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MBA - Assignment Topics

SECOND SEMESTER

Paper – 01 OPERATION RESEARCH (P16MBA7)

Assignment – I (Any Two topics)

01. **Discuss the significance and scope of operation research in modern management?**

02. **Use simple method to solve the following L.P.P**

Maximize Z = 4X1+10X2

Subject to Constraints,

2X1+X2<50
2X1+5X2<100
2X1+3X2<90
X1, X2>0

03. Find the optimum solution to the following transportation problem the cell entries are unit transportation costs.

	D1	D2	D3	D4	Availability
O1	23	27	16	18	30
O2	12	17	20	51	40
O3	22	28	12	32	53
Requirements	22	35	25	41	123

…2..

Assignment – II (Any Two topics)

01. Solve the following games and determine the value of the game?

a) **b)**

02. A departmental store has a single cashier. During the rush hours, customers arrive at a rate of 20 customers per hour. The Average number of customers that can be processed the cashier is 24 per hour. Assume that the conditions for use of the single channel queuing model apply.

I) What is the probability that the casher is idle?
II) What is the average number of customers in the queuing system?
III) What is the average time a customer spends in the system?
IV) What is the average number of customers in the queue?
V) What is the average time a customer spends in the queue waiting for service?

03. What are the types of decision making? And explain the rule for making a decision under uncertainty.

Paper – 02 Production Management (P16MBA8)

ASSIGNMENT – I (Any Two topics)

01. Definitions and types of production Systems.

02. Demand forecasting for Operation.

03. Operation Planning and Control

ASSIGNMENT – II (Any Two topics)

01. Quality control, quality assurance, quality circles.

02. Introduction to flexible Manufacturing.

03. World Class Manufacturing.

…3..

……..II semester

Paper – 03 Marketing Management(P16MBA9)

ASSIGNMENT – I (Any Two topics)

01. What are the user of Marketing Segmentation and its effects on Marketing Research?

02. Live a detail study of Advertisement and its use in Marketing.

03. Compare and Contract the faction involved in Direct selling/Direct Marketing.

ASSIGNMENT – II (Any Two topics)

01. Explain the product life cycle and elucidate its usage in the development of product.

02. Describe the objectives, Faction and procedure in pricing.

03. Discuss the channels used the Transportation of a product in Marketing.

Paper – 04 Financial Management(P16MBA10)

ASSIGNMENT – I (Any Two topics)

01. What are derivatives? How for the derivatives have been developed in India?

02. How mergers and Acquisition has played a vital role in enhancing the efficiency and effectiveness of the organization?

03. Define cost of capital? How will you calculate the weighted Average cost of capital? Explain it with illustration?

ASSIGNMENT – II (Any two of topics)

01. Investment and Capital structure Decisions.

02. Methods of Capital Budgeting.

03. Inventory Management.

…4..

Paper – 05 Human Resource Management(P16MBA11)

ASSIGNMENT – I (Any Two topics)

01. Discuss the role of HRM in an Organisation.

02. What are the various form of Interview?

03. Discuss about Performance Evaluation.

ASSIGNMENT – II (Any Two topics)

01. Discuss the difference between the Internal & External Source of Recruitment.

02. How does motivation helps on organization to sustain Employee Interest.

03. What are the various types of Training Methods?

Paper – 06 Research Methods in management(P16MBA12)

ASSIGNMENT – I (Any Two topics)

01. Describe concept of hypothesis testing statistical significance with examples.

02. How to writing the draft to Presentation? Explain with suitable examples.

03. Explain written any original reports.

ASSIGNMENT – II (Any Two topics)

01. Explain the concept of source any characteristics of sourney measurement tool.

02. Briefly explain sources any collection of data.

03. Describe the concept of Probability and Complex Probability.

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