

Directorate of Distance Education

DAVV INDORE, SEM-II

Dear Students,

Please attempt the assignment questions and submit it to the D.E.Office.10/Feb./2010

Course Code	:MS-5
Course Title	: Operation Management
Coverage	: All Blocks

Attempt all the questions.

- 1) Describe four activities performed by Operations Manager.
- 2) Explain product design. How does it influence the process design?
- 3) Define job design. How has management viewed job design since the industrial revolution?
- 4) Explain aggregate production planning. Give an example from two wheeler industry.
- 5) Define value engineering and analysis. Discuss atleast one method of the approach for VE/VA.
- 6) Explain how the system concept can be used in explaining the term **waste** and **waste management**

Directorate of Distance Education

DAVV INDORE,SEM-II

Dear Students,

Please attempt the assignment questions and submit it to the D.E.Office. 10/Feb./2010

Course Code :MS-6

Course Title : **Marketing Management**

Coverage :All Blocks

Attempt all the questions.

- 1 a) Distinguish Product Marketing and Service Marketing, with suitable illustrations.
 - b) How do the marketing objective and marketing mix vary across the Product Life Cycle (PLC)? Explain with a suitable example.

- 2 a) Distinguish between Market Segmentation and Product Differentiation. Discuss the bases that you will use in segmenting the market for the following products:
 - i) Internet services
 - ii) Electric small car
 - b) What are the major considerations involved in designing the marketing organization for a European furniture manufacturer foraying into Indian market?

- 3 a) Discuss the variables that affect the distribution decisions for the following:
 - i) DTH services
 - ii) Fast Food Joint
 - b) What are the criteria marketers must evaluate before selecting a brand name?

- 4a) Both primary data and secondary data complement each other in marketing decision making. Explain.

- b) Distinguish cyber marketing with conventional marketing. What are the reasons for its rapid growth in the Indian context? Enumerate its limitations.

Directorate of Distance Education

DAVV INDORE, SEM-II

Dear Students,

Please attempt the assignment questions and submit it to the D.E.Office. 10/Feb./2010

Course Code	:MS-7
Course Title	: IT Fundamental
Coverage	:All Blocks

Attempt all the questions.

- Q.1. “Electronic Commerce enables an organization to operate in the areas much beyond their physical relation” Elaborate!
- Q.2. What is Simon’s framework for decision-making? How does it help in MIS design?
- Q.3. How does computerized Personnel Information Systems help in managing human resources more effectively?
- Q.4. What types of resources are used in an information system? How information systems can contribute for total quality management?
- Q.5. What are the standardized protocols for call control and media mapping in network multimedia communication over packet-based networks? Describe them!

Directorate of Distance Education

DAVV INDORE, SEM-II

Dear Students,

Please attempt the assignment questions and submit it to the D.E.Office. 10/Feb./2010

Course Code :MS-8
Course Title : Buss. Maths & Statistics
Coverage :All Blocks

Attempt all the questions.

1. 'The manager should seek some balance between quantitative and qualitative factors in decision making'. Elaborate the statement giving the situations in which various statistical tools are used.
2. General Buck Twigidson is preparing to make his annual budget presentation to the U.S. senate and is speculating about his chances of getting all or part of his requested budget approved. From his 20 years of experience in making these requests, he has deduced that his chances of getting between 50 and 74 per cent of his budget approved are twice as good as those of getting between 75 and 99 per cent approved, and two and one-half times as good as those of getting between 25 and 49 per cent approved. Further, the general believes that there is no chance of less than 25 per cent of his budget being approved. Finally, the entire budget has been approved only once during the General's tenure and the General do not expect this pattern to change. What are the probabilities of 0-24 per cent, 25-49 per cent, 50-74 per cent, 75-99 per cent, and 100 per cent approval, according to the general?
3. At a level of significance of 0.10, Can we conclude that the following 400 observations follow a poisson distribution with $\lambda = 3$.

No. of arrivals per hour	0	1	2	3	4	5 or more
No. of hours	20	57	98	85	78	62

4. A company recruits personnel for its sales department on the basis of special tests designed to judge the potential of the candidates. The following table gives test scores and the mean daily sales for 9 executives.
 - a. Fit a regression line of Y on X.
 - b. Prepare a table of predicted values and residuals.

Mean daily Score(Y)	34	39	30	33	36	38	45	41	48
Test Score (X)	59	69	50	56	64	66	77	73	83

Directorate of Distance Education

DAVV INDORE, SEM-IV

Dear Students,

Please attempt the assignment questions and submit it to the D.E.Office. 10/Feb./2010

Course Code	:MS-11
Course Title	: Strategic Management
Coverage	:All Blocks

Attempt all the questions.

- Q1. Select a company of your choice. Recollect the current events and identify the important macro environmental factors which had an impact on the company. Try to study the opportunities and the threats posed to the company due to the macro environmental factors.
- Q2. What do you understand by SWOT analysis? Explain how it is important for the organizations in taking strategic decisions. Illustrate your answer with the help of an example.
- Q3. Briefly discuss the role of organization's mission, goals and objectives in strategic control. Explain with the help of an example.
- Q4. Take a recent example of a merger and try to analyze the aspects, which led to the merger.
- Q5. Explain the concept of turnaround management? Illustrate your answer with examples.

Directorate of Distance Education

DAVV INDORE, SEM-IV

Dear Students,

Please attempt the assignment questions and submit it to the D.E.Office. 10/Feb./2010

Course Code	:MS-92
Course Title	: Management of Public Enterprises
Coverage	:All Blocks

Attempt all the questions.

1. Describe briefly the terms 'Performance Contracting' and 'Audit Function' with reference to public enterprises.
2. Explain the ways in which government control is exercised over Public Enterprises.
3. 'Public enterprises in India function at three levels of administration: Central, State and Municipal.' Critically examine this statement in the present context.
4. Explain the relevance of marketing mix to public enterprises with special reference to Product mix and Price mix.
5. Briefly discuss the strategic issues arising out of disinvestment.
6. Write short notes on the following:-
 - a) Restructuring
 - b) Wage Policy
 - c) Central Vigilance Commission (CVC)

Directorate of Distance Education

DAVV INDORE, SEM-IV

Dear Students,

Please attempt the assignment questions and submit it to the D.E.Office. 10/Feb./2010

Course Code : **MS-96**
Course Title : **Total Quality Management**
Coverage : **All Blocks**

Attempt all the questions.

- 1. Briefly discuss the advantages and disadvantages of *Kaizen*. Explain how the relevance of the concept in the present context.**
- 2. Suppose you are working in an organization and are supposed to improve the quality of the division you are working in. Formulate a plan in a stepwise manner for improving the quality of your division.**
- 3. Explain the concept of QFD and the House of Quality (HOQ) table. How does this concept help in organizing the flow of thinking? Discuss.**
- 4. What are the different actions of leaders? Discuss these actions in brief and illustrate your answer with the help of examples.**
- 5. Safety Management in TQM has become an important aspect. Take the case of an organization and explain how it is conforming to the standards of safety management.**

Directorate of Distance Education

DAVV INDORE, SEM-IV

Dear Students,

Please attempt the assignment questions and submit it to the D.E.Office. 10/Feb./2010

Course Code	:MS-97
Course Title	: INTERNATIONAL BUSINESS
Coverage	:All Blocks

Attempt all the questions.

5. 'The Theory of Comparative Cost Advantage is an improvement over the Theory of Absolute Cost Advantage.' Briefly Discuss.
6. Explain the evolutionary pattern of MNEs from purely domestic company to a transnational corporation.
7. 'There is a need for control in international business operations.' Why? Explain with the help of examples.
8. Discuss the role of World Bank affiliates in promoting international business.
5. 'Human Resource is considered crucial for success in MNE enterprise.' Discuss this statement in the light of importance given to human resources.
6. Write short notes on
 - a) Globalisation of Business
 - b) Strategic alliances
- c) Management Practices of MNC's

Directorate of Distance Education

DAVV INDORE, SEM-VI

Dear Students,

Please attempt the assignment questions and submit it to the D.E.Office. 10/Feb./2010

Course Code	:MS-24 (HR)
Course Title	: Union Management & Relations
Coverage	:All Blocks

Attempt all the questions.

1. Explain the Industrial Relations in India. Discuss the current development in the field of Industrial Relations in any organization you are familiar with. Briefly describe the organization you are referring to.
2. Discuss the development of Trade Union in India. Describe the functions of Trade Union of any organization you are acquainted with. Briefly describe the organization you are referring to.
3. Explain the approaches of collective bargaining. Illustrate process of collective bargaining of your organization or any organization you are familiar with and comment on it. Briefly describe the organization you are referring to.
4. Discuss the historical development of workers participation in Management. Describe the models in workers participation which are being used in an organization you are acquainted with. Explain with examples. Briefly describe the organization you are referring to.
5. Describe the meaning and Procedure of grievance. Discuss various approaches to grievance resolution. In your opinion which approach is most effective and why? Explain with help of suitable examples.

Directorate of Distance Education

DAVV INDORE, SEM-VI

Dear Students,

Please attempt the assignment questions and submit it to the D.E.Office. 10/Feb./2010

Course Code :MS-25 (HR)
Course Title : Managing Change in Organization

Coverage :All Blocks

Attempt all the questions.

1. What is organizational culture? Describe how organizational culture change can take place? Illustrate from an organization where culture change had taken place. Briefly describe the organization you are referring to.
2. Explain the concept of mergers and acquisition. Describe the role of agencies in the formation of mergers and acquisitions. Illustrate the process of merger and acquisition with reference to an organization.
3. Explain the concept of intervention. Describe the interventions which have been used in an organization you are familiar with. Give reasons for using them. Briefly describe the organization you are referring to.
4. Why do individuals and organizations resist change? Explain instances of resistance to change in any organization you are familiar with and the effectiveness of management strategies to overcome the resistance. Briefly describe the organization you are referring to.
5. Discuss the major factors which are responsible for change in an organization you are familiar with and briefly describe the organization you are referring to.

Directorate of Distance Education

DAVV INDORE, SEM-VI

Dear Students,

Please attempt the assignment questions and submit it to the D.E.Office. 10/Feb./2010

Course Code	:MS-27(HR)
Course Title	: Compensation &Reward management
Coverage	:All Blocks

Attempt all the questions.

1. Explain behavioural theories and relevant issues. Discuss their implications for policies and practices in any organization you are familiar with. Briefly describe the organization you are referring to.
2. Explain the purpose and application of the payment of Wages Act, 1936. Discuss the procedure of fine deduction from wages of employee in an organization you are familiar with. Briefly describe the organization you are referring to.
3. Explain the difference between a pay commission and a wage board. Why collective bargaining is superior to other methods of wage determination. Explain with suitable examples.
4. Explain the classification of incentives. Describe the incentive system of any organization you are familiar with. Bring out their advantages and limitations. Briefly describe the organization you are referring to.
5. Distinguish between tax planning and tax avoidance. Discuss the tax implications of employees compensation package to the employer in any organization you are familiar with. Briefly describe the organization you are referring to.

Directorate of Distance Education

DAVV INDORE, SEM-VI

Dear Students,

Please attempt the assignment questions and submit it to the D.E.Office. 10/Feb./2010

Course Code	:MS-28(HR)
Course Title	: IR& Labour Laws
Coverage	:All Blocks

Attempt all the questions.

1. Explain the concept of social justice and natural justice in relation to industrial jurisprudence. Describe your own experience about application of social justice and your organization or any organization you are familiar with.
2. What is the meaning of term “factory” and the object of the Factories Act, 1948? What are the measures which have been taken by the management in respect of (a) health, (b) safety and (c) welfare of workers in any organization you are familiar with.
3. What is meant by “Industry” and “Industrial Dispute”? Discuss few examples of industrial disputes and how these disputes have been resolved from any organization you are familiar with. Briefly describe the organization you are referring to.
4. Distinguish between minimum, fair and living wages. Explain the methods being followed for fixing minimum wages under Minimum Wage Act, 1958 in an organization you are familiar with.
5. Explain the object and applicability of the payment of Gratuity Act, 1972 what are the benefits being paid to the workers under the Act in your organization or any organization you are familiar with.

Directorate of Distance Education

DAVV INDORE, SEM-VI

Dear Students,

Please attempt the assignment questions and submit it to the D.E.Office. 10/Feb./2010

Course Code	:MS-64 (Marketing)
Course Title	: International Marketing
Coverage	:All Blocks

Attempt all the questions.

1. "The world is becoming more and more mono-cultural. Today you can get Japanese noodles in the US and McDonald's burger in India. Cultural factors are simply not as important as they were earlier." Do you agree with the statement? Justify your answer giving suitable examples.
2. What do you understand by the term 'political risk'? Discuss the strategy for management of political risk at the pre-investment stage.
3. Briefly explain the components of international advertising strategy. What are the advantages and disadvantages of standardization of international advertising Programme?
4. Explain the basic steps in international marketing research process. Select an industrialized country and a least developed country and state how conducting marketing research would be different in the two.
5. Explain the contents and significance of the following documents:
 - (a) Letter of Credit
 - (b) Commercial Invoice
 - (c) Packing List
6. Describe the reasons for a firm for entering international markets.

Directorate of Distance Education

DAVV INDORE, SEM-VI

Dear Students,

Please attempt the assignment questions and submit it to the D.E.Office. 10/Feb./2010

Course Code :MS-66 (Marketing)

Course Title : Marketing Research

Coverage :All Blocks

Attempt all the questions.

1. Explain the major reasons for growing importance of Marketing Research in India. Describe the different ways of conducting marketing research and briefly comment on the problems faced by researchers in conducting marketing research in India.
2. What are the marketing research situations suitable for
 - i) Focus group study
 - ii) Quasi-experimental design
3. Define primary and secondary data. Discuss the main sources of primary and secondary data and the advantages and limitations of each.
4. You have been appointed as marketing research executive for conducting marketing research for an automobile company (TATA Motors Limited) planning to launch its new car (NANO) for the Indian market. Devise a questionnaire to find out the consumers perception towards new car (NANO).
5. What are the criteria for good measurement? Distinguish between the validity and reliability of a measure. How can the reliability of a measure be evaluated?
6. (a) Distinguish between qualitative and quantitative research with suitable examples.
(b) What are the various methods of conducting qualitative research? Discuss the advantages and limitations of each of these methods.
7. Define conjoint analysis. What are the different steps involved in conjoint analysis? Explain with the help of an example. Describe the marketing research situations where conjoint analysis is applicable.

Directorate of Distance Education

DAVV INDORE, SEM-VI

Dear Students,

Please attempt the assignment questions and submit it to the D.E.Office. 10/Feb./2010

Course Code	:MS-68 (Marketing)
Course Title	: Mgmt.of Marketing Comml& Adver.
Coverage	:All Blocks

Attempt all the questions.

- 1 a) What role does marketing communication play in a situation where consumers buy a product spontaneously? Give suitable examples
- b) What are the steps of developing a promotional strategy?

- 2 a) Discuss the relationship between “Message Design” and the “Marketing Objectives.”
- b) “Advertising research can provide guidance, but cannot guarantee success. Discuss the statement by taking two examples of the recent past to prove the above statement.

- 3 a) What do you understand by the term Direct Marketing? Discuss its importance and scope in the Indian context. What are the benefits that firms derive by adopting this method for marketing communication
- b) Suggest the type of media that might be most appropriate for the following. Justify your answer.
 - (i) Small car “Nano” from Tata Motors
 - (ii) Soft Drink Concentrate
 - (iii) Tourism promotion

- 4 a) What is the role of an Advertising Agency in modern day marketing scenario?
- b) Discuss the 5W approach to communication model with suitable examples. Why and how ethics are important in a country like India? Substantiate

Directorate of Distance Education

DAVV INDORE, SEM-VI

Dear Students,

Please attempt the assignment questions and submit it to the D.E.Office. 10/Feb./2010

Course Code :MS-612 (Marketing)

Course Title : Retail marketing

Coverage :All Blocks

Attempt all the questions.

- 1 a) Elaborate the significance of retailing in the current Indian context. Discuss the factors that contribute to the growth of the organized retailing in India.
 - b) Distinguish retail customer from industrial customer with suitable examples.

- 2 a) Explain why Locational Decisions are crucial and determine the success of a retail business.
 - b) What are the key parameters of marketing research in retailing, substantiate with suitable examples.

- 3 a) What do you understand by the term Atmospherics in retail business, is it essential that every retailer should focus on this aspect if, Yes or No explain with suitable examples of your choice.
 - b) Merchandise is core and central to every kind of retail business what makes it so. Discuss with two examples of your choice.

- 4 a) The security issues are gaining importance with the growth of retail business in India. Explain the various dimensions of security in retailing.
 - b) Describe the various types of store and non-store retail formats in India and bring out the uniqueness of each of these formats.

Directorate of Distance Education

DAVV INDORE, SEM-VI

Dear Students,

Please attempt the assignment questions and submit it to the D.E.Office. 10/Feb./2010

Course Code	:MS- 43 (Finance)
Course Title	: Management Control System
Coverage	:All Blocks

Attempt all the questions.

- Q1. Discuss the different models that could be used for formulating business unit strategies. Also explain the inter-linkages and interface between strategies and management control.
- Q2. Explain the different aspects and issues relating to target profit setting, budgeting process and performance reports of profit centres.
- Q3. Choose and study any firm /organization of your choice that has implemented ERP and prepare a detail report on your findings?
- Q4. What is control system? Why is it required in case if a project is treated as a profit centre? What difficulties do you foresee in operationalising a control system?
- Q5. Study the case 'Bengal steel Limited' given in Block-5 and give an evolution of it's performance appraisal system.

Directorate of Distance Education

DAVV INDORE, SEM-VI

Dear Students,

Please attempt the assignment questions and submit it to the D.E.Office. 10/Feb./2010

Course Code	:MS-46 (Finance)
Course Title	: MANAGEMENT OF FINANCIAL SERVICES
Coverage	:All Blocks

Attempt all the questions.

- Q1. Discuss the sources of risk which apply to different type of financial services firms and also the strategies that are available to manage these risks.
- Q2. Which government securities are issued by RBI on behalf of central government as well as State governments to finance deficit budgets, social expenditures and economic activities in the public sector. Describe each of these securities in detail.
- Q3. Consult any mutual fund or agents of mutual funds and discuss in detail about the various products offered by mutual fund company to the investors.
- Q4. What is the role played by banks and other principal agencies providing housing finance in India. Prepare your answer with the help of relevant data.
- Q5. What are the different types of covers granted under Engineering Insurance? Discuss each of these policies in detail.

Directorate of Distance Education

DAVV INDORE, SEM-VI

Dear Students,

Please attempt the assignment questions and submit it to the D.E.Office. 10/Feb./2010

Course Code :MS- 52 (Production)

Course Title : Project management

Coverage :All Blocks

Attempt all the questions.

- 1) Describe the important phases of a project life cycle.
- 2) Discuss the various methods of financial evaluation of the projects. Make a comparative analysis of these methods.
- 3) What are the different organization structures recommended for project organization and what are their advantages and disadvantages?
- 4) Explain the use and advantages of squared networks in Project Management with the help of an example.
- 5) Draw the project diagram from the information given below. Also identify the critical path and determine the project completion time.

Task	A	B	C	D	E	F	G	H	I	J	K	L	M
Precedence	-	A	B	B	D	D	E,F	G	G	H,I	C	K	J,L
Time (Hours)	16	11	14	9	12	10	30	19	11	7	40	9	14

Directorate of Distance Education

DAVV INDORE

Dear Students,

Please attempt the assignment questions and submit it to the D.E.Office. 10/Feb./2010

Course Code :MS- 53 (Production)

Course Title : Operations Mgmt.

Coverage :All Blocks

Attempt all the questions.

- 1) Explain the important features of ISO-9000

- 2) Discuss how time horizon of forecast is related to level of decision. Give examples.

- 3) Explain the conventional approach for developing Product Layout.

- 4) Describe the working details of KANBAN System or production. Also compare and contrast One-Card and Two-Card Kanban System.

- 5) What is MRP? Discuss the similarities and differences between MRP I and MRP II. \

- 6) Elaborate your understanding regarding Advanced Manufacturing System.

Directorate of Distance Education DAVV INDORE

Dear Students,

Please attempt the assignment questions and submit it to the D.E.Office. 10/Feb./2010

Course Code	:MS-57 (Production)
Course Title	: Service Maintenance Mgmt.
Coverage	:All Blocks

Attempt all the questions.

1. Explain Tero Technology and its role in maintenance management.
2. Discuss the role of IT towards the effectiveness of Maintenance function in a Petroleum refinery.
3. Discuss the interrelationship between TQM and maintenance management.
4. Define failure rate, Reliability, Availability, and maintainability. Discuss BATH-TUB curve.
5. Elaborate your understanding about total Productive Maintenance.

Directorate of Distance Education

DAVV INDORE

Dear Students,

Please attempt the assignment questions and submit it to the D.E.Office. 10/Feb./2010

Course Code	:MS-58 (Production)
Course Title	: Management of R&D & Innovation
Coverage	:All Blocks

Attempt all the questions.

1. What is the interaction between science, technology and business? How to these interactions affect industrial growth? Discuss with suitable examples.
2. What possible reason can be responsible for premature decline of technology?
3. Discuss the various types of partnership for innovation and R&D.
4. Explain the techniques that could be used in the process of evaluation of R&D projects.
5. What is patent? How many types of patents exist under Indian law? What in the procedure for patenting in India?

Directorate of Distance Education

DAVV INDORE

Dear Students.

Please attempt the assignment questions and submit it to the DE office on or before 14th Feb.2010

Management of Financial Institution (Finance)

- Q1. Discuss the role of financial institutes in Indian financial markets.
- Q2. Money market gives opportunity to investors to manage their funds shorter as well as longer period. Justify the statement by considering examples.
- Q3. Discuss the various financial products, which are operated by different private organization.
- Q4. "Merchant bankers /Lead managers and underwriters play vital role for the success of any IPO." Discuss the functions of Merchant bankers/Lead managers and underwriters to justify the statement.
- Q5. Discuss role of RBI in money circulation and also comment on present monetary policy of RBI.
- Q6. Write detail notes on following:
 - a) Structure and status of UTI
 - b) EPFO
 - c) Investment Company
- Q7. Explain the investor protection guideline announce by IRDA.

Directorate of Distance Education

DAVV INDORE

Dear Students.

Please attempt the assignment questions and submit it to the DE office on or before 14th Feb.2010

INCOME TAX (Finance)

- Q.1 Income of a previous year is chargeable to tax in the immediate following Assessment year. Is there any exception to this rule? Discuss.
- Q.2 (a) Write a short note on Tax Free Perquisites.
(b) " It is generally said that non-specified employees pay less tax in comparison to specified employees". Discuss.
- Q.3 What is Agriculture Income? Explain the scheme of partial integration of Agricultural income with the total income for computing tax liability.
- Q.4 Define Annual Value. State the deductions that are allowed from the annual Value in computing the Income from house property.
- Q.5 What are the specific disallowances under the head profits & gains of business as per the provisions of the Income Tax Act, 1961
- Q.6 **Write Short Notes on:**
- (a) Exemptions from capital gains under section 54 and 54 F of the Income Tax Act.
 - (b) Block of Assets
 - © Disallowance of unpaid liability u/s 43 B of the Income Tax Act.

