

UNIVERSITY OF KERALA

SCHOOL OF DISTANCE EDUCATION

2 YEAR MBA PROGRAMME

II SEMESTER ASSIGNMENTS (2018-20 Batch)

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, Senate campus, Palayam.**
- 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?

MG 202 OPERATIONS RESEARCH

1. Describe the various OR Software's used in an industry?
2. Solve the problem by Simplex Method?

$$\text{Minimise } Z = 20X_1 + 24X_2 + 18X_3$$

Subject to constraints

$$2X_1 + X_2 + X_3 > 30$$

$$X_1 + X_2 + X_3 > 20$$

$$X_1 + 2X_2 + X_3 > 20$$

$$X_1, X_2 > 0$$

3. A company has 3 plants P1, P2 & P3 each producing 50, 100, 150 units of a similar product. There are 5 ware houses W1, W2, W3, W4 & W5 having demands of 100, 70, 50, 40 & 40 units respectively. Cost of setting one unit from various plants to ware houses differ as given by cost matrix below

Determine the transportation schedule so that cost is minimised?

Plants	W1	W2	W3	W4	W5	Capacity
P1	20	28	32	55	70	50
P2	48	36	40	44	25	100
P3	35	55	22	45	48	150
Demand	100	70	50	40	40	

4. The manager of a flower shop promises its customers delivery within four hours on all flower orders. All flowers are purchased on the previous day and delivered to the parker by 8 Am the next morning. The daily demands for roses are as follows

Dozen for roses	7	8	9	10
Probability	0.1	0.2	0.4	0.30

A manager purchases roses for Rs 10/ per dozen and sells them for Rs 30. All unsold roses are donated to a local hospital. How many dozen of roses should parker order each evening to maximise the profit. What is the optimum expected purchase?

5. A harbour has a single dock to unload the containers from incoming ships. The arrival rate of ships at the harbour follows Poisson distribution and the unloading time for the ships follow exponential distribution and hence the service rate also follows Poisson distribution. The arrival rate and service rate are 8 ships per week and 14 ships per week?

Find the following

- a. Utilisation of the dock
- b. Average number of waiting ships in the queue
- c. Average number of waiting ships in the system
- d. Average waiting time per ship in the queue

- e. Average waiting time per ship in the system
6. A Small maintenance project consists of the following 10 jobs. Draw an arrow diagram representing the project
- 1) Calculate TE, TL values of the event
 - 2) EST, LST, EFT, LFT of all activities
 - 3) Float of all activities

Obtain

- a) Critical activities
- b) Project duration

The duration of event are shown below (No.of days)

1-2	4
2-3	6
2-4	10
3-5	8
3-6	2
4-6	12
4-7	4
5-8	15
6-8	14
7-8	18

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

- Write short notes on
 - Marketing Research
 - Market Targeting and Positioning
 - Pricing decision in marketing
 - Promotional tools in Marketing
 - Marketing Analytics
- What is meant by Marketing Management process and marketing mix. Explain the types various marketing mix with example?
- Describe how an effective marketing strategy can be framed with examples?
- Describe product life cycle. Explain the various steps involved in Product life cycle with a suitable example?
- Describe the various distribution channels in marketing. State the logistics decision in marketing?
- Explain the concept of Customer satisfaction, value and customer loyalty, retention. Explain the various methods to build customer satisfaction in an FMCG Industry?

MG 205 FINANCIAL MANAGEMENT

- Describe the objectives and scope of financial Management
 - Explain the aims of Finance functions and Functions of Finance Manager
- Write short notes on
 - Debentures
 - Ploughing back of Profits
 - Factoring
 - Venture Capital
- Describe the theories of Capital Structure?
- 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

1. Explain the elements of operation strategy. Describe 5 Ps of operation?
2. Define plant layout. What are the objectives of plant lay out? Describe the different types of plant lay out?
3. Write short notes on
 - a) JIT
 - b) VMI

- c) Six Sigma
 - d) SQC
 - e) MRP 1&MRP 2
4. Define TQM. What are the objectives and benefits and principles of TQM? Explain the tools of TQM?
 5. Describe the role of Production planning control in Operations Management. What are the factors affecting production planning and control?
 6. M/s Ramlal Enterprises manufactures a special product SED. The following particulars were collected for the year 2012.

Monthly demand of SED	=2000 units
Cost of placing order	=Rs 100
Annual carrying cost per unit	= Rs 20
Normal usage	=50 units per week
Minimum usage	=25 units per week
Maximum usage	=75 units per week
Reorder period	= 4 to 6 weeks

From the above period calculate

- a. Reorder quantity
- b) Reorder level
- c) Maximum stock level
- d) Minimum stock level
- e) Average stock level

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?