
3. You are given the following data:
Correlation coefficient between P and Q = 0.66.

	P	Q
Arithmetic Mean	72	170
Standard Deviation	22	16

- i) Find the two regression equations:- P on Q and Q on P;
ii) Estimate the value of P when Q = 150; and
iii) Estimate the value of Q when P = 150.



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DEPARTMENT OF BUSINESS MANAGEMENT

MASTER OF BUSINESS ADMINISTRATION PROGRAMME

MBA - 5: ACCOUNTING FOR MANAGEMENT

(FOR 2016-17 & EARLIER BATCHES)

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

- (1) What do you understand by 'Financial Accounting'? Explain in brevity. Write succinctly the scope and importance of financial accounting in the contemporary business environment.
2. From the below given balances, you are required to prepare and show a Balance Sheet as on 31st March, 20YY, as it appears under:
- (a) Order of Liquidity,
 - (b) Order of Permanence, and
 - (c) Vertical Form.

Balances:

	Rs.		Rs.
Capital	5,50,000	Loan given to Mr. Anand	50,000
Investments	30,000	Business Premises	4,50,000
Cash in Hand	2,500	Cash at Bank	34,500
Furniture & Fittings	25,000	Bills Receivable	36,000
Bills Payable	32,000	Sundry Debtors	1,95,000
Sundry Creditors	1,56,000	Machinery	2,48,000
Drawings	28,000	Net Profit	3,97,000
Closing Stock	1,11,000	Loan taken from Mr. Bhoj	75,000

3. a) From the following profit and Loss account, calculate funds from operations:
Dr.Cr.

Particulars	Rs.	Particulars	Rs.
To Operating expenses:		By Gross Profit b/d.	10,000

Administration	5,000	” Profit on sale of Machinery	2,000
Selling & Distribution	3,000		
Depreciation	2,000		
” Preliminary Expenses	1,000		
” Loss on Sale of Land	500		
” Net Profit (bal. fig.)	500		
Total	12,000	Total	12,000

- b) Calculate ‘Funds from Operations’, for the year ended 31st Dec., 20XY, from the following information obtained from the Balance Sheets of M/s. Rajan Agro Pvt. Ltd.

Particulars	31st December	
	20XX	20XY
	Rs.	Rs.
P & L Appropriation A/c.	60,000	80,000
General Reserve	40,000	50,000
Goodwill	20,000	10,000
Preliminary Expenses	12,000	8,000
Provision for Depreciation on Plant	20,000	24,000

ASSIGNMENT – II
ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

(MARKS: 15)

1. Write about any *TWO* of the Following:
 - i) Revenue Realisation and Revenue Recognition
 - ii) Last In, First Out (LIFO) Method of valuing inventory;
 - iii) Straight Line Method of charging depreciation; and
 - iv) Valuation of Patents.

2. M/s. Sri Raja Ram Confectioneries Pvt. Ltd. Started its business on 1st April, 2016, with an initial investment of Rs. 28,00,000, which comprised of Rs. 24,00,000 as capital by the equity shareholders of the company and Rs. 4,00,000 as loan from bank @ 10% interest.

On the same day, the company purchased a machine costing Rs. 20,00,000 and goods worth Rs. 8,00,000. It was decided to depreciate the machine @10% p.a. On the 30th September, 2016, half of the goods were sold for Rs. 12,00,000.

The movements in the price index numbers (*illustrative only*) during the year were as under:

Index	01.04.2016	30.09.2016	31.03.2017
Index of General Prices	100	120	132
Index of Specific Prices	100	160	180

Assuming that the movements in the prices of goods and machine were similar, prepare an Income Statement and a Balance sheet of the company according to the following methods (*a columnar format can be used*):

1. Historical Cost Accounting,
2. Current Cost (Replacement Cost) Accounting, and
3. General Purchasing Power Accounting.

Ignore Corporate Income-tax.

3. Write short notes on any *TWO* of the following:
 - a) Calls-in-arrear;
 - b) Forfeiture of shares;
 - c) Issue of debentures as a collateral security; and
 - d) Interim dividend and Final dividend.

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DR. B. R. AMBEDKAR OPEN UNIVERSITY

DEPARTMENT OF BUSINESS MANAGEMENT

MASTER OF BUSINESS ADMINISTRATION PROGRAMME

MBA - 6: INFORMATION MANAGEMENT AND COMPUTERS

(FOR 2016-17 & EARLIER BATCHES)

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. Highlight and elucidate the various strategic issues of computer-aided decision making, which you have learnt in this Course.
2. Write short notes on any *TWO* of the following:
 - a) Computers and Production Decision Making;
 - b) Computer Aided Financial Planning;
 - c) Computerised Inventory Control System
 - d) Uses of Computers in Human Resource Management
3. a) Solve the following linear programming problem (LPP) using the graphical method:

$$\text{Minimize } Z = 6x + 9y$$

Subject to constraints that

$$3x + 3y \geq 18$$

$$21x + 3y \geq 42$$

and that $x \text{ \& } y \geq 0$.

- b) What do you think are the limitations of the graphical method of solving LPP?

ASSIGNMENT – II

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. Given below is the table showing per unit cost of transportation from different factories to warehouses of M/s Keertan Industries Pvt. Ltd.

Factory	Warehouse				Availability
	N	E	W	S	
B	100	40	80	60	4400
C	80	160	20	120	3000
D	80	120	140	100	1600
Storage Capacity	1400	2400	3400	1800	

You are asked to ascertain the cost of transportation using:

- i) North West Corner Method;
- ii) Matrix Minima Method; and
- iii) Vogel's Approximation Method.

2. Explain the following concepts in brief:

- a) Float, and
- b) Value of Perfect Information.

3. a) What is a Data Flow Diagram? Explain with a simple illustration of your own.

b) Write a note on Sub-program.

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