

## **SCHOOL OF DISTANCE EDUCATION**

### **MBA II SEM (2014 BATCH) ASSIGNMENT QUESTIONS**

#### **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 (MBA), School of Distance education, University of Kerala on or before 12-10-2015.**
- 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.**

#### **HUMAN RESOURCE MANAGEMENT**

- 1) Explain the changing role of personnel management
- 2) Describe the various theories of wages
- 3) Explain the process of employee grievance measures in organizations.
- 4) Write short notes on
  - 1) QC
  - 2) Absenteeism & labour turnover
  - 3) 360 degree appraisal
  - 4) BARS
  - 5) Collective bargaining
- 5) Write short notes on
  - 1) Job description
  - 2) Job enrichment and job enlargement
  - 3) Induction
  - 4) TQM
  - 5) ILO

## 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. Use the Big M method to solve the following problem

$$\text{Minimize } Z = 2x_1 + 5x_2 + 3x_3$$

$$\text{Subject to constants } x_1 - 2x_2 + x_3 \geq 4$$

$$2x_1 + x_2 + x_3 \leq 8$$

$$x_1 - x_3 \geq 0$$

$$x_1 > 0 \quad x_2 > 0 \quad x_3 > 0$$

3. 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?
4. Apply the dominance principles and reduces the pay off matrix to the order 2x2 and solve the game algebraically.

2	1	2
5	4	-2
6	3	7

5. 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	
Job	1	30	37	40	28	40
	2	40	24	27	21	36
	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.

### **Written and Oral Communication**

- 1) Discuss the principles of effective communication
  
  
  
- 2) Explain the guidelines to be followed for preparing a speech
  
  
  
- 3) “The use of Av aids is a double edged sword” Discuss

4) Draft a complaint letter to the manager of service station of two wheelers which provided you poor quality of service.

5) Draft an office order drawing the attention of the employees to the need for maintaining punctuality.

### **Research Methods for Management**

1) Describe the different steps involved in a research process.

2) Briefly describe various types of research and examine its suitability.

3) Explain the different types of scattering techniques.

4) Explain the physical format of a research report.

5) What are the principles to be followed while writing a research report.

### **Financial Management**

1) Define financial planning? State the characteristics of a good financial plan

2) Define inventory management. Explain briefly the various techniques of inventory

3) What is “capital Budgeting”? Explain briefly the steps involved in the process of

capital budgeting

- 4) Critically examine the Net Income and Net operating income approaches to capital
- 5) What is the MM approach of irrelevance concept of dividends.

### **Marketing Management**

- 1) Explain buyer behaviour and various theories
- 2) Discuss the different methods of demand forecasting
- 3) Describe the various pricing strategies and programs adopted by Indian manufactures.
- 4) Write short notes on
  - 1) Marketing mix
  - 2) STP
  - 3) Product differentiation
  - 4) Cross selling & Upselling
  - 5) Marketing myopia
- 5) Discuss the different evaluation methods of marketing programs.