



GITAM
UNIVERSITY

(Estd. u/s 3 of the UGC Act, 1956)

Centre for Distance Learning

(Approved by Joint Committee of UGC-AICTE-DEC)

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CPDCO -101: PERSPECTIVES OF MANAGEMENT & BEHAVIOUR

ASSIGNMENT – I 5 X 3 =15 Marks

1. Discuss the responsibilities of a manager.
2. Illustrate the significance of management information system.
3. Explain the various skills required for manager in building up an organization.
4. What do you understand by mission, objectives, strategy and procedures and how important are those in decision making process?
5. Which type of managerial decisions correspond to basic decision?

ASSIGNMENT – II 5 X 3 =15 Marks

6. Explain the evolution of management by objectives.
7. Conflict can have both positive and negative impact on individuals, groups and organization comment.
8. Elaborate the phases of a change process within an organization.
9. Differentiate between formal and informal organization structure.
10. Discuss the dynamics of group formation and how is it different from formal and informal groups.

CPDCO -102: MANAGERIAL ECONOMICS

ASSIGNMENT – I 5 X 3 =15 Marks

- 1) What is managerial Economics .What is its scope and importance to a corporate firm? Explain how managerial economists can advice the top management of a consumers goods manufacturing company in decision making?

- 2) Among the multiplicity of objectives that a modern firm has profit maximization continues to be the most important. Comment.
- 3) What are the factors that are considered while forecasting firm's sales? Enumerate the special difficulties in forecasting the sales of consumer durables?
- 4) Explain the concept of Elasticity of demand and explain its role in business decisions?
- 5) Explain the cost - output relationship in the short period and long period?

ASSIGNMENT – II 5 X 3 =15 Marks

- 6) With the help of diagrams explain the concept of production function in short run and long run analysis. Explain the managerial uses of production function?
- 7) Compare and contrast monopolistic competition and oligopolistic competition? Give examples.
- 8) Discus various techniques of price formulation in actual business situation?
- 9) Explain price determination in an industry under perfect competition?
- 10) Discuss the recent trends in telecommunication service provision.

CPDCO -103: ACCOUNTING FOR BUSINESS

ASSIGNMENT – I 5 X 3 =15 Marks

1. Discuss the Generally Accepted Accounting Principles with suitable examples.
2. Present the total cost in the suitable table using imaginary figures.
3. Explain the various tools of financial statements with appropriate illustrations.
4. How do you analyse a balance sheet? Analyse a balance sheet of any public sector organization for the last three years.
5. Distinguish between funds flow statement and cash flow statement. Prepare a funds flow statement from the annual report of any business organization.

ASSIGNMENT – II 5 X 3 =15 Marks

6. What are the managerial uses and limitations of Ratio Analysis.
7. Briefly explain the types of budgets with illustrations.
8. Distinguish between standard costing and budgetary control. Discuss the utility of variance analysis in cost control.
9. Would you advise the management to sell a product even below the marginal costs? If so, state the circumstances.
10. What is meant by management reporting? State the fundamental principles of managerial reports.

CPDCO -104: INFORMATION TECHNOLOGY FOR BUSINESS

ASSIGNMENT – I 5 X 3 =15 Marks

1. Explain why information technology is so important to day for business and management.
2. Describe about the information system security?
3. Explain about the utilization of information systems in different functional area applications.
4. Explain the Management information and control systems in brief.
5. Basic transaction processing will be performed, providing information for strategic planning may never occur and no one will notice. Explain why statement is true in many organizations.

ASSIGNMENT – II 5 X 3 =15 Marks

6. Evaluate the role of information systems in today's competitive business environment.
7. Explain in detail the system analysis and design.
8. Briefly describe the systems concepts applied to management information systems.
9. Explain about the database resource management.
10. Briefly describe about the emerging trends in information technology.

CPDCO -105: INDIAN BUSINESS ENVIRONMENT

ASSIGNMENT – I 5 X 3 =15 Marks

1. Explain the impact of socio-cultural factors on business.
2. Do you agree that disinvestment in public sector undertakings lead to self-reliance PSUs?
3. Explain the role of small sector in the economic development of the country.
4. Elucidate the achievements and shortcomings of 10th five year plan.
5. Explain the role of private sector in the era of Globalization.

ASSIGNMENT – II 5 X 3 =15 Marks

6. Evaluate the new industrial policy of Government of India.
7. Compare the FERA and FEMA in management of foreign exchange.
8. Define Globalization and what are the pros and cons of Globalization.
9. What are the factors affecting foreign investment in Indian industries.
10. Explain:
 - a) FDI
 - b) MNCs

CPDCO -106: RESEARCH METHODOLOGY & STATISTICAL ANALYSIS

ASSIGNMENT – I 5 X 3 =15 Marks

- 1a. "Empirical research in India in particular creates so many problems for the researchers". State the problems that are usually faced by such researchers and explain.
- 1b. "Research is much concerned with proper fact finding, analysis and evaluation." Do you agree with this statement? Give reasons in support of your answer.
- 2a. Write research methodology? Discuss the process in detail.

- 2b. What is a research problem? Define the main issues which should receive the attention of the researcher in formulating the research problem. Give suitable examples to elucidate your points.
3. Explain and illustrate the following experimental designs
 (i) Formal experimental designs
 (ii) Informal experimental designs
- 4a. What are the guiding considerations in the construction of questionnaire? Explain.
- 4b. Design a questionnaire to collect data on “Impact of TV serials on school children”.
- 5a. What is the meaning of measurement in research? What difference does it make whether we measure in terms of a nominal, ordinal, interval or ratio scale? Explain giving examples.
- 5b. “Scaling describes the procedures by which numbers are assigned to various degrees of opinion, attitude and other concepts.” Discuss. Also point out the bases for scale classification.

ASSIGNMENT – II 5 X 3 =15 Marks

- 6a. “Processing of data implies editing, coding, classification and tabulation”. Describe in brief these four operations pointing out the significance of each in context of research study.
- 6b. Classification according to class intervals involves three main problems viz., how many classes should be there? How to choose class limits? How to determine class frequency? State how these problems should be tackled by a researcher.
7. Work out the first two centroid factors as well as first two principal components from the following correlation matrix, R, relating to six variables:

V A R I A B L E S	VARIABLES					
	1	2	3	4	5	6
1	1	0.55	0.43	0.32	0.28	0.36
2		1	0.5	0.25	0.31	0.32
3			1	0.39	0.25	0.33
4				1	0.43	0.49
5					1	0.44
6						1

- 8a. Briefly describe the different non-parametric tests explaining the significance of each such test.
- 8b. The following are the numbers of tickets issued by two policemen on 20 days:

By first police men	7	10	14	12	6	9	11	13	7	6	10	8	14	8	12	11	9	8	10	15
By second police men	10	13	14	11	10	7	15	11	10	9	8	12	16	10	10	14	10	12	8	14

Use the sign test at 1% level of significance to test the null hypothesis that on the average the two policemen issue equal number of tickets against the alternative hypothesis that on the average the second policemen issues more tickets than the first one.

- 9a. What is meant by model building? Explain the procedure of modeling.
- 9b. Classify multivariate technique and explain briefly.

- 10a. Explain the significance of a research report and narrate the various steps involved in writing such a report.
- 10b. Explain the technique and importance of oral presentation of research findings. Is only oral presentation sufficient? If not, why?

NOTE:

- 1) **Last date for submission of assignments for all the courses / papers is- 15-10-2017**
- 2) **Non-submission of assignments as per the scheduled date mentioned above attracts a fine of Rs. 200/- upto 31-10-2017 per each assignment of a course / paper and under any circumstances the assignments will not be accepted from 1st November, 2017.**
- 3) **Assignments are to be written in the Book-lets provided by CDL and other formats are not accepted.**
- 4) **Answer all 10 questions, in a single book only.**