



**DR. B. R. AMBEDKAR OPEN UNIVERSITY**  
ROAD NO. 46, JUBILEE HILLS, HYDERABAD – 500 033. T.S.

**Dear Student,**

We are enclosing *TWO* assignments in each course, for *ALL* the *SIX* courses of **THIRD SEMESTER**, of second year, **MBA Programme (Batches: 2017-18, 2018-19 & 2019-20)**. Please note the following points, while answering these assignments:

1. Writing and submitting the '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 together *compulsorily*. You will not be allowed to appear for the year-end examinations of any course, unless you submit both the assignments in time, pertaining to 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:

**BOTH (FIRST AND SECOND) ASSIGNMENTS:**

*All the Six Courses*  
**09.05.2021**

**\*\*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 currency/progress at that time.
9. You have to submit your assignments in the same Study Centre to which you are attached.
10. The *first and front page* of your *response sheet* should be in the following format.

Student's Admission No. :

Name of the Student :

Address :

Mobile No. :

E-mail Id. :

Name of the Programme :

Year and Semester :  
Course Code and 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 asked to answer.
14. You are required to use only *foolscap/A4-size paper* for your responses. Allow '*an inch*' 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. Write each assignment in a separate set of papers/sheets.
18. You can consult your respective course counsellor/s, and get clarification on your doubts, if any, while answering the assignments.
19. The assignment response sheets should be neatly presented with your own hand writing. **Typed or Computerized assignments will not be accepted.**
20. You have to prepare your responses in duplicate (one - *original* and another - *a photocopy*), submit the original hand written one at your Study Centre and retain the second photocopy one with yourself as a record, for your future reference.
21. You can collect back the evaluated assignments from your Study Centre, with a written request, in case you want.
22. In case you give request for a *change in Study Centre*, you should submit your assignments only to the original Study Centre until the University gives effect to such request.
23. Further correspondence should be made only to the below addressee:

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

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



**DR. B.R. AMBEDKAR OPEN UNIVERSITY**  
**DEPARTMENT OF BUSINESS MANAGEMENT**  
**MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME**  
**(BATCH: 2017-18, 2018-19 & 2019-20)**  
**COURSE – 13: BUSINESS ETHICS AND CORP GOVERNANCE**  
**(THIRD SEMESTER)**

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

1. What do you understand by 'Business Ethics'? Write the various principles of Business Ethics.
2. a) Define: 'Values', 'Norms' 'Beliefs' and 'Attitudes' in your own words.  
b) What are the various types of 'Values'? Explain them in brief.
3. a) Write the meaning and significance of 'Personal Ethics'.  
b) Write a short note on 'Code of Ethics in Finance'.

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

1. a) What do you mean by 'Intellectual Property Rights'?  
b) Explain the nature and scope of 'Corporate Governance'.
2. Explain any *TWO* of the following:
  - i) Corporate Social Responsibility;
  - ii) IFRS, and
  - iii) Types of Auditors.
3. Write a short note on 'Mismanagement' in a corporate set-up.

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**COURSE – 14: STRATEGIC MANAGEMENT**  
**(THIRD SEMESTER)**

**ASSIGNMENT – I**

**(MARKS: 15)**

ANSWER ALL QUESTIONS  
ALL QUESTIONS CARRY EQUAL MARKS

1. Explain the concept of 'Strategic Management'. Explain in detail the general role of Strategic Management in a business organisation.
2. Explain in brief the modern strategy implementation approaches.
3. Write a note on: i. Organisational Analysis, and ii. Cost Analysis.

**ASSIGNMENT – II**

**(MARKS: 15)**

ANSWER ALL QUESTIONS  
ALL QUESTIONS CARRY EQUAL MARKS

1. Define 'Financial Analysis'. Explain its merits, demerits and Limitations in brief.
2. a) Explain the terms: 'Mergers', 'Acquisitions' and 'Takeovers' with the pertinent examples.  
b) Write the important features of 'Turnaround Strategy'.
3. Write a short note on:
  - i) Management of Change, and
  - ii) Strategic Evaluation.

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**COURSE – 15: MANAGEMENT INFORMATION SYSTEMS**  
**(THIRD SEMESTER)**

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

1. Explain briefly the concept of 'Management Information Systems' with some examples.
2.
  - a) Write a note on 'Decision Support System'.
  - b) Explain briefly about 'Secondary Storage Devices'.
3.
  - a) Write a brief note on 'System Development Approach'.
  - b) What is meant by 'Critical Success Factor'?

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

1. Explain the five step implementation process of MIS.
2.
  - a) Write a brief note on 'Hacking as a Cyber Crime'.
  - b) Explain briefly about 'Information Resource Management'.
3. Elucidate the role of IS in Inventory Management.

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**COURSE – 16: ENTREPRENEURSHIP DEVELOPMENT**  
**(THIRD SEMESTER)**

**ASSIGNMENT – I**

**(MARKS: 15)**

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. What is meant by 'Entrepreneurship'? Explain the role of an Entrepreneur.
2. Explain in brief any one psychological theory of entrepreneurship.
3. What is meant by 'Joint Hindu Family Business'? Explain its merits, limitations and suitability.

**ASSIGNMENT – II**

**(MARKS: 15)**

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) Explain the meaning of 'Venture Capital' in detail with an example.  
b) Write a note on: 'Angel Investor'.
2. a) What is meant by 'Entrepreneurial Strategy'?  
b) Define 'MSME'.
3. Analyze the below given case-let and answer the questions following it:

M/s. Devnath Ltd., is a small scale industry that manufactures nuts and bolts in Mumbai. This company was established in 2014 and in a span of around six years the company was able to secure good name as well as profits. The investment in plant and machinery was within the guidelines of MSME Act. The company has plans to invest another Rs. 4 crore in plant and machinery and produce goods with advanced machines. But in the process, the company would cross the prescribed investment limit in plant and machinery under MSME Act. The owners of the company thought of an idea to get benefits from government. They floated another small scale industry with the name M/s. Bholenath Ltd. The place of the work for Bholenath Ltd., was absolute adjoining Devnath Ltd. The owners of Devnath Ltd., thought that this way they would continue getting benefits from the government of India which are prescribed for small scale Industries. The owners of Devnath Ltd., started Bholenath Ltd., only on papers and used the new machinery for Devnath Ltd., only.

*Questions:*

- i) Are the owners of M/s. Devnath Ltd justified in starting another small scale company M/s. Bholenath Ltd., only to gain benefits?
- ii) Will thees both companies get benefits from government within the definition of MSME Act? Explain.

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**COURSE – 17: OPERATIONS RESEARCH**  
**(THIRD SEMESTER)**

**ASSIGNMENT – I**  
**ANSWER ALL QUESTIONS**  
**ALL QUESTIONS CARRY EQUAL MARKS**

**(MARKS: 15)**

- Write in your own words the meaning, purpose and limitations of Operations Research.
- Solve the linear programming problem given here below using graphical method to find the maximum value of  $Z = 50x_1 + 100x_2$ .

Subject to constraints that

$3x_1 + 5x_2 \leq 60,$

$4x_1 + 4x_2 \leq 72,$

$2x_1 + 4x_2 \leq 100,$

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

- Solve the below given assignment problem by Hungarian Assignment Method.

Worker	Job-A1	Job-B1	Job-C1
A101	40	20	70
A102	80	50	30
A103	40	50	60

**ASSIGNMENT – II**  
**ANSWER ALL QUESTIONS**  
**ALL QUESTIONS CARRY EQUAL MARKS**

**(MARKS: 15)**

- Solve the following game using the graphical method:

A's Strategy	B's Strategy	
	b <sub>1</sub>	b <sub>2</sub>
a <sub>1</sub>	-7	6
a <sub>2</sub>	7	-4
a <sub>3</sub>	-4	-2
a <sub>4</sub>	8	-6

- A book seller has the following probability of selling a particular book :

No. of Copies Sold	10	11	12	13	14
Probability	0.08	0.14	0.22	0.27	0.29

The cost of a copy is Rs. 300/- and sale price is Rs. 500/-. He cannot return unsold copies. How many copies should he order, if he uses EMV criterion?

- Explain the below concepts in your own words:
  - Integer Programming;
  - Dynamic Programming, and
  - Goal Programming.

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**COURSE – 18: INTERNATIONAL BUSINESS**  
**(THIRD SEMESTER)**

**ASSIGNMENT – I**

**(MARKS: 15)**

ANSWER ALL QUESTIONS  
ALL QUESTIONS CARRY EQUAL MARKS

1. Explain in detail the concepts of Domestic and International Business.
2. Define 'Globalization', and explain the obstacles to globalization in the present day context.
3. a) What is a 'Foreign Exchange Market'? Write its functions.  
b) Explain: Capital Account and Current Account

**ASSIGNMENT – II**

**(MARKS: 15)**

ANSWER ALL QUESTIONS  
ALL QUESTIONS CARRY EQUAL MARKS

1. Explain in detail the European Monetary System and the European Currency Unit (ECU).
2. What is the importance of EXIM Bank of India? Write the functions of the EXIM Bank.
3. Analyze the below given case-let and answer the question following it:

In 2015, Ant Financials' MYbank (an offshoot of Jack Ma's Alibaba company) was looking to extend services to rural areas in China by providing small loans to farmers. Microloans have always been costly for financial institutions to offer to the unbanked (though important in development) but MYbank believed that Fintech Innovations such as using the internet to communicate with loan applicants and judge their credit worthiness would make the program sustainable.

*Questions:*

- i) Whether MYbank could operate the program at scale? Would its big data and technical analysis provide an accurate measure of credit risk for loans to small customers?
- ii) Could MYbank rely on its new credit-scoring system to reduce operating costs to make the program sustainable?

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