



**TAMIL NADU OPEN UNIVERSITY**

**Chennai - 15**

**School of Management Studies**

**Assignment**

Programme Code No	: 261
Programme Name	: M.B.A
Course Code & Name	: MSP-10 & MANAGEMENT FUNCTIONS & BEHAVIOUR
Batch	: CY 2019
No. of Assignment	: 1
Maximum Marks	: 100
Weightage	: 25%

**Part – A (4 x 10= 40 Marks)**

**Answer the following in 200 words each. Each questions carries 10 marks.**

1. Distinguish between 'Authority' and 'Power'.
2. Define 'Recruitment'. What are the advantages and disadvantages of using internal sources of recruitment?
3. Define 'Job Satisfaction'. What are the consequential benefits of 'Job Satisfaction'?
4. Explain Blake and Mouton's 'Managerial Grid'.

**Part – B (2 x 30 = 60 Marks)**

**Answer any two of the questions given below in 1000 words each.**

1. Briefly explain 'Organisational Culture'. What are the suggested ways of managing the organizational culture?
2. What is 'Organisational Change'? What are the various attributed reasons for resisting the change?
3. Explain the features and importance of decision making. Outline the process and techniques of decision making.



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**ASSIGNMENT**

Programme Code No	: 261
Programme Name	: M.B.A
Course Code & Name	: MSP-10 & MANAGEMENT FUNCTIONS AND BEHAVIOUR
Batch	: CY 2019
No. of Assignment	: 2
Maximum Marks	: 100
Weightage	: 25%

**Part – A (4 x 10= 40 Marks)**

**Answer the following in 200 words each. Each questions carries 10 marks.**

1. What are the limitations of planning?
2. Explain BCG growth- share matrix.
3. How for executive team built?
4. What is the need for departmentation in present (day) scenario?

**Part – B (2 x 30 = 60 Marks)**

**Answer any two of the questions given below in 1000 words each.**

1. Explain the advantages of MBO programme.
2. Explain the various styles of leadership.
3. What is Delegation? What are the advantages of delegation?



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**ASSIGNMENT**

Programme Code No	: 261
Programme Name	: M.B.A
Course Code & Name	: MSP-11 & MANAGERIAL ECONOMICS
Batch	: CY 2019
No. of Assignment	: 1
Maximum Marks	: 100
Weightage	: 25%

**Part – A (4 x 10= 40 Marks)**

**Answer the following in 200 words each. Each question carries 10 marks.**

1. Define Managerial Economics and state the scope of Managerial Economics.
2. Write a note on elasticity of demand.
3. Explain Cobb-Douglas production function in brief.
4. What are the objectives of pricing policy?

**Part – B (2 x 30 = 60 Marks)**

**Answer any two of the questions given below in 1000 words each.**

1. Comment on the characteristic features of price leadership.
2. Enumerate the input-output analysis with suitable examples.
3. What are the causes of inflation? How can it be controlled?



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**ASSIGNMENT**

Programme Code No	: 261
Programme Name	: M.B.A
Course Code & Name	: MSP-11 & MANAGERIAL ECONOMICS
Batch	: CY 2019
No. of Assignment	: 2
Maximum Marks	: 100
Weightage	: 25%

**Part – A (4 x 10= 40 Marks)**

**Answer the following in 200 words each. Each question carries 10 marks.**

1. Define the concept of supply and the law of supply.
2. What is marginal cost? State its significance in cost analysis.
3. What is Break Even Point?
4. Explain the three national income calculation methods.

**Part – B (2 x 30 = 60 Marks)**

**Answer any two of the questions given below in 1000 words each.**

1. Discuss the steps to be followed during demand forecasting.
2. What is the relationship between AC and MC curve?
3. Discuss the major national income concepts.



## TAMIL NADU OPEN UNIVERSITY

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### ASSIGNMENT

Programme Code No	:261
Programme Name	:M.B.A
Course Code & Name	: MSP-12 & FINANCIAL AND MANAGEMENT ACCOUNTING
Batch	: CY 2019
No. of Assignment	: 1
Maximum Marks	: 100
Weightage	: 25%

#### **Part – A (4 x 10= 40 Marks)**

**Answer the following in 200 words each. Each questions carries 10 marks.**

- 1.What is Management Accounting?
- 2.What are the limitations of ratio analysis?
- 3.What are the advantages of standard costing?
- 4.How ZBB is prepared?

#### **Part – B (2 x 30 = 60 Marks)**

**Answer any two of the questions given below in 1000 words each.**

- 5.From the following prepare the Balance Sheet of XYZ company

Current Ratio	2.5
Liquid Ratio	1.5
Stock turnover ratio	6
GP Ratio	25%
Debtors velocity	2 months
Turnover to fixed assets	2

Fixed Assets to net worth	0.8
Reserves to capital	0.5
Working capital	Rs. 3,00,000

6. Calculate cash flow from the following:

	31.12.2017	31.12.2018	
	Rs.	Rs.	
Debtors	50,000	47,000	
Bills receivable	3,000	4,000	
Creditors	48,000	26,000	
Stock	65,000	54,000	
Outstanding expenses		600	800
Prepaid expenses	1,200	2,000	
Profit earned during the year	Rs. 1,56,000.		

5. From the following data, which product would you recommend for manufacture in a factory to maximize the profit :

Particulars	Product A	Product B	
Standard manufacturing time per unit	2 hours	3 hours	
Direct Materials		Rs. 100	Rs. 60
Direct Labour @ Rs.20/hour	Rs. 40		Rs. 60
Variable overhead @ Rs.12/hour		Rs. 24	Rs. 36
Selling price/unit		Rs. 400	Rs. 480

Total Machine Hours available in the factory are 60,000.



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Programme Code No :261  
Programme Name : M.B.A  
Course Code & Name : MSP-12 FINANCIAL AND MANAGEMENT ACCOUNTING  
Batch : CY 2019  
No.of Assignment : 2  
Maximum Marks : 100  
Weightage : 25%

**Part – A (4 x 10= 40 Marks)**

**Answer the following in 200 words each. Each questions carries 10 marks.**

1. What is a Balance Sheet? Why is it prepared?
2. What is trend analysis?
3. Explain margin of safety.
4. What do you mean by responsibility accounting? State the types of responsibility centres.

**Part – B (2 x 30 = 60 Marks)**

**Answer any two of the questions given below in 1000 words each.**

1. "Cost may be classified in a variety of ways to their nature and information needs of the management". Discuss.
2. Explain the different methods of classification of overheads.
3. The following is the Trial Balance of Mr. Ram as at 31.3.2017

Particulars	Debit Rs.	Credit Rs.
Ram's Capital	-	3,50,000
Ram's Drawings	44,450	-
Opening stock	2,00,000	-
Bills receivable / payable	50,000	85,000
Purchases	2,75,000	-
Sales	-	4,00,000

Returns	5,000	4,500
Plant and Machinery	1,00,000	-
Loose tools	25,000	-
Patents	25,000	-
Debtors	1,25,000	-
Creditors	-	1,40,000
Bank	77,550	-
Salaries and wages	30,000	-
Repairs	7,500	-
Insurance	3,000	-
Power and fuel	3,500	-
Printing and stationery	2,000	-
Misc. Expenses	6,500	-
	9,79,500	9,79,500

Adjustments:

- (a) Closing stock Rs. 1,50,000.
- (b) Depreciate plant and machinery by 15% and patents by 25%.
- (c) Provide for doubtful debts at 5% of debtors.
- (d) Outstanding salaries and wages Rs. 3,500.
- (e) Prepaid insurance Rs. 1,000.

Prepare Trading and profit and Loss Account for the year ended 31st March 2017 and a Balance Sheet as at 31st March 2017.





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**ASSIGNMENT**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP- 13 QUANTITATIVE TECHNIQUES  
Batch : CY 2019  
No.of Assignment : 1  
Maximum Marks : 100  
Weightage : 25%

**Part – A (4 x 10= 40 Marks)**

**Answer the following in 200 words each. Each questions carries 10 marks.**

1. Find the sum of the series :

(a)  $2 + 4 + 6 + 8 + \dots$  to 15 term

(b)  $30 + 28 + 26 + \dots 20$ .

2. Find the values of  $x, y$  and  $z$  if

$$3 \begin{pmatrix} 2 \\ 3 \\ 5 \end{pmatrix} + 2 \begin{pmatrix} x \\ y \\ z \end{pmatrix} = \begin{pmatrix} 8 \\ 13 \\ 21 \end{pmatrix}.$$

3. Explain the uses of Index numbers.

4. What are the conditions of multiplication rules in probability?

**Part – B (2 x 30 = 60 Marks)**

**Answer any two of the questions given below in 1000 words each.**

1. Using Laspeyre's and Paasche's method, calculate the index number.

Commodity	1999		2000	
	Price	Quantity	Price	Quantity
A	2	8	4	6
B	5	10	6	5
C	4	14	5	10
D	2	19	2	13

2. Fit a straight line trend by method of least squares to the following data :

Year : 1989 1990 1991 1992 1993 1994 1995 1996

Earnings : 38 40 65 72 69 60 87 95

3. Solve the system of equations by matrix method.

$$x + 2y - z = 2, \quad 3x - 4y + 2z = 1, \quad -x + 3y - z = 4.$$



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**ASSIGNMENT**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP - 13 & QUANTITATIVE TECHNIQUES  
Batch : CY 2018-19  
No.of Assignment : 2  
Maximum Marks : 100  
Weightage : 25%

**Part – A (4 x 10= 40 Marks)**

**Answer the following in 200 words each. Each questions carries 10 marks.**

1. What are the significances of EOQ?
2. From the following information calculate Arithmetic Mean :  
12, 25, 34, 48, 20, 18, 33, 52, 62, 16
3. Define Probability and state its rules.
4. What are the various methods of finding trend in Time series Analysis?

**Part – B (2 x 30 = 60 Marks)**

**Answer any two of the questions given below in 1000 words each.**

1. Compute Coefficient of Correlation for the following data through Karl Pearson's method.

x	25	35	45	52	20	33	40	30
y	20	15	10	14	23	18	22	30
2. Discuss the properties and applications of Poisson and Normal distribution.
3. Calculate Trend values from the following data using least square method

Year	2003	2004	2005	2006	2007	2008	2009
Sales ('000)	300	700	600	800	900	700	1000



## TAMIL NADU OPEN UNIVERSITY

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### ASSIGNMENT

Programme Code No	: 261
Programme Name	: M.B.A
Course Code & Name	: MSP- 14 & MANAGEMENT INFORMATION SYSTEM
Batch	: CY 2019
No.of Assignment	: 1
Maximum Marks	: 100
Weightage	: 25%

#### **Part – A (4 x 10= 40 Marks)**

**Answer the following in 200 words each. Each question carries 10 marks.**

- 1.What are the fundamental roles of Information System (IS) in business?
- 2.What are the five basic resources employed by an IS?
- 3.Explain Computer peripherals.
- 4.What are the advantages of database management approach over file processing approach? Give examples to illustrate your answer.

#### **Part – B (2 x 30 = 60 Marks)**

**Answer any two of the questions given below in 1000 words each.**

- 1.Explain schematically Marketing Information System.
- 2.Write a detailed note on Decision Support System. Also delineate the trends in decision support.
- 3.How to develop an IT strategy for a business firm? Explain the different stages in it.



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**ASSIGNMENT**

Programme Code No	: 261
Programme Name	: M.B.A
Course Code & Name	: MSP - 14 & MANAGEMENT INFORMATION SYSTEMS
Batch	: CY 2019
No. of Assignment	: 2
Maximum Marks	: 100
Weightage	: 25%

**Part – A (4 x 10= 40 Marks)**

**Answer the following in 200 words each. Each question carries 10 marks.**

1. What is meant by system environment?
2. Differentiate hardware from software.
3. What is prototyping approach?
4. Write the significance of expert system.

**Part – B (2 x 30 = 60 Marks)**

**Answer any two of the questions given below in 1000 words each.**

1. Identify the fundamental data structure associated with database management systems (DBMS).
2. Explain the functional areas of business in MIS.
3. Discuss recent security and ethical issues of MIS.



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**ASSIGNMENT**

Programme Code No	: 261
Programme Name	: M.B.A
Course Code & Name	: MSP - 15 & MARKETING MANAGEMENT
Batch	: CY 2019
No.of Assignment	: 1
Maximum Marks	: 100
Weightage	: 25%

**Part – A (4 x 10= 40 Marks)**

**Answer the following in 200 words each. Each question carries 10 marks.**

- 1.What are the different roles played by people in consumer decision process?
- 2.What are the elements which customers judge as relevant in developing good quality service?
- 3.State the functions of retailing.
- 4.State the meaning and importance of marketing communication.

**Part – B (2 x 30 = 60 Marks)**

**Answer any two of the questions given below in 1000 words each.**

- 1.What are the short comings of physical distribution system in India?
- 2.“Frequent consumer promotion programmes are detrimental to product health”. Do you agree? Give rationale behind this.
- 3.What do you understand by direct marketing? What are its functions? In what way do you think direct marketing differs from mass marketing?



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**ASSIGNMENT**

Programme Code No	: 261
Programme Name	: M.B.A
Course Code & Name	: MSP - 15 & MARKETING MANAGEMENT
Batch	: CY 2019
No.of Assignment	: 2
Maximum Marks	: 100
Weightage	: 25%

**Part – A (4 x 10= 40 Marks)**

**Answer the following in 200 words each. Each questions carries 10 marks.**

1. What are the determinants of consumer behaviour?
2. Explain product life cycle with example.
3. State the functions of retailing.
4. What is societal marketing?

**Part – B (2 x 30 = 60 Marks)**

**Answer any two of the questions given below in 1000 words each.**

1. What is new product development? Explain the steps involved in new product development.
2. Explain external and internal factors which influence marketing environment.
3. Write a note on special areas in marketing.



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**ASSIGNMENT**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP -16 & FINANCIAL MANAGEMENT  
Batch : CY 2019  
No. of Assignment : 1  
Maximum Marks : 100  
Weightage : 25%

**Part – A (4 x 10= 40 Marks)**

**Answer the following in 200 words each. Each questions carries 10 marks.**

1. What are the features of debentures?
2. Describe the advantages of NPV method of capital budgeting.
3. What are the assumptions of Modigliani Miller approach?
4. What is EOQ? How is it determined?

**Part – B (2 x 30 = 60 Marks)**

**Answer any two of the questions given below in 1000 words each.**

1. Distinguish between Operating leverage and financial leverage.
2. Briefly explain various forms of dividend with examples.
3. Enumerate various theories of capital structure in brief.





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**ASSIGNMENT**

Programme Code No	: 261
Programme Name	: M.B.A
Course Code & Name	: MSP -16 & FINANCIAL MANAGEMENT
Batch	: CY 2019
No. of Assignment	: 2
Maximum Marks	: 100
Weightage	: 25%

**Part – A (4 x 10= 40 Marks)**

**Answer the following in 200 words each. Each questions carries 10 marks.**

1. Illustrate the concept of 'Time value of Money'.
2. How do you measure the degree of operating and financial leverage?
3. Discuss various investment avenues.
4. What is working capital management?

**Part – B (2 x 30 = 60 Marks)**

**Answer any two of the questions given below in 1000 words each.**

1. What is weighted averages cost of capital? Explain the rationale behind the use of WACC.
2. What are different pay out methods? How do shareholders react to these methods?
3. Explain a stock split. Why it is issued? How does it differ from a bonus share?



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**ASSIGNMENT**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP - 17 & HUMAN RESOURCE MANAGEMENT  
Batch : CY 2019  
No.of Assignment : 1  
Maximum Marks : 100  
Weightage : 25%

**Part – A (4 x 10= 40 Marks)**

**Answer the following in 200 words each. Each questions carries 10 marks.**

1. What are the objectives of human resource planning?
2. Bring out the difference between training and development.
3. What are fringe benefits?
4. What is Collective bargaining

**Part – B (2 x 30 = 60 Marks)**

**Answer any two of the questions given below in 1000 words each.**

1. Explain the different types of incentives.
2. Explain the role of job evaluation team.
3. Describe the practices adopted to improve Quality of work life.



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**ASSIGNMENT**

Programme Code No	: 261
Programme Name	: M.B.A
Course Code & Name	: MSP - 17 & HUMAN RESOURCE MANAGEMENT
Batch	: CY 2019
No. of Assignment	: 2
Maximum Marks	: 100
Weightage	: 25%

**Part – A (4 x 10= 40 Marks)**

**Answer the following in 200 words each. Each questions carries 10 marks.**

1. Bring out the internal sources of recruitment.
2. Define group discussion.
3. What are the main objectives of performance appraisal?
4. How can collective bargaining be made effective?

**Part – B (2 x 30 = 60 Marks)**

**Answer any two of the questions given below in 1000 words each.**

1. Why is it important for organizations to do an effective job of recruiting?
2. Evaluate the 360-degree feedback as a technique of appraisal.
3. Explain the strategies and techniques adopted by the management to keep their plants free of labour unions.



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**ASSIGNMENT**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP 18 OPERATIONS RESEARCH  
Batch : CY 2018-19  
No. of Assignment : 1  
Maximum Marks : 100  
Weightage : 25%

**Part – A (4 x 10= 40 Marks)**

**Answer the following in 200 words each. Each questions carries 10 marks.**

1. Describe the unbalanced transportation problem.
2. Explain the process of resource leveling.
3. What are the methods of network construction?
4. Write short notes on single channel single server system.

**Part – B (2 x 30 = 60 Marks)**

**Answer any two of the questions given below in 1000 words each.**

1. Solve the following LPP using simplex method :

Maximize  $Z = 2x + y$  subject to the constraints.

$$4x + 3y \leq 12$$

$$4x + y \leq 8$$

$$4x - y \leq 8$$

$$x, y \geq 0.$$

2. Solve the following assignment problem.

		Men			
		A	B	C	D
JOBS	1	10	25	15	20
	2	15	30	5	15
	3	35	20	12	24
	4	17	25	24	30

3. A project consists of the following jobs with the following predecessor relations and time constraints.

Job	Predecessor	Time (days)
A	None	3
B	None	4
C	A, B	2
D	B	5
E	B	1
F	F, C	3
G	B	6
H	E, H	4
I	E, H	4
J	E, H	2
K	C, D, F, J	1
L	K	5

- Draw the project network.
- Determine the duration of the project.
- Find total, free and independent floats.



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Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSPT -18 OPERATIONS RESEARCH  
Batch : CY 2019  
No.of Assignment : 2  
Maximum Marks : 100  
Weightage : 25%

**Part – A (4 x 10= 40 Marks)**

**Answer the following in 200 words each. Each question carries 10 marks.**

1. Describe the characteristics of queuing systems.
2. Classify the simulation model.
3. Explain the rules for constructing network.
4. What do you mean by saddle point?

**Part – B (2 x 30 = 60 Marks)**

**Answer any two of the questions given below in 1000 words each.**

1. 'OR increases creative and judicious capabilities of a decision maker' – comment.
2. Solve the following LPP.  
Maximize  $Z = 3x - y$   
Subject to the constraints  
 $x + 2y \leq 5$   
 $x + y \leq 2$   
 $x, y \geq 0$
3. Solve the following assignment problem

	1	2	3	4
A	10	12	19	11
B	8	10	7	8
C	12	14	13	11
D	8	15	11	9



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**ASSIGNMENT**

Programme Code No	: 261
Programme Name	: M.B.A
Course Code & Name	: MSP -19 RESEARCH METHODS
Batch	: CY 2019
No.of Assignment	: 1
Maximum Marks	: 100
Weightage	: 25%

**Part – A (4 x 10= 40 Marks)**

**Answer the following in 200 words each. Each questions carries 10 marks.**

1. List out criteria of Good Research design.
2. Write a short note on pilot study.
3. What are properties of 't' test?
4. How Index differ from Bibliography?

**Part – B (2 x 30 = 60 Marks)**

**Answer any two of the questions given below in 1000 words each.**

1. Briefly bring out the sources of primary data and secondary data.
2. Brief out stage of data process.
3. Discuss the various non-parametric tests.



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**ASSIGNMENT**

Programme Code No	: 261
Programme Name	: M.B.A
Course Code & Name	: MSP - 19 RESEARCH METHODS
Batch	: CY 2019
No.of Assignment	: 2
Maximum Marks	: 100
Weightage	: 25%

**Part – A (4 x 10= 40 Marks)**

**Answer the following in 200 words each. Each questions carries 10 marks.**

- 1.What are the different components to consider while selecting research problems?
- 2.Explain the importance of formulating hypothesis in research.
- 3.What are the requisites of a good sample?
- 4.What are the various sources of secondary data?

**Part – B (2 x 30 = 60 Marks)**

**Answer any two of the questions given below in 1000 words each.**

- 1.Discuss the factors that govern the research report writing.
- 2.Discuss the various points to be considered while choosing research design.
- 3.Explain different types of scaling techniques.