



Dr. B. R. AMBEDKAR OPEN UNIVERSITY
DEPARTMENT OF BUSINESS MANAGEMENT

Prof. I. ANAND PAWAR
HEAD

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Lr. No. 255 / FCBM / 2023-24

Date: 20-11-2023

To

The Director
L. S. S. Branch
Dr. B.R. Ambedkar Open University
Jubilee Hills, Hyderabad – 33.

(THROUGH PROPER CHANNEL)

Sir,

Sub: Sending the Assignments of Third Semester of Second Year MBA Programme
(Batch: 2022-23) – Reg.

Please find enclosed the two assignments in each course, pertaining to the Academic Year 2022-23 batch of Third Semester of Second Year students of MBA programme along with a letter addressed (Guidelines) to the students, for onward action.

A copy of the above is also attached through your email Id: ssbunit3@gmail.com.

Thanking you,

Yours sincerely,

Sd/-

HEAD
Dept of Business Management

Encl: As above



**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 (2022-23 and earlier batches)**. 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 unleared 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*
29-01-2024**

****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 counselor/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: 2022-23)

COURSE – MBA-30101: BUSINESS ETHICS AND CORPORATE GOVERNANCE
SECOND YEAR - THIRD SEMESTER

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

- a) What do you understand by business ethics? Explain the teleological theories of ethics.

b) “Action is the result of thinking” in light of above statement discuss the relevance of value chain system for business.
- a) Write a detailed note on corporate social responsibility with appropriate example.

b) Distinguish personal ethics with professional ethics.
- a) Briefly explain the Jean Piaget’s Theory of Cognitive Ethical Development.

b) “Information technology changing the world day by day”- keeping in view of the above statement discuss the ethical issues in information technology.

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

- a) Explain the theories of corporate governance.

b) “Financial reporting is influenced by different stakeholders”- Comment.
- a) Examine the importance of director’s report in corporate governance.

b) Explain the following concepts with suitable examples.

i) Mismanagement ii) Corporate frauds
3. Analyse the following case-let and answer the question asked at the end:

At Bank of India, corporate social responsibility is basically the care and concern for the deprived in particular and the community at large. Social responsibility is a function of the banking industry where by the Bank focuses on those below poverty line and the communities that qualify for schematic lending under the various government sponsored programs. The focus is on ensuring that they become self-sufficient and can achieve the desired goals to improve their living standards. The Bank has a policy of recruiting the blind and disabled and also has a committee to monitor

and prevent any sexual harassment at the work place. Employees always volunteer to support NGOs in noble causes such as Eye donations/Blood donation camps.

The top management not only involves in such a cause but also actively supports it. Well known NGOs who have been on the scene for quite a number of years and doing services to the community over the years are supported in their cause. The programs are monitored by the zonal offices spread over 43 zones that ensure the end of the funds donated to the NGOs. The relationship with some of the NGOs is on a continuous basis like that with the cancer foundation. The Bank is truly a bank of India, as the name indicates, with over 2600 branches and 43 zonal offices and has a good representation both in metro, urban and rural India. It is, therefore, natural that CSR should spread across state borders and is not limited to where the Bank is headquartered.

Business ethics and governance are separate issues. The money contributed towards CSR activities are monitored by the concerned zonal offices and the NGOs are asked to submit receipts and photo- graphs justifying end use of funds. Employees have always contributed whenever there has been a major disaster by donating a day's wages, which along with the Bank's contribution, collectively works out to a few million rupees. Their employees are involved in a systematic monitoring of the activities for which the funds have been donated. The objective is to ensure that there is total involvement of both the management and the employees while the mission would be to succeed in making life better for poorest of the poor and the downtrodden. As part of its centenary celebrations, the Bank of India has adopted 101 villages. Employees too are very considerate when it comes to serving a social cause and the Officers' association and the Unions have always been organising blood donation drives, adoption of village and free cancer detection camp.

Questions:

- 1) Discuss the rationale behind the implementation of corporate responsibility at Bank of India.



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COURSE – MBA-30102: STRATEGIC MANAGEMENT
SECOND YEAR -THIRD SEMESTER

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) What do you mean by strategic Management? Discuss the role of strategic Management in Business.
b) Examine the importance of McKinsey's framework in strategic Planning and implementation.
2. a) "External environmental factors create new opportunities and new threats"- Comment.
b) Discuss the concept of SWOT analysis with suitable examples.
3. a) How BCG matrix helps in analyzing business units? Explain.
b) Examine the concept and importance of value chain analysis.

ASSIGNMENT – II

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) What are the different types of diversification? Discuss with appropriate examples.
b) Write a brief note on following concepts
i) Mergers ii) Acquisitions iii) Take over
2. a) Define strategy implementation. Explain the various steps in strategy implementation.
b) "Strategic leadership helps in achieving organizational goals" – Justify your answer.
3. Analyse the following case-let and answer the questions asked at the end:

Dr. Pranav inherited his father's Emerald Lab in Delhi in 2005. Till 2012, he owned four (4) labs in the National Capital Region (NCR). His ambition was to turn it into a National chain. The number increased to seven (7) in 2013 across the country, including the acquisition of Platinum in Mumbai. The number is likely to go to fifty (50) within two to three years from twenty one (21) at present. Infusion of Rs. 28 crores for a 26% stake by Pharma capital has its growth strategy. The lab with a revenue of Rs. 75 crores is among top three Pathological labs in India with Atlantic (Rs.77 crores) and Pacific (Rs. 55 crores). Yet its market share is only 2% of Rs. 3,500 crores market. The top three (3) firms command only 6% as against 40-45% by their counterparts in the USA. There are about 20,000 to 1,00,000 stand alone labs engaged in routine pathological business in India, with

no system of mandatory licensing and registration. That is why Dr. Pranav has not gone for acquisition or joint ventures. He does not have been accredited nationally where on many large hospitals have not thought of accreditation. The college of American Pathologists accreditation of Emerald lab would help it to reach clients outside India. In Emerald lab, the biochemistry and blood testing equipments are sanitized every day. The day bar coding and automated registration of patients do not allow any identity mix-ups. Even routine tests are conducted with highly sophisticated systems. Technical expertise enables them to carry out 1650 variety of tests. Same day reports are available for samples reaching by 3 p.m. and by 7 a.m. next day for samples from 500 collection centres located across the country. Their technicians work round the clock, unlike competitors. Home services for collection and reporting is also available. There is a huge unutilized capacity. Now it is trying to top other segments. 20% of its total business comes through its main laboratory which acts as a reference lab for many leading hospitals. New mega labs are being built to encash preclinical and multi centre clinical trials questions.

Questions:

1. What vision Dr. Pranav has to the time of inheritance of Emerald lab?
2. For growth what business strategy has been adopted by Dr. Pranav?
3. In your opinion, what could be the biggest weakness in Dr. Pranav business strategy?



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COURSE – MBA-30103: MANAGEMENT INFORMATION SYSTEM
SECOND YEAR -THIRD SEMESTER

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

1. a) Discuss the changing nature and scope of Management Information System.
b) Explain the importance decision support system and recent trends in Management Information System.
2. a) Identify the different types of reports generated by Management Information System useful for financial institutions.
b) Explain the IT infrastructure needed for effective functioning of Management Information System.
3. a) What is the significance of a system development? Describe its process and implementation.
b) Explain the tools and methodologies for effective Management Information System.

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

1. a) Discuss various approaches in implementation of Management Information System.
b) Briefly explain the techniques to evaluate Management Information System.
2. a) Analyze the role of Information System in Human Resource Management decisions.
b) Explain the importance of Information System in Accounting and Finance Information System.
3. Analyze the following case:
 - i) Depict the schematic view of Marketing Information System (MkIS) and explain various components of it.
 - ii) Discuss the scope and utility of Enterprise Resource Planning (ERP) in integrating various business functions.



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COURSE – MBA-30104: ENTREPRENEURSHIP DEVELOPMENT
SECOND YEAR -THIRD SEMESTER

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

- a) How do you classify entrepreneur? Also explain the stages in entrepreneurship process.
 - b) Explain the role and functions of entrepreneurship in economic development.
- a) Briefly explain the psychological theories of Entrepreneurship.
 - b) Analyze the Drucker's view on entrepreneurship with example
- a) Discuss different types of ownership, their characteristics, advantages and disadvantages.
 - b) Explain the reasons for business failures and also suggest how to prevent such failures.

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

- a) How do you classify projects? Identify the steps involved in the preparation of detailed Project Report.
 - b) Discuss the various growth strategies an entrepreneur can look for opportunities to develop her / his business.
- a) What do you mean by Merger and Acquisition? Explain its advantages and disadvantages.
 - b) Discuss the silent features of Start - Ups Policy and its working with suitable example.
3. Analyze the following case:

Vipin is a young entrepreneur of age 30 years and hails from Mumbai. He holds a Bachelor Degree in Textile Engineering and inherits his father's business 'Vipin Textiles', a retail outlet that deals in bed sheets, suiting & shirting material, uniforms and other home furnishing material. Vipin has plans to venture into manufacturing of textiles. However, he does not want to take much risk. So, he started a textile mill 'Vipin Mills (P) Ltd' with an investment of Rs. 25 crores, borrowed from banks. He approached big textile chain stores, supermarkets and buying agents and procured orders from them to supply the products. Vipin Mills used to manufacture the customized products and stick the labels of the customers. It is something like manufacturing private labels. Vipin Mills

product range includes towels, blankets, bed sheets, pillow covers, curtains, table clothes, cushion covers, hand kerchiefs and napkins. Mr. Vipin ensured that all his products undergo stringent quality norms while maintaining the cost controls. Within no time Vipin Mills got a reputation in trade circles and orders started pouring in and the cash register started ringing. Vipin also realized that the western countries prefer Indian partners to supply the textile products due to cost and quality factors. There is also demand for cotton doormats and bedrolls. Enthused by these developments, Vipin started thinking of expansion of the plant and wanted to enter the foreign markets where there is a demand for textile products.

Questions

1. What other textile products that Vipin can add to his product range in order to expand further?
2. Which form of exports (direct or indirect) is suitable for Vipin Mills? Give your reasons.



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COURSE – MBA-30105: OPERATIONS RESEARCH
SECOND YEAR -THIRD SEMESTER

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

1. a) Discuss the linear programming mode to solve the problems with appropriate examples.
b) Minimize $Z = 3x_1 + 2x_2$ Solve by graphically
Subject to $5x_1 + x_2 \geq 10$
 $x_1 + x_2 \geq 6$
 $x_1 + 4x_2 \geq 12$
 $x_1, x_2 \geq 0$
2. a) Write a brief note on the following.
 - i) Degeneracy
 - ii) Formulation of dual Linear programming problemb) Solve below given assignment problem for its solution using 'Hungarian' method.

Task	Cost Matrix			
	Employee			
	W	X	Y	Z
I	25	20	51	47
II	37	22	43	35
III	29	22	28	44
IV	21	25	40	35

3. a) At a certain ATM station three customers arrive within ten minutes on average for withdrawal of money. Withdrawal of money takes about three minutes per person on average. Assuming that the arrivals follow a Poisson distribution and the withdrawal time follows an exponential distribution, determine:
 - a) The percentage of time that there is customer withdrawing money.
 - b) The average number of customers at the ATM station.

- c) The average number of customers waiting for their turn.
 d) The average time a customer spends at the ATM station.
- b) Explain any two applications of simulation in solving Managerial issues in business.

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

1. a) What do you understand by decision making under certainty? Discuss the various methods useful for decision making under certainty.
 b) The purchase cost and registration cost of a taxi is Rs. 90000 and Rs.5000 respectively. The depreciation and maintenance costs are given below. For how many years should the taxi be kept in service before it is replaced?

Year	1	2	3	4	5	6
Running Cost (Rs.)	20000	23000	27000	31000	36000	42000
Resale Value (Rs.)	30000	22000	16000	7000	6000	6000

2. a) Write a detailed note on Dynamic programming and its applications in network.
 b) Solve the following non-linear programming problem using separable programming.

$$\begin{aligned} \text{Maximize } & Z = 2x_1^3 + 5/2x_2 \\ \text{Subject to : } & 2x_1^2 + 3x_2 \leq 16 \\ & X_1 \geq 0; X_2 \geq 0 \end{aligned}$$

3. Analyse the following case-let
 Find IBFS for the below transportation problem using :
- North west corner rule
 - The least cost method and
 - Vogel's approximation method

Cost Matrix

Godown	Stores					Availability
	S ₁	S ₂	S ₃	S ₄	S ₅	
G ₁	5	7	10	8	4	60
G ₂	7	9	6	3	5	20
G ₃	10	11	13	9	6	20
G ₄	4	6	10	7	13	30
Requirement	30	40	20	30	30	



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COURSE – MBA-30106: INTERNATIONAL BUSINESS
SECOND YEAR -THIRD SEMESTER

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) Explain the impact of environmental variables on the prospects of International Business.
b) Discuss the different modes of entry into International Business.
2. a) How do you understand country risk factors while computation of a country risk?
b) Describe the role of Foreign exchange market and its functions.
3. a) Explain the international trade theories and their implications.
b) Analyze the various causes for disequilibrium in the balance of payments. Also discuss the methods of correction in BOP.

ASSIGNMENT – II

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) Discuss the role and forms of FDI in Economic development.
b) What is global monetary system? Explain the scope of European monetary system.
2. a) What is Exim Policy? What are the different documents required in foreign trade?
Also discuss the impact of Technology on import and export trade.
b) Explain the emerging trends in International Business.
3. Analyze the following case:

In May 1985, Pepsi Co had joined hands with one of India's leading business houses, the R P Goenka (RPG) group, to begin operations in the country. The company, along with the RPG group company Agro Product Export Ltd., planned to import the cola concentrate and sell soft drinks under the Pepsi label. To make its proposal attractive to the Indian government, Pepsi Co said that the import of cola concentrate would essentially be in return for exporting juice concentrate from operations to be established in the north Indian state of Punjab. In its proposal submitted to the Ministry of Industrial Development, company sources said that the objectives of Pepsi Co's entry into India revolved around 'promoting and developing the export of Indian agro-based products and introducing and developing Pepsi Co's products in the country. The company knew that the political and social problems⁴ that plagued Punjab were an extremely sensitive issue for India in the

1980s. Pepsi Co's decision to link its entry with the development and welfare of the state was thus a conscious one, aimed at winning the government over.

In the early 1990s, the Government of India was facing a foreign exchange crisis. The country was finding it extremely difficult to borrow funds from the international markets due to a host of problems on the political, economic and social fronts.

Organizations like the International Monetary Fund agreed to help the Indian government deal with the financial crisis, on condition that it liberalized the Indian economy. As a result, the government decided to liberalize the economy. The removal of the numerous restrictions on foreign trade and the increased role of private equity in Indian markets were the two most prominent features of the government's new economic policy.

Pepsi benefited from the economic changes in many ways. The removal of various restrictions meant that it no longer had to fulfill many of the commitments it had made at the time of its entry. Pepsi attracted a lot of criticism; many people felt there was a positive side to the company's entry into India.

Question

1. Discuss the pros and cons of the case.
