



Centre for Distance Learning

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

Third Floor, Balaji Metro Plaza, Dondaparthi Main Road, Visakhapatnam-530 016.
Phone: 0891-2866455/466, 2797499, 8179681900 E-mail: cdl@gitam.edu

MPDBA 301: STRATEGIC MANAGEMENT

ASSIGNMENT- 1 5 X 3 =15 Marks

1. Define strategy. What are the various levels at which a strategy may exist.
2. Explain the process of strategic management.
3. Briefly summarize what you understand by external environment and its importance for business.
4. Explain 'SWOT Analysis'. What are its merits and demerits.
5. Explain the concept of low-cost leadership in the present context.

ASSIGNMENT- 2 5 X 3 =15 Marks

6. Explain the concept of differentiation strategy. Illustrate your answer with suitable examples.
7. What is corporate level strategy? Briefly explain different corporate strategies.
8. What is a turnaround strategy? When it becomes necessary? Describe different steps involved in turnaround process.
9. Write short notes on: a. Policy b. Divestment
10. write short notes on
a. Shared values b. Experience curve

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MPDBA 302 - ENTREPRENEURSHIP AND SMALL INDUSTRY

ASSIGNMENT- 1 5 X 3 =15 Marks

1. Designing and implementing an entrepreneurship policy will help to generate many entrepreneurs in India-Discuss.
2. What are the new avenues for start-up ventures in India. Explain in brief
3. What are the characteristics of entrepreneurs? Identify the important characteristics of entrepreneurs with examples?
4. What is incubation? Explain its role in entrepreneurial startups.
5. Write the meaning and significance of Business Plan

ASSIGNMENT- 2 5 X 3 =15 Marks

6. Describe 'SIDBI, and what its functions towards small industrial development are?
7. What do you mean by project appraisal? Explain various types of analysis used in project appraisal.
8. What are problems and hurdles facing by Indian women entrepreneurs? Discuss
9. What are the two vital aspects of marketing strategy and the purpose for starting a new business.
10. Explain the status of family business enterprise in India.

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MPDOM 315 - OPERATIONS RESEARCH

ASSIGNMENT- 1 5 X 3 =15 Marks

1. Define the term Operations Research and also discuss the phases to solve OR problem.
2. Use Vogel's approximation method to obtain an initial basic feasible solution of the transportation Problem

	P	Q	R	DEMAND
A	7	12	5	100
B	10	9	11	250
C	8	6	3	150
REQUIREMENT	180	220	100	500

3. In a textile emporium, four salesmen A, B, C and D are available to handle four counters P, Q, R and S. Each Salesman can handle any counter. The service time (in hours) of each counter when managed by each Salesman is given below:

	P	Q	R	S
A	1	2	3	4
B	3	5	7	9
C	6	9	12	15
D	10	14	18	22

How should be the sales man A,B,C and D be allocated to appropriate counters P,Q,R and S so as to minimize the service time. Each sales man can handle one counter.

4. A company manufactures three types of lamps, A,B and C. The lamps are produced in two distinct steps: turning and grinding. The schedule for machine hours and availability of each type are as follows:

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	A (Hr)	B(Hr)	C (Hr)	Availability (Hr / Month)
Turning	1	3	4	1800
Grinding	2	2	3	1500

Profit contribution of each type is Rs.450, Rs.550 and Rs.675, respectively. The company has goal to maximize the monthly profit. Set up problem as a Linear programming model and find the optimal solution

5. Solve the following integer linear programming problem optimally

$$\text{Maximize } Z = 10x_1 + 8x_2$$

Subject to

$$2x_1 + 4x_2 = 25$$

$$4x_1 + 6x_2 = 27$$

$$x_1 \text{ and } x_2 = 0 \text{ are integers}$$

ASSIGNMENT- 2 5 X 3 =15 Marks

6. The demand for an item is 24,000 per year. Its production rate is 4000 per month. The carrying cost is Rs.0.25/unit/month and the set up cost is Rs.800 per set-up. The shortage cost is Rs.15 unit/year. Find various parameters of the inventory system.

7. At a central warehouse, vehicles arrive at the rate of 18 per hour and the arrival rate follows Poisson distribution. The unloading time of the vehicles follows exponential distribution and the unloading rate is 6 vehicles per hour. There are 4 unloading crews. Find the following: **i) P_0 and ii) L_s, L_q, W_s and W_q**

8. State clearly the basic assumptions that are made in linear programming problem

9. Distinguish between IPP and LPP

10. Explain Deterministic and Probabilistic Inventory Models

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MPDOM 316 - MATERIALS MANAGEMENT

ASSIGNMENT- 1 5 X 3 =15 Marks

1. Define materials management. What are the categories in which materials can be put? Discuss the functions of the materials management in detail.
2. Explain the role of materials management department in an organization.
3. Discuss in detail the formal logistics quality process.
4. Discuss the process of Make or Buy decision making.
5. Explain the materials requirement planning.

ASSIGNMENT- 2 5 X 3 =15 Marks

6. Explain just-in-time production system.
7. Discuss the concept of repetitive manufacturing. Also explain the underlying concept and the working of the Kanban system.
8. Explain briefly probabilistic inventory models.
9. What do you mean by WIP? Explain various methods of controlling WIP inventories.
10. Explain in detail materials information system.

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MPDOM 317 - MAINTENANCE MANAGEMENT

ASSIGNMENT- 1 5 X 3 =15 Marks

- 1.Explain in brief functions, objectives and types of maintenance.
- 2.How do you prepare maintenance planning and scheduling? Explain with an example.
- 3.What is zero based budgets? Explain the sources of collecting maintenance costing and their applications.
- 4.Discuss in detail the spare parts inventory management.
- 5.Describe in detail safety and environmental issues in maintenance management.

ASSIGNMENT- 2 5 X 3 =15 Marks

- 6.What is the difference between maintenance technology and maintenance engineering? What steps are needed to introduce and sustain HRD, specifically for maintenance in an organization? Explain.
- 7.Discuss in detail the replacement of unit machines and components.
- 8.Explain the types of maintenance. Also describe the planning and scheduling of a plant shutdown.
- 9.What is condition based maintenance? Discuss condition monitoring techniques.
- 10.Discuss in detail importance, types and methodology of maintenance audit.

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NOTE:

- 1) Last date for submission of assignments for all the courses / papers is- 14.10.2017
- 2) Non-submission of assignments as per the scheduled date mentioned above attracts a fine of Rs. 200/- upto 25.10.2017 per each assignment of a course / paper and under any circumstances the assignments will not be accepted from 26th October, 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.