



**ANNA UNIVERSITY
CHENNAI - 600 025**

CENTRE FOR DISTANCE EDUCATION

MBA ASSIGNMENT TOPICS

INSTRUCTIONS TO THE CANDIDATES

1. All assignments are Compulsory as per their specialization.
2. Use A4 sheet. Your handwriting should be legible (Printed Copy will be not allowed).
3. Don't use the Backside of the paper.
4. Do not fold the assignment.
5. Don't copy from the Book and answer should be based on your own explanations.
6. All the assignments should be forwarded through the respective learning centre and sent to the
**"The Coordinator, Distance Education Cell, Regional Centre Coimbatore, Anna University,
Jothipuram, Coimbatore – 641 047"**
7. Last date for submission of assignment: **12.12.2012.**
8. Mention Clearly your Name, URN, Program, Branch, and Subject & Subject Code.

Ref. No. **ANNA UNIVERSITY****CHENNAI – 600 025****CENTRE FOR DISTANCE EDUCATION****MBA DEGREE EXAMINATIONS - JAN / FEB 2013***(For the Students of Erstwhile Anna University of Technology Coimbatore)***ASSIGNMENT SUBMISSION FOR CONTINUOUS ASSESSMENT**

URN:

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NAME :

PROGRAMME :

BRANCH :

SEMESTER :

SUBJECT CODE AND TITLE :

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Programme :

Branch :

Semester :

Subject Code and Title :

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For Office Use Only
VALUATION

Question	Part A			Part B	Total (Part A + Part B)
	1	2	3	4	
Marks					

(Total Marks in word)

Name of the Examiner

Signature of the Examiner with date

SEMESTER – 2

102001 - OPERATIONS RESEARCH

PART A

Answer Any TWO Questions

2 x 5 = 10 marks

1. a) A company makes two types of leather products A & B. Product A is of high quality and product B is of low quality. The respective profits are Rs.4 and Rs.3 per product. Each product A requires twice as much as time as product B and if all products were of type B, the company could make 1000 per day. The supply of leather is sufficient for only 800 products per day (both A & B combined). Product A requires a special part and only 400 per day are available. There are only 700 Special spare parts a day available for product B. Formulate this as a LPP and solve by graphical method.

- b) The sales (in thousands of rupees) in a company follow Poisson distribution with mean 5. Using the Monte-Carlo technique estimate the sales for 10 days.

2. a) Find the initial basic feasible solution for the following transportation problem by Vogel's Approximation method. And find the optimal solution.

		To				
						supply
		1	2	1	4	30
From		3	3	2	1	50
		4	2	5	9	20
	Demand	20	40	30	10	

3. a) Solve the following game

$$\begin{array}{c}
 B_1 \quad B_2 \quad B_3 \\
 \begin{array}{l}
 A_1 \begin{pmatrix} 1 & 7 & 2 \end{pmatrix} \\
 A_2 \begin{pmatrix} 0 & 2 & 7 \end{pmatrix} \\
 A_3 \begin{pmatrix} 5 & 1 & 6 \end{pmatrix}
 \end{array}
 \end{array}$$

- b) An automobile fleet owner has the following direct operation cost (Petrol and oil) and increased maintenance cost (repairs, replacement of parts etc). The initial cost of the vehicle is Rs. 70,000. The operation cost, the maintenance cost and the resale price are all given in table 1 for five years.

Year of service	Annual operating cost (Rs.)	Annual maintenance cost (Rs.)	Resale value (Rs.)
1	10000	6000	40000
2	15000	8000	20000
3	20000	12000	15000
4	26000	16000	10000

PART B**COMPULSORY****1 x 10 = marks**

4. a) Solve NLPP $Min z = 2x_1 + 3x_2 - x_1^2 - 2x_2^2$ Subject to $x_1 + 3x_2 \leq 6, 5x_1 + 2x_2 \leq 10, x_1, x_2 \geq 0$.

b) Find the optimum schedule for the project with the following data

Activity :	1-2	1-3	1-4	2-4	2-5	3-5	4-5
<i>a</i> :	2	3	4	8	6	2	2
<i>m</i> :	4	4	5	9	8	3	5
<i>b</i> :	5	6	6	11	12	4	7

102002 - MARKETING MANAGEMENT

Maximum : 20 Marks

PART A

Answer Any TWO Questions

2 x 5 = 10 marks

1. Define Marketing.
2. What do you mean by Market Segmentation?
3. Draw a Product Life Cycle.

PART B

COMPULSORY

1 X 10 = marks

4. Discuss the Marketing Mix with consumer durable products.

102003 - HUMAN RESOURCE MANAGEMENT

Maximum : 20 Marks

PART A

Answer Any TWO Questions

2 x 5 = 10 marks

1. Define Human Resource Management
2. Define Performance Appraisal
3. What is HR Audit

PART B

COMPULSORY

1 X 10 = marks

4. Discuss about Human Resource Information System

102018 – SOFTWARE PROJECT MANAGEMENT

Maximum : 20 Marks

PART A

Answer Any TWO Questions

2 x 5 = 10 marks

1. Discuss about various software project models and corresponding applications area.
2. State about various software cost estimate techniques.
3. What do you mean by risk management? Analysis your view in software risk management.

PART B

COMPULSORY

1 X 10 = marks

4. Define SQA and how it ensures quality aspect of software.

SEMESTER - 3

103041 – SOFTWARE QUALITY ASSURANCE

Maximum : 20 Marks

PART A

Answer Any TWO Questions

2 x 5 = 10 marks

1. Explain Software Quality and its frameworks.
2. Describe briefly about quality assurance activities and process.
3. Discuss about defect prevention and process improvement.

PART B

COMPULSORY

1 X 10 = marks

4. Explain the following
 - i) Fault tolerance with its techniques.
 - ii) Defect levels.
 - iii) Pervasive levels.

SEMESTER - 4

104006 – INTERNATIONAL BUSINESS ENVIRONMENT

Maximum : 20 Marks

PART A

Answer Any TWO Questions

**2 x 5 = 10
marks**

1. Write short notes on Hedging with example.
2. Explain about various tariff barriers and non-tariff barriers.
3. Discuss about the Foreign Corrupt Practices Act.

PART B

COMPULSORY

1 X 10 = marks

4. Describe the Internal and External Environment Impact on Organizations.

104007 - ENTREPRENEURSHIP DEVELOPMENT

Maximum : 20 Marks

PART A

Answer Any TWO Questions

2 x 5 = 10 marks

1. Write the 7 key qualities of entrepreneur.
2. What are the factors affecting entrepreneurship growth.
3. What are the various steps involved in Export Documentations and procedures.

PART B

COMPULSORY

1 X 10 = marks

4. Briefly explain the different types of ownership structures.

104008 - STRATEGIC MANAGEMENT

Maximum : 20 Marks

PART A

Answer Any TWO Questions

**2 x 5 = 10
marks**

1. Define Strategic Management.
2. What is Michal Porter's Five forces model?
3. What is BCG Matrix Model?

PART B

COMPULSORY

1 X 10 = marks

4. Discuss the Strategic Management Process.