

**INTERNAL ASSIGNMENT QUESTIONS
M.B.A. III SEMESTER**

2023-24



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. G.B. Reddy

Hyderabad – 7, Telangana State

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

Dear Students,

Every student of MBA III 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 marks awarded to the candidate will be forwarded to the Examination Branch, OU for inclusion in the University Examination marks. The candidates have to pay the examination fee and submit the Internal Assignment in the same academic year. If a candidate fails to submit the Internal Assignment after payment of the examination fee, candidate will not be given an opportunity to submit their Internal Assignment in the subsequent years, if candidate fails to submit Internal Assignments before the stipulated date, the Internal marks will not be added to University examination marks under any circumstances.

Candidates are required to **pay Rs.500/-** towards the Internal Assignment Fee through Online along with Examination fee and submit the Internal Assignments along with the Fee payment receipt at the concerned counter.

ASSIGNMENT WITHOUT EXAMINATION FEE PAYMENT RECEIPT (ON-LINE) WILL NOT BE ACCEPTED

Assignments on Printed / Photocopy / Typed 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 including Sunday for collecting 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.

FORMAT

1. NAME OF THE COURSE :
 2. NAME OF THE STUDENT :
 3. ENROLLMENT NUMBER :
 4. NAME OF THE PAPER :
 5. DATE OF SUBMISSION :
 6. MOBILE NUMBER :
6. Write the above said details clearly on every assignments paper, otherwise your paper will not be valued.
 7. Tag all the assignments paper-wise and submit
 8. Submit the assignments on or before **27.03.2024** at the concerned counter at PGRRCDE, OU on any working day and obtain receipt.

DIRECTOR

INTERNAL ASSIGNMENT – 2024

MBA III SEMESTER (CDE) - 301

PAPER – I : MANAGEMENT INFORMATION SYSTEMS

ASSIGNMENT - I

I Answer all the following Questions.

3x5=15

1. Explain Functions and Benefits of MIS.
2. Explain the activities of organization.
3. Explain the advantages and disadvantages of DBMS.

ASSIGNMENT – II

II Answer all the following Questions.

3x5=15

1. Explain about various office Automation Systems.
2. Advantages of using Ends / Means Analysis.
3. Give examples of HRIS, Marketing Information Systems.

INTERNAL ASSIGNMENT – 2024

MBA III SEMESTER (CDE) - 302

PAPER – II : BUSINESS COMMUNICATION

ASSIGNMENT - I

I Answer all the following Questions. 3x5=15

1. Explain the communication process.
2. Role of communication in decision making process.
3. Explain Group Discussions – Techniques and Approaches.

ASSIGNMENT – II

II Answer all the following Questions. 3x5=15

1. Define Negotiation process and relevance – effective Negotiation Techniques.
2. Explain coherence in writing and communication.
3. Define Business Report Writing – Basics of a good Report.

INTERNAL ASSIGNMENT – 2024

MBA III SEMESTER (CDE) - 303

PAPER – III : MANAGEMENT ACCOUNTING AND CONTROL

ASSIGNMENT - I

I Answer all the following Questions. 3x5=15

1. Discuss the basis of classification of cost and various types of costs.
2. Define CVP analysis and state the Assumptions.
3. Discuss about objectives and organizational structure budgetary control system.

ASSIGNMENT – II

II Answer all the following Questions. 3x5=15

1. Distinguish between management control and operational control.
2. What is activity based Accounting ? What is the usefulness of such a system ?
3. Differentiate between management Audit and internal Audit.

INTERNAL ASSIGNMENT – 2024

MBA III SEMESTER (CDE) - 304

PAPER – IV : PRODUCTION & OPERATIONS MANAGEMENT

ASSIGNMENT – I

I Answer all the following Questions. 3x5=15

1. Explain production planning and control.
2. Discuss various process technologies.
3. Describe the importance of plant layout.

ASSIGNMENT – II

II Answer all the following Questions. 3x5=15

1. Discuss various inventory control techniques.
2. Discuss the significance of stores management.
3. Explain the process of vendor rating?

INTERNAL ASSIGNMENT – 2024

MBA III SEMESTER (CDE) - 305

PAPER –V : ORGANISATION DEVELOPMENT AND TEAM BUILDING (HR)

ASSIGNMENT - I

I Answer all the following Questions. 3x5=15

1. Discuss the growth, relevance and characteristics of OD.
2. Briefly explain the values assumptions and beliefs in OD.
3. Discuss the six box model in OD.

ASSIGNMENT – II

II Answer all the following Questions. 3x5=15

1. Explain the various OD interventions/
2. What are the major issues in consultant and client relationships ? Explain.
3. What do you mean by 'T' groups ? Discuss its importance.

INTERNAL ASSIGNMENT – 2024

MBA III SEMESTER (CDE) - 306

PAPER –VI : LEADERSHIP AND CHANGE MANAGEMENT (HR)

ASSIGNMENT - I

I Answer all the following Questions. 3x5=15

1. Explain leadership Roles.
2. Describe the task related and Relationship oriented activities of leader.
3. Explain the Hersey – Balachand situational leadership model.

ASSIGNMENT - II

II Answer all the following Questions. 3x5=15

1. What are leadership practices that foster TQM ?
2. Explain how leaders would develop through education experience ?
3. What is Mentoring ? Explain the concept and behavior of Manager ?

INTERNAL ASSIGNMENT – 2024

MBA III SEMESTER (CDE) - 305

PAPER –V : PRODUCT MANAGEMENT (MARKETING)

ASSIGNMENT - I

I Answer all the following Questions.

3x5=15

1. Discuss and differentiate between Brand and Packaging.
2. Explain the seven stages of new product planning.
3. Discuss in details the BCG portfolio model with an appropriate examples.

ASSIGNMENT - II

II Answer all the following Questions.

3x5=15

1. What is ADOPTEST model ? Explain its operationalization in detail ?
2. What do you understand by idea screening ? What is the importance of preparing, proposal ?
3. Define MARMIX ? What are the objectives of MARMIX and explain ?

INTERNAL ASSIGNMENT – 2024

MBA III SEMESTER (CDE) - 306

PAPER-VI: PROMOTION AND DISTRIBUTION MANAGEMENT (MARKETING)

ASSIGNMENT - I

I Answer all the following Questions.

3x5=15

1. Explain Sales Promotion in detail.
2. Explain Market Segmentation in detail.
3. Explain Promotional Offers Rule in Marketing.

ASSIGNMENT - II

II Answer all the following Questions.

3x5=15

1. What is Marketing Mix?
2. Explain Distribution Cycles in Marketing.
3. What is Product Life Cycles.

INTERNAL ASSIGNMENT – 2024

MBA III SEMESTER (CDE) - 305

PAPER –V : STRATEGIC FINANCIAL DECISIONS (FINANCE)

ASSIGNMENT - I

I Answer all the following Questions. 3x5=15

1. Discuss the significant approaches for corporate valuation.
2. Define capital rationing. Why it should it be considered ?
3. Briefly explain theories of mergers.

ASSIGNMENT – II

II Answer all the following Questions. 3x5=15

1. Briefly explain about risk reporting methods adopted by corporates.
2. Briefly explain the model for developing new financial instruments.
3. Distinguish between internal and external reporting. Give a detailed presentation of internal reporting.

INTERNAL ASSIGNMENT – 2024

MBA III SEMESTER (CDE) - 306

PAPER –VI : FINANCIAL SYSTEM AND SERVICES (FINANCE)

ASSIGNMENT - I

I Answer all the following Questions. 3x5=15

1. Outline the role of SEBI in the context of Stock Market Reforms.
2. Discuss about characteristics and functions of Commercial Banks.
3. What are the challenges of NBDC's in India ?

ASSIGNMENT – II

II Answer all the following Questions. 3x5=15

1. Compare and contrast leasing and hire purchasing.
2. Explain the need and various forms of Venture Capital Financing ?
3. What are the credit ratings ? What are the functions of credit ratings ?