

**ANDHRA UNIVERSITY**  
**SCHOOL OF DISTANCE EDUCATION**  
**MASTER OF BUSINESS ADMINISTRATION**

**III YEAR ASSIGNMENT QUESTION PAPER 2011 – 2012**

**A – 301 : SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

**Assignment No. 1**

Answer all Questions

5 x 5 = 25 Marks

1. (a) How do common stocks differ from Preference Stocks ?  
(b) What is meant by Warrant ? How do Warrants differ from share certificates.
2. (a) How are stock exchanges controlled by the regulatory authority ?  
(b) Discuss the recent trends in NSE.
3. What is the significance of the following results ? Carryout a comparative analysis ?

<b>Particulars</b>	<b>Stock A</b>	<b>Stock B</b>	<b>Stock C</b>
Beta	0.80	-0.21	1.20
Standard Deviation of return	4.39	1.93	5.39
Correlation with market	0.535	-0.326	.795

4. Tata Chemicals has the following data. Establish the intrinsic value of its share.

<b>Year</b>	<b>March'96</b>	<b>March'97</b>	<b>March'98</b>	<b>March'99</b>	<b>March 2000</b>
EPS	21.84	13.31	15.32	9.50	5.94
DPS	9.50	5.87	5.87	4.56	4.46
Average Share Price	271.75	204.77	154.85	103.12	62.20

5. (a) What are the sources of information for Economic Analysis ?  
(b) What Qualitative information is useful for Company Analysis ?

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**A – 301 : SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

**Assignment No. 2**

Answer all Questions

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1. (a) Define diversifiable and non-diversifiable risk.  
(b) What is simulated annealing ?
2. (a) What is Portfolio performance evaluation ?  
(b) What is a Fund-of-fund scheme ?
3. The following information regarding growth funds is available to an investor. Rank the mutual funds in the order of superior performance. Assume risk free rate to be 4 per cent.

Fund	A	B	C	D	E	F	G	H	I	J
Return	8%	9%	10%	12%	15%	18%	13%	10%	15%	6%
Standard Deviation	15%	20%	30%	25%	38%	34%	32%	28%	21%	12%
Beta	0.67	1.21	1.30	1.05	1.52	2.10	1.32	1.41	1.10	1.02

4. Determine the equilibrium arbitrage pricing line using the APT from the following two portfolios.

Portfolio	P <sub>1</sub>	P <sub>2</sub>
Return	10%	15%
Risk (beta)	0.8	1.6

5. (a) What is the purpose of technical analysis ?  
(b) Explain the procedure for the buy back of shares ?

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**III YEAR ASSIGNMENT QUESTION PAPER 2011 – 2012**

**A – 302 : MANAGEMENT OF FINANCIAL SERVICES**

**Assignment No. 1**

Answer all Questions

5 x 5 = 25 Marks

1. Define Financial Services. Explain different financial services and its growth in Indian Financial Environment.
2. Critically analyse the present position of the financial services sectors in India and state the challenges it has to face in the years to come.
3. Define Merchant Banking activity. Explain the services of Merchant Bankers.
4. Discuss the role of underwriters in Issue Management. Explain the statutory provision and guidelines relating to underwriting brokerage, appointment and activities as per SEBI.
5. State the features of Venture Capital. Explain the various stages of Venture Capital Financing.

**Assignment No. 2**

Answer all Questions

5 x 5 = 25 Marks

1. Differentiate Leasing from Hire Purchase. Explain the Sale and Lease Back agreement and its financial implications.
2. What is Credit Rating ? Explain the Credit Rating Systems and procedures followed by CRISIL and ICRA.
3. Differentiate Factoring from Bills Discounting. Explain different types of Factoring arrangements existing in Indian Context.
4. What is Debt Securitisation. Explain in detail the Modus Operandi of Securitisation and its benefits.
5. Discuss the present state of Mutual Funds by Commercial Banks in India and outline the causes for their slow growth.

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**III YEAR ASSIGNMENT QUESTION PAPER 2011 – 2012**

**A – 303 : MANAGEMENT CONTROL SYSTEMS**

**Assignment No. 1**

Answer all Questions

5 x 5 = 25 Marks

1. Discuss the need for responsibility centers.
2. Explain the significance and types of Expense centers
3. Evaluate different transfer pricing methods.
4. State the significance of Responsibility Accounting.
5. Discuss the performance evaluation criteria in a selected organization.

**Assignment No. 2**

Answer all Questions

5 x 5 = 25 Marks

1. State the similarities of Management Control Systems in service and Manufacturing organizations.
2. Discuss the need for Management Controls in non-profit organizations.
3. State the problems of management controls in Multinational Companies.
4. Suggest a suitable Management Control system to multi project organizations.
5. Discuss the need for management control systems in an educational institution.

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**III YEAR ASSIGNMENT QUESTION PAPER 2011 – 2012**

**B – 301 : CONSUMER BEHAVIOUR AND MARKETING RESEARCH**

**Assignment No. 1**

Answer all Questions

5 x 5 = 25 Marks

1. Who is a Consumer ? State the difference between Consumer, Customer and buyer. Explain the importance of Consumer Behaviour.
2. What do you understand by demarketing ? Explain its relevance in studying organizational buyer behaviour.
3. Define the term Personality. Describe the trait factor theory of Personality and assess its importance in past and future Marketing Research.
4. What is motive ? Indicate the various roles motives play in influencing consumer behaviour in Marketing the things.
5. Explain the different stages, process the consumer passes through while making marketing decisions.

**Assignment No. 2**

Answer all Questions

5 x 5 = 25 Marks

1. What is Marketing Research ? Highlight the nature and scope of marketing research.
2. What sort of sampling scheme will you select a study to assess the average household expenditure on food, clothing, education, medical entertainment by different cross sections in A.P. population.
3. What is a Questionnaire method of data collection ? What are the precautions to be taken while designing a Questionnaire ? How you will you maintain the sequence of questions ?
4. How will you use the technique of Multiple Regression Analysis ?
5. What do you mean by Inter Dependence ? Explain various methods involved in it.

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**III YEAR ASSIGNMENT QUESTION PAPER 2011 – 2012**

**B – 302 : SALES AND ADVERTISING MANAGEMENT**

**Assignment No. 1**

Answer all Questions

5 x 5 = 25 Marks

1. Explain the importance of Inter-departmental relations in Sales Management.
2. Explain the process of Personal Selling and discuss its advantages when compared to Advertising.
3. Discuss the importance of Sales Job Analysis in Recruitment of Salesmen.
4. “Salesmen are born and not made”. Discuss and explain the different techniques for training salesmen for consumer products.
5. What techniques would you adopt for forecasting the sales for dish washers in India.

**Assignment No. 2**

Answer all Questions

5 x 5 = 25 Marks

1. What is an Advertising Budget ? Explain the different methods used for formulating an Advertising Budget.
2. What is media planning and scheduling ? What media would you suggest for advertising the following products ? Explain with reasons.
  - (i) New Variety of Cotton Seeds
  - (ii) Beauty Care Products for Women
3. Explain the role of Sales Promotion in India after the process of liberalization and globalisation.
4. Would it be better for a company to make use of in-house advertising department or to go for External Advertising Agency to undertake a mass advertising campaign. Support your arguments with suitable examples.
5. What is DAGMAR approach to measure the effectiveness of Advertising.

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**B – 303 : MARKETING OF SERVICES**

**Assignment No. 1**

Answer all Questions

5 x 5 = 25 Marks

1. Explain the steps in designing service strategy.
2. Critically analyze the case of Dosaking.
3. Examine the role of private life insurance companies in Indian market.
4. Mass communication campaign started playing a vital role in promotion of financial services – comment.
5. Define Tourism product and explain development of Tourism in Andhra Pradesh.

**Assignment No. 2**

Answer all Questions

5 x 5 = 25 Marks

1. The demand for Tourism and Hospitality services are highly correlated. Explain the role of hospitality service organizations in promoting tourism in India.
2. Explain the marketing problems of primary health care service in India.
3. Explain the role of internal marketing in Educational Services.
4. Explain the SERVQUAL with reference to advertising agencies.
5. Explain the pricing strategies of APSRTC.

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**III YEAR ASSIGNMENT QUESTION PAPER 2011 – 2012**

**C – 301 : HUMAN RESOURCE PLANNING AND DEVELOPMENT**

**Assignment No. 1**

Answer all Questions

5 x 5 = 25 Marks

1. Discuss the importance of Human Resource Planning.
2. Explain the emerging role of HRD in India.
3. Briefly discuss the various methods of HR supply forecasting.
4. Explain the process of HRP.
5. What is the role of HRD for Line Managers ?

**Assignment No. 2**

Answer all Questions

5 x 5 = 25 Marks

1. What do you mean by Task Analysis. Discuss its importance.
2. Discuss the importance of HRD in Health Organisations.
3. What do you mean by OD ? Discuss its importance.
4. Explain the changes that are taking place in HRD activities.
5. What is the role of HRD in Supervisory Development ?

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**C – 302 : INDUSTRIAL RELATIONS**

**Assignment No. 1**

Answer all Questions

5 x 5 = 25 Marks

1. Discuss the different perspectives on union-management relations.
2. Distinguish between White Collar and Blue Collar unions.
3. Discuss the trends in industrial conflict. What methods are available for its resolution ?
4. Discuss the different schemes of workers participation in management introduced by the government.
5. Elaborate the emerging trends in Union management relations.

**Assignment No. 2**

Answer all Questions

5 x 5 = 25 Marks

1. Discuss the impact of international events on union-management relations
2. What is the role of trade union structure on its functioning.
3. Discuss the different types of collective bargaining. What are the recent trends in collective bargaining ?
4. Trace the evolution of workers' participation in management in India ? Is it a success or failure. Cite reasons.
5. "The role of state in I.R. is diminishing in the context of globalisation". Discuss.

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**C – 303 : ORGANISATIONAL DYNAMICS**

**Assignment No. 1**

Answer all Questions

5 x 5 = 25 Marks

1. Explain the concept “Group Dynamics” in the present social setup.
2. Discuss different phases of group development in the context of international relations in 21<sup>st</sup> Century.
3. What do you mean by group Alienation ? Do you agree with the opinion that group division is caused by Alienation ? Give some examples.
4. Describe different techniques to get relief from the organizational stress.
5. Minority empowerment is essential in India. Discuss.

**Assignment No. 2**

Answer all Questions

5 x 5 = 25 Marks

1. What is power ? How can it be managed in a democratic political set up.
2. Define and distinguish between de-centralisation and delegation in the context of multi national corporations (MNCs)
3. What is culture ? How is it different from organizational culture ?
4. Social responsibilities are the main task of Hi-tech organization. Discuss.
5. Write short notes on any three of the following :
  - a) Cross Cultural Dynamics
  - b) Management of Diversity
  - c) Strategic Alliances
  - d) Coalition formation

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**D – 301 : INTERNATIONAL BUSINESS**

**Assignment No. 1**

Answer all Questions

5 x 5 = 25 Marks

1. While explaining the concept of international business, discuss in detail the difference between the domestic business and international business.
2. Critically analyse the features of Ricardo's comparative cost theory of international trade.
3. Explain the concept of Foreign Direct Investment (FDI) and also discuss elaborately the policy of Indian Government towards FDI since independence.
4. Describe in detail the mechanism that integrates Multinational Corporations with their subsidiaries.
5. Specify the objectives of control in international business operations. And also examine the different approaches that are helpful in control process.

**Assignment No. 2**

Answer all Questions

5 x 5 = 25 Marks

1. "The success of multinational firms, to a considerable extent rely on the effectiveness of communication system" Comment.
2. Explain the reasons for not having uniform pay and benefits policy by MNCs for their employees worldwide.
3. Describe fully the different steps that are required for planning and preparation for negotiation in MNCs.
4. Review the progress made in SAARC so far in the light of the broad objectives for which it was established.
5. State the activities that are involved in international logistics and also explain how could logistics be optimized by an international firm.

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**D – 302 : INTERNATIONAL FINANCIAL MANAGEMENT**

**Assignment No. 1**

Answer all Questions

5 x 5 = 25 Marks

1. “Like international capital flows, international labour migration provide added gains to the transacting countries” Comment.
2. How is foreign direct investment different from international capital movements in general ?
3. Elaborate the economic Problems with which various kinds of imbalances in international flows could create. What measures would you recommend to correct such imbalances ?
4. What do you mean by “Foreign Exchange Rate” ? Do Foreign exchange rates show reciprocal relationship ? Give suitable examples.
5. “The extent and nature of exposure depends on the market segment in which the firm operates”. Discuss with suitable examples.

**Assignment No. 2**

Answer all Questions

5 x 5 = 25 Marks

1. Bring out the special problems of developing countries in financing foreign trade. Also indicate possible ways out.
2. In which countries or currencies would you like to retain a higher Proportion of your earnings for reinvestments ? Explain with reasons.
3. Can non-resident Indians or Foreigners invest in immovable property in India ? or in Indian securities ? or in shares in Indian firms and companies ? Can these investments be repatriated ?
4. What do you mean by Euro currency and Euro bond markets ? Do you think that there has been a significant growth of the Euro dollar market ?
5. How could imperfections in international securities markets lead to direct investment ? What arguments can be made against this theory?

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**III YEAR ASSIGNMENT QUESTION PAPER 2011 – 2012**

**D – 303 : INTERNATIONAL MARKETING**

**Assignment No. 1**

Answer all Questions

5 x 5 = 25 Marks

1. Are domestic marketing and international marketing different only in scope but not in nature ?
2. Discuss the four phases of international marketing involvement.
3. “The world population trend is shifting from rural to urban areas” – Discuss the marketing ramifications.
4. Discuss how governmental instability can affect international marketing.
5. What is the difference between a low-context culture and a high-context culture.

**Assignment No. 2**

Answer all Questions

5 x 5 = 25 Marks

1. What are the measures that can be undertaken to minimize political risk?
2. Describe the factors that make it feasible to offer a standardized product.
3. Distinguish among these types of bill of lading : Clean, foul, straight, and negotiable.
4. Assume that you are asked to submit a quotation to a potential buyer. How are you going to prepare your quotation in regard to (a) terms of sale and (b) terms of Payment ?
5. As a researcher, you have just been asked to do marketing research in order to make recommendations on how to market coffee in a number of European and South American countries. What questions do you need to ask in order to understand the various buying motives, consumption habits, and uses of this particular product.