

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY
Maniram Dewan School of Management



HOME ASSIGNMENT FOR MASTER IN BUSINESS ADMINISTRATION
FOURTH SEMESTER, 2017

N.B: The learners will have to collect receipt after submitting the assignment with the signature and seal of the collector of study centre and will have to keep with him/her till the declaration of result.

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Receipt

Received the assignment from Mr/MsEnrollment
numberof 4th Semester, 2017 MBA on2017.

Date:

Signature of collector with seal

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

Maniram Dewan School of Professional Studies

Home Assignment

Master in Business Administration (MBA)

Operations Research, MBA (S4) 13

4th Semester, 2017

Total Marks 50

Assignments are required to be written in your own language, copying in toto from the learning material will carry less score.

A. Answer the following questions-

(2 X 3= 6)

1. What are the situations where Operations Research techniques will be applicable?
2. What are the basic constituents of an LP model?
3. Write two differences between a transportation problem and an assignment problem.

B. Answer the following questions-

(4 X 3= 12)

1. What is dangling in a network? How it can be avoided?
2. What are pure and mixed strategies and how do they differ?
3. Does every LPP solution have an optimal solution? Explain.

C. Answer the following questions-

(6 X 2= 12)

1. Solve the following linear programming problem by simplex method:

$$\text{Maximize } z = x_1 + 4x_2 + 5x_3$$

Subject to the constraints $3x_1 + 6x_2 + 3x_3 \leq 22$

$$x_1 + 2x_2 + 3x_3 \leq 14$$

$$3x_1 + 2x_2 \leq 14$$

$$x_1, x_2, x_3 \geq 0$$

2. Explain the basic concept of game theory. For what type of business can game theory be useful ?

D. Answer the following questions-

(10 X 2= 20)

1. The three estimates for the activities of a project are given below :

Activity	Estimate Duration (Days)		
	a	m	b
1-2	5	6	7
1-3	1	1	7
1-4	2	4	12
2-5	3	4	12
3-5	1	1	1
4-6	2	2	8
5-6	1	4	7

Draw the project network. Find out the critical path of the project duration. What is the probability that the project will be completed at least 5 days earlier than expected ?
What is the probability that the project will be completed by 22 days?

2. In a small scale industry a manufacturer produces two types of book cases. The first type case requires 3 hours on machine A and 2 hours on machines B for completion, whereas the second type of book case requires 3 hours on machine A and 3 hours on machine B. The machine A can run at the most for 18 hours while the machine B for at the most 14 hours per day. He earns a profit of Rs 30/- on each book case of the first type and Rs 40/- on each book case of the second type.

How many book cases of each type will he make each day so as to have a maximum profit ?

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Home Assignment

Strategic Management, MBA (S4) 14

4th Semester, 2017

Total Marks: 50

[Assignments are required to be written in your own language. Copying in toto from the learning Materials will carry less score]

A. Answer the following three questions:

2 x3= 6 marks

- a. Define Company profile.
- b. What is Cost leadership?
- c. Define innovation.

B. Answer the following three questions:

4 x 3= 12 marks

- a. State two strategies for stagnating industries.
- b. Discuss the advantages of HR outsourcing.
- c. State any two forms of Corporate restructuring.

C. Answer the following two questions:

6 x 2= 12marks

- a. Discuss the generic strategies to achieve competitive advantage.
- b. Discuss any three characteristics of maturing industries.

D. Answer the following two questions:

10 x 2= 20 marks

- a. Discuss the concept of Value chain based on Porter's value chain model.
- b. Discuss different structural characteristics of emerging industries. How strategy can be formulated for such industries?

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY
Maniram Dewan School of Professional Studies
Home Assignment
Master in Business Administration (MBA)
Investment Management (Elective), MBA (S4) 15
4th Semester, 2017

Total Marks 50

Assignments are required to be written in your own language, copying in toto from the learning material will carry less score.

- A. Answer the following questions within 50 words. (3x2=6)**
- Q1. Give any two reasons for investing in real estate.
Q2. What is Book Value?
Q3. What is market portfolio?
- B. Answer the following question within 75 words (4x3=12)**
- Q1. What is open- ended mutual fund scheme?
Q2. What is unsystematic risk?
Q3. What do you mean by anticipated return?
- C. Answer the following question within 150 words (2x6=12)**
- Q1. Discuss any 3 different types bonds
Q2. Discuss various features of Preference shares.
- D. Answer the following question within 300 words (2x10=20)**
- Q1. Discuss the importance of investment management in a business house in the present day context.
Q2. The share of ABC Company is currently selling for Rs. 65 per share, dividend per share has grown from Rs. 2 to the current level of Rs. 5 over the past 10 years, and this dividend growth is expected to continue in the future. What is the required rate of return of ABC Company?

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Maniram Dewan School of Professional Studies

Home Assignment

Master in Business Administration (MBA)

Consumer Behaviour (Elective), MBA (S4) 16

4th Semester, 2017

Total Marks 50

Assignments are required to be written in your own language, copying in toto from the learning material will carry less score.

A. Answer the following three questions:

2 x3= 6 marks

- d. Define Consumer Behaviour.
- e. Explain Price differentiation.
- f. Define Culture.

B. Answer the following three questions:

4 x 3= 12 marks

- d. Discuss the marketing applications of ‘Just Noticeable Difference’.
- e. What is perceptual distortion?
- f. Discuss consumer reference group.

C. Answer the following two questions:

6 x 2= 12marks

- c. Discuss how socio cultural factors influences on Consumer behaviour.
- d. Write a short note on “Brand Personality”.

D. Answer the following two questions:

10 x 2= 20 marks

- c. Discuss the consumer decision making process with the help of general model of consumer behaviour.
- d. Discuss the Family Life Cycle with its stages and also highlight on modifications of Family Life Cycle.

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Home Assignment

Master in Business Administration (MBA)

Industrial Relations (Elective), MBA (S4) 17

4th Semester, 2017

Total Marks 50

Assignments are required to be written in your own language, copying in toto from the learning material will carry less score.

- A. Answer the following questions within 50 words. (3x2=6)**
- Q1. Define "Industrial Relations"?
- Q2: What do you understand by Shop Floor?
- Q3: Explain the term "Factory"?
- B. Answer the following question within 75 words (4x3=12)**
- Q1. What do you understand by Code of Discipline?
- Q2. What do you understand by non-occupational disease?
- Q3. Write down the functions of "Works Committee"
- C. Answer the following question within 150 words (2x6=12)**
- Q1. Write down the importance of wage policy
- Q2. Write down the scope and coverage of Payment of Bonus Act, 1965
- D. Answer the following question within 300 words (2x10=20)**
- Q1. Discuss the provisions of the Workmen's Compensation Act, 1923.
- Q2. Define Collective Bargaining. Also discuss the theories of Collective Bargaining