



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 three compulsory courses of third year MBA Program (2016-17 Batch). 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 Three Compulsory Courses
(i.e., MBA-13, 14, & 15 Courses)**

FIRST & SECOND ASSIGNMENTS:

28.02.2019

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 ANAGEMENT



DR. B. R. AMBEDKAR OPEN UNIVERSITY

DEPARTMENT OF BUSINESS MANAGEMENT

MASTER OF BUSINESS ADMINISTRATION PROGRAMME

**MBA – 13: OPERATIONS RESEARCH
(2016-17 BATCH)**

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. “Operations Research (OR) is relatively a new discipline. Its content and boundaries are not yet fixed” - Do you agree with these statements? Offer your comments.
2. Solve the below given LPP under graphical method to find the minimum value of $Z = -2x_1 + 4x_2$

Subject to constraints that:

$$-2x_1 + 6x_2 \leq 20,$$

$$2x_1 + 2x_2 \leq 12,$$

$$2x_1 - 2x_2 \leq 4,$$

and that, $x_1, x_2 \geq 0$.

3. Using ‘Hungarian Method’, solve the following assignment problem:

Pay-off Matrix

(Profit per task, in Rs. ‘00)

Expert	Task 1	Task 2	Task 3
P	78	41	139
Q	160	98	62
R	82	101	59

ASSIGNMENT – II

(MARKS: 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. Write short notes on any *TWO* of the following:
 - a. Goal Programming Model;
 - b. Integer Programming; and
 - c. Solution to a Non-Linear Programming Problem.

2. M/s. Monarch Services Pvt. Ltd. has a central store where service mechanics arrive to take spare parts for the jobs they work upon. The mechanics wait in queue if necessary and are served on first-come-first-served basis. The store is manned by single attendant who can attend 16 mechanics in an hour on an average. The arrival rate of the mechanics averages 12 per hour. Assuming that the pattern of mechanics' arrivals is Poisson distributed, and the servicing time is exponentially distributed, determine: (i) W_s , (ii) W_q , (iii) L_s , and (iv) L_q .
[Note: the above given symbols carry their usual meaning.]

3. In a trading concern, if the number of sales per day is Poisson with mean 5 and such number of sales may range from 0, 1, 2, 3, through 12 or more, per day, generate 14 days sales by Monte Carlo Technique.

[Use Random Numbers: 43, 39, 05, 16, 23, 29, 84, 93, 53, 67, 72, 57, 65, 91]

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DR. B. R. AMBEDKAR OPEN UNIVERSITY

DEPARTMENT OF BUSINESS MANAGEMENT

MASTER OF BUSINESS ADMINISTRATION PROGRAMME

**MBA – 14: PROJECT MANAGEMENT
(2016-17 BATCH)**

ASSIGNMENT – I

(MARKS: 15)

**ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS**

1. a) What do you understand by the term 'Project'? Explain in detail the various stages of project formulation and the bottlenecks thereof.
b) Discuss in brief the responsibilities of a Project Manager.
2. Explain in short, what 'Production Technology' means. Also highlight individually the chief factors involved in conducting Technical Analysis in project formulation process.
3. Write short notes on any *THREE* of the following:
 - a) Major Sources of Project Financing,
 - b) Certainty Equivalent Coefficient,
 - c) Discounted Pay-back Period, and
 - d) Decision Tree.

ASSIGNMENT – II**(MARKS: 15)**

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. Define and distinguish between PERT and CPM. Give their practical applications with an example each.
2. Discuss the various techniques of project management and explain their application with an illustrative project of your choice.
3. M/s. XEDEX Company Pvt. Ltd., is examining two mutually exclusive proposals for a new project to invest in, during this financial year. The data on the proposals are as follows:

Particulars	Proposal A	Proposal B
Net Cash Outlay (Rs. in lacs)	84	110
Residual Value (Rs. in lacs)	4	10
Estimated Life (in years)	4	5
Method of Depreciation	Straight Line	Straight Line
Corporate Tax (Rate in %)	40	40
Cut Off Rate (Used for Appraisal, in %)	10	10
Earnings Before Depreciation and Taxes:	(Rs. in lacs)	(Rs. in lacs)
Year 1	25	31
Year 2	28	33
Year 3	32	35
Year 4	45	42
Year 5	-	43

Using both (a) Net Present Value (NPV) and (b) Internal Rate of Return (IRR) methods of evaluation, you are required to suggest the management as to which proposal would be financially preferable with supporting reasons?

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DEPARTMENT OF BUSINESS MANAGEMENT

MASTER OF BUSINESS ADMINISTRATION PROGRAMME

**MBA – 15: MANAGEMENT OF INFORMATION SYSTEMS
(2016-17 BATCH)**

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. What is Decision-Making? Explain structured and unstructured decisions in brief with an example each.
2. Define the terms ‘System’, ‘Systems Analysis’ and ‘System Design’. Give the classifications of system with relevant examples. Write also the characteristics of a system.
3. Compare and contrast a ‘multiplexor’ and a ‘concentrator’. Also explain: a) FDM, b) TDM and c) STDM in short.

ASSIGNMENT – II

(MARKS: 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. Explain in detail the considerations that motivate a database approach and also your understanding about the taxonomy of data structures.
2. Discuss in detail, the impact of computers on the contemporary Indian society.
3. Discuss briefly the various legal aspects, including tortious liabilities, involved in use of computers.

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