

DEPARTMENT OF MANAGEMENT

MBA IV-SEMESTER: 2011-12

ASSIGNMENT QUESTIONS

Instructions:

NOTE: You are required to read the following instructions carefully before you answer.

1. Write the *Roll Number, Name and Title of the course* at the beginning of your answer of each subject.
2. You should answer *two questions only* under each paper.
3. You should write the assignment separately with regard to each paper.
4. You *should not reproduce the answer as given in the study material* or from any website.
5. Assignments without **Roll No. and Name** will be rejected.
6. After writing the assignment, you should tag the assignment together, put them in a cover and sent it to the address given below.
7. Assignment cover should be superscribed by “**Assignment for MBA-IV Semester**” and write **your roll number**.
8. Your assignment should reach to: **Chairman,**
DOS in Management,
Karnataka State Open University,
Manasagangotri, Mysore-570006
9. **Assignments should reach us on or before 30th Nov 2011.** The assignments received after the last date will be summarily rejected. No further extension is allowed.
10. Assignment sent to any other address of the University will not be valued.
11. The students are advised to keep a copy of the Assignments with them and submit it in case the University demands the same.
12. **The list of assignment received by department, participation in seminar and test will be notified in the website. The students are directed to check website regularly and inform us in case of any discrepancies (0821-2519952-EXT 268). Please note that once the results are announced no complaints will be entertained by the department.**

Course-19

International Business Environment

1. Give an overview of trends in International trade after two decades of LPG.
2. Do you agree trading blocks are blocking globalization? -Elaborate.

Course -20

Operations Management

1. The following data were obtained from a company using linear programming model; find the optimal production and workforce levels. Backorders are not allowed:

Demand Data: $P_1=350$ Units, $D_2=375$ Units, $P_3=325$ Units.

Capacity Data:

Regular time capacity: $M_1=250$, $M_2=200$, $M_3=250$

Overtime Capacity: $Y_1=130$, $Y_2=120$, $Y_3=120$

Regular Time Cost / Unit = Rs.12/-

Overtime Cost / Unit = Rs.18/-

Inventory Cost / Unit/ Period = Rs.7/-

Hiring Cost / Unit = Rs.35/-

Lay off Cost / Unit = Rs.12/-

Units produced at the time $t=0$, $(P_0)=160$

Initial Inventory =0

Formulate a linear programming model for the above aggregate planning problems such that the total cost is minimized.

2. Calculate the vendor rating for the following weightage.

Quality=50; Delivery=25; Price=15; Response to Suggestions =10

Supplier's Data	I	II	III
Quantity Supplied	108	90	80
Equivalent Quantity Accepted	102	90	75
Price at Item	Rs.1/-	Rs.1.2/-	Rs.1.1/-
Delivery Promised	3 weeks	4 weeks	4 weeks
Actual Delivery	2.7 weeks	5 weeks	4.4 weeks
Response to Suggestion	90%	85%	100%

Course -21

Total Quality Management

1. What are the conflicts and commonalities between management theories and TQM?
2. Discuss the Japanese approach to TQM. What techniques do you suggest that can be implemented in India?

Course 22A

International Financial Management

1. *Foreign Direct Investments* accelerates the growth – Elucidate.
2. Briefly explain exchange rate mechanism.

Course 23A

Security Analysis & Portfolio Management

1. Briefly explain *Technical Analysis*.
2. What are fixed income securities? Explain its role in portfolio enhancement.

Course 24A

Financial Derivatives

1. What are derivatives? Explain various types of derivatives with suitable examples.
2. Explain various models of option pricing.

Course 22B

Advertising & Sales promotion

1. What can advertisers do to combat zapping and zipping. Discuss some important factors that attract attention and improve ad recall.
2. What is the purpose of measuring advertising effectiveness? Discuss the various techniques of testing advertising copy?

Course 23B

Industrial Marketing

1. Briefly explain about business to business marketing with suitable examples.
2. Discuss briefly various factors affecting industrial marketing – Elucidate.

Course 24B

International Marketing

1. Explain the similarities and difference between domestic and international marketing research. Explain giving suitable examples.
2. Describe the culture influence on International Marketing activities.

Course 22C

Management of Industrial Relations

1. Point out the different causes for industrial dispute. Discuss the role of collective bargaining in bringing industrial peace.
2. What is “*Three Tier System*” of adjudication? Discuss in detail.

Course 23C

International Human Resources

1. Explain training and Development in Global context.
2. Elucidate issues and challenges of Human Resource in Global scenario.

Course 24C

Labour Legislation

1. List out the statutory provisions relating health under the factories act 1948.
2. Discuss the provisions relating to offences and penalties under minimum wages act 1948 (Act XI of 1948).

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MBA IV SEMESTER SEMINAR TOPICS: 2011-12

(You must present at least one case in each course)

C-19 INTERNATIONAL BUSINESS ENVIRONMENT

1. Recent WTO Ministerial meeting – Outcomes.
2. Impact of job losses in US on International Business.

C-20 OPERATIONS MANAGEMENT

1. Purchasing V/s Procurement.
2. Role of Statistical Process Control in service industry.

C-21 TOTAL QUALITY MANAGEMENT

1. TQM Systems : ISO 9000 – 2008
2. Role of APQP in product development.

C-22A INTERNATIONAL FINANCIAL MANAGEMENT

1. Role of Exchange Rate in International Capital Budgeting.
2. *Global depository receipt and American depository receipt* – Issues and Challenges.

C-23A PORTFOLIO MANAGEMENT AND SECURITY ANALYSIS

1. Portfolio Diversification – Pros and Cons.
2. Risk-Return Tradeoff.

C-24A FINANCIAL DERIVATIVES

1. Hedging – A tool for risk minimization.
2. Risk Management in Capital Markets - Challenges

C-22B ADVERTISING AND SALES PROMOTION

1. “Sales Promotion” - a key element in promotion mix
2. “Ethics in Advertising”- Issues and challenges.

C-23B INDUSTRIAL MARKETING

1. Promotion in Industrial Marketing – Myths and Realities
2. Trends in Industrial Marketing.

C-24B INTERNATIONAL MARKETING

1. International Marketing V/S Protective Economy.
2. Role of Export Documentation in International Trade.

C-22C MANAGEMENT OF INDUSTRIAL RELATIONS

1. Workers education in India – Issues and Challenges.
2. Globalization V/S Trade Unions.

C-23C INTERNATIONAL HUMAN RESOURCE MANAGEMENT

1. IHRM V/S Global Recession.
2. Managing people in an international context – Issues and Challenges.

C-24C LABOUR LEGISLATION

1. Child Labor Act – Challenges.
2. Pension Act- Issues and Challenges

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