

INTERNAL ASSIGNMENT QUESTIONS

**M.B.A. I Semester
(2014-2015)**



PROF. G. RAM REDDY CENTRE FOR DISTANCE EDUCATION

(RECOGNISED BY THE DISTANCE EDUCATION BUREAU, UGC, NEW DELHI)

OSMANIA UNIVERSITY

(A University with Potential for Excellence and Re-Accredited by NAAC with "A" Grade)

**DIRECTOR
Prof. H.VENKATESHWARLU
Hyderabad – 7 , Telangana State**

**PROF.G.RAM REDDY CENTRE FOR DISTANCE EDUCATION
OSMANIA UNIVERSITY, HYDERABAD – 500 007**

Date: 10-07-2015

Dear Students,

Every student of MBA II Semester has to write and submit **Two Assignments** for each paper compulsorily. Each assignment carries **15 marks** and for two assignments it is 30 marks University Examinations will be held for 70 marks. The concerned faculty evaluates these assignment papers. The marks awarded to you will be forwarded to the Controller of Examination, OU for inclusion in the University Examination marks. Without these marks, your results will be incomplete.

Further, you are hereby informed to pay Rs.500/- through DD in favour of Director, PGRRCDE, OU towards Assignment fee and submit the same along with two assignments at MBA counter on or before **22-08-2015** and obtain proper receipt. Assignments without the DD will not be accepted.

Assignments on Printed / Photocopy / Typed papers will not be accepted and will not be valued at any cost. Only hand written Assignments will be accepted and valued.

Methodology for writing the Assignments:

1. First read the subject matter in the course material that is supplied to you.
2. If possible read the subject matter in the books suggested for further reading.
3. You are welcome to use the PGRRCDE Library on all working days and also on Sundays / Second Saturdays for collecting further information on the topic of your assignments. (10.30 am to 5.00 pm.)
4. Give a final reading to the answer you have written and see whether you can delete unimportant or repetitive words.
5. The cover page of the each theory assignments must have information as given in FORMAT below.
6. Write the above said details clearly on every subject assignments paper, otherwise your paper will not be valued.
7. Tag all the assignments paper wise and submit assignment number wise.
8. Submit both the assignments on or before **22-08-2015** at MBA counter at PGRRCDE, OU on any working day and obtain receipt.

**DR. N.R. GIRIDHAR
JOINT DIRECTOR**

**Prof.H.VENKATESHWARLU
DIRECTOR**

FORMAT

- | | |
|----------------------------|---|
| 1. NAME OF THE STUDENT | : |
| 2. ENROLLMENT NUMBER | : |
| 3. M.B.A. II SEMESTER | : |
| 4. PAPER | : |
| 5. PAPER CODE | : |
| 6. ASSIGNMENT No. (I / II) | : |
| 7. DATE OF SUBMISSION | : |
| 8. DD.NO. & BANK | : |

PAPER: I ORGANISATION THEORY AND BEHAVIOUR (OTB)

ASSIGNMENT - I

1. Define Organization and Describe the Basic Functions of an Organization.
2. Define Motivation and discuss the contemporary theories of motivation.
3. Evaluate any two theories of Leadership with Indian examples.

ASSIGNMENT - II

1. What are the basic functions of management and describe them in detail.
2. What is modern management and describe Henry Fayol's principle of management.
3. What is morale and write short notes on group dynamics.

PAPER: II MANAGERIAL ECONOMICS

(ME)

ASSIGNMENT - I

1. Distinguish managerial Economics from pure Economic. How is it useful for managerial decision making.
2. Explain different Elasticities of Demand and how they are useful in taking pricing decisions for a product ?
3. Explain the Economies and Diseconomies of scale.

ASSIGNMENT – II

1. Explain the characteristics of cobb – Douglas production function. Describe its advantages and limitations.
2. Distinguish monopoly and monopolistic competition.
3. Explain how game theory is useful for crafting strategies by firms in oligopoly markets.

PAPER: III FINANCIAL ACCOUNTING AND ANALYSIS (FA&A)

ASSIGNMENT - I

1. Explain the branches of accounting.
2. Explain the concept and methods of depreciation.
3. Explain the provisions of Companies Act with respect to preparation of Balance Sheet.

ASSIGNMENT – II

1. Classify the types of accounts with suitable examples.
2. The following balances appeared in the books of a merchant on 31st December, 2010.

Particulars	Rs.	Rs.
Buildings	70,000	
Motor Trucks	12,000	
Furniture	1,640	
Debtors	15,600	
Creditors		18,852
Stock	15,040	
Cash in hand	988	
Cash at bank	14,535	
B/R	5,844	
B/P		6,930
Purchases	85,522	
Sales		1,21,850
Capital		92,000
Carriage Inwards	1,291	
Reserve for Bad Debts		1,320
Establishment	2,135	
Carriage Outwards	800	
Insurance	783	
Interest (Cr)		340
Bad Debts	613	
Audit Fees	400	
Returns inwards	285	
General charges	3,950	
Trade expenses	325	
Discount (Dr)	620	
Investments	8922	
	2,41,292	2,41,292

- i) Closing Stock as on 31st December, 2010 amounted to Rs.15,500
 - ii) Depreciation on Motor Trucks 20% and Furniture 10% prepare Final Accounts.
3. Explain the classification of ratios.

PAPER – IV : PRINCIPLES OF MARKETING (POM)

Assignment – I

1. Define Marketing. Explain in detail the marketing philosophies.
2. What is Market Segmentation ? Explain the bases of consumer market segmentation for a wrist watch.
3. Explain in detail the steps in the New Product development (NPD) with suitable examples.

Assignment – II

1. What is product life cycle ? Explain the different stages in product life cycle with suitable strategies to be followed in each stage?
2. Define Consumer Behaviour ? Explain the factors affecting consumer behaviour with suitable examples.
3. Explain the types of marketing organization structures with suitable examples.

PAPER – V : STATISTICS FOR MANAGEMENT (SFM)

Assignment – I

1. Write the application of Baye's theorem
2. Explain Decesion Tree analysis with suitable example.
3. Write theorems of probability. Also explain the importance of probability in Management.

Assignment – II

1. Explain various sampling methods with suitable examples.
2. Write the proportion of normal distribution
3. Explain the procedure of hypthesis Testing with a suitable example.

PAPER – VI: INTRODUCTION TO INFORMATION TECHNOLOGY (IIT)

Assignment – I

1. Explain the features of Computer ? Describe its input and output devices ?
2. What are the main functions of MSDOS ? Explain various types of operating systems?
3. What is Topology ? What are different types of Topologies ? Explain in Detail ?

Assignment – II

1. Explain the advantages and disadvantages of Internet in Detail ?
2. What do you understand by Flow Chart ? Explain with suitable example ?
3. Write a note on Micro Soft Office Components i.e. Word, Excel, Power Point and Access ?