INSTRUCTIONS TO STUDENTS

1. Assignments should be written in own hand writing and submit the same to the Coordinator, MBA –SDE programme, SDE, University of Kerala, Karyavattom Campus

2. Each assignment should be written in about 15 pages and the problems needs to be solved.

3. Each subject assignments will be evaluated for 15 marks

4. Date of submission will be informed through website

Instructions: All questions are compulsory

MGT 201 BUSINESS LAW

1. Describe the provisions related to the performance and discharge of contracts. Explain Breach of contract and remedies for the breach of contract?
2. Describe the provisions of Sale of Goods Act 1930 and formalities of contract of sale. Explain the concept of condition and warranty?
3. State the features of Negotiable Instruments Act 1881.Write short note on dishonour of negotiable Instruments?
4. State the right and duties of Partners. Write short note on dissolution of Partnership?
5. Explain the features and types of companies. Describe the provisions relating to the incorporation of a company?
6. Describe the major provisions relating to Factories Act 1948 and work men Compensation act 1923?

Answer all Questions

1 a. What are models .Describe the different types of Models in OR. Explain the application of modelling in Operations Research

 b. Use dual Simplex method to solve the following LPP

Max Z= -3X1-2X2

Subject to x1+x2>1

X1+X2<7

X1+2X2>10

X2<3

X1,X2>0

2 a .State Vogel's   Approximation method.

 Explain with suitable example

2 b. Solve the following Transportation problem by MODIs Method

  Destination

Source	1	2	3	Capacity
1	2	2	3	10
2	4	1	2	15
3	1	3	1	40
Demand	20	15	30	65

  3 a..Describe the difference between PERT and CPM.

 3 b. The project consists of 12 activities. The immediate predecessors and time estimates of the activities are summarized in the table below

Activity	Immediate predecessor	Time estimate Optimistic	Most likely	Pessimistic
A	-	4	6	8
B	-	2	3	4
C	-	5	5	5
D	A	8	10	12
E	A	4	5	6
F	B,E	5	6	7

G	C	5	8	11
H	C	6	8	10
I	D	7	7	13
J	F,G	8	10	12
K	H	2	3	4
L	K	4	5	6

a. Draw the network of the project

b. What is the probability of completing project completion time?

c. What is the probability of completing the project before 30 weeks?

d. What is the maximum duration by which activity L can be postponed?

4 .a. Define simulation. Explain the concept of Monte Carlo Simulation

b . At a one man barber shop, customers arrive according to poison distribution with a mean arrival rate of 5 per hour and hair cutting time was exponentially distributed with an average hair cutting time was exponentially distributed with an average hair cut taking 19 minutes. It is assumed that because of excellent reputation, customers were always willing to wait. Calculate the following

a. Average number of customers in the shop and average numbers waiting for a hair cut

b .Percentage of time arrival can walk in right without having to wait

c. The percentage of customers who have to wait before getting into the barber's chair

5. a. Explain the principle of Dominance giving a suitable example

b. Solve the Game graphically

1	-3
3	5
-1	6
4	1
2	2
-5	0

6 a. Distinguish between decision under uncertainty and decision under risk

6 b. Dr Mohanlal has been thinking about starting his own independent nursing home. The problem is to decide how large the nursing home should be. The annual returns will depend on both the size of the nursing home and a number of marketing factors. After a careful analysis, Dr Mohanlal developed the following table

Size of nursing homes	Good market(Rs)	Fair Market(Rs)	Poor Market(Rs)
Small	50,000	20,000	-10,000
Medium	80,000	30,000	-20,000
Large	1,00,000	30,000	-40,000
Very large	3,00,000	25,000	-1,60,000

Evaluate the above decisions under uncertainty applying the five decision criteria

MG 203   HUMAN RESOURCE MANAGEMENT

1. Describe Human resource planning. Explain the steps involved in Human Resource and Planning?
2. Write short notes on
   a) Transfers and promotion
   b) Employee grievance and redressal
   c) Role of quality circles in TQM
   d) Management of trade unions
   e) Collecting Bargaining
3. Describe how an effective performance appraisal   system can be designed. Explain the different methods of Performance Appraisal system?
4. Describe strategic Human Resource management. Explain the current trends in Human Resource Management?
5. Describe the provisions and salient features of Industrial Employment Standing Order Act?
6. Explain the concept of WPM. Explain the role and experience of WPM in different Industries in India?

MGT 204   MARKETING MANAGEMENT

1. Write short notes on
   a) Marketing Research
   b) STP
   c) Pricing decision in marketing
   d) Buyer behaviour and models
   e) Marketing Analytics
2. What is meant by Marketing Management process and marketing mix. Explain the types various marketing mix with example?
3. Describe how an effective marketing strategy can be framed with examples?
4. Describe product life cycle. Explain the various steps involved in Product life cycle with a suitable example?
5. Describe the various   distribution channels in marketing. State the logistics decision in marketing?
6. Explain the concept of Customer satisfaction, value and customer loyalty, retention. Explain the various methods to build customer satisfaction in an FMCG Industry?

MGT 205 FINANCIAL MANAGEMENT

1.
   a) Describe the objectives and scope   of financial Management
   b) Explain the aims of Finance   functions and Functions of Finance Manager

2. Write short notes on
   a) Debentures
   b) Ploughing back of Profits
   c) Factoring
   d) Venture Capital

3. Describe the theories of Capital Structure?

4. A firm whose cost of capital is 10% is considering two mutually exclusive projects X&Y, the details of which are

	Project X(Rs)	Project Y(Rs)
Investment	**70,000**	**70000**
Cash flow year 1	10,000	50000
Cash flow year 2	20,000	40000
Cash flow year 3	30,000	20000
Cash flow year 4	45,000	10000
Cash flow year 5	60,000	10000
Total Cash flow year	235000	200000

Compute the net present value at 10%, Profitability index and internal rate of return for the two projects?

5. A proforma cost sheet of a company provides the following particulars

   Elements of cost

Material	40%
Direct labour	20%
Overheads	20%

   The following further particulars are available

   a) It is proposed to maintain a level of activity of 2, 00,000 units
   b) Selling price is Rs 12 per unit
   c) Raw materials are expected to remain in stores for an average period of one month
   d) Material will be in process, on average half a months and is assumed to be consisting of 100% raw material, wages and overheads
   e) Finished goods are required to be in stock for an average period of one month
   f) Credit allowed to debtors is two months
   g) Credit allowed by suppliers is one month

   You may follow that sales and production follow a consistent pattern,

You are required to prepare a statement of working capital requirements a forecast profit and loss account and balance sheet of company assuming that

Share capital   -Rs 15, 00,000

8% debentures -Rs 2, 00,000

Fixed Assets   -Rs 13, 00, 000

6. State the objectives of Dividend policy. Explain the theories of Relevance applicable to dividend decision

MGT 206   OPERATIONS MANAGEMENT

Answer all Questions

1. a. Explain the scope of production and operations Management

   b .Explain the 5 Ps in operation .Explain the strategic decision areas in Operations.

2 a. Explain the principles of material handling. Discuss the benefits and demerits of automated material handling systems

   b .Describe Plant lay out. State the objectives of plant lay out. Explain the different types of lay outs and its significance

   3.a Write short notes on Economic Order Quantity and work study measurement

3 b. A purchasing agent for Woolsey Enterprises in Golden, Colarado, you ask your buyer to provide you with a ranking of excellent good ,good, fair, fair or poor for a variety of characteristics for two potential vendors Kand D. You suggest that products total be weighted 40% and the other three categories totals be weighted 20%each.The buyer has returned the following ranking

Company	Excellent(4)	Good(3)	Fair(2)	Poor(1)
Financial Strength			K	D
Research facilities	K		KD	
Geographical locations		K	D	
Management		K	D	
Labour relations			K	D
Trade relations			KD	

Service				
Deliveries on Time		KD		
Handling of Problems		KD		
Technical Assistance		K	D	
Products				
Quality	KD			
Price			FD	
Packaging			KD	
Sales				
Product Knowledge			D	K
Sales calls			K	D
Sales Service		K	D	

Which of the two vendors would you select .Discuss

4. a. production planning and control is the nervous system of production operations in any industry- Elaborate.   State the techniques used in PPC

4   b . Describe the concept of maintenance management. Discuss the process of Capacity planning

5. a .Define TQM .explain the various steps involved in TQM

5   b .Explain the concept of ISO 9000.Explain how the concept of ISO 9001 in any industry leads to customer satisfaction, improvement in product quality and continual improvement

6   a. Write short notes on Six Sigma .Explain the road map in attaining six sigma level in an organization

b. The great North Woods Clothing Company is a mail order company that processes thousands of mail and telephone orders each week. They have customer service number to handle customer order problems, enquiries and complaints. The company wants to monitor the number of customer calls that can be classified as complaints. The total number of complaint calls, the customer service dept has received for each of the last 15 week days as shown as follows

Day	Complaint Calls	Day	Complaint calls
1	127	16	19
2	15	17	12
3	38	18	17
4	41	19	18
5	19	20	26
6	23	21	31

7	21	22	14
8	16	23	18
9	33	24	26
10	35	25	27
11	26	26	35
12	42	27	20
13	40	28	12
14	35	29	16
15	25	30	15

a. Construct a statistical quality control chart for this process with 3 sigma control limits and indicate if the process was out of control at any time

b .What non random (assignable causes) result in the process being out of control

c. What are the basic assumptions of the C chart

MGT 207   RESEARCH METHODS FOR MANAGERS

1. What is meant by Research .State the importance and types of Research?
2. Write short notes on
   a) Research problem statement

   b) Types of Research design

   c) Techniques of data collection in research

   d) Testing of Hypothesis

   e) Factor Analysis and Discriminant Analysis
3. Describe an effective report is framed and presented. Explain the various contents in a report?
4. What do you meant by measurement scales in research methodology? Explain the concept of validity and reliability of tools in data collection
5. Explain the concept of sampling design. Explain the process of sampling design .With example; demonstrate the process of sampling design?
6. Explain the process of classification, Tabulation, Analysis and Interpretation of Data in research?

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