



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 the core and specialization courses of II Year - **Fourth Semester of our MBA Programme (2017-18 & 2018-19 Batches)**. You should submit the assignments of core course, i.e., Innovation and Knowledge Management, and of all the four courses in the specialization area opted by you. Please note the following points while answering these assignments:

1. Writing and submitting these given 'Assignments' are compulsory for the students of MBA Programme. They have a weightage of 30% in each course.
2. You have to submit both the assignments compulsorily. You will not be allowed to appear for the semester-end examinations of any course, unless you submit the specified number of assignments in time, for that course.
3. Each assignment carries a maximum of 15 marks and you have to score a minimum of 40% marks, i.e., 6 out of 15, to qualify in that assignment. If you fail to score the minimum marks in any assignment, you have to necessarily resubmit that particular uncleared assignment along with the regular/current batch. Repetition of the same assignment will in no case be allowed.
4. The maximum marks for each course at the semester-end examination are 70 and you have to score a minimum of 40% marks, i.e., 28 out of 70 marks.
5. Division will be awarded on the basis of the aggregate marks obtained in assignments as well as in the semester-end examinations.
6. Dates of submission for the assignments are:

All the Five Courses

FIRST AND SECOND ASSIGNMENTS:

22.11.2021

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. **Keeping in view the pandemic situation and conduct of online classes to the students, as a onetime measure, you are requested to submit your assignments in the University Headquarters. You are requested to submit your assignments either in**

person or through registered post / courier on or before the due date (i.e., 22.11.2021) to the address given below:

**The Head, Department of Business Management
Dr. B. R. Ambedkar Open University
Road No. 46, Jubilee Hills
Hyderabad – 500004 (Telangana State)
Ph: 040-23680440**

Note: Submission of assignments at the Study Centre will not be accepted for this Semester (i.e., IV Semester) and for these batches as a onetime measure only.

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

Student Enrolment No. :
Name of the Student :
Address :
Mobile No. :
E-mail Id. :
Name of the Programme :
Course Code & Title :
Assignment No. :
Study Centre (Name & Code) :
Date of Submission :
Signature of the Student :

11. Please go through the relevant course units thoroughly before answering your assignments.
12. In case the assignment is in figurative / problem & solution model, you have to answer it in the required / pertinent format. You should give working notes also wherever necessary.
13. Before submitting the assignments, check them carefully to make sure that you have attempted all the main points of all the questions.
14. You are required to use only foolscap paper for your responses. 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.
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 get clarification on 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 retain the second copy with yourself as a record.
21. You can collect back the evaluated assignments from the headquarters, if you want.
22. 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 (T.S.)**

**Sd/-
HEAD
DEPARTMENT OF BUSINESS MANAGEMENT**



DR. B. R. AMBEDKAR OPEN UNIVERSITY
DEPARTMENT OF BUSINESS MANAGEMENT
MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME
(BATCHES: 2017-18 & 2018-19)
COURSE – 01: INNOVATION AND KNOWLEDGE MANAGEMENT
(FOURTH SEMESTER)

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

1. a) Explain the terms Innovation, Creativity and Invention. Also differentiate between successful and unsuccessful innovations with the help of examples.
b) Identify the creativity crushers that exist in organizations.
2. a) Explain various types of new products and services with the help of examples.
b) What is 'Innovation Diffusion'? Is diffusion an element of innovation strategy?
3. a) Explain the concept of 'Knowledge Management'. Analyze the future trends of knowledge management.
b) Distinguish between codification and personalization approaches of knowledge management across various business strategies.

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

1. a) Explain the meaning of knowledge capture and codification. List the tools of knowledge capture and also of codification.
b) Describe the seven layers of KM system architecture.
2. a) Describe the terms: (a) Knowledge Worker & (b) Learning Organization. Also explain the characteristics of Knowledge Worker.
b) Present the categorization of intellectual capital. List out the traditional and modern methods of measuring it and explain any one method from each of these methods.
3. Analyze the following case and answer the questions asked at the end:

Gillette has always believed that continuous new product development resulting from extensive R&D is necessary to differentiate itself from its competitors. True to its corporate mantra of 'Innovation is Gillette', the company has introduced some of the most

successful and widely acclaimed innovative products in the consumer products industry. Its product range, protected by trademarks, is legendary with such brands as Sensor, SensorExcel, Mach 3 and Gillette for Women Venus. The company's policy is to generate 40% of its sales from products launched within the last five years. One reason for Gillette's strong focus on new product development is that the competition has successfully learned to copy its products very quickly. For example, Schick (part of Warner Lambert, later taken over by Pfizer but known as Wilkinson Sword in many parts of the world) had imitated Gillette's Track II twin-blade razor within five months of the product's launch. Further product launches have added to the brand value of Gillette. It has succeeded, in some markets, in making razors less of a commodity product – which consumers just buy on price and convenience considerations – but a branded product that consumers will pay a premium price for.

Questions:

1. Define the terms: (i) Innovative products & (ii) Trademarks.
2. Explain how the use of innovative products and trademarks can add to the value of a company such as Gillette.
3. Analyse the importance to companies such as Gillette of continuing to spend large sums on R&D even in a global downturn.
4. Evaluate the factors that determine the level of innovation in an industry.



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(BATCHES: 2017-18 & 2018-19)
COURSE – 11: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
(FOURTH SEMESTER)

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

1. a) Explain the significance, process and avenues of Investment.
b) Describe different components of securities market. Also discuss the structure, objectives and functions of SEBI.
2. a) Identify different types of risks. How do you measure them?
b) Explain various models of dividend valuation.
3. a) Calculate the duration for Bond A and Bond B with 7 per cent and 8 per cent coupons having maturity period of 4 years. The face value is Rs.1000. Both the bonds are currently yielding 6 per cent.
b) What is Immunization? Describe its process by taking some figures.

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

1. a) Explain the factors determining Economic and Industry Analysis while taking investment decisions.
b) Discuss various tools available for financial statement analysis.
2. a) Explain various types of efficient market hypothesis.
b) Explain the Markowitz Modern Portfolio Theory and its assumptions and limitations.

3. Given the following information about two securities on joint probability distribution of returns for investments in the security of XYZ Company and ABC Company:

Prob.	Returns of XYZ Company	Returns of ABC Company
0.1	- 12%	12%
0.15	- 7%	15%
0.2	5%	20%
0.25	10%	10%
0.3	12%	5%

Calculate:

1. Average return of each security and return on portfolio with 60% and 40% weightage.
2. Standard deviation of each security and portfolio Standard deviation.
3. Covariance between two securities.
4. Co-efficient of correlation between two securities.



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(BATCHES: 2017-18 & 2018-19)
COURSE – 12: FINANCIAL MARKETS AND SERVICES
(FOURTH SEMESTER)

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

1. a) Describe the structure and functions of Indian Financial System (IFS). Explain the present scenario of the financial system and its challenges.
b) Explain different kinds of financial services and also the challenges faced by financial service sector.
2. a) How do you classify capital markets? Explain the present status and challenges faced by the capital markets.
b) What are the functions and instruments of money market? Explain them briefly.
3. a) Explain the structure, functions and types of foreign exchange markets.
b) Who are the participants of commodity markets? Discuss the regulations and challenges faced by commodity markets.

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

1. a) Explain the evolution and importance of banking in India. Also explain the technology-enabled banking services.
b) Identify the functions of Insurance in India. Discuss different types of insurance and their relative advantages and disadvantages.
2. a) Describe different types of merchant banking and its regulation in India.
b) Explain the evolution, types and advantages and disadvantages of Mutual Funds.

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

LEASING

Spice Jet is an Indian Airline that has made flying affordable for more Indians than ever before. CDB Aviation is a wholly owned Irish subsidiary of China Development Bank Financial Leasing Co., Limited (“CDB Leasing”) a 34-years-old Chinese leasing company that is backed mainly by the China Development Bank. Spice Jet Airlines intended to expand its business and standardize its fleet which requires additional aircrafts. However, the Airlines were not ready for a huge capital commitment and also wanted to achieve a significant reduction in maintenance costs. Therefore, it entered into a leasing agreement with CDB Financial leasing Co. Ltd., to get three 7237 MAX on a lease which will help the airline expand and standardize its fleet. The lease agreement helped Spice Jet to use the aircraft without huge capital expenditure. The company is only required to pay lease rentals. This saved funds that permitted alternative use which would be locked in fixed capital. This efficient Jet enhanced its domestic and international connectivity.

Spice Jet aircraft executives had pointed out that leasing, not borrowing was the normal way to finance aircraft as the lease payments can be tailored to suit its cash flows and provide up to 100% financing. A further advantage of leasing was that the lease payments were fully tax deductible, while on a loan only the interest and not the principle was deductible. On the other hand, if Spice Jet was not the owner of the planes, the company could not take advantage of depreciation (for this kind of equipment, depreciation over 10 years or more was normal). Hence it seemed that the technique worked best where the lessor could take greater advantage of accelerated depreciation than the user of the aircraft.

Questions:

1. Write a brief introduction about Spice Jet?
2. Bring out reasons for choosing leasing of an aircraft over buying of an aircraft?



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MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME
(BATCHES: 2017-18 & 2018-19)
COURSE – 13: MANAGEMENT CONTROL SYSTEMS
(FOURTH SEMESTER)

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

1. a) Identify different types of Management Control Systems and also explain the boundaries and organization of Management Control Systems.
b) Describe the steps involved in designing Management Control Systems.

2. a) What is responsibility centre? Explain its dimensions, importance and types.
b) Explain the importance, functions and types of cost centres.

3. a) What is profit centre? What are the advantages and disadvantages of profit centre? Also explain the procedure for measuring profitability in profit centre.

b) Division-Y of Compact Limited has employed Rs.1,00,000 and earned an annual profit (after depreciation) of Rs.18,000. The divisional manager is considering an investment of Rs.10,000 in an asset which will have a ten-year life with no residual value and will earn a constant annual profit (after depreciation) of Rs.1,600. The cost of capital is 15%.

Workout: (1) The return on divisional investment and the divisional residual income before and after the new investment, and (2) The net present value of the new investment (10 Year annuity factor at 15%; 5.019). Also comment on the results.

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

1. a) What are the objectives and methods of evaluating transfer pricing?

b) Division-Z is a profit center which produces four products A, B, C and D. Each product is sold in the external market also. Data for the period is:

PARTICULARS	A	B	C	D
Market Price per Unit (Rs.)	150	146	140	130
Variable Cost per Unit (Rs.)	130	100	90	85
Labour hours required per Unit	3	4	2	3

Product – D can be transferred to Division – Y, but the maximum quantity that may be required for transfer is 2,500 units of D.

The maximum sales in the external market are:

- A: 2,800 units
- B: 2,500 units
- C: 2,300 units
- D: 1,600 units

Division – Y can purchase the same product at a price of Rs.125 per unit from outside instead of receiving transfer of Product-D from Division-Z.

Required: What should be the transfer price for each unit for 2,500 units of D, if the total labour hours available in Division Z are 20,000 hours?

2. a) Explain different types of budgeting with relative merits and demerits.

b) The expenses budgeted for production of 10,000 units in a factory are furnished below:

	Per unit (Rs.)
Materials	70
Labour	25
Variable Factory Overheads	20
Fixed Factory Overheads (Rs.1,00,000)	10
Variable Expenses (Direct)	5
Selling Expenses (10% Fixed)	13
Distribution Expenses (20% Fixed)	7
Administrative Expenses (Fixed – Rs.50,000)	5
Total Cost of Sales Per Unit	155

You are required to prepare a budget to produce 6000 units and 8000 units.

3. a) Explain the (a) Process of designing control systems for international business; and (b) Strategy of international business.

b) Discuss different phases of project control. Also discuss the issues of management control in service organizations.



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(BATCHES: 2017-18 & 2018-19)
COURSE – 14: INTERNATIONAL FINANCIAL MANAGEMENT
(FOURTH SEMESTER)

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. a) Explain significance and functions of International Financial Management.
b) Discuss various theories of foreign exchange rates.

2. a) What are the characteristics of Forex market? What are the differences between Forex market and stock market?

b) On September 5, a US exporting firm signs a contract to sell goods to an Indian firm. It will receive INR 10,00,000 for payment on October 15, which coincides with the last trading day of the dollar between now and October 15. The US firm decides to protect itself by going that October 15, 2002 futures contract (each contract calls for delivery of INR 1,00,000). The October 2002 INR futures price on September 5 is 49 (INR/\$). The spot exchange rate of September 5 is INR 48.00. The US firm will offset its futures position on October 15 and sells INR 10,00,000 it receives from the Indian firm in the spot market. How US exporter can hedge his risk by using currency futures?

3. a) What is the need for exchange rate forecast? Explain various techniques of forecasting with suitable examples.

b) An Indian Importer imports goods worth E62500. He expects an appreciation of pound so he goes for hedging the risk. The currency market has the following data:
 - i. Spot rate on the date of contract Rs.68.00/E
 - ii. Three-month forward rate Rs.68.50E
 - iii. Strike rate in a three-month call option Rs.68.60/E with 5% premium
 - iv. Strike rate in a three-month put option Rs.68.80/E with 5% premium
 - v. Spot rate on the date of payment/maturity Rs.68.90/E

Will he go for hedge? If so which of the options he will select?

ASSIGNMENT – II

(MARKS: 15)

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

1. a) Describe about the theories of FDI and discuss the strategies for FDI.
b) Explain various techniques available for analyzing International Capital Budgeting.
2. a) Identify various limitations of global portfolio management.
b) An investor thinking about investing your money in the stock market. The investor has the following two stocks in mind: Stock A and Stock B. The investor knows that the economy can either go in recession or it will boom. Being an optimistic investor, he/she believes the likelihood of observing an economic boom is two times as high as observing an economic depression. The following information is provided about the two stocks:

State of the Economy	Probability	
	R _A	R _B
Boom	10%	-2%
Recession	6%	40%

- a) Calculate the expected return for stock A and stock B.
 - b) Calculate the total risk (variance and standard deviation) for stock A and for stock B.
 - c) Calculate the expected return on a portfolio consisting of equal proportions in both stocks.
 - d) Calculate the expected return on a portfolio consisting of 10% invested in stock A and the remainder in stock B.
 - e) Calculate the covariance between stock A and stock B.
 - f) Calculate the correlation coefficient between stock A and Stock B.
 - g) Calculate the variance of the portfolio with equal proportions in both stocks using the covariance from answer e.
 - h) Calculate the variance of the portfolio with equal proportions in both stocks using the portfolio returns and expected portfolio returns from answer c.
3. a) Discuss the functions and financing activities of International Finance Corporation (IFC).
b) Explain the structure, sources and forms of funds in International Financial Markets.



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(BATCHES: 2017-18 & 2018-19)
COURSE – 21: CONSUMER BEHAVIOUR AND MARKETING RESEARCH
(FOURTH SEMESTER)

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. Explain the importance of studying Consumer Behaviour. Also explain the models of organisational buyer behaviour.
2. Discuss the significance of problem recognition in consumer decision process. Also discuss the role of personality in the evaluation of alternatives.
3. a) What is personality? Explain the theories of personalities.
b) Explain the importance of culture in Consumer Behaviour. Also discuss “How does a family influence Consumer Behaviour?” Give examples.

ASSIGNMENT – II

(MARKS: 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. a) Discuss the classification and process of marketing research. Also discuss the role of technology and ethics in Marketing Research.
b) Explain the evolution, importance and dimensions of marketing information systems (MKIS).
2. a) Distinguish between market research and marketing research. Also explain different categories of research design.
b) What is a questionnaire? Explain different types of questions used while designing the questionnaire. Assume that you are asked to collect feedback of customers on a given product. Choose a product of your choice and design a comprehensive questionnaire.

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

Consumers are becoming health conscious and would like to consume foods which are balanced, and have all the required nutrients in proper quantities. These ingredients are cholesterol, salt, sugar, fibre, calories and additives. The consumers are not only concerned about such goods for themselves, but also their families. A survey was made by a company to find out the food attitudes of consumers. This was done to find out how products could be designed, advertised and positioned to attract health conscious consumers. The survey of food attitude was carried out as food-related items. These attitudes were food conscious, cooking attitudes, brand loyalty, instant foods, price sensitivity, value etc. The analysis revealed that basically customers could be classified into three categories.

Category-I: Older Consumers – These were health conscious older people, who because of medical consideration, had little choice, and these people were concerned about sugar, salt, greasy foods, etc. They ate meals regularly, at regular timings, and took great precautions for their food. They use branded products, and play very safe in eating outside and not consuming food not prescribed for them.

Category-II: Buyers of Convenience Food – These are younger consumers keeping busy mostly outside the house, which skip lunch or breakfast. They rely on convenience food and fast foods. They have a hectic lifestyle. They are upwardly mobile, use ready to eat and frozen foods. They work mostly outside the house and are pressed for time. They have an irregular schedule for meals. They also dislike cooking and want to utilize time for leisure and other activities rather than for cooking. They are not very concerned about balanced diet, and would have greasy burgers or any other fast foods to suit their convenience. They can also be categorized under impulse buyers, rather than careful shoppers. If the product has appeal, it will be bought, and the price and brand name are not the main considerations.

Category-III: Cooking Own Food – They like to cook their own food and get involved in the kitchen. They love to make an assortment of dishes. This is also done to cut costs. They like to buy their own groceries and cooking stuff, and do not want to waste money on fancy pickings. They do not try new products, i.e., they are not innovators, but try to be a late majority, and buy a thing, when it has established itself in the market. They tend to have a big family, and have to economize, as well.

Questions:

1. Which segments' attitudes are relevant for food products marketing?
2. What are the risk perceptions of different categories and how do they affect the product positioning?
3. Which decision rules can be applied for the evaluation of food products?



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MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME
(BATCHES: 2017-18 & 2018-19)
COURSE – 22: ADVERTISING AND SALES MANAGEMENT
(FOURTH SEMESTER)

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

1. a) What are the functions and objectives of advertising?
b) Discuss about different types of advertising with examples.

2. a) Explain different types of message strategies and media execution.
b) What are the various methods used for measuring advertising effectiveness?

3. a) Discuss the importance and functions of sales management.
b) Explain the objectives and theories of personal selling.

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

1. a) Describe the process of Sales Planning. Also discuss the factors influencing sales planning.
b) What is sales forecasting? Explain the methods of sales forecasting.

2. a) State and explain different training methods used in sales training.
b) Discuss different types of quantitative performance standards used by sales managers as instruments of sales control.

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

MERCEDES BENZ – SOCIAL MEDIA MARKETING CAMPAIGNS

Mercedes Benz seems to win every time with their social media campaigns. The one that stands out to me was back in 2013 when they created what I still believe to be one of the best Instagram marketing campaigns to date. Mercedes wanted to reach out to the younger audience so they hired five top Instagram photographers to each take the wheel of a new

Mercedes CLA. Whoever got the most likes got to keep the car – so they all really worked at it! By the end of the campaign, Mercedes has received:

- 87,000,000 organic Instagram impressions,
- 2,000,000 Instagram likes,
- 150 new marketing assets (stunning photos).

Questions:

- 1) What lessons can you learn from this? Could you put your followers up for a challenge and make it into a competition or campaign?
- 2) Can you do a competition that gets people trying out your product first?
- 3) Think about your target audience. What is a prize they would value?
- 4) Like Mercedes you could recruit bloggers/influencers via social media and get them blogging about your service or product. Whoever receives the most engagement wins?



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MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME
(BATCHES: 2017-18 & 2018-19)
COURSE – 23: RETAILING MANAGEMENT
(FOURTH SEMESTER)

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

1. a) How do you classify retail units? Explain the nature and scope of retail organization.
b) Explain the reasons for growth of organized retail in India.

2. a) Discuss the retail marketing and financial strategies.
b) Explain the retail Human Resource (HR) Strategies relating to recruitment, training and performance appraising.

3. a) What are the objectives of retail pricing? Explain various pricing strategies and its impact on retail firms
b) What are the factors influencing consumer buying. Discuss the ways of selling the objectives for Merchants Plan.

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

1. a) Explain the customer evaluations of services quality.
b) Discuss the role of social media in present business scenario.

2. a) What is the role of a store's manager in modern retail store? Also discuss the importance of store operations in achieving success in retail business.
b) Narrate the key components of retail atmospherics.

- 3 Analyze the following case and answer the questions asked at the end:

Pratap Kapoor's wild dinning format is unique and one of its kind in Mumbai. Advertised as a jungle theme restaurant, it is named as 'Sher Baugh'. Wild dinning is more of an amusement park then dining space with all the facilities, which can delight a family. It delivers its promises through robotic animals and a simulated thunderstorm,

features that would delight children. It gives the feeling of living in the wild for the urbanites and gives them a break from the typical fancy restaurants.

Mr. Pratap was planning to convert his venture into a franchise format with opening of outlet in all the metro cities in India. However, he is not sure of the sale ability of this kind of retail format in the Indian context. This critic of his venture says that for adults who put the food over the experience of eating in an artificial jungle the wild dining restaurant is not all that fun. In addition, the cost incurred in setting up the format is a point of concern.

Question:

According to you will this kind of theme based dining format succeed in the Indian context? Why? Explain with relevant examples.



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(BATCHES: 2017-18 & 2018-19)
COURSE – 24: INTERNATIONAL MARKETING
(FOURTH SEMESTER)

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

1. a) Identify the reasons as to why companies chose International Marketing. Also discuss the barriers of International Marketing.
b) Discuss the various market entry strategies for undertaking International Business.

2. a) Explain the strategic significance of branding and packaging while international product planning.
b) Distinguish between direct and indirect channels of selling. What are some of the hazards associated with the air, water, and land modes of transportation?

3. a) Explain the International Marketing Mix Strategies.
b) What is the importance of Segmentation, Targeting and Positioning in International Marketing?

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

1. a) Describe various influences on global consumers. Also explain the impact of cultural factors on consumer behaviour.
b) Explain the scope and process of International Marketing Research.

2. a) State various risks involved in international business. Discuss in detail the impact of technology related risks and political risks in global marketing.
b) Identify different national and international organization promoting and regulating international trade.

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

Majorca is a place well known for its pearls. One Spanish firm, Majorca S.A., has used Majorca, an ancient name for Majorca, since 1954 as its trade name as well as a brand name to describe its pearls. Majorca was alarmed to learn that R.H.Macy, a major US department store chain, was selling Majorca labelled pearls that were made by Hobe Cie. Ltd., a competitor of Majorca S.A. Contacts with Macy produced no fruitful results in resolving the difficulty. Macy felt that it had a right to use the name in question because Majorca' was the name of an island and because the pearls in question were indeed made there. Subsequently, Majorca filed a lawsuit in a federal court, asking for a judgement to stop Macy using the name. Majorca S.A. cited trademark infringement as the reason for seeking relief. It argued that Macy's action caused confusion among consumers as well as erosion of goodwill.

Questions:

1. Is Majorca a valid brand name or just a generic trademark? Does the fact that it is the name of place (i.e., island) affect the registration eligibility and legal protection of Majorca S.A.?
2. Was Macy's action legally defensible? Assuming that you are a federal court judge, do you think that Macy's use of the name could cause consumer confusion?
3. Do you think that Macy's labeling constituted trademark infringement?
4. Can the branding / labeling be somehow modified to prevent consumer confusion?



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MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME
(BATCHES: 2017-18 & 2018-19)
COURSE – 31: PERFORMANCE MANAGEMENT
(FOURTH SEMESTER)

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. a) Define the term “Performance Management”. Explain the phases involved in the performance management cycle.
b) What do you mean by ‘planning employee performance’? Outline its significance. Also examine the linkage between performance management and organization development.
2. a) Explain briefly the facilitating and inhibiting factors that influence the performance of employees. Give examples.
b) Explain the meaning and significance of productivity. Also discuss the models of productivity.
3. a) What is 360⁰ Performance Appraisal? What are its advantages? Also write a note on RSDQ Model of 360⁰ Feedback.
b) Narrate various tools used in assessment centres. Of them, in your opinion, which tool(s) is more effective? Why?

ASSIGNMENT – II

(MARKS: 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. a) Explain the terms ‘Mentoring’, ‘Ongoing Mentoring’ and ‘Protégé Development’. Also describe the steps involved in understanding the protégé.
b) Discuss various performance potential assessment matrix prepositions. What is the significance of performance potential matrix?
2. a) Discuss the role of line manager in performance management decisions.
b) How do you design PLR system? Discuss the choices available for PLR system.

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

Berkeley Investments is a reputed finance company having 15 branches in different parts of the country. In the home office there are more than 200 employees. This company has a performance rating under which the employees are rated at six months intervals by a committee of two executives. Graphic scales have been used as means of appraisal. The qualities considered are responsibility, initiative, interest in work, leadership potential, co-operative attitude and community activity. After the performance is evaluated, the ratings are discussed with the concerned employees by their immediate boss who counsels them. The ratings aroused to influence promotions and salary adjustments of the employees and also as a criterion for assigning further rating for them. Recently three employees of the company called on the company's president to express their dissatisfaction with the ratings they had received. Their scores and composite ratings had been discussed with them. Because their ratings were comparatively low, they had been denied annual increments in salary. Approximately, two thirds of all the employees received such increments. The aggrieved employees argued that their ratings did not accurately represent their qualifications or performance. They insisted that "community activity" was not actually a part of their job and that what they do off the job is none of the company's business. They expressed their opinion that employees should organize union and insist that salary increase.

The threat of a union caused concern to the officers of the company. This particular experience convinced the top officers that ratings may represent a serious hazard to satisfactory relationship with employees. Even the chief executive finds that performance appraisal is a dangerous source of friction and its hazards outweigh its values; so it should be discontinued altogether.

Questions:

- (a) How far do you agree with the management that performance appraisal should be discontinued?
- (b) If you were the HR manager, how would you tackle the situation?
- (c) What modifications would you suggest in the performance appraisal system of the company?



DR. B. R. AMBEDKAR OPEN UNIVERSITY
DEPARTMENT OF BUSINESS MANAGEMENT
MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME
(BATCHES: 2017-18 & 2018-19)
COURSE – 32: LABOUR LAWS
(FOURTH SEMESTER)

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

1. a) List out the fundamental rights. Discuss the relevance of fundamental rights in labour legislations.
b) Examine the influence of ILO Standards on Indian Labour Legislation.
2. a) Narrate the provisions relating to the health of workers under the Factories Act, 1948.
b) Explain the terms ‘Strike, Lock-out, Layoff and Retrenchment’ under the Industrial Disputes Act, 1947 . Briefly discuss the provisions relating to illegal strikes and lock-outs.
3. a) Define the terms: (a) Wages; (b) Employer and (c) Employee under the Minimum Wages Act, 1948. Also briefly discuss the provisions relating to wages in kind, payment of overtime and payment for two or more classes of work.
b) Define the term ‘Bonus’ under the Payment of Bonus Act, 1965. Also narrate the provisions relating to the eligibility and disqualification for payment of bonus under the Act.

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

1. a) Enumerate in detail the employer’s liability for compensation under the Employee’s Compensation Act, 1923.
b) “It was the exploitation of the contract labour that led to the enactment of the Contract Labour (Regulation and Abolition) Act, 1970” - Comment.
2. a) Define the term ‘Child’ under the Child Labour (Prohibition and Regulation) Act, 1986. In which occupations and process the employment of child labour is prohibited under the Act.
b) Examine the legal approaches on sexual harassment in different countries. Give examples.

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

ABC readymade garment company has 2500 women employees. Women workers are not provided with minimum amenities like toilet, and canteen facilities. Some pregnant women have applied leave for 3 months. The company refuses to provide maternity benefits to the women workers in the factory. The company does not pay adequate wages to the employees. There is neither social security nor provident fund and employee insurance.

Equal pay for equal work is not there in the organization and the equality of justice is totally ignored. Lot of exploitation of women is prevailed in the organization in several angles. Working lunch is to be purchased exorbitant prices. The women are demoralized and frustrated with the attitude of management of the company. Quality and production in the company suffered a setback. Women are planning to quit the company.

Questions:

- (a) What are the welfare measures to be provided by the company?
- (b) Discuss the labour legislation, which are not followed in the company.
- (c) What quality retention methods should be initiated by the company to retain the quitting employees?



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COURSE – 33: MANAGEMENT OF INDUSTRIAL RELATIONS
(FOURTH SEMESTER)

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

1. a) Explain the significance and factors affecting Industrial Relations.
b) Describe various approaches and theories of Industrial Relations.

2. a) Discuss the changing role of trade unions and analyse the reasons for declining importance of Trade Unions.
b) What are the causes of Industrial disputes? Explain the machinery established for the settlement of industrial disputes.

3. a) What are the methods of identifying employee grievances? Explain various grievances redressal mechanisms suggested under labour laws.
b) Identify the problems relating to employee disciplines Explain the principles governing discipline in Indian Industry.

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

1. a) What are the forms of employees participation? What are the advantages and limitations of participative Management?
b) Explain the meaning of and need for collective bargaining. Also discuss the advantages and disadvantages of collective bargaining.

2. a) Bring out the labour issues that have been addressed by ILO and its impact on labour world-wide.
b) Distinguish between the IR systems existing in India Germany.

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

Hindustan Textile Mills is a spinning unit of 50,000 spindles. The main product is cotton yarn of 40 count. The mill is situated in central India. Mr. Patel who is the General Manager of the plant manages the unit. He is a B. Tech of 1960 batch and is associated with the organization for the last 15 years. The plant started its production in the year 1989. The total strength the worker is 1750. All the workers are on the regular rolls of Hindustan Textile Mills and majority of them belong to Bihar. The workers are not unionized but strong groups from particular regions have influence on the workforce from a particular area.

Mr. Pramod Mishra joined the mill on 01.12.1995 as Trainee and he was promoted as Tenter from 8.8.2000 in the ring department. He belongs to Chappra district of Bihar. On 25.9.2001, Pramod Mishra was taking charge of the night shift and there was some argument that took place with the evening shift, Mr. Babloo, Mr. Mahesh, shift officer intervened in the matter and the issue was resolved. Babloo is a resident of Balia in U.P.

On 10.10.2001, in the night shift at around 1:30 am, Rakesh Kumar working as Tenter in blow room met with an accident. His right arm came in to contact with the machine and he shouted for help. Pramod Mishra rushed to the spot and meanwhile 3 other workers of Speed Frame and Draw Frame also reached the spot and started their effort to pull Rakesh from the machine. Mr. Mahesh, shift officer with the timekeeper Mr. Kanhaiya Lal also joined them. There was blood all around. Mr. Mahesh intervened in between and took charge of the machine along with Mr. Gyan Singh, maintenance foreman. They were able to pull Rakesh Kumar out of the machine and in the meanwhile there were group of 50 workers gathered on the site. Kanhaiya took Rakesh to the hospital.

Meanwhile there was an argument that started between Mr. Pramod Mishra and shift officer Mr. Mahesh that the machines are not safe and the management is not keen about the safety of workers. Mr. Radhey, Mr. Deendayal, Mr. Prabhu Prakash also joined Mr. Pramod Mishra. Pramod Mishra took an iron rod from the blow room and started shouting to all the workers to stop the plant. He along with Mr. Radhey, Mr. Deendayal and Mr. Prabhu forced all workers to come out of the plant and damaged window glasses of the main hall. The whole issue took an ugly turn.

Question:

- (a) You are the HR Manager. How will you handle the situation and describe the legal as well as other actions to resolve the issue.



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MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME
(BATCHES: 2017-18 & 2018-19)
COURSE – 34: INTERNATIONAL HUMAN RESOURCE MANAGEMENT
(FOURTH SEMESTER)

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

1. a) Explain the nature of IHRM. Identify the differences between Domestic and IHRM.
b) Enumerate the drivers of internationalization of business. Also discuss the importance of IHRM in cross-border mergers and acquisitions.
2. a) Explain various approaches of recruitment and selection in International Human Resource Management.
b) Discuss the challenges in employee retention in the present day environment. Discuss the role of HR manager in employee retention.
3. a) Analyze the various HR approaches of managing knowledge workforce. Also examine the negative effects of privileged treatment of knowledge workforce.
b) Discuss in detail, the changing environment of IHRM.

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

1. a) Compare and contrast the HR practices in USA and Canada.
b) Explain the HR practices in Asian countries.
2. a) Explain the emerging role of IT in IHRM.
b) What is 'Repatriation'? Explain how to manage cultural shock?

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

Hi-Tech Electronics Limited was established in 2006 in Kuala Lumpur, Malaysia. It produces and markets all types of electronics goods in most of the Asian and Pacific countries. It has been one among the top five companies as for the level of technology and one among the top three Companies regarding marketing of the products in Malaysia. The company's policy and practices concerning human resource management are top in the country. The company's salary administration policies and practices were taken as guidelines not only by the other companies but also by various wage boards and pay commissions in the country. But this company has been struggling a lot because of a minor problem relating to administration of salary and benefits. The problem is stated hereunder.

The company employed nearly 400 national young graduate and post graduate engineers and 20 expatriate engineers. These employees form the cream of the company's present human resource. The expatriate employees occupied higher position in all the departments including Human Resource Department. The company's salary policy and benefit policy were formulated mainly on the basis of the expatriate employee's desire. The base salary of the company is the same for both the expatriate and national employees. But expatriate receive additional allowances like international market allowance, educational allowance, settling-in allowance, car allowance, housing allowance and entertainment allowance. Thus, expatriate receives nearly 250% more salary than the nationals doing the same job. The national employees demanded the management to pay equally with that of expatriates immediately. According to them, the pocket frustrates them severely.

Questions:

- (a) What is the crucial issue in this case?
- (b) If you were the HR manager of the company, whom do you satisfy?
- (c) What are the factors contributing to expatriate's failure?
