

**ASSIGNMENT**  
**(Semester II-)**

**Dear students,**

**Please attempt all the questions and submit it to the D.E.office. Date:11/03/12**

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**Course Code: MS-05**  
**Course Title: Operation Management**  
**Coverage: All Blocks**

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Note: Attempt all the questions.

- Q.1. (a) What is operation management? Explain its objectives, decisions and secretion concept of operation management  
(b) Describe product management Decision involving planning organizing and corbelling activates.
- Q.2 (a) please explain why is process inventory is likely to be hasher for an intermittent operation for a continuous flow operation?
- Q.3 (a) Explain type of plan-lag out with diagrams,  
(b) Describe material handling systems, Equipments and its objectives
- Q.4 write short notes on:  
(1) process-charts (ii) capacity planning (iii) waste management (iv) Type of maintenance management systems
- Q.5 (a) Describe Roll of method study and work-management in operation management  
(b) Explain with examples corporation of standardization codification simplification procedures and procedures.
- Q.6 (a) Explain purchase systems procedures Decisions and organization functions and its cycles  
(b) Explain inventory and stores management section organization procedures functions and models with graph and diagrams?
- Q.7 Explain the difference between:  
i. Valve Engineering & quality assurance  
ii Eoq and lead time (with diagram and graph  
iii make to order and make to stock  
iv N' jobs and M-machines cases is operation management
- Q.8 Discuss the following :  
(a) Facilities Localities  
(b) Critical path method  
© Job Design

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**Course Code: MS-06**  
**Course Title: Marketing Management**  
**Coverage: All Blocks**

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Note: Attempt all the questions.

- Q.1 Define 'Marketing' and distinguish it from mere 'selling'  
As an illustration, take the consumer item 'after-shave lotion' design your marketing strategy, describing the steps in the marketing process starting with defining the 'market segment', then explaining the designing of the 'Four ps' in Marketing and ending with the ultimate objectives of marketing.
- Q.2 How does social marketing differ from business marketing in terms of objectives, approaches and the applicability of the 'four ps'? How marketing can in your opinion help in India's economic growth at the current juncture?
- Q.3 How 7ps work in marketing of services. Explain with examples.
- Q.4 a) As the market becomes more and more competitive, does that necessitate more segmentation?  
b) Is market segmented to a greater degree in affluent societies than in developing countries?
- Q.5 A consumer is at the evaluation stage of the buyer decision process when considering the choice of retail outlet for buying a refrigerator. What factors do you think most consumers would rank as 'most important' in their choice of outlet?
- Q.6 Explain the meaning of the expression 'product Mix' State the reasons why companies or organizations generally diversify their range of products. Explain the meaning of product diversification, particularly distinguishing between related and unrelated diversifications.
- Q.7 What is marketing communication Explain the concept of promotion mix. How promotional mix is determined.
- Q.8 As a Business entrepreneur would you perceive consumerism as a business ethic or social responsibility. Comment Identify and list out the legislations that would attract a medium scale consumer manufacturing and marketing company.

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**Course Code: MS-07**  
**Course Title: I.T. Fundamental**  
**Coverage: All Blocks**

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Note: Attempt all the questions.

Q.1 Define Computer System. What are main components of a computer? Explain the importance of computer in Management.

Q.2 What is structured organization? What are the various ways of assessing the value of information for the organization?

Q.3 Why should every organization have a disaster recovery plan to protect itself? What are the main components of a disaster recovery plan?

Q.4 Explain the steps involved in the development of business system. Distinguish between data, information and knowledge for a business system.

Q.5 How the financial systems, facilitated by computer software, are important for economy of data processing and administrative efficiency?

Q.6 Which form of organizational change requires business processes to be analyzed simplified and redesign?

Q.7 What are the three major area of feasibility, which are addressed in system analysis? Explain by suitable example.

Q.8 Define Metadata. Why is metadata an important component of a data warehouse? What is a metadata repository and how is it used by the query manager components of a data warehouse?

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Dear students,  
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**Course Code:** MS-08  
**Course Title:** Buss.Maths&Statistics  
**Coverage:** All Blocks

Note: Attempt all the questions.

1. (a) Define function with examples. Discuss various types of functions with examples and graphs.  
(b) A company producing dry cells introduces production bonus for its employees which increases the cost of production. The daily cost of production C for x number of cells is Rs.(3.5x+12000) (i) If each cell is sold for Rs. 6 determine the number of cells that should be produced to ensure no loss.(ii) If at least 6000 cells can be sold daily what price the co. should charge per cell to achieve Break Even Point.  
(c) If the cost of producing a commodity be a linear function of output .Find the cost as a linear function of the output if the costs are Rs. 2400 for 150 units and Rs 3100 for 200 units.
2. (a) If  $y = [x + \sqrt{x^2 + a^2}]^n$ , then prove that  $\frac{dy}{dx} = \frac{ny}{\sqrt{x^2 + a^2}}$   
(b) Integrate  $\frac{1}{(x+1)(x+2)}$ ,  $\frac{xdx}{1+x^2}$  with respect to x.
3. (a) Differentiate the following function w.r.to x  
(i)  $(\sin x)^{\log x}$  (ii)  $x^{\cos^{-1} x}$   
(b) Manufacturing cost of an item consists of Rs. 1000 as overheads, material cost Rs. 2 per item and labour cost  $x^2/90$  for x items produced .find (i) marginal cost (ii) Slope of marginal cost (iii) Slope of Average cost.
4. (a) Distinguish between primary and secondary data. Discuss the various methods of collecting primary data. Indicate the situation in which each of these methods should be used.  
(b) Discuss properties of mean mode and median.
5. (a) Calculate the correlation coefficient between the age of husband and that of wife.

Age of Husband	Age of wife					
	15-25	25-35	35-45	45-55	55-65	65-75
15-25	1	1	-	-	-	-
25-35	2	12	1	-	-	-
35-45	-	4	10	1	-	-
45-55	-	-	3	6	1	-
55-65	-	-	-	2	4	2
65-75	-	-	-	-	1	2

- (b) Obtain the two line of regression for following data also find X for Y=70
 

<b>X :</b>	65	66	67	67	68	69	70	72
<b>Y :</b>	67	68	65	68	72	72	69	71
6. Find the inverse of the matrix  $A = \begin{bmatrix} 5 & -2 & -1 \\ 7 & 1 & -5 \\ 3 & 7 & 4 \end{bmatrix}$  and  $B = \begin{bmatrix} 1 & 2 & 1 \\ 0 & 1 & -1 \\ 3 & -1 & 1 \end{bmatrix}$  and verify that  $(AB)^{-1} = B^{-1}A^{-1}$
7. (a) Find the sum of  $1+11+111+\dots$  up to n terms.  
(b) Four numbers are in AP. The sum of these four numbers is 20 and the sum of their square is 120. Find the numbers
8. (a) Define Sampling with examples. Discuss various methods of Sampling with examples.  
(b) Write short note on Type I and II error, probability, null hypothesis.

