

2ND SEMESTER MBA-Assignment Questions-2012-13

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 question 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-II 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 09-11-2012.** 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 immediately within 15 days of announcement in the website.

Course-7 **MB107**
Management Information System and Computer Applications

Critically evaluate the Data Security measures employed in software industries.

OR

Design the Databases and Algorithms for developing software for library management.

Course-8 **MB108**
Business Law

Trace the impact of technology on the provisions of NI Act.

OR

Differentiate between Indian Contract Act v/s International Contract Act.

Course-9 **MB109**
Financial Management

Why should inventory be held? Discuss the role of economic order quantity in inventory management.

OR

Naveen Iron Company is considering to install a machine which costs Rs.1,00,000. The machine has a life of 5 years and has no salvage value. The company's tax rate is 50% and no investment allowance is provided. The company uses straight line depreciation. The estimated cash flows before tax from the proposed investment proposal are as follows:

Year	Cash Flow Before Tax (in Rs.)
1	20,000
2	22,000
3	28,000
4	30,000
5	50,000

Compute the following:

- a). Pay back period
- b). Average Rate of Return

- c). Net present value at 10% discount rate and
- d). Profitability Index

Course-10

MB110

Marketing Management

Explain the Relevance and Importance of Social Marketing in India.

OR

Identify the various buying motives and explain them briefly with suitable examples.

Course-11

MB111

Human Asset Management

Discuss the various techniques of evaluating employees and managerial performance.

OR

Explain the functions of Human Resource Development and their significance in achieving organizational efficiency.

Course-12

MB112

Executive Communication and Research Methodology

Explain the various statistical tools used for testing hypothesis
How do you eliminate type-1 and type-2 error ?

OR

Examine the role and importance of business etiquette in Global Business Communication.

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