

## **Assignment Topics for BBA (2013), MBA II SEM(2013),III SEM (2012) & IV SEM (2011)**

### **INSTRUCTIONS TO THE STUDENTS DIRECTLY ENROLLED THROUGH SDE:**

**1. Assignments shall be hand written in one's own hand writing and the same shall be submitted to the Coordinator (MBA), School of Distance education, University of Kerala on or before 09-12-2014**

**2. Each Assignment shall be of 15 pages and the problems need be solved.**

**3. Total marks for each Assignment is 15.**

**Assignments submitted after the above mentioned date will not be evaluated.**

### **BBA III SEM (2013BATCH)**

#### **1. DECISION SUPPORT SYSTEM**

1. Explain the MIS structure based on Organizational function.
2. Explain the use of DSS in Business Environment.
3. Briefly explain the functional applications of MIS.
4. Write short notes on the various phases of SDLC?
5. What is BPR? What is the role of BPR in MIS?

#### **2. COMPANY LAW**

1. Define a joint stock company? what are the characteristics of a company?
2. Explain the functions and duties of a promoter
3. Discuss the legal provisions relating to Statutory Meeting
4. Explain the duties, powers and liabilities of a Liquidator in a Compulsory Winding Up.
5. Write short notes on a) Red-Herring Prospectus  
b) Defunct Company?

#### **3. FINANCIAL MANAGEMENT**

1. Critically evaluate various approaches to the financial management.
2. Critically explain the factors affecting the requirement of working capital.

3. What are the stages of capital budgeting process?
4. Explain the various methods of capital budgeting techniques.
5. Discuss the various factors affecting the capital structure.

#### 4. SERVICE MARKETING

1. Define service marketing and its significance.
2. Explain the GAP model of service marketing
3. Write short notes on
  - a) SERVQUAL
  - b) Servicescape
  - c) 3 P's of services
4. Explain the marketing mix for hospitals
5. Explain internal and external marketing with examples

#### 5. TAXATION

- 1.. Explain the relation between residential status and incidence of Tax.
2. a. How will you compute the income under the head 'Profit and gain from business or profession'.
- b. Dr. Asok, who is running a clinic, gives you his income and expenditure account and other relevant information for the year ended 31<sup>st</sup> March, 2013.

##### Income and Expenditure Account

Expenditure	Amount	Income	Amount
Salary to staff	2,50,000	Fees received	11,00,000
Rent of clinic	85,000	Dividend received from Indian companies	12,500
Cost of Medicines	1,34,000	Winnings from lotteries(TDS-6000)	14,000
Depreciation	81,000	Income Tax refund	2,250
General expenses	1,84,500		
Donation to PM's National Relief Fund	25,000		
Excess of income over expenditure	3,69,250		
	11,28,750		11,28,750

Other information;

- a. Depreciation computed as per income tax rules is Rs.65,000

- b. Medicines worth Rs. 23,000 were used for the treatment of his own family members.
- c. Fee receipts include Rs. 2,00,000 as salary received for the services rendered in a hospital on part time basis.
- d. He has paid Rs. 12,000 as LIC premium which is included in general expenses stated above.
- e. He has spent Rs. 2,500 for the purchase of lottery tickets.

You are required to compute his income from profession

- 3. Explain the depreciation provision under Income Tax Act.
- 4. Explain the MAT provision in the computation of Tax liability of a company with the help of an example.
- 5.
  - a. What is VAT?
  - b. What are the different methods of computing Tax?
  - c. Explain the registration procedure of dealers under VAT.

### **MBA III SEM (2012 BATCH )**

#### **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. Distinguish between Cheque and Bill of Exchange

### **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. Advise 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. How do you ensure quality with information system?
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 throughout 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. Critically examine the trend in sales promotion.

**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 differentiation strategies.
3. What are the various stages of new product development? Discuss.
4. Discuss the various strategic issues in brand management.
5. Explain the term product management audit.

### **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 counterproductive. 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.
- Identify and discuss the new ways of learning.
- Read the following case and answer the questions.

7. 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 reevaluating 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. Explain the global perspectives related to change.
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.
7. 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. Explain the stages of system development.
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. Discuss the water fall model for S/W development.
2. Discuss the types of coupling and cohesion.
3. Discuss about the requirement phases of the SDLC.
4. Explain the techniques of Cost Estimation.
5. Discuss the S/W Quality and S/W quality management 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.

**MBA II SEM (2013 BATCH )**  
**HUMAN RESOURCE MANAGEMENT**

- 1) Explain the changing role of personal Management
- 2) Describe the various theories of wages
- 3) Explain the process of employee grievance measures in organizations.
- 4) What is the role of QC in improving productivity
- 5) Evaluate the role of WPM with examples

**Operations Research**

- 1) Arrivals in a queue are considered to be poisson with an average time of 6 minutes between one arrival and the next, the length of queue service is an exponential variable with mean time 2 minutes.
  - a) What is the probability that a person arriving at the queue will have to wait?
  - b) What is the average length of queue which forms from time to time?
- 2) Define simulation. Give 2 application areas where this technique is suitable.
- 3) Write short notes on the following
  - (i) Unbalanced Transportation problem
  - (ii) PERT
- 4) Solve the L.P.P using graphical Method

Maximise  $Z = 5x_1 + 7x_2$

S.t.  $x_1 + x_2 \leq 4$

$3x_1 + 8x_2 \leq 24$

$10x_1 + 7x_2 \leq 35$

$x_1, x_2 \geq 0$

- 5) Write a note on two persons zero – sum game

### **Written and Oral Communication**

- 1) Discuss the principles of effective communication
- 2) Explain the guidelines to be followed for preparing a speech
- 3) “The use of Av aids is a double edged sword” Discuss
- 4) Draft a complaint letter to the manager of service station of two wheelers which provided you poor quality of service.
- 5) Draft an office order drawing the attention of the employees to the need for maintaining punctuality.

### **Research Methods for Management**

- 1) Describe the different steps involved in a research process.

- 2) Briefly describe various types of research and examine its suitability.
- 3) Explain the different types of scattering techniques.
- 4) Explain the physical format of a research report.
- 5) What are the principles to be followed while writing a research report.

## **Financial Management**

- 1) Define financial planning?

State the characteristics of a good financial plan

- 2) Define inventory management. Explain briefly the various techniques of inventory management
- 3) What is “capital Budgeting”. Explain briefly the steps involved in the process of capital budgeting
- 4) Critically examine the Net Income and Net operating income approaches to capital structure.
- 5) What is the MM approach of irrelevance concept of dividends.

## **Marketing Management**

- 1) Explain the fundamentals of strategic marketing planning and its merits.
- 2) Discuss the different methods of market segmentation and its significance.
- 3) Describe the various pricing strategies and programs adopted by Indian manufactures.
- 4) Briefly discuss the components of promotional Mix and its merits and demerits.
- 5) Discuss the different evaluation methods of marketing programs.

## **MBA IV SEM (2011 BATCH )**

### **Strategic Management**

- 1) Describe the process of strategic Management.
- 2) Describe the essential characteristics of a mission statement. In what different ways can a mission statement be formulated.
- 3) Explain comparative cost analysis in strategic management.
- 4) Discuss the implication for structure if organizational growth is viewed in terms of stages of development.
- 5) Describe and explain the application of techniques for strategic control.

### **Industrial Relations & Labour Laws**

- 1) What are the provisions relating to dissolution of a trade Union under the Trade Union Act, 1926.
- 2) What are the different kinds of benefit under ESI Act.
- 3) Who is controlling authority under payment of gratuity Act, 1972? What are his powers? Who can apply to controlling authority.
- 4) Define the following terms. (i) Dispute (ii) Strike (iii) Lockout (iv) Conflicts (v) Workman
- 5) What are the rules for determination and distribution of bonus? How can bonus be recovered by employees.

## **Performance Management**

- 1) Define performance management. Explain its scope.
- 2) Discuss in detail Team Rewards.
- 3) Explain the concept of job family structures.
- 4) Discuss the steps involved in the Performance Management Process.
- 5) Explain the various criteria for measuring the performance of Employees.

## **Internet Programming and Web Design**

- 1) Explain the process of sound and images in animation
- 2) Describe the various issues considered while designing a web page
- 3) Explain the concept of Networking with TCP/IP client sockets.
- 4) State the characteristics of optical fibre
- 5) What are the operators available in Java? Explain each one with example.

## **Knowledge Management**

- 1) Intellectual Capital (IC) and Knowledge Management (KM) as twins. Discuss.
- 2) Elaborate the role of KM in business strategy.
- 3) Explain why cost consideration is important in KM.
- 4) Discuss the emergence of AI and their role in KM.
- 5) Explain any two software tools in data Mining

## **International Finance**

- 1) Discuss the international monetary system
- 2) Discuss the importance of Balance of Payments to a country and outline the adverse effects of BOP crisis.
- 3) Discuss the risk and return profiles of various international financial instruments.
- 4) Critically analyse the role of RBI in monitoring and regulating India's foreign exchange market.
- 5) Discuss the various segments and participants in the foreign exchange markets outlining the role played by each segment and participant.

## **Management of Financial Services**

- 1) Explain the features of a bill of exchange, its types and advantage.
- 2) Discuss the SEBI venture capital funds regulations.
- 3) What are the regulatory and supervisory objectives of the RBI in relation to the NBFC's? Discuss the main elements of the RBI framework of NBFC regulation.
- 4) Define Lease, what are its essential elements?
- 5) Discuss different pricing strategies for financial products in India?

## **International Marketing**

- 1) In international Marketing, it is easier to trade with countries which are almost at the same level of development? Do you agree with the above statement? If so, why?
- 2) What are the important political considerations that an international marketing manager should have in appraising world markets.
- 3) What are the functions of export promotion council? To what extent have they been able to achieve their objectives.
- 4) How would you process an export order. Explain the various steps.
- 5) What are the factors that influence pricing strategy for exportable products in a firm? What is the rationale of differential pricing in exports? To what extent has it been used.

## **Services Marketing**

- 1) What are the elements of customer service? What are the related issues
- 2) Comment on the importance of price – quality relationships in services marketing.
- 3) What is a service guarantee? What are its qualities? Give examples of ideal guarantees.
- 4) Critically evaluate the impact of consumerism on the hospital services
- 5) Write short notes on segmentation, positioning, differentiation and retention strategies applicable to service marketing.