Programme Code No   :261

Programme Name   :M.B.A

Course Code & Name:MSP–10 /MANAGEMENT FUNCTIONS AND BEHAVIOUR

Batch   : AY 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. Write a note on systems approach to management.

2. What is planning?

3. Define staffing.

4. Define motivation.

Part – B (2 x 30 = 60 Marks)

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

1. What are the major findings of Hawthorne Experiments? Discuss their utility to a practicing manager.

2. List and briefly describe the functions of management.

3. Explain the various steps taken in the selection procedure

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 AND BEHAVIOUR

Batch   : AY 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. Define managerial skills. Why these are needed? and explain various managerial skills.

2. Discuss the importance of forecasting as an element of planning.

3. Describe some of the inherited characteristics of bahaviour. Do you believe that these characteristics can be changed or modified? Give reasons.

4. What is the relationship between perception and attribution?

Part – B (2 x 30 = 60 Marks)

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

1. Explain in detail the ERG theory of motivation. How does it significantly differ from Maslow's model of motivation?

2. Differentiate between formal groups and informal groups. Are the informal groups in any way in conflict with the formal groups? If so, give reasons for your judgment.

3. Explain in detail the various types of communication networks. Which of these is more effective and why?

TAMIL NADU OPEN UNIVERSITY

Chennai - 15

School of Management Studies

ASSIGNMENT

Programme Code No   :261

Programme Name   :M.B.A

Course Code & Name   :MSP–11 MANAGERIAL ECONOMICS

Batch   : AY 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. Briefly explain the scope of managerial economics.
2. What are the determinants of demand?
3. What do you mean by oligopolistic competition?
4. What is isoquants curve?

Part – B (2 x 30 = 60 Marks)

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

1. Explain the role of managerial economist.
2. Discuss about profit planning and forecasting.
3. What do you mean by profit maximization in cost volume profit analysis?

TAMIL NADU OPEN UNIVERSITY
Chennai - 15
School of Management Studies
ASSIGNMENT

Programme Code No :261

Programme Name   :M.B.A

Course Code & Name:MSP–11 MANAGERIAL ECONOMICS

Batch   : AY 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 determinants of supply?
2. What is perfect competition? What are the features of perfect competition?
3. ''Economists have suggested many profit policies as an alternative to profit maximisation''. Discuss about these.
4. What are the objectives of monetary policy?

Part – B (2 x 30 = 60 Marks)

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

1. Explain the various methods of pricing.
2. Analyse the steps involved in investment - Decision making process.
3. What is inflation? What are the causes for inflation? What are the measures to control the inflation?

TAMIL NADU OPEN UNIVERSITY

Chennai - 15

School of Management Studies

ASSIGNMENT

Programme Code No   :261

Programme Name   :M.B.A

Course Code & Name:MSP–12 FINANCIAL AND MANAGEMENT ACCOUNTING

Batch   : AY 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. Distinguish Double Entry System and Single.

2. What do you understand by Funds and funds flow? How do you analyze the flow of funds?

3. In the concept of marginal costing what do you mean by key factor?

4. How are budgets useful for the business?

Part – B (2 x 30 = 60 Marks)

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

1. How does Management Accounting help to achieve the desired efficiency?

2. In what ways Budgeting helps us to control the activities of a business unit

3. How Management Accounting differs from that of Cost Accounting?

TAMIL NADU OPEN UNIVERSITY
Chennai - 15
School of Management Studies
ASSIGNMENT

Programme Code No   :261

Programme Name   :M.B.A

Course Code & Name:MSP–12 FINANCIAL AND MANAGEMENT ACCOUNTING

Batch   : AY 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 types of financial statement analysis?

2. State the uses and limitations of Funds flow statement.

3. From the following information calculate break even point in value.

    Fixed cost Rs. 5,00,000

    Variable cost Rs. 10 per unit

    Selling price Rs. 15 per unit.

4. Calculate material variance of product 'A' from the following data :

Standard	10 kg		Rs.4 per kg
Actual		12 kg	Rs.4.5 per kg

Part – B (2 x 30 = 60 Marks)

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

1. From the following data calculate

(a) Current assets (b) Current liabilities (c) Stock

    Current ratio 2.5 : 1

    Liquid ratio 1.5 : 1

    Working capital Rs. 90,000

2. The sales and profit during two years were as follows.

Year	Sales (Rs.)	Profit (Rs.)
2001	1,50,000	20,000
2002	1,70,000	25,000

You are required calculate

(a) P.V. ratio

(b) Fixed cost

(c) Break even sales

(d) The sales required to earn a profit of Rs. 40,000

(e) The profit made when sales are Rs. 2,50,000

3. Write short note on the following:

(a) Errors of commission

(b) Zero Base Budgeting (ZBB)

(c) Responsibility centres

(d) Margin of Safety (MOS)

TAMIL NADU OPEN UNIVERSITY

Chennai - 15

School of Management Studies

ASSIGNMENT

Programme Code No   :261

Programme Name   :M.B.A

Course Code & Name   :MSP 13-QUANTITATIVE TECHNIQUES

Batch   : AY 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. What do you mean by set theory?
2. Write a note on break even analysis.
3. Explain the types of correlation.
4. Define probability.

Part – B (2 x 30 = 60 Marks)

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

1. What are the objectives and advantages of tabulation?
2. Explain the classical economic order quantity.
3. Calculate the co-efficient of correlation between X and Y from the following data :

X : 1   3   5   8   9   10

Y : 3   4   8   10   12   11

TAMIL NADU OPEN UNIVERSITY
Chennai - 15
School of Management Studies
ASSIGNMENT

Programme Code No   :261

Programme Name   :M.B.A

Course Code & Name   :MSP 13-QUANTITATIVE TECHNIQUES

Batch   : AY 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
Chennai - 15
School of Management Studies
ASSIGNMENT

Programme Code No   :261

Programme Name   :M.B.A

Course Code & Name   :MSP 14 -MANAGEMENT INFORMATION SYSTEM

Batch   : AY 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. Define Management Information System.
2. What is information technology?
3. What is expert system?
4. What do you mean by E-mail?

Part – B (2 x 30 = 60 Marks)

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

1. What is the importance of knowledge of Information System to the end users?
2. Explain the role of computers in Management Information System.
3. How Do Management Information System differ from Decision Support system?

TAMIL NADU OPEN UNIVERSITY

Chennai - 15

School of Management Studies

ASSIGNMENT

Programme Code No   :261

Programme Name   :M.B.A

Course Code & Name   :MSP 14 -MANAGEMENT INFORMATION SYSTEM

Batch   : AY 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. Define Database Management System.
2. What is the main purpose of decision support system?
3. What are the types of feasibility study in system development?
4. What are the advantages of firewall?

Part – B (2 x 30 = 60 Marks)

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

1. Discuss the application of MIS in marketing function.
2. Explain waterfall model of system development.
3. How is the Internet challenging the protection of Individual privacy?

TAMIL NADU OPEN UNIVERSITY

Chennai - 15

School of Management Studies

ASSIGNMENT

Programme Code No   :261

Programme Name   :M.B.A

Course Code & Name   :MSP 15 -MARKETING MANAGEMENT

Batch   : AY 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. What is marketing?
2. What do you mean by marketing research?
3. Define branding.
4. What are the activities in sales force management?

Part – B (2 x 30 = 60 Marks)

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

1. What are the bases of market segmentation? Explain them.
2. Briefly explain the determinants of consumer behaviour.
3. Briefly explain the different pricing methods.

Programme Code No   :261

Programme Name   :M.B.A

Course Code & Name   :MSP 15 -MARKETING MANAGEMENT

Batch   : AY 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 determinants of consumer behaviour?
2. Why packaging plays a vital role in Branding?
3. What are the attributes of a good advertisement?
4. Define Relationship marketing.

Part – B (2 x 30 = 60 Marks)

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

1. What are the drawbacks of distribution system in India?
2. Evaluate the importance of marketing research. Is it gaining importance in India?
3. How will you make use of social media like Facebook and Twitter to ramp up your marketing activities?

TAMIL NADU OPEN UNIVERSITY

Chennai - 15

School of Management Studies

ASSIGNMENT

Programme Code No   :261

Programme Name   :M.B.A

Course Code & Name   :MSP 16- FINANCIAL MANAGEMENT

Batch   : AY 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. What is financial management?
2. What do you mean by operating leverage?
3. What is meant by capital budgeting?
4. What is meant by capital structure?

Part – B (2 x 30 = 60 Marks)

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

1. Explain the role of a financial manager.
2. Explain in brief the different types of shares.
3. A project costs Rs. 15,60,000 and yields annually a profit of Rs. 2,70,400 after depreciation of 12% p.a but before tax at 25%. Calculate the pay back period.

TAMIL NADU OPEN UNIVERSITY
Chennai - 15
School of Management Studies
ASSIGNMENT

Programme Code No   :261

Programme Name   :M.B.A

Course Code & Name   :MSP 16- FINANCIAL MANAGEMENT

Batch   : AY 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. How does the modern finance manager differ from the traditional finance manager?
2. What are short term sources of funds excluded from the computation of a firm's cost of capital?
3. What is capital budgeting?
4. What do you understand by stock dividend? Under what circumstances will the payment of stock dividend be useful to a firm?

Part – B (2 x 30 = 60 Marks)

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

1. What are the various sources of long term financing?
2. Evaluate the Walter's relevance approach of dividend decision.
3. Discuss the methods of accelerating cash inflows and deaccelerating cash outflows of a company.

TAMIL NADU OPEN UNIVERSITY

Chennai - 15

School of Management Studies

ASSIGNMENT

Programme Code No   :261

Programme Name   :M.B.A

Course Code & Name   :MSP 17- HUMAN RESOURCE MANAGEMENT

Batch   : AY 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. Discuss the concept of human resource management.
2. What is job analysis? Discuss its main uses.
3. Write a note on sensitivity training.
4. Explain the term 'Performance appraisal'.

Part – B (2 x 30 = 60 Marks)

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

1. Describe the functions of HRM department.
2. Discuss the process of human resource planning with suitable illustrations.
3. Explain the various steps taken in the selection procedure.

TAMIL NADU OPEN UNIVERSITY
Chennai - 15
School of Management Studies
ASSIGNMENT

Programme Code No   :261

Programme Name   :M.B.A

Course Code & Name   :MSP 17- HUMAN RESOURCE MANAGEMENT

Batch   : AY 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. State the importance of HR planning.
2. Give the usual format of an application blank.
3. Write a note on Apprenticeship training.
4. What are the components of executive Compensation

Part – B (2 x 30 = 60 Marks)

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

1. Discuss the factors responsible for the growing importance of QWL.
2. Explain the problems faced by the trade union movement in India. Suggest remedies.
3. What are the guidelines that should be followed to make collective bargaining a success?

TAMIL NADU OPEN UNIVERSITY
Chennai - 15
School of Management Studies
ASSIGNMENT

Programme Code No   :261

Programme Name   :M.B.A

Course Code & Name   :MSP 18 OPERATIONS RESEARCH

Batch   : AY 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. What is Simplex method?
2. What do you mean by assignment problem?
3. What is CPM?
4. What is simulation? Why the simulation is used?

Part – B (2 x 30 = 60 Marks)

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

1. Explain the terminologies of queuing theory.
2. Obtain the initial basic feasible solution for Transportation problem by North —West corner rule.

Retail shops

	R1	R2	R3	R4	R5	
F1	1	9	13	36	51	50
F2	24	12	16	20	1	100 Capacity
F3	14	35	1	33	26	150
	100	70	50	40	40	300

Requirements

3. What is decision tree? Illustrate it with an example?

TAMIL NADU OPEN UNIVERSITY
Chennai - 15
School of Management Studies
ASSIGNMENT

Programme Code No   :261

Programme Name   :M.B.A

Course Code & Name   :MSP 18 OPERATIONS RESEARCH

Batch   : AY 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 is linear programming?
2. What do you mean by transportation problem?
3. What is PERT?
4. What are the applications of operations research in industries?

Part – B (2 x 30 = 60 Marks)

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

1. Use the graphical method to solve the following game.

   Player B

   Player A $\begin{bmatrix} 2 & 2 & 3 & -2 \\ 4 & 3 & 2 & 6 \end{bmatrix}$

2. Solve the following matrix game by linear programming technique whose payoff matrix is given below

   $$A = \begin{bmatrix} -3 & 2 & 4 \\ 1 & -4 & -2 \\ -2 & -2 & -6 \end{bmatrix}$$

3. What are the characteristics of queuing system?

TAMIL NADU OPEN UNIVERSITY
Chennai - 15
School of Management Studies
ASSIGNMENT

Programme Code No   :261

Programme Name   :M.B.A

Course Code & Name   :MSP 19 RESEARCH METHODS

Batch   : AY 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. What are the types of research?
2. What do you mean by research hypothesis?
3. Differentiate between a schedule and a questionnaire.
4. What are the rules to be followed for coding?

Part – B (2 x 30 = 60 Marks)

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

1. What are the major steps involved in preparing a research design?
2. Discuss the various types of sampling methods used in social investigation work.
3. Point out the main differences between primary and secondary data.

TAMIL NADU OPEN UNIVERSITY
Chennai - 15
School of Management Studies
ASSIGNMENT

Programme Code No :261

Programme Name   :M.B.A

Course Code & Name:MSP 19 RESEARCH METHODS

Batch   : AY 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 is meant by formulation of a research problem? What does it involve?
2. Differentiate between probability sampling and non-probability sampling.
3. Explain the important stages in data analysis. Give two examples.
4. Why is a 'Review of Literature' included in a research report? What is its purpose?

Part – B (2 x 30 = 60 Marks)

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

1. What is the importance of hypothesis testing in validating your findings?
2. What are the characteristics of a research report? What functions does it perform?
3. Why is the selection of a problem for research difficult? What does the nature of problem to be selected depend on in academic research?