

III SEM (2013 BATCH)

INSTRUCTIONS TO STUDENTS DIRECTLY ENROLLED TO SDE:

- 1. Assignments should be written in own hand writing and submit the same on or before 10-8-2015 to the Coordinator, MBA –SDE programme, SDE, University of Kerala, Palayam 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**

Laws for business

1. Discuss the Fundamental Duties.
2. Discuss the essentials of a Valid Contract.
3. What are the different modes of winding up of a company? Discuss.
4. Discuss the provisions incorporated in Factories Act for the protection of welfare and safety of factory workers.
5. Write short notes on a) Tort b) Types of shares c) acceptance to an offer

CASE STUDY

A factory is engaging the manufacture of readymade garments and earns profits for the last 10 years. Now it employs 600 employees, consisting of 520 women and 80 men employees. The factory wants to provide all the benefits and facilities to women employees in particular. You are appointed as a legal expert by the management of the factory. Advice the management of the factory about the provisions of the factories Act in with respect to the employment of women.

MANAGEMENT INFORMATION SYSTEM

1. Define a system. Explain its components.

2. Explain the process of developing DSS.
3. Discuss the steps involved in system design.
4. Write short notes on a) GDSS b) knowledge management system c) DFD
5. Explain the steps involved in the development of MIS.

CASE STUDY

The Universal Food and Drinks Limited (UFDL) is a company, manufacturing different types of packaged foods and drinks. The product range consists of more than 50 items and 200 packaging units. The company's products are popular through out the country and the company is known for its quality products.

The UFDL has processing plants in the various parts of the country like Madhya Pradesh, Himachal Pradesh, Haryana, Jammu and Kashmir and Kerala. It has a wide network of distributors and dealers, who stock the UFDL products and deal with all types of customers. The company, through this network, reaches to over 50,000 retail points in the urban and the rural markets.

Some of the product of UFDL, are produced throughout the year and sold through this wide network. Some products are seasonal in production but are sold throughout the year. And some products are popular in certain seasons and not in demand at all in the other seasons.

In spite of the considerable strength in many aspects of business, the company has failed in the launching of new products. It was also not able to meet the demand owing to the inadequate purchases of raw materials, the wastage of the raw material as the processing plant of the company was not available due to its maintenance schedule or it was scheduled for some other food processing operations.

The UFDL has its Marketing Division headed by a Manager-Marketing supported by the product manager for a group of products.

Questions:

1. Suggest the external sources of information for the top management to support their decision making, justifying its position in an MIS.
2. Suggest a MIS model showing sub systems and their relation. The model should show data bases, transaction processing system, decision support system and their interface to each other.

ADVERTISING MANAGEMENT AND SALES PROMOTION

1. Discuss the importance of Advertising in enhancing the market share.
2. Examine the five M's of Advertising.
3. Write a note on advertising design.
4. Examine the scope of sales promotion methods.
5. Write short notes on a) DAGMAR b) AIDA c) advertisement copy

CASE STUDY

Eureka Forbes has forcefully used the concept of personal selling and more, recently the use of Euro clean by home maids in their advertising campaign. Identify what products require the extensive use of personal selling techniques rather than advertising and sales promotion in their promotional campaigns.

Develop an appropriate personal selling device.

PRODUCT MANAGEMENT

1. Examine the role of product manager in different industries.
2. Discuss the various product positioning and differentiation strategies.
3. What are the various stages of new product development? Discuss.
4. Write short notes on a) brand extension b) line extension c) line pruning
5. Explain co-branding and various types

CASE STUDY

Nike does not manufacture shoes and clothes. Rather, it has a network of sub contractors in China South Korea, Taiwan and Thailand who develop products. Nike spends time in R and D puts the inputs in to the manufacturing process of the sub contractors. Nike even allows its sub contractors to work for competitors. The lessons learned by the sub contractors while doing so ultimately benefits Nike. Nike has great flexibility in changing its product mix quickly to respond to the changing market. Other firms which depend on networking for their products are Harley, Benetton and part of Motorolas.

Networks have their own faults. They may become stale. The customisation they do may be counter productive. Innovation may suffer. Networks may make the firm resemble an old style vertically integrated firm. Networks function well if the core firm transfers technological advances quickly from one sub contractor to another. Networking may make the core firm complacent and bunkered. It may not remain open to new ideas. Resources are not relocated quickly. There should be a flexible relationship between the core firm and its network. A supplier in a network can avoid overdependence on the core firm by setting a limit on the assets a supplier should dedicate to the core firm.

Question:

Examine the pros and cons of networking.

PROJECT FINANCING

1. Explain the contents of a project report.
2. Discuss the various sources of working capital financing.
3. What do you mean by capital budgeting? Explain the methods of evaluation of capital budgeting.
4. Discuss the methods of appraisal of international projects.
5. Explain the functions and importance of Bifr.
6. X Ltd. Is evaluating a project whose expected cash flows are as follows :

Year	Cash flow
0	(10 lakhs)
1	1lakh
2	2 lakhs
3	3 lakhs
4	6 lakhs
5	3 lakhs

- a) What is the NPV of the project, if the discount rate is 14 percent ?
- b) What is the NPV of the project, if the discount rate is 12 percent ?

INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

1. Discuss the impact of fiscal and monetary policy on investments.
2. Discuss briefly the different types of mutual funds.
3. Briefly explain Binomial Option Pricing Model.
4. Explain Economic and Industry analysis.
5. Discuss briefly portfolio performance evaluation.
6. A naive investor wants to analyse the capital structure of a company. He has the following information:

ABC Company

(Rs. In Million)

	2000	2005	2008
Long term debt (11%)	12.27	9.46	11.19
Preferred stock(10%)	0.13	0.13	0.12
Common stock(Par Rs 10)	0.01	0.14	12.6
Capital surplus	5067	6.35	6.19
Retained earnings	33.93	60.31	125.2
Dividend Paid	3.005	3.684	10.08

The present price of the share in Mumbai stock market is Rs.450.. There is a rumor in the market that the ABC Company may issue bonus shares shortly. The investor wants the answers for the following.

- Is there any ground for such rumor ?
- Is the capital structure sound ?
- Is it proper to purchase the shares ?

Analyse the given data and advise him.

HUMAN RESOURCE DEVELOPMENT

- State the scope and objectives of training.
- Discuss the principles of learning.
- Distinguish between on the job and off the training methods.
- What are the principles of evaluation of training ? Discuss.
- Write short notes on a) training cycle b) learning curve c) in basket exercise
- Read the following case and answer the questions.

INXS Technologies is a well known IT Company. Many of the company's clients were rapidly growing embedded solutions provider. Their solutions

range from designing small micro-controller based systems and large real-time, multi-tasking software systems to developing broad support packages and device drivers.

The business challenge facing this client was that many implementation projects were late and over budget. A key driver for improving their project management was that they had aggressive growth plans and the number of project as well as the complexity of them would be increasing significantly. In addition, the functional managers and the senior executives were not obtaining the performance reporting that they needed during each engagement for revenue planning.

At the same time as they were revaluating their corporate strategic plans, they determined that they needed to assess their ability to deliver to the client, and to enhance the profitability of the project engagements. Key goals were to find an external partner that could assess the current competencies of the project managers and propose a training and development plan appropriate to the organisation's needs. Deliver a customised training programme for the project managers based upon the competencies assessment Conducted and based on the unique needs for their types of projects.

Questions:

1. Is a training programme necessary for project managers ?
2. Suggest a solution to improve deliver process.
3. Propose a training and development plan appropriate to organisational needs.

MANAGEMENT OF CHANGE AND ORGANISATION DEVELOPMENT

1. State the significance and role of training and development.
2. Write short notes on a) Sensitivity training b) BPR c) OD
3. What are the impacts of disciplinary measures on behaviour modification?

4. Discuss briefly the concept of organisation development.
5. Examine the pros and cons of transactional analysis.
6. Read the case carefully and answer the questions.

You are the General Manager of a large Company. After an extensive study of operations, You approved the installation of new machine and a new scheduling system. This investment was expected to result in substantial increase in the productivity and decrease in manufacturing costs. To the surprise of everyone, the productivity has not decreased as expected. Infact, productivity has dropped, quality has fallen off and workers' complaints have increased after the installation of new machines.

The representatives of the machine suppliers have thoroughly checked the operations in plant and are satisfied that the plant should operate at Peak efficiency. You have reason to believe that new scheduling system may be the culprit. But your immediate subordinates in list that the new scheduling is operating as intended. Some believe that the drop in productivity is entirely due to workers' psychology. Other feels that lower productivity is caused by a combination of factors such as poor training, poor supervision, lack of financial incentives and poor morale.

Your president called you in the morning and reviewed your production figures for the last quarter. He is concerned about the effectiveness of yours and you should resolve this problem without further delay.

Questions:

- 1) What is the problem in this case ?
- 2) Do you agree with the General Manager's approach in introduction of change in the organisation? Give reasons for your answer.
- 3) As a General Manager, What steps will you take to resolve the problem

SYSTEM ANALYSIS AND DESIGN

1. Explain in details about the types of information system.
2. Explain the phases of a System Development Life Cycle.
3. Explain Object Oriented Design methods.
4. Write short notes on a) UML b) Jackson's approach
5. Explain logical and physical data design in detail.

CASE STUDY

Carl Dekker, owner of Carls's Corvettes recently started computerizing his customer, sales and service record keeping. Appointment records contain the appointment no., date, customer name and automobile registration no. Every appointment has one or more task records. Each task records contain the following information.

Appointment No.	5 numeric digit
Mechanic	15 alpha numeric digit
Task code	4 NUMERIC DIGIT
Task description	20 alpha numeric digit
Standard task code	3 numeric digit

Assignment:

- a) Design a data entry screen for creating new customer records which include the following fields.

Customer name	40 char
Street Address	30 char
City	15 char
Pincode	6 numeric digit
Telephone No	10 numeric digit

- b) Design a data entry screen for adding a new task code record that contains a task code, task description and a standard time for each task.

- c) Design one data entry screen for adding a new appointment record and its associated task records. Assume a maximum 10 task per appointment.

SOFTWARE ENGINEERING

1. Explain in detail about process communication
2. Describe structured program testing and debugging
3. Discuss basic file system and logical file system
4. Write short notes on a) Multiprogramming b) Process definition c) Operating system
5. Explain in detail about transformation system

CASE STUDY

Sally's software shop buys S/W from various suppliers and sells it to the public.

Sally extends credit to institutions, corporations and some individuals. S/W shop is doing well, she has been advised to computerize. The question is accounts payable, accounts receivable and inventory should be computerized

Assignment:

- a) Draw the DFD.
- b) Decide what section to computerize and how?
- c) Determine the details of data flows
- d) Define the logic of the processes.