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**Date: 28.01.2019**

**NOTIFICATION**

Submission of Assignment is a component of the CIA for theory papers of our M.B.A programme. In this connection students are instructed to write both Assignments and to submit separately as Assignment – I & Assignment – II. For each subject, please mention Name, Appl.No, Enroll. No, Name of the paper on each topic. Each Assignment carries 5 marks. (Total 10 Marks)

*[Signature]*  
**DIRECTOR i/c** 28.1.2020

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**Topics for Assignment – II Semester**

**Paper – 07 Operation Research - (P16MBA7)**  
**Assignment – I (Any two of the topics)**

01. Explain the difference between a transportation problem and an assignment problem.  
 Explain situations where an assignment problem can arise.
02. Determine the optimal solution to each of the following degenerate transportation problem:

|    | D1 | D2 | D3 | D4 | D5 | ai |
|----|----|----|----|----|----|----|
| O1 | 4  | 7  | 3  | 8  | 2  | 4  |
| O2 | 1  | 4  | 7  | 3  | 8  | 7  |
| O3 | 7  | 2  | 4  | 7  | 7  | 9  |
| O4 | 4  | 8  | 2  | 4  | 7  | 2  |
| Bj | 8  | 3  | 7  | 2  | 2  |    |

03. Max  $Z = 3x_1 + 2x_2 + 5x_3$   
 Subject to the constraints  
 $x_1 + 2x_2 + x_3 \leq 430$   
 $3x_1 + 2x_3 \leq 460$   
 $x_1 + 4x_2 \leq 420$  and  $x_1, x_2, x_3 \geq 0$

**Assignment – II (Any two of the topics)**

- 01 Explain how the theory of replacement is used in the problem of replacement of items that fail completely.
- 02 A computer contains 10,000 resistors. When any one of the resistor fails, it is replaced. The cost of replacing a single resistor is Rs.10 only. If all the resistors are replaced at the same time, the cost per resistor would be reduced to Rs.3.50. The percent surviving by the end of month is as follows:

| Month(t)                           | 0   | 1  | 2  | 3  | 4  | 5  | 6 |
|------------------------------------|-----|----|----|----|----|----|---|
| % surviving by<br>The end of month | 100 | 97 | 90 | 70 | 30 | 15 | 0 |

What is the Optimal Plan?

**Paper – 08 Production Management - (P16MBA8)**

**ASSIGNMENT – I (Any two of the topics)**

01. Elaborately explain Strategic Management – corporate and production strategies.
02. List and explain the process of new product development.
03. Write down the scope and benefits of TQM.

**ASSIGNMENT – II (Any two of the topics)**

01. Classification and advantages of Plant Layout.
02. What are the stages of Six Sigma and explain its benefits?
03. Write down the steps in implementing Kaizen.

**Paper – 09 Marketing Management - (P16MBA9)**

**ASSIGNMENT – I (Any two of the topics)**

01. What are the basis of Market Segmentation and explain its Types?
02. Describe the product positioning and new product life cycle.
03. Briefly explain different kinds of Advertisement.

**ASSIGNMENT – II (Any two of the topics)**

01. Explain the role of channel intermediaries in the product distribution.
02. Describe the various marketing Strategies.
03. How to evaluate and controlling Marketing Performance?

**Paper – 10 Financial Management - (P16MBA10)**

**ASSIGNMENT – I (Any two of the topics)**

01. Explain the Scope, objectives and functions of Financial Management.
02. Describe the cost of Different Sources of Raising Capital.
03. Explain the theories of capital structure.

**ASSIGNMENT – II (Any two of the topics)**

01. What is working capital? Explain the factors affecting working capital requirements.
02. Explain the various sources of working capital finance.
03. Describe the different types of dividend policies.

**Paper – 11 Human Resource Management - (P16MBA11)**

**ASSIGNMENT – I (Any two of the topics)**

01. Explain about the understanding business process in the context of human resource management.
02. Elaborate selection process.
03. With suitable examples explain about the methods and benefits of training.

**ASSIGNMENT – II (Any two of the topics)**

01. Explain about Compensation plans.
02. Discuss various financial and non financial rewards in motivating the employees.
03. what are the barriers to performance evaluations?

**Paper – 12 Research Methods in Management - (P16MBA12)**

**ASSIGNMENT – I (Any two of the topics)**

01. Explain the importance and types of Research.
02. Explain measurement and scaling in Research
03. Describe the data processing.

**ASSIGNMENT – II (Any two of the topics)**

01. What are all the Statistical Techniques used in Research? Briefly explain
02. Significance of Report Writing
03. Precautions for writing research reports.