



**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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**MPDBA 401: ENTREPRENEURSHIP AND SMALL INDUSTRY**

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

1. “Entrepreneurship is a process of giving birth to an enterprise”. Discuss
2. Explain the growth and stabilization strategies for the development of a Small Enterprise
3. Discuss the role of State Financial Corporations in establishing the SSE
4. Explain the various sources of institutional finances available to the small scale enterprises in India
5. Explain the various Financial Management issues associated with SSE

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

6. What do you understand by OSI? Discuss with examples the techniques used for opportunity identification.
7. How to start a new enterprise? Elaborate
8. How to forecast and assess the market for the products of SSE? Explain
9. Discuss the Marketing problems faced by the SSE and how to overcome them.
10. Explain the procedure to start a small scale enterprise. What are the opportunities for it?

**MPDBA402: STRATEGIC MANAGEMENT**

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

1. Describe the features of effective strategic control systems
2. How does the GE planning grid differ from the BCG matrix?
3. Discuss in detail the generic strategies
4. Discuss the four facets of the environment of strategic management

5. Explain the various phases of strategic management process

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

6. Briefly discuss the strategic evaluation and control process model
7. What factors have to be considered for choosing comparable firms for the purpose of competitive analysis?
8. Elaborate different types of diversification strategies
9. Explain the following:
  - i) Strategy evaluation
  - ii) Strategic alliances
  - iii) Revenue centre
10. “One of the major dilemmas of corporate level strategist is the short-term and long term trade-off decisions” – Comment.

**MPDBA411: MATERIALS MANAGEMENT**

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

1. What is material management? Discuss its functions
2. What are the main documents in international purchase? Explain
3. Discuss the guidelines for material planning and explain the techniques of material planning
4. Explain the receiving system of incoming materials
5. What a stock verification? How it is carried out in warehouses? Discuss

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

6. Discuss the role and process of negotiation in purchasing of materials
7. List out the differences between purchasing and subcontracting. Explain the structure of comprehensive vendor rating system
8. Explain briefly Just-in-Time production system
9. Explain the parameters of purchasing
10. Explain the classifications of purchasing system

## **MPDBA412: MAINTENANCE MANAGEMENT**

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

1. Explain about the maintenance planning and scheduling
2. Discuss about the maintenance costing and budgeting
3. Explain the life cycle of the spare parts
4. Discuss about the maintenance audit
5. Discuss briefly replacement decisions

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

6. What are the benefits achieved by implementing planned maintenance?  
Explain the working of a planned maintenance system
7. What are the causal of time and cost over-runs of projects? Briefly describe the steps which can taken to keep the cost of the project under control
8. Discuss about the TQM
9. Explain about the following:
  - a) Explain reliability and maintainability
  - b) Distinguish between repair and overhauling
  - c) Explain about the bath tub curve
  - d) Distinguish between repair and overhauling
10. What is reliability centered maintenance? Explain its methodology briefly

#### **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.