

Vardhaman Mahaveer Open University, Kota



Management Programme

M.B.A. III Year (Old Scheme)

Home Assignments

MS-21, 22, 23, 24, 25

MS-41, 42, 43, 44, 45

MS-61, 62, 63, 64, 65

Session : 2013-14

Department of Management

Vardhaman Mahaveer Open University, Kota

Rawatbhata Road,

Kota - 324021

MANAGEMENT PROGRAMME

HOME ASSIGNMENTS FOR 2013-14 SESSION INSTRUCTIONS FOR STUDENTS

Dear Student,

As you are aware that in the Open University system the evaluation is made at two levels: Internal Evaluation and Term End Examination. For internal evaluation 20 percent marks have been assigned. The University gives two assignments for each course which will be Tutor Marked Assignments (T.M.A.). These assignments are based on course books supplied to you. Each assignment carries maximum of 20 marks. Following rules may please be followed for Internal Assignments:

1. The assignments will not be re-validated at any stage except for the factual errors, if any.
2. The assignments can not be re-submitted for improvement for a grade.
3. In case a student is unable to submit the assignments within the stipulated time or unable to score minimum qualifying MARKS he/she will have to wait for the assignment for the next batch of students and submit the same with the next batch. The candidate will have to request to Director (M.P.D.), V.M. Open University, Kota for new set of Home Assignments.
4. If it is found that assignments are prepared by copying from assignments of other students or the study material of the University as it is, the assignments will not be evaluated and zero marks will be awarded.
5. The Marks of the best assignment will be considered for final results.

Please read all the instructions carefully before attempting the assignments.

1. Write your Scholar Number, Name, Full address, Name of the Course, Name of the Study Centre, Assignment Number, Date and Academic Session on the first page of your response sheet. Write the above information on each assignment as per the pattern given hereunder:

Management Programme

Last Date of Submission

Course Code

Academic Session

Study Centre

Regional Centre

Assignment Code

Scholar No.

Name

Complete Home Address

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2. Use only full – scape paper for your response sheets.
3. Tie all the papers carefully. Different assignments should be tied separately.
4. Write the question number with each answer.
5. Write in brief and precise.
6. Write answer in your own handwriting.
7. Conceptual clarity and analytical ability will be awarded suitably.
8. The completed assignments should be sent the Director (Regional Centre) allotted to you within the stipulated time.
9. Last Date of submission: Before one month from the date of commencement of Term-end Examination.

Human Resource Management

Course Title – Social Processes and Behaviour Issues

Course Code : MS-21

Maximum Marks : 20

First Assignment Code – MS-21/2013/I

Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.

- Q.1 Discuss the implications of social culture on organizational culture.
- Q.2 .Define learning. Discuss learning process. Explain the importance of learning in an Organization.
- Q.3 Discuss the different styles of conflict management.
- Q.4 .Explain the meaning of stress. Discuss its reasons and the strategies to cope with stress.
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Maximum Marks : 30

Second Assignment Code – MS-21/2013/II

Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.

- Q.1 Discuss the concept of perception and the factors influencing perception.. also discuss the importance of perception in an organization.
- Q.2 Write a note on Society in Transition.
- Q.3 .Explain the meaning and the process of feedback. How can feedback system be improved in an organisation
- Q.4 .Differentiate between power and authority. Explain the factors that influence organizational politics.
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Course Title – Human Resource Development

Course Code : MS-22

Maximum Marks : 20

First Assignment Code – MS-22/2013/I

Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.

- Q 1 Define HRD. Discuss HRD mechanisms, processes and outcomes.
- Q.2 Explain the term counseling. Explain the process of counseling.
- Q.3 Write an essay on promoting work motivation.
- Q.4 What are the practices implemented in Service industry for HRD. Explain with the help of examples.
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Maximum Marks : 20

Second Assignment Code – MS-22/2013/II

Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.

- Q.1 .Discuss the different HRD strategies.
- Q.2 .Discuss the concept of HRD matrix.
- Q.3 .Discuss the concept of HRD climate. Discuss the relationship between HRD climate and organization climate with help of an example.
- Q.4 Write an essay on HRD in public sector.
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Maximum Marks : 20

First Assignment Code – MS-23/2013/I

Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.

- Q 1 .Explain the concept and processes of Human resource Planning.
- Q.2 Discuss meaning, assumptions, functions and purposes of job evaluation. What is Relationship of wages and job evaluation.
- Q.3 Job analysis is the process of critically evaluating the operations, duties and relationship of the job.” Evaluate this statement.
- Q.4 Write an essay on Human Resource Accounting.
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Maximum Marks : 20

Second Assignment Code – MS-23/2013/II

Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.

- Q.1 Discuss different methods of demand forecasting.
- Q.2 Discuss the different methods of recruitment and selection.
- Q.3 Introduce training. Discuss how training needs are identified. Why there is a need for retraining in an organization.
- Q.4 .Write an essay on HR Audit.
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Maximum Marks : 20

First Assignment Code – MS-24/2013/I

Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.

- Q.1 What do you mean by Union Management Relations? Explain the factors on which good Union management relations depend.
- Q.2 What are the major problems faced by Indian trade Unions. Give suggestions to overcome these problems.
- Q.3 Explain the meaning of negotiation. Discuss the negotiation process.
- Q.4 Elucidate how liberalization and globalization have affected the union management relations in India.
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Maximum Marks : 20

Second Assignment Code – MS-24/2013/II

Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.

- Q.1 Explain in detail how cross cultural workforce affects the Union Management Relations.
- Q.2 Write an essay on labour administration.
- Q.3 Explain the concept of Participative Forum. Discuss the different levels of participation.
- Q.4 Collective bargaining is industrial democracy at work. Do you agree with this statement. Support your answer with the help of examples.
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Maximum Marks : 20

First Assignment Code – MS-25/2013/I

Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.

- Q 1 What do you mean by Management of Change. Discuss the controllable and non-Controllable factors that affect Management of Change
- Q.2 Discuss the concept of organisational diagnosis. Explain Diagnocube as the domain of diagnosis.
- Q.3 Explain the meaning of interventions. Discuss the different types of interventions used in an organization.
- Q.4 Write an essay on organizational change and process consultation.
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Maximum Marks : 20

Second Assignment Code – MS-25/2013/II

Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.

- Q.1 Discuss Diagnostic Process and Methods as a model. Discuss methodological planning and approaches.
- Q.2 Explain the stages that are involved in bringing the organizational change.
- Q.3 Discuss the models of organizational change.
- Q.4 Discuss the key roles in managing change.
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Financial Management

Course Title – Working Capital Management

Course Code : MS-41

Maximum Marks : 20

First Assignment Code – MS-41/2013/I

Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.

- Q.1 Explain the concept of Working Capital Management. Discuss the gross and net concepts of working capital to working capital management.
- Q.2 Explain the procedure of monitoring of the accounts receivables by finance manager.
- Q.3 Why a bank on general rule does not provide loan for long term?
- Q4 Write short notes on: (Any Two)
- (i) STIFP
 - (ii) Hedging principle
 - (iii) Cost of Credit
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Maximum Marks : 20

Second Assignment Code – MS-41/2013/II

Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.

- Q.1 Explain the term money market. Discuss important segments of formal money market in India.
- Q.2 Discuss the EOQ Model and the procedure of determining order point in inventory management.
- Q.3 Discuss the principal advantages of trade credit or payables.
- Q4. Write Short Notes on : (Any Two)
- (i) Daheja Committee Recommendations
 - (ii) Credit Worthiness of Customer
 - (iii) Miller-ORR Model
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Maximum Marks : 20

First Assignment Code – MP-42/2013/I

Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.

- Q.1 Explain in detail Net present Value (NPV) Rule and Value Maximization Objective (VMO) in detail.
 - Q.2 Discuss newer modes of Financing.
 - Q.3 Write an essay on financing through Financial Institutions.
 - Q.4 .Elucidate Capital Market Financing.
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Maximum Marks : 20

Second Assignment Code – MS-42/2013/II

Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.

- Q.1 Discuss the different types of Project Proposals. Discuss in detail the elements of capital Projects.
 - Q.2 Discuss Bower's Model of the investment Decision Making Process.
 - Q.3 Write an essay on Social Cost Benefit Analysis.
 - Q.4 Discuss the Theories of Capital Structure.
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Maximum Marks : 20

First Assignment Code – MS-43/2013/I

Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.

- Q1. “ The ultimate purpose of management control is to achieve goal congruence.” Comment.
- Q.2 Explain responsibility accounting. What are the essential requirements of effective responsibility accounting.
- Q.3 Define an expense centre. Differentiate between expense centre as an accounting entity and expense responsibility centre.
- Q.4 Explain Management Control System in a Service Organisation.
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Maximum Marks : 20

Second Assignment Code – MS-43/2013/II

Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.

- Q.1 Discuss the concept of Transfer Pricing in detail.
- Q.2 Explain how profit centre motivate divisional managers.
- Q.3 Write an essay on performance Evaluation.
- Q.4 Explain Management Control System in a Non-Profit Organisation.
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Course Title – Security Analysis and Portfolio Management

Course Code : MS-44

Maximum Marks : 0

First Assignment Code – MS-44/2013/I

Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.

- Q.1 Describe the steps involved in the investment process.
 - Q.2 Write a detailed note on the management of Stock exchanges in India.
 - Q.3 Discuss the capital Asset Pricing Model (CAPM).
 - Q.4 Discuss the process of performing company analysis.
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Maximum Marks : 20

Second Assignment Code – MS-44/2013/II

Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.

- Q.1 Explain the concept of risk. Discuss different types of risk.
 - Q.2 A 5% INR 1000 bond has 25 years remaining to maturity. What would be the intrinsic value of the bond today if the current market yield is 6.5%. interest is payable on the bond semi - annually.
 - Q.3 Explain the process of technical analysis.
 - Q.4 Discuss the different types of mutual funds.
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Maximum Marks : 20

First Assignment Code – MS-45/2013/I

Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.

- Q 1 What do you mean by Foreign Exchange Management? Discuss the methods of exchange rate forecasting.
- Q.2 Discuss the concept of exposure management in detail.
- Q.3 Discuss the strategies of Portfolio Investment.
- Q.4 Write a note on Rupee accounts of Non-Resident Indians.
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Maximum Marks : 30

Second Assignment Code – MS-45/2013/II

Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.

- Q.1 Discuss the different export financing techniques.
- Q.2 “All hedging is speculation, but all speculation is not hedging.” Discuss.
- Q.3 Discuss the international equity markets and international capital markets.
- Q.4 Discuss the concept of Economic (cash flow) exposure.
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Marketing Management

Course Title – Consumer Behaviour

Course Code : MS-61

Maximum Marks : 20

First Assignment Code – MS-61/2013/I

Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.

- Q.1 Explain meaning and scope of Consumer Behaviour Examine the internal and External determinants of consumer behaviour.
- Q.2 Discuss the role of individual influences in the purchase of a Mobile Phone.
- Q.3 Examine the different stages of Buying Process for an Automombile.
- Q.4 Write Short notes on: (Any two)
- (i) Howard Sheth Model
 - (ii) Culture Influences on Consumer Behaviour
 - (iii) lifestyle
 - (iv) Personality and consumer behaviour

Maximum Marks : 20

Second Assignment Code – MS-61/2013/II

Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.

- Q.1 Explain the Learning theories by elucidating thier role in Consumer Behaviour.
- Q.2. Write an essay on Organisational Buying Behaviour.
- Q.3 Explain the role of family in the purchase behaviour for a LCD television..
- Q.4 Write Short notes on: (Any two)
- (i) VALS System
 - (ii). Bettman’s Information Processing Model
 - (iii) Post Purchase Behaviour
 - (iv) Basic Choice Heuristics
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Maximum Marks : 20

First Assignment Code – MS-62/2013/I

Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.

- Q.1 Discuss the situations conducive for Personal Selling. Examine the qualities of a good Sales personnel.
- Q.2 Discuss the different types of Sales Presentation. Elucidate the structure of a Presentation
- Q.3 Explain the different principles and types of display. Examine how displays can be managed effectively.
- Q.4 Discuss in short(Any Two)
- (i) Research process
 - (ii) Effective Presentation
 - (iii) Stages of Execution of an Order
 - (iv) Steps of Negotiation
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Maximum Marks : 20

Second Assignment Code – MS-62/2013/II

Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.

- Q.1 Discuss the different Selection Tools.
- Q.2 Explain the different types of Compensation. Examine the factors influencing design of Compensation Schemes.
- Q.3 Examine the steps of territory planning for a firm dealing in Consumer durables.
- Q.4 Discuss in short(Any Two)
- (i) Role of Sales Executive
 - (ii) Sales Quotas
 - (iii) Preparation of Sales Budget
 - (iv) Process of identifying Training Needs
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Maximum Marks : 20

First Assignment Code – MS-63/2013/I

Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.

- Q.1 Explain the concept of Product Line and Product Mix. Discuss the Product Mix and Product Line decisions. Discuss major responsibilities of product management function.
- Q.2 “Product planning is an essential part of total marketing planning.” Evaluate this statement.
- Q.3 Give some recent examples of product failure. Explain the measures taken by the company to avoid product failures.
- Q4. Write short notes on (Any Two)
- (i) Product Portfolio
 - (ii) Launching the Product
 - (iii) Branding decisions
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Maximum Marks : 20

Second Assignment Code – MS-63/2013/II

Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.

- Q.1 Discuss the concept of brand equity. Do you think brand equity revolves round the Customers?
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- Q.2 Define product positioning. Describe the elements of positioning and different methods of positioning a product.
- Q.3 Discuss the importance of product testing in the product development process. What are the different kinds of tests that can be used to evaluate product effectiveness.
- O4. Write short notes on: (Any Two)
- (i) Test marketing
 - (ii) Packaging decisions
 - (iii) Factors effecting Pricing decisions
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Maximum Marks : 20

First Assignment Code – MP-64/2013/I

Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.

- Q.1 Define international marketing. Discuss the reasons and motivations underlying international trade and international business.
- Q.2 What do you mean by letter of credit (LOC)? Explain the different types of Letter of Credit used in international marketing.
- Q.3 Explain the meaning of International Product life Cycle. Discuss the different strategies adopted during different stages of international product life cycle.
- Q4. Define advertising. Explain the elements used in formulation of international advertising strategy.
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Maximum Marks : 20

Second Assignment Code – MS-64/2013/II

Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.

- Q1. Explain the basic modes of entry in international marketing. Discuss the nature of international marketing.
- Q2. Define pricing. Explain the process for determining price of product for marketing them internationally..
- Q.3 Discuss the financial and economic environment of international marketing.
- Q4. Discuss the procedure of conducting international market research.

Maximum Marks : 20

First Assignment Code – MS-65/2013/I

Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.

- Q.1 Discuss the Service Marketing framework...
- Q.2 Discuss the marketing mix of hotel industry. Discuss which of these factors can be further .developed to give Indian hotel industry a competitive edge.
- Q.3 Devise a strategy to market health services of a premier hospital situated in metropolitan city of India.
- Q4 Write short notes on: (Any Two)
(i) Parivar Seva Sanstha
(ii) Marketing of Financial Services
(iii) Is the Customer always right
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Maximum Marks : 20

Second Assignment Code – MS-65/2013/II

Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.

- Q.1 Explain the issues that should be considered while formulating a strategy for marketing of Education services.
- Q.2 Identify the reasons of service failure in public utilities. Discuss the measures that can prevent such failures.
- Q.3 Discuss the importance of marketing professional support services to Indian industry in modern scenario
- Q4. Write Short Notes on : (Any Two)
(i) . Health Services in India
(ii) Marketing of logistics
(iii) Consumer banking
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