4TH SEMESTER MBA-Assignment Questions-2012

Answer any one question from each course: Max Marks:10

Instructions:
NOTE: You are required to read the following instructions carefully before you answer.

1. Write the Roll Number, Name and Title of the course at the beginning of your answer of each subject.
2. You should answer one questions only under each paper.
3. You should write the assignment separately with regard to each paper.
4. You should not reproduce the answer as given in the study material or from any website.
5. Assignments without Roll No. and Name will be rejected.
6. After writing the assignment, you should tag the assignment together, put them in a cover and sent it to the address given below.
7. Assignment cover should be superscribed by “Assignment for MBA-IV Semester” and write your roll number.
8. Your assignment should reach to the Department within time to the:

   Chairman,
   DOS in Management,
   Karnataka State Open University,
   Manasagangotri, Mysore-570006

9. Assignments should reach us on or before 31-10-2012. The assignments received after the last date will be summarily rejected. No further extension is allowed.
10. Assignment sent to any other address of the University will not be valued.
11. The students are advised to keep a copy of the Assignments with them and submit it in case the University demands the same.
12. The students may visit the KSOU website after completion of their examinations to ensure that their internal assessment is reviewed by the Department and their attendance in Test, Seminar and assignment has been considered. In case of any discrepancy, the students may intimate to the Department within 15 days of the announcement in website.

Course-19

International Business Environment

MB119

Critically evaluate the outcome of WTO ministerial conference held in November 2011. Do you think that the commitment made at Doha Conference would be respected by all the developed countries? Justify.

OR

Sketch out the causes of recession and its impact on international business in India.

Course-20

Operations Management

MB120

Identify the JIT practices employed by the Indian Service Industries.

OR

A company produces three products on a produce-to-stock basis. The demands (in cases) for these products over the eight-week planning horizon are:
The safety stock levels (inventory levels cannot fall below the safety stock level), minimum lot sizes (at least the minimum lot size must be produced when production of the product occurs), and beginning inventory levels for the products are:

<table>
<thead>
<tr>
<th>Product</th>
<th>Min. Lot Size (Cases)</th>
<th>Safety Stock (Cases)</th>
<th>Beginning Inventory (Cases)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>5,000</td>
<td>3,000</td>
<td>4,000</td>
</tr>
<tr>
<td>B</td>
<td>8,000</td>
<td>5,000</td>
<td>4,000</td>
</tr>
<tr>
<td>C</td>
<td>2,000</td>
<td>1,000</td>
<td>2,000</td>
</tr>
</tbody>
</table>

Prepare the next eight-week MPS. Assume the ample production capacity exits.

Course-21   
**MB121 Total Quality Management**
Discuss the recent developments in TQM practices adopted by Indian Automobile companies.

OR

Critically evaluate the quality practices employed in the quality awards winning Indian FMCG companies.

Elective-Group A: Finance

Course-22A   
**MB122A International Financial Management**
Company ABC and XYZ have been offered the following rates per annum on a Rs.50.00 lakh five years loan.

<table>
<thead>
<tr>
<th>Fixed Rate</th>
<th>Floating Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company ABC 9.0%</td>
<td>MIBOR+0.3%</td>
</tr>
<tr>
<td>Company XYZ 10.8%</td>
<td>MIBOR+0.8%</td>
</tr>
</tbody>
</table>

Company ABC requires a floating rate loan. Company XYZ requires fixed rate loan. Swap dealer charges 0.3% as commission.

a). Design a swap deal.

b). How much each company benefit?

OR

Discuss the complexities of International Financial Management compared to domestic financial management.

Course-23A   
**MB123A Portfolio Management and Security Analysis**
Discuss the benefits of portfolio diversification. Illustrate your answer with suitable examples.

OR

Rakshith is considering the purchase of a bond currently selling at Rs.878.50, the bond has 4 years to maturity, face value of Rs.1,000 and 8% coupon rate. The next
Annual interest payment is due after one year from today. The required rate of return is 10%.

i) Calculate the intrinsic value (present value) of the bond should Rakshith buy the bond?

ii) Calculate the yield to maturity of the bond.

Course-24A

Financial Derivatives

Briefly explain the evolution of derivatives.

OR

Company A wishes to borrow £10 million at a fixed rate for 5 years and has been offered either 11% fixed or six-month LIBOR +1%. Company B wishes to borrow £10 million at a floating rate for t years and has been offered either six-month LIBOR +0.5% or 10% fixed.

a). How may they enter into a swap arrangement in which each benefit equally?

b). What risks may this arrangement generate?

Elective-Group B: Marketing

Course-22B

Advertising and Sales Promotion

“Advertising encourages people to buy things that they don’t want”. Comment.

OR

Explain the best ways to inspire children, adults, and seniors to buy products through advertisement.

Course-23B

Industrial Marketing

Critically evaluate the problems faced by industrial marketers of machine tools and suggest suitable remedies.

OR

Formulate a service strategy to be employed by component distributors of IIES

Course-24B

International Marketing

Identify the strengths and weakness of Indian EXIM Policy of 2012-17.

OR

Critically evaluate the role of SEZ in promoting the exports.

Elective-Group C: Human Resource

Course-22C

Management of Industrial Relations

“Trade Unions have been withered away in the wake of globalization” Justify.

OR

Explain the machineries available in India to settle industrial disputes.

Course-23C

International Human Resource Management

Critically evaluate the impact of cultural diversity on human capital.

OR

Identify the techniques for resolving the problem of repatriates in the wake of European Recession.

Course-24C

Labour Legislations

Critically evaluate the statutory provisions relating to health under the Factories Act 1948.

OR

Discuss the provisions relating to offences and penalties under Minimum Wages Act 1948 (Act XI of 1948).
MBA IV-SEMESTER SEMINAR CIRCULAR: 2012

Dear Student,

The Department will conduct compulsory personal contact programme (PCP) at Bangalore and Mysore centers. During the Programme, lectures will be delivered and Internal Assessment activities like Assignments, Seminar and Test will be conducted.

Seminar will be conducted by the Department. The candidates of MBA FOURTH semester are required to prepare seminar paper on any one of the topics per course. The topics of seminar are appended herewith for your reference. Candidates are required to present paper before the group of participants, faculties and the resource persons. At the end, proper conclusion will be drawn based on discussion. The candidates are required to prepare the seminar paper in tune with the following guidelines.

**Guidelines:**

1. Seminar paper should be at least 3 pages in hand written only.
2. Typed/Xerox copies etc will not be entertained.
3. Proper conclusion should be given at the end.
4. It should be prepared by referring books, journals, and reports of both national and international standards.
5. It should not be the replica of the guidelines or the study material sent by the University or the materials of any website or any other student’s seminar paper.
6. It should cover the critical evaluation on the area.
7. Students are requested to focus on cases (Examples).
8. The register number and name of the candidates should be written legibly.
9. After presenting the paper, it should be handed over to the resource person.
10. Every candidate of M.B.A.- IV semester, should compulsorily present 2 papers per day.
11. The details regarding timing of the seminar and test will be notified on the first day of the PCP.
12. The candidates are required to take part in the PCP compulsorily. Those who fail to attend the programme will lose internal assessment marks.
13. Further no chance would be given to such candidates under any circumstances.
14. No correspondence will be entertained in this regard.
15. The students should submit papers and present it compulsorily, failing which they will not get marks.
16. An objective type test will be conducted on the last day of the PCP on all the six subjects.

*The department will be eagerly looking forward for your active participation in PCP.*

With best wishes,

Dr. Jagadeesha
Professor and Chairman
DOS and Research in Management
4TH SEMESTER MBA-Seminar Topics-2012

Answer any one question from each course: Max Marks: 10

Course-19 MB119

**International Business Environment**
Tumbling of Indian Rupee against Dollar – Issues and Challenges.
OR
WTO ministerial conference held in 2011 – Opportunities and threats.

Course-20 MB120

**Operations Management**
Concurrent Engineering – Issues and Challenges.
OR
Role of work study in Job Design decisions.

Course-21 MB121

**Total Quality Management**
Quality v/s Cost
OR
Quality Revolution in aeronautical industry.

**Elective-Group A: Finance**

Course-22A MB122A

**International Financial Management**
FDI in Retail Sector – Pros and Cons.
OR
Purchase power parity v/s Balance of payments.

Course-23A MB123A

**Portfolio Management and Security Analysis**
Portfolio diversification – Myth and Reality
OR
Initial Public Offerings (IPO) – Issues and Challenges

Course-24A MB124A

**Financial Derivatives**
Derivative a tool for Risk Management
OR
Commodity Derivatives – A boon for Indian Economy.

**Elective-Group B: Marketing**

Course-22B MB122B

**Advertising and Sales Promotion**
Comparative Advertisement – Pros and Cons.
OR
Rural Advertising – Challenges.

Course-23B MB123B

**Industrial Marketing**
Positioning strategies for Industrial Goods.
OR
Challenges for Distribution of Industrial Goods.

Course-24B MB124B

**International Marketing**
Role of Government in International Market.
OR
Service Exports – Issues and Challenges
Elective-Group C: Human Resource

Course-22C  MB122C   Management of Industrial Relations
Gandhian Philosophy in IR.    OR
Manesar Industrial dispute.

Course-23C  MB123C   International Human Resource Management
Repatriates – Issues and Challenges    OR
Cross Culture – Opportunities and Threats.

Course-24C  MB124C   Labour Legislations
Right to Education – Myth and Reality.    OR
Women Employees in Legal Environment.

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ON INDIA GOVERNMENT SERVICE

BOOK POST

To,

Sri / Smt ..............................................

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FROM:
THE CHAIRMAN
Department of Studies in Management
Karnataka State Open University
Manasagangotri, Mysore-570006