



# GITAM UNIVERSITY

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

## Centre for Distance Learning

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

Third Floor, Balaji Metro Plaza, Dondaparthy Main Road, Visakhapatnam-530 016.

Phone: 0891-2866455, 2866466, 8179681900, E-mail: cdl@gitam.edu

### MPDBA 201: FINANCIAL MANAGEMENT

#### ASSIGNMENT – I                      5 X 3 =15 Marks

1. Define 'Accounting'. Explain about Accounting conventions and Accounting Standards. Explain in brief.
2. What do you mean by accounting standards? Write detailed note on accounting standards with special reference to India
3. You are required to prepare the Trading and Profit and Loss Account for the year ended 31<sup>st</sup> March 2014.

#### TRIAL BALANCE

	Rs.	Rs.
Capital Account		75,000
Stock	45,000	
Purchases	2,25,000	
Plant & Machinery	75,000	
Trade charges	10,000	
Sales		4,20,750
Carriage in		2,500
Carriage out		1,500
Factory Rent		1,500
Discount	350	
Insurance	700	
Sundry Debtors	60,000	
Sundry Creditors		15,000
Office Rent	3,000	
Bad debt provisions		200
Printing & Stationery	600	

General Expenses	2,800	
Advertising	15,000	
Bills Receivables	3,000	
Drawings	6,000	
Bills payables		2,000
Salaries	18,000	
Manufacturing charges	20,000	
Furniture and Fixtures	7,500	
Cool, gas and cater	1,000	
Cash in hand	2,000	
Cash at Bank	23,500	
	<b>518450</b>	<b>518,450</b>

The following adjustments are required:

- (a) The Closing stock accounted to Rs.35,000
  - (b) Plant and Machinery and Furniture and Fixtures are to be depreciated at 10% and 5% respectively.
  - (c) Bad debts reserve to be raised 2 ½ % on Debtors.
  - (d) Provide for outstanding Liabilities Factory Rent Rs.300 office Rent Rs.600.
  - (e) Insurance includes Rs.100 in respect of next year.
4. What is funds flow statement? Discuss the significance of funds flow statement as a tool of financial analysis?
  5. From the following information, Calculate:
    - (i) B.E.P Point;
    - (ii) Fixed Cost;
    - (iii) P/V ratio;
    - (iv) Margin of Safety;
    - (v) Sales to get a profit of Rs.80,000;
    - (vi) Profit when sales are Rs.5,00,000

Particulars	Year 2009	Year 2010
Sales	3,00,000	3,80,000
Profit	30,000	52,000

Take the information of year 2010 as the base for your calculations of (i) to (vi) points.

**ASSIGNMENT – II            5 X 3 =15 Marks**

6. What do ‘ABC, VED, GOLF’ stand for? Explain their role in inventory management of any corporate entity.
7. What is meant by ‘Financial Statement Analysis’? Explain various types of Ratios along with the important considerations while analyzing financial statements? Explain.
8. “Analysing ability of business operations in generating funds flow is one of the major objectives of fund flow statement”, do you agree? Why or why not? Briefly outline how fund flow statement helps the management:
9. What do you understand by dividend policy of a corporate entity. Write a note on factors governing dividend policy.
10. Capital structure decisions is one of the major functions of the financial manager do you agree? Support you answer with suitable examples. And explain briefly the components of capital structure in a large automobile manufacturing company.

**MPDBA-202: OPERATIONS MANAGEMENT**

**ASSIGNMENT – I            5 X 3 =15 Marks**

1. Answer the following:
  - a) Define Control Subsystems
  - b) Explain Production Functions
2. Describe in detail various types of manufacturing systems with examples.
3. Discuss in detail generation and evaluation of capacity plans.
4. What are the symbols used in process charts? Explain various types of process charts.
5. Design an assembly line for a cycle time of 10 minutes for the following 10 work elements.

Elements	1	2	3	4	5	6	7	8	9	10
Predecessor	-	1	1	2,3	4	4	6	5	7,8	9
Time (minutes)	5	10	5	2	7	5	10	2	5	7

Use (a) Kilbridge and Wester method and (b) Helgelson and Birnie method and calculate the line efficiency, balanced delay and smoothness index.

**ASSIGNMENT – II            5 X 3 =15 Marks**

6. The following table lists a set of nine activities with their sequence requirements and estimated activity times.

Activity	Predecessor	Time (Days)
A	None	10
B	None	8
C	None	5
D	A	6
E	B	4
F	C	10
G	F	4
H	F	8
I	D,E,G	7

(a) Construct network

(b) Find the critical path

7. Explain the relationship between total quality management and quality control.
8. What is meant by statistical quality control? Explain in detail various control charts.
9. Discuss the role of purchasing manager. Also explain the purchasing procedure.
10. A university with 15,000 students should average about 750 academic drops per semester. A control chart program is undertaken to track the academic drop situation. Random samples of 100 students are taken each semester. The last 10 semesters’

records show these numbers of academic drops in random samples:  
5,6,8,4,2,4,3,4,3,2.

- i) Compute the 95 percent control limits
- ii) Plot the 10 semesters of sample data on a control chart
- iii) Has there been a change in the percentage of academic drops per semester.

### **MPDBA 203-MARKETING MANAGEMENT**

#### **ASSIGNMENT – I      5 X 3 =15 Marks**

1. Discuss the marketing role in economic development after the New Economic Policy.
2. What is Consumer Behaviour? Enumerate the factors that influence Buyer Behaviour.
3. Explain the importance of Market Research in Marketing Products and Services.
4. How can a company divide the markets into segments? What are the different basis of segmentation?
5. Explain the importance of socio-cultural characteristics in Indian consumer environment.

#### **ASSIGNMENT – II      5 X 3 =15 Marks**

6. Explain the Product Life Cycle stages in detail. Give an example of an electronic product.
7. “Advertisement is mere waste” do you agree? Explain both for an against it.
8. Describe different channel systems for
  - a) consumer products like biscuits
  - b) durable products like refrigerators.
9. Critically examine the role of cyber marketing.
10. What are the recent trends in marketing in India? Give suitable examples.

### **204 - RESEARCH METHODOLOGY & STATISTICAL ANALYSIS**

#### **ASSIGNMENT – I**

**5 X 3 =15 Marks**

1. Answer the following:
  - a) Objectives of Research
  - b) Sources of secondary data
  - c) Census method
  - d) Stratified random sampling
2. Explain the importance of research in taking marketing decisions.
2. What is economic environment? How is it important for business.
3. Distinguish between a Questionnaire a schedule and explain the characteristics of a good Questionnaire.
4. Distinguish between primary and secondary data.

#### **ASSIGNMENT – II**

**5 X 3 =15 Marks**

6. Distinguish between random and non-random methods of selection of a sample
7. Bring out the role of foreign trade in a country’s economic development.
8. What do you understand by multivariate analysis
9. Explain the various measures used to analyse the statistical data
10. What is the role of small scale industries in our economy?

### **205 - HUMAN RESOURCE MANAGEMENT**

#### **ASSIGNMENT – I**

**5 X 3 =15 Marks**

1. Answer the following:
  - a) What is HRM?
  - b) Techniques of Writing Job description
  - c) Benefits & HRP
  - d) What is retrenchment?
2. a) Discuss the functions of a HR manager in the changing context of the society

- b) What is outsourcing? Discuss its implications in the Indian context
3. Define 'Succession Planning' and differentiate it from career planning
4. What is HRD? Discuss about the sub systems of HRD?
5. Explain the importance of equal Remuneration Act for the benefit of female employed?

**ASSIGNMENT – II            5 X 3 =15 Marks**

5. Discuss about compensation structure and strategy.
7. Examine about the statutory, machinery for settlement of Industrial Disputes
8. What is a Trade Union? Explain about the right of recognized Trade Unions
9. What is 'mentoring'? What is its relationship with performance?
10. Why do trade unions in India often fail to achieve their objectives? Suggest measures for successful functioning of trade unions in India?

**NOTE:**

- 1) Last date for submission of assignments for all the courses / papers is- 14th March for May exams or 14th October for Dec exams
- 2) Non-submission of assignments as per the scheduled date mentioned above attracts a fine of Rs. 200/- upto 25th March for May exams or 25th October for Dec exams per each assignment of a courses / paper and under any circumstances the assignments will not be accepted from 26th March/October for May/Dec exams.
- 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.