BBA V SEM (2013 BATCH)

INSTRUCTIONS TO THE STUDENTS DIRECTLY ENROLLED THROUGH SDE:

1. Assignments shall be hand written in one's own hand writing and the same shall be submitted to the Coordinator (BBA), School of Distance education, University of Kerala on or before 25-11-2015.

2. Each Assignment shall be of 15 pages and the problems need be solved.

3. Total marks for each Assignment is 15.

4. Assignments submitted after the above mentioned date will not be evaluated.

5. Assignments send through speed post/courier will not be accepted.

PROJECT MANAGEMENT

1. Briefly describe an effective project management.
2. Explain the role and responsibilities of a project manager.
3. Explain the various steps taken for analyzing the market demand.
4. Explain the various internal sources of finance.
5. Explain the phases of project management.
6. Explain the various organization structure.

OPERATIONS MANAGEMENT

1) Explain the concepts of Operating characteristics curve (OC).
2) Explain the different types of Plant Layout.
3) Write a brief note on TQM. List out the various Indian companies exposed to TQM
4) Find the sequence that minimizes the total elapsed time required to complete the following jobs on three machines M1 M2 M3 in the order M1-M2-M3

	Job				
Machine	A	B	C	D	E
M1	5	7	6	9	5
M2	2	1	4	5	3
M3	3	7	5	6	7

5) Define a) Just in Time .b) Network Analysis? c) What is Quality Circle?

RETAIL MANAGEMENT

1) Explain the various Retail Marketing Strategies.
2) Explain the Importance of Retail Research
3) Explain the Importance of Retail Store Image
4) Explain the Retail Budget.
5) Define a) Customer decision making process. b) On-line Retailing .c) Retail Pricing d) Merchandising Forecasting.

RESEARCH METHODOLOGY

1) Discuss the phases of research process.
2) Describe the similarities and differences of graphs and diagrams
3) Enlist the types of research
4) Explain research and its need.
5) Define a) Descriptive Research
   b) Hypothesis
   c) Multidimensional scaling
   d) Stratified Sampling

OPERATIONS RESEARCH

1. A company produces two types of hats, type I and type II. Labour time required to manufacture type I hat is two times more than type II hat. If all hats are of second type, only the company can produce a total of 500 hats a day. The market limits daily sales of the first and second type to 150 and 250 hats. The profits per hat are Rs 8/- for type I and Rs 5/- for type 2.

   Formulate the problem in LPP model in order to determine the number of hats to be produced of each type so as to maximize the profit. Also determine optimal solution. Use graphical method.

2. A manufacturer is offered two machines A & B. A is priced at Rs 5000 and running costs are estimated at Rs 800 for each of the first five years increasing by Rs 200/-.per year in the sixth and subsequent years. Machine B which has the same capacity as A, costs Rs 2500/-. but will have running cost of Rs 1200/- per year for six years increasing by Rs 200 per year thereafter. If the money is worth 10% per year which machine should be purchased? Assume that the machine will eventually be sold for scrap at a negligible price?

3) Solve the following transportation problem. Find Initial Basic Feasible Solution using Vogel's method and test its optimality

	Origin					
Destination	A	B	C	D	E	Demand
X	5	4	5	7	6	5
Y	8	9	7	6	8	8
Z	7	5	4	8	5	12
Available	8	5	9	1	2	25

4) Five different machines can do any of the five required jobs with different profits resulting from each assignment as shown below

		Machines				
		A	B	C	D	E
	1	30	37	40	28	40
	2	40	24	27	21	36
Job	3	40	32	33	30	35
	4	25	38	40	36	36
	5	29	62	41	34	39

Find out the maximum profit possible through optimal assignment.

5) Write short notes on the following

a) Unbalanced Transportation problem
b) PERT
c) Dummy activity
d) Pure and mixed strategies