



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 Programme for 2016-17 & earlier batch students. 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 ASSIGNMENTS IN ALL SIX COURSES:

30.04.2022

NOTE: Assignments submitted after the due date will not be accepted. Please remember that this is the last chance given to the students admitted during 2016-17 & earlier batches to submit their assignments and clear all backlogs, if any.

7. You have to submit your assignments in the Study Centre to which you are attached.
8. 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 :

9. Please go through the relevant course units thoroughly before you answer assignments.
10. 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.
11. Before submitting the assignment, check it up carefully to make sure that you have attempted all the main points of the question.
12. 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.
13. You have to answer the assignments in your own words. Kindly do not borrow sentences or paragraphs directly from the course material.
14. Do not copy from the response sheets of other students. If copying is noticed, the assignments of all such students will be rejected.
15. Start each assignment on separate sheets of paper.
16. The assignments should be neatly hand written. **Typed or Computerized assignments will not be accepted.**
17. 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.
18. 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.
19. 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.**

**Sd/-
HEAD, DEPT. OF BUSINESS MANAGEMENT**



Dr. B.R. AMBEDKAR OPEN UNIVERSITY
DEPARTMENT OF BUSINESS MANAGEMENT
MASTER OF BUSINESS ADMINISTRATION PROGRAMME

MBA – 1: ORGANISATION & MANAGEMENT PROCESS
(2016-17 & Earlier Batches)

ASSIGNMENT – I

(Marks: 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. “Management is a blend of various functions which are independent as well as interdependent” – Explain the statement critically. Also explain the role of the Manager in a modern business organization.
2. State the steps in decision – making process. How individual decisions differ from group decisions? What are the positive and negative aspects of group decision – making? How can group decision making be improved.
3. “One of the few things of real performance in this world is change” – Explain this statement and discuss why organizations bring changes in their operations over the period of time.

ASSIGNMENT – II

(Marks : 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. “Planning and Control are complementary to each other” – Elaborate this statement. Also explain briefly the process of planning with the help of an example.
2. Define “Group”. Why people form into groups? Explain briefly the different types of groups. In your opinion, which kind of group works best – a closed group or an open group? Why?
3. Analyze the following case and answer the questions given at the end:

Mr. Rajesh 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 Hyderabad. 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 Rajesh 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.

Rajesh'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.920 to 1070 per month. Rajesh will be replacing a long-time TCIC employee, Manohar. Manohar is retiring after 37 years of service, the last 14 years spent as a policy renewal supervisor. Since Rajesh had spent a few weeks in Manohar's group last summer he was familiar with Manohar's style and his group members. He anticipated no problems from any of his soon-to-be employees, except possibly from Subhash. Subhash 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. Rajesh concluded that without Subhash's support his job could prove very difficult.

Rajesh 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:

- a) What are the critical factors that will influence Rajesh's success as a leader?
- b) Do you think Rajesh can choose a leadership style? If so, describe the style you think would be most effective for him. If not, why?
- c) What suggestions might you make to Rajesh to help him win over or control Subhash?



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MBA – 2: MANAGERIAL ECONOMICS
(2016-17 & Earlier Batches)

ASSIGNMENT – I
ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

(Marks: 15)

1. What are the decision-making problems which a management executive has to deal with? How does the managerial economics helps the manager in arriving at optimal solutions?
2. Explain the concept of Demand. Describe the different types of demand. How the demand for the following products will be estimated?
 - a) Laptop
 - b) Courier Service
3. How is production related to costs? Explain the effect of internal and external economies on the firm's cost curves.

ASSIGNMENT – II
ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

(Marks: 15)

1. Discuss the factors determine the nature of competition for a product/service. Describe the competitive situation for mobile network service providers in India.
2. Distinguish between Economic Profit and Accounting Profit.
3. Two companies AB Ltd. And XY Ltd., produce and sell the same type of product in the same market. For year ended 31st March, 2010, their forecasted Profit and Loss Accounts are as follows:

| | | AB Ltd. | | XY Ltd. |
|-----------------------|----------|----------------|----------|----------------|
| | | Rs. | | Rs. |
| Sales | | 2,50,000 | | 2,50,000 |
| Less : Variable Costs | 2,00,000 | | 1,50,000 | |
| Fixed Cost | 25,000 | 2,25,000 | 75,000 | |
| | | | | 2,25,000 |
| Forecasted Net Profit | | 25,000 | | 25,000 |

You are required to compute: (a) Break-Even sales for each company; (b) Margin of safety for each company. You are also required to state with reasons, which company is likely to earn greater profits under the conditions of: Low and high demand for the product.



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MBA – 3: MARKETING MANAGEMENT
(2016-17 & Earlier Batches)

ASSIGNMENT – I

(Marks: 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. “Marketing is nothing but selling stuff. Anybody can do that without taking a course” – Do you agree with this statement? Support your arguments with proper instruction.
2. What do you mean by Market Segmentation? State the bases for segmentation. How would you segment the market for the following products:
 - a) Passenger Cars; and
 - b) Tooth Pastes
2. Define ‘Consumer Behaviour’. State the factors influencing it. Also discuss the significance of consumer behavior in the present day context with the help of relevant examples.

ASSIGNMENT – II

(Marks : 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. What is Product Life Cycle? What are the various stages of Product Life Cycle? Identify at what stages of their product life cycle are the following products in the Indian market?
 - (a) Mobile Phone; and
 - (b) Tablet (Computer)
2. Discuss different channels of distribution briefly. Assume that you are a marketing manager in a company producing and selling instant food. Which channel do you prefer? Why?
3. Analyze the following case and answer the questions asked at the end:

Mr. Ramesh has passed his M.D. examination recently and is desirous of starting a Paediatric clinic in Pune. 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. Suresh 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 Suresh, Ramesh asks him to prepare a total plan for promotional strategies he would use in order to achieve his objective.

Questions:

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



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MBA – 4: QUANTITATIVE METHODS
(2016-17 & Earlier Batches)

ASSIGNMENT – I

(Marks: 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. Solve the following system of equations using Gauss – Jordan Method:

i) $4x + x = 0$
 $8x + 2x = 0$

ii) $x - 2x + 3x = 0$
 $2x + 5x + 6x = 0$

2. Calculate the Mean and Standard Deviation from the following data:

| | | | | | | | | | | | |
|------------|---|-----|------|-------|-------|-------|-------|-------|-------|-------|-------|
| Class | : | 0-5 | 5-10 | 10-15 | 15-20 | 20-25 | 25-30 | 30-35 | 35-40 | 40-45 | 45-50 |
| Frequency: | | 18 | 32 | 50 | 75 | 125 | 150 | 100 | 90 | 80 | 50 |

3. Boxes 1 and 2 contain 4 white, 3 red and 3 blue balls; and 5 white, 4 red and 3 blue balls respectively. If one ball is drawn at random from each box, what is the probability that both the balls are of the same colour?

ASSIGNMENT – II

(Marks : 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. A survey of radio listener's preference for different types of music under various age groups is as follows:

| Type of music preferred | Age-group | | |
|-------------------------|-----------|-------|----------|
| | 19-25 | 26-35 | Above 36 |
| National music : | 80 | 60 | 9 |
| Foreign music : | 210 | 325 | 44 |
| Indifferent : | 16 | 45 | 132 |

Is preference for type of music influenced by age? (Table value = 9.488)

2. The three samples given below have been obtained from three normal populations with equal variances. Test the hypothesis that the population means are equal at 5% level of significance:

| | | | | | |
|------------|----|---|----|----|----|
| Sample I | 6 | 8 | 5 | 12 | 9 |
| Sample II | 5 | 3 | 8 | 7 | 7 |
| Sample III | 10 | 7 | 11 | 10 | 12 |

(Value of $F_{0.05}$ with 2, 14 d.f. = 3.88)

3. You are given the following data:

Correlation coefficient between X and Y = 0.66.

| | | |
|----------------------|----|----|
| | X | Y |
| Arithmetic Mean : | 36 | 85 |
| Standard Deviation : | 11 | 8 |

- i) Find the two regression equations.
- ii) Estimate the value of X when Y = 75.



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MBA – 5: ACCOUNTING FOR MANAGEMENT
(2016-17 & Earlier Batches)

ASSIGNMENT – I

(Marks: 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. What are the purposes of accounting information? Explain briefly what purpose, in your opinion, is the most important? Why?
2. The Balance Sheets of the Moon Star Limited, as on 31st March, 2010 and 2011 are given below.

| | Rs. | 31-3-2010 | Rs. | 31-3-2011 |
|--------------------------|-----------------|------------------|-----------------|------------------|
| | | Rs. | | Rs. |
| Liabilities | | | | |
| Share Capital | | 3,00,000 | | 4,00,000 |
| General Reserve | | 50,000 | | 65,000 |
| Profit & Loss A/c | | 1,70,000 | | 2,00,000 |
| Current Liabilities | | 1,40,000 | | 1,50,000 |
| Provision for Income tax | | 90,000 | | 80,000 |
| Proposed Dividend | | 36,000 | | 48,000 |
| | | ----- | | ----- |
| | | 7,86,000 | | 9,43,000 |
| | | ----- | | ----- |
| Assets | 5,00,000 | | 6,00,000 | |
| Fixed Assets at Cost | 1,50,000 | 3,50,000 | 1,70,000 | 4,30,000 |
| Less : Depreciation | ----- | | ----- | |
| | | 80,000 | | 50,000 |
| Trade Investments | | 3,36,000 | | 4,53,000 |
| Current Assets | | 20,000 | | 10,000 |
| Preliminary expenses | | ----- | | ----- |
| | | 7,86,000 | | 9,43,000 |

During the year ended 31st March, 2011, the Company -

- (i) Sold one fixed asset (machine) for Rs. 30,000, the cost of which was Rs. 60,000 and Depreciation provided on it was Rs. 20,000
- (ii) Decided to write off fixed assets costing Rs. 10,000 (fully depreciated)

Prepare the statement of sources and applications of funds during the year ended 31st March, 2011 showing the changes in the working capital.

3. The following balances were extracted from the books of 'GSR' Limited for the year ended December 31, 2011.

| | Rs. |
|---|-----------|
| Buildings | 6,00,000 |
| Furniture | 60,000 |
| Motor Vehicles | 60,000 |
| Equity Shares in Companies | 4,00,000 |
| Sundry Debtors, unsecured considered good | 2,80,000 |
| Cash at Bank | 1,72,000 |
| Advances against construction of building | 1,30,000 |
| | |
| <u>Share Capital</u> | |
| 10,000 equity shares of Rs. 100 each | 10,00,000 |
| Sundry Creditors | 3,50,000 |
| P & L A/c (Credit) | 20,000 |
| Gross Profit | 10,00,000 |
| Salaries | 2,20,000 |
| Directors' Fees | 8,000 |
| Electricity Charges | 25,000 |
| Rates, Taxes and Insurance | 10,000 |
| Auditor's Fees | 15,000 |
| Stock in Trade at Cost | 4,00,000 |
| Dividends received on investments | 10,000 |

Prepare the P & L A/c of the company for the year ended Dec. 31, 2011 and the Balance Sheet as on that date after the following adjustments:

- i) Provide 10% depreciation.
- ii) Stock has been valued at Rs.3,60,000. This has not been considered.
- iii) Debts for more than 6 months are Rs.80,000
- iv) Ignore tax provision.

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

1. The following transactions took place in respect of an item of material:

| | Receipts Quantity (Units) | Rate (Rs.) | Issue Quantity (Units) |
|------------|------------------------------|---------------|---------------------------|
| 02-03-2012 | 200 | 2-00 | |
| 10-03-2012 | 300 | 2-40 | |
| 15-03-2012 | ... | | 250 |
| 18-03-2012 | 250 | 2-60 | |
| 20-03-2012 | ... | | 200 |

Record the transactions in the stores ledger, pricing the issues at:

(a) Simple Average Rate

(b) Weighted Average Rate.

2. What is an intangible asset? How is an intangible asset valued and amortized? Discuss the implications of such items on the profitability.

3. X Ltd. Issued a prospectus inviting applications for 10,000 shares of Rs.10 each at a premium of Rs.2 per share. The amount payable is on application Rs.2; on allotment Rs.5 (including premium); on First call Rs.3 and on second and final call Rs.2.

Applications were received for 15,000 shares and pro-rata allotment was made on applications for 12,000 shares. Excess amount received on account of application money was adjusted towards amount due on allotment.

Raghavan who was allotted 200 shares could not pay allotment money and first call money. His shares were forfeited after first call.

Madhavan, who was allotted 200 shares could not pay allotment money and first call money. His shares were forfeited after first call.

Out of these forfeited shares, Kumaran was allotted 400 shares originally held by Raghavan and 300 shares held by Madhavan at Rs.9 per share. Show Journal Entries, Cash Book and Balance Sheet.



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MBA – 6: INFORMATION MANAGEMENT AND COMPUTERS
(2016-17 & Earlier Batches)

ASSIGNMENT – I

(Marks: 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. What Is “Spread Sheet Software? How it is useful in solving the various managerial problems?
2. What is integrated software? In what way it is advantageous in use to a Manager.
3. Solve the following linear programming problem using graphical method:

$$\begin{aligned} \text{Minimize } Z &= 2x_1 + 3x_2 \\ \text{Subject to constraints that} \\ &x_1 + x_2 \geq 6 \\ &7x_1 + x_2 \geq 14 \\ \text{and that } x_1 \text{ \& } x_2 &\geq 0. \end{aligned}$$

ASSIGNMENT – II

(Marks : 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. A company has four territories open, and four salesmen available for Assignment. The Territories are not equally rich in their sales potential. It is estimated that a typical salesman operation in each territory would bring in the following Annual Sales:

| Territory | I | II | III | IV |
|--------------------|--------|--------|--------|--------|
| Annual Sales (Rs.) | 60,000 | 50,000 | 40,000 | 30,000 |

Four salesman are also considered to differ in their ability. It is estimated that, working under same conditions, their yearly sales would be proportionally as follows:

| | | | | | |
|------------|---|---|---|---|---|
| Salesman | : | A | B | C | D |
| Proportion | : | 7 | 5 | 5 | 4 |

If the criterion is maximum expected total sales, assign the territories to sales persons.

2. The basic cost and time data for jobs in a project are as given below:

| Job | Normal Time | | Crash Time | | Cost of Crashing per day |
|-------|-------------|------|------------|------|--------------------------|
| | Days | Cost | Days | Cost | |
| A | 3 | 140 | 2 | 210 | 70 |
| B | 6 | 215 | 5 | 275 | 60 |
| C | 2 | 160 | 1 | 240 | 80 |
| D | 4 | 130 | 3 | 180 | 50 |
| E | 2 | 170 | 1 | 250 | 80 |
| F | 7 | 165 | 4 | 285 | 40 |
| G | 4 | 210 | 3 | 290 | 80 |
| H | 3 | 110 | 2 | 160 | 50 |
| Total | | 1500 | | 1890 | |

The activity (job) dependencies are as below:

- (i) A, B, C are starting activities
- (ii) Activities D, E and F can start when once A is completed.
- (iii) Activity G can start after B and D are completed.
- (iv) Activity H can start after C and E are completed.
- (v) Activity G, F and H are the final activities.

You are required to: (a) Draw the network and indicate the critical path; (b) Find out the total time required to complete the project (based on the normal time); and (c) If the project is to be completed in 8 days what in the minimum cost to be incurred? Indicate the cheapest cost schedule.

3. Write a Cobol Program using the table handling feature. Accept 5 students marks obtained for 3 subjects. Calculate the total marks and percentage of marks and finally print the memos of 5 students.
