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 **SECOND SEMESTER**, of first year, **MBA Programme** *(Batch: 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:

                                                                          All the Six Courses
    BOTH (**FIRST AND SECOND**) ASSIGNMENTS: **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.

HEAD
DEPARTMENT OF BUSINESS MANAGEMENT

Dr. B.R. Ambedkar Open University
Department of Business Management
Master of Business Administration (MBA) Programme
(Batch: 2019-20)
Course – 07: Organizational Behaviour
(Second Semester)

Assignment – I (Marks: 15)
ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. a) Explain the concept of 'Organizational Behaviour' in your own words with relevant examples. Also discuss the challenges and opportunities for OB.
   b) What is meant by 'Scientific Management'? Explain the various techniques of Scientific Management in brief.

2. a) Define 'Perception'. What are the principles of perception?
   b) Explain the various 'Errors' in perception.

3. a) What is meant by 'Attitudes'? Are they different from 'Values'? Explain with pertinent examples.
   b) Write a short note on 'ERG Theory'

Assignment – II (Marks: 15)
ANSER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. a) What do you mean by 'Work Teams'? Differentiate between a group and a team?
   b) Write the features of Conflict.

2. Explain any TWO of the following:
   i) Organisational Climate;
   ii) Organisational Change, and
   iii) McKinsey's 7S Model.

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

   Employees working in M/s Kanopy Constructions were dedicated in meeting deadlines, controlling costs, and keeping customers highly satisfied. But over the past two years, it seems like everything is falling: Deadlines are missed, mistakes are made, and work has to be redone. In addition, no one wants to accept responsibility for mistakes, and everyone blames someone else. Employees have become burned out from the increased work and a lot of the fun and spark has gone out of the work.

   Questions:
   1. Identify the reasons for lack of enthusiasm among employees. What was going wrong?
   2. Recommend ways to build positive work culture in organisations?

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DR. B.R. AMBEDKAR OPEN UNIVERSITY
DEPARTMENT OF BUSINESS MANAGEMENT
MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME
(BATCH: 2019-20)
COURSE – 08: FINANCIAL MANAGEMENT
(SECOND SEMESTER)

ASSIGNMENT – I   **(MARKS: 15)**

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. Explain the term 'Financial Management'. Explain in detail the scope of Financial Management.

2. Mr. Rajan has taken a loan of Rs. 3,00,000 from a commercial bank at 7.5% p.a. rate of interest. He has to repay it in 6 equal annual installments. Determine the size of a single installment.

3. The initial cash outlay of a project is Rs. 5,00,000 and it generates cash annual inflows (CFAT) of Rs. 1,20,000, Rs. 1,40,000, Rs.1,80,000, and Rs.1,60,000 for four years. Assume a 10% rate of discount. Calculate: i) NPV, ii) Profitability Index, and iii) IRR.

ASSIGNMENT – II   **(MARKS: 15)**

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. The capital structure of M/s. SOLO Ltd. comprises of: Equity (expected dividend @14%) Rs. 30,00,000, 10% Preference Rs. 12,00,000, 8% Debentures 28,00,000, You are asked to calculate the weighted average cost of capital, assuming 20% as the rate of corporate income-tax.

2. A company earns Rs. 500 per share, which is capitalized at a rate of 12 per cent and it has a rate of return on investment of 20 per cent. According to Walter's model, what should be the price per share at: i) 30%, ii) 60%, and iii) 90% dividend-payout ratios? Determine the optimum dividend-payout ratio as per Walter's Model.

3. Write a short note on:
   i)   ABC Analysis, and
   ii) Operating Cycle.

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Dr. B.R. Ambedkar Open University
Department of Business Management
Master of Business Administration (MBA) Programme
(BATCH: 2019-20)
COURSE – 09: MARKETING MANAGEMENT
(SECOND SEMESTER)

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

1. Explain briefly the concept of 'Marketing' with some indigenous examples. Also explain the goals of marketing.

2. a) Describe any one 'Marketing Organisation' of your choice.
   b) Explain briefly about 'Marketing Research' and 'Marketing Information System'.

3. a) Write a brief note on 'classification of consumers'.
   b) What is meant by 'Cognitive Dissonance'?

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

1. a) Explain the Concept of 'Product Life Cycle' with a pertinent example.
   b) What is meant by 'Packaging'? What are the various types of packaging?

2. a) Write a brief note on 'Internet Advertising'.
   b) Explain the procedure for recruiting and selecting sales force.

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

   M/s. Raj Fort Biscuits, Hyderabad, are in the field for little over seven years. During this time, they have consistently increased their sales. This was possible mainly due to good quality of biscuits, a good distribution network and promotion policy. The company has shown innovative ability by bringing out variety of biscuits to cater to various tastes in the consumer market.

   A study made on the biscuit industry by the Indian Biscuit Manufacturers' Association highlighted that out of the total consumption of biscuits; almost 22% are consumed by children below the age of 11. The management of Raj Fort Biscuits decided to develop special biscuits to cater to this market segment. After working out different possibilities, it was finally decided that biscuits made in different bird shapes would be introduced which would certainly appeal to the younger generation. As such, samples were prepared. The company carried out a small exercise in test marketing the biscuits in their home town. A sample size of 200 was selected for this purpose. Majority of the sample consumers showed their interest and informed that the children have liked the products.

   With a lot of publicity, the company introduced this new range of biscuits in four metropolitan cities of Bombay, Madras, Calcutta and New Delhi besides Hyderabad. The results for first six months were encouraging. However, from the seventh month, the sales started declining. In the twelfth month, the total sales of this type of biscuits were reported only at 26% of the peak reached. The quality was maintained. The price right from the beginning was 10% higher than the other types for same weight.

   Questions:
   1. What caused the downward trend of sales for bird shaped biscuits?
   2. What remedial actions would you suggest to maintain the sales at a particular level?
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Dr. B.R. Ambedkar Open University
Department of Business Management
Master of Business Administration (MBA) Programme
(BATCH: 2019-20)
COURSE – 10: HUMAN RESOURCE MANAGEMENT
(SECOND SEMESTER)

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

1. What is meant by 'Human Resource Management'? Explain the objectives of HRM.

2. Define 'Mobility'. Explain the concept and types of transfer.

3. What is meant by 'Performance Appraisal'? Differentiate it with 'Potential Appraisal'.

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

1. a) What do you mean by 'Job Satisfaction'? Discuss its importance.
   b) Explain any two popular methods of morale measurement.

2. a) Explain the meaning and aims of Reward Management.
   b) Define 'Human Resource Audit'. Write its importance in brief.

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

The Japanese style of management has permeated all aspects of the management literature. Their participative style has been labelled successful because they have been able to increase worker morale, satisfaction, and productivity. Although much attention has been paid to their quality of work life programmes, one aspect seems to generate less attention: Exercise.

In many Japanese-run organizations, each day starts with a period of calisthenics. Here the employees forgo their worries and participate in a series of stretching exercises designed to make them healthy and ready to work. The Japanese belief that exercise gives the employee an opportunity to reduce stress and strengthen the cardiovascular system has proved to be accurate. The productivity of the Japanese during the past twenty years has been unbeatable.

While the Japanese have found these calisthenics periods useful, they have not become as popular as expected in many US organizations, even though the in-house programmes in the US have increased, many of these have been oriented toward the executives rather than the hourly workers. This is obviously a step in the right direction, but there seems to be a need to include all the company members, especially those directly involved in the day-to-day production of the organization's products.

Questions:
i) What are hurdles for in-house programmes for hourly-based workers?
ii) Describe what an exercise programme for hourly workers might looks like?
iii) What assumptions would you make regarding in-house training programmes with respect to employee participation? How can one ensure that these assumptions hold?

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DR. B.R. AMBEDKAR OPEN UNIVERSITY
DEPARTMENT OF BUSINESS MANAGEMENT
MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME
(BATCH: 2019-20)
COURSE – 11: OPERATIONS MANAGEMENT
(SECOND SEMESTER)

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

1. Explain the concept of 'Productivity'. Write the importance of industrial productivity in brief.

2. a) What is meant by 'Total Quality Management'?
   b) M/s. Chetan Electronics Pvt. Ltd. is considering two locations for its video equipment factory. One location is Jaipur and the other is Kanpur. At Jaipur, the fixed cost of the factory is estimated at Rupees One Million and the variable cost at Rs. 4,800/- per video equipment manufactured. At Kanpur, the fixed cost of the factory is estimated at Rs. 1.2 Million and the variable cost at Rs. 8,800 per video equipment manufactured. The selling price of the equipment will be Rs. 28,000 per unit irrespective of the place of manufacture. Decide which location is best for the factory using Break-Even Analysis.

3. a) A manufacturer of 'Bluetooth Ear Phones' uses three components in each set produced. Demand estimates for the number of 'Bluetooth Ear Phones' that could be sold next year are shown as:

Demand (Bluetooth Ear Phone)	50,000	80,000	1,00,000
Probability (Bluetooth Ear Phone)	0.30	0.50	0.20

   i) Assuming that the firm decides to produce on an expected value basis, how many components should they plan to produce for the next year's sales?
   ii) What capacity is required to meet 150 % of expected demand?

   b) Explain the term 'Material Handling'.

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

1. What is meant by 'Production Planning and Control'? Explain its objectives and functions.

2. An inspector counted the number of defective monthly billing statements of a company telephone in each of 20 samples. Using the following information, construct a control that will describe 99.74% of the chance variation in the process, when the process is in control. Each sample contained 100 statements.

Sample	1	2	3	4	5	6	7	8	9	10
No. of Defectives	5	11	12	4	10	9	13	8	11	19
Sample	11	12	13	14	15	16	17	18	19	20
No. of Defectives	10	11	23	14	11	7	11	9	12	15

3. a) Write a brief note on 'Material Requirement Planning (MRP).

   b) Beautify Cosmetics is offering price discounts to its customers, if they purchase their 500-ml packs of organic-hair oil in the following quantity ranges: Rs. 250 per unit for 10-19 units; Rs. 225 per unit for 20-99 units; Rs. 200 per unit for 30 and more units. The Carrying Cost of a pack of organic-hair oil is estimated at 10% of the inventory value, and the Ordering Cost is Rs. 250. A customer has an annual demand of 1000 packs of organic-hair oil. Suggest the most economical order size for this customer.

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Dr. B.R. Ambedkar Open University
Department of Business Management
Master of Business Administration (MBA) Programme
(Batch: 2019-20)

Course – 12: Quantitative Techniques
(Second Semester)

Assignment – I   **(Marks: 15)**

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. a) Define the term 'Statistics'. Explain the functions of statistics in brief.
   b) If the demand and supply curve for smart-televisions are: D = 10000 - 600P, S = 56 + 6P. Where, P is the price of smart-televisions, what is the quantity of smart-televisions that would be bought and sold at equilibrium?

2. Calculate: i) Mean, ii) Median, and iii) Mode, from the below given data:

Marks	0-10	10-20	20-30	30-40	40-50	50-60	60-70	70-80	80-90	90-100
Frequency	4	16	30	56	66	52	44	18	9	5

3. You are required to calculate Bowley's Coefficient of Skewness from the below given data:

Class	0-10	10-20	20-30	30-40	40-50	50-60	60-70
frequency	30	36	54	72	22	39	27

Assignment – II   **(Marks: 15)**

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. Fit a straight line trend for the given series. Also estimate: (i) the value of production in the year 2024, and (ii) the year in which production would be 122 tons (Approx).

Year	: 2014	2015	2016	2017	2018	2019	2020
Production (in tons) :	90	108	115	125	120	135	165

2. The number of monthly breakdowns of a machine is a random variable having a Poisson distribution with mean equal to 3.6. Find the probability that this machine will function for a month: (i) without a breakdown, and (ii) with at least one breakdown.

3. a) Write a note on 'Statistical Fallacies'.
   b) Among 252 off-springs for a certain cross breed puppies as red, black and white with puppies of 138, 36 and 78 respectively. Accordingly to the genetic model, these numbers should be in the ratio of 5:2:3. Is this data consistent with the model at precision of 0.05? Substantiate your answer with required workings.

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