

**CENTRE FOR DISTANCE EDUCATION  
ACHARYA NAGARJUNA UNIVERSITY :: NAGARJUNA NAGAR – 522 510, A.P., INDIA.  
ASSIGNMENT TOPICS FOR M.B.A. DEGREE EXAMINATION, DECEMBER 2009.**

**(Common Paper for all Branches)**

**SECOND YEARS : DEMB 11 — BUSINESS POLICY AND STRATEGIC MANAGEMENT**

**Assignment – I**

**Answer all the questions:**

**Maximum: 25 Marks**

1. Answer all the questions.
  - (a) Strategic Alliances.
  - (b) Organisational appraisal.
  - (c) Retrenchment strategies.
  - (d) Cost leadership.
  - (e) Competitor analysis.
  - (f) Strategic control.
2. What are the objectives set for corporate policy course in terms of knowledge, skills, and attitude?
3. Discuss the role and functions of Board of directors in strategic management.
4. Provide a few examples of the opportunities and threats facing any Organisation of your choice.

**Assignment – II**

**Answer all the questions:**

**Maximum: 25 Marks**

1. What pit falls have to be avoided while using financial analysis for Organisational appraisal?
2. What is a merger? Enumerate different types of mergers.
3. What are the different approaches that can be adopted to a turn around?
4. In a market dominated by behemoths like SAIL and TISCO, finding a niche is of crucial importance for a small player. What could a Lloyds do with a meagre annual capacity of making six lakh tonnes of HR coils while SAIL sold over 1,600 lakh tonnes in the same time? Should Lloyds follow the market leader or adopt its own unique approach to its business strategy? It is in the context of such questions that Lloyds' attention came to rest on the manufacturing process.

Almost all steel producers adopt the blast furnace technology. In this, the process starts with a clear differentiation among the ultimate products to be manufactured. So, manufacturing batch size has to be large enough to take up customised orders. The raw material, iron ore, has to pass through several complex stages of manufacturing.

Lloyds looked for an alternative technology that could suit its requirements. The solution lay in the Electric Arc Furnace technology where the unique feature was that initial manufacturing stages need not differentiate among different products. Such a differentiation came at a much later stage. Translated into a business proposition, what it meant was that Lloyds could operate with a much smaller batch size of, say, 100 tonnes and deliver quickly. For instance, a 1,000-tonnes small order of specialised product custom-made to buyer's specification could be delivered in as little as 15 days. Such a quick delivery schedule would not be possible for a large, integrated steel manufacturer. In this manner, analogous to small gunboats that could effectively torpedo a large, slow-moving ship, Lloyds carved out a niche in the highly competitive steel market.

Question

Comment on the nature of the business strategy of Lloyds. What are the conditions in which such a strategy would succeed? Could fail?

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**SECOND YEARS : DEMB 12 — INTERNATIONAL BUSINESS**  
**Assignment – I**

**Answer all the questions:**

**Maximum: 25 Marks**

1.     (a)     International trade.  
       (b)     Value Creation.  
       (c)     Spin-off organisations.  
       (d)     Cross cultural training.  
       (e)     Transnational Corporation.  
       (f)     Polycentric approach.
2.     How is international business broader in scope compared to international trade and international market?
3.     What is international SWOT analysis? How to use it in formulating global strategies?
4.     What is organisational culture? How do the employers learn the culture of foreign companies?

**Assignment – II**

**Answer all the questions:**

**Maximum: 25 Marks**

1.     Explain the need for and problems involved in controlling and evaluating international business operations.
2.     How do the bilateral and multilateral agreements resolve and prevent conflicts?
3.     Explain in detail how the GATT is responsible for the establishment of the world trade organisation.
4.     Case Study:

One of the banners one saw during the demonstration at Seattle proclaimed the WTO was not the World Trade Organisation but the Wrong Trade Organisation. It was the Wrong Trade Organisation because it involved itself with trade which (as the protestors saw it) spoilt the environment and promoted unacceptable working conditions for labourers in the poor countries. In the face of it, the charge is clearly not acceptable, but then, do the demonstrations have a point at all?

The Seattle demonstrators said that in large parts of the developing world, the production of goods that ultimately generated higher trade figures rested on unsatisfactory working conditions. Their point was that the WTO was not doing anything to ensure that such production did not enter the stream of globally traded items.

Since trade (being only one part of pure economic activity) cannot set the standards either in labour or the environment, the WTO should not get into these spheres of activity but should restrict itself to policing international trading activity, taking as given, the prevailing labour and environment standards.

It can also be argued that since not much effective work is being done in both the labour and environment spheres by way of tightening up on standards by the different international forums currently engaged in the task—the International Labour Organisation, and so on—there is no alternative but to tighten the screw of these related aspects of trade activity within the WTO itself.

There are some who will argue that the entire effort to involve the WTO with the labour and environment aspects of trade and environment aspects of trade is actually a part of the larger effort by some developed countries to reduce the comparative advantage which poor countries enjoy by way of lower overall production costs, which makes their products cheaper in the world market.

If this is correct, then the point needs to be emphasized that the WTO is the right trade organisation, which is being sought to be influenced and controlled by the wrong sort people.

Questions:

- (a)     What are the basic limitations of World Trade Organisation?
- (b)     Why is the World Trade Organisation Called “Wrong Trade Organisation”?
- (c)     How does WTO affect India, particularly in agriculture and in labour aspects?

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**SECOND YEARS : DEMB 13 — MANAGEMENT INFORMATION SYSTEMS**

**Assignment – I**

**Answer all the questions:**

**Maximum: 25 Marks**

1. Answer all of the following
  - (a) Satisfying approach.
  - (b) Strategic database.
  - (c) CASE tools.
  - (d) Synchronous and asynchronous operations.
  - (e) Security problems.
  - (f) Bits and band.
2. Explain the use of decision tables in structured decisions. Explain the evaluation plan of MIS.
3. Explain the different stages in the Stage Growth Hypothesis. Explain the concept of Information Resource Management.
4. Describe the models of information systems. Explain the stages in system development life cycle.

**Assignment – II**

**Answer all the questions:**

**Maximum: 25 Marks**

1. Explain the system design features related to on-line systems. Distinguish between multi-programming and multi-processing.
2. Explain the hardware and software required for data communication.
3. What are the limitations of traditional approach to application system development? Explain the relational model. Explain SQL expressions for query processing.
4. At present, the Snocan company which manufactures 25 products has 103 sales offices throughout the United States with an average of 10 sales representatives per office. Every week, the sales reports in each office are tabulated by a clerk on a rotary calculating machine. The reports divide sales according to sales representative, product and customer. The reports are mailed to headquarters where they are combined by clerks using calculating machines. The results are then typed and given to marketing research and to management. While top management is studying the reports, marketing research analyzes them and forecasts sales to the next six months. Unfortunately, by the time management receives the reports they are from three to six weeks old.

A new system has been devised in which daily sales by salesperson, product and customer are sent over a data communication line from each office to headquarters. A new electronic computer is to be installed to compile and analyze the data and forecast sales. The computer will also handle payroll calculations and replace three clerks in payroll.

The detailed design has been approved by management. The company's system designer is now ready to detail plans for implementation. Nobody in the company has had any experience with computers or computer languages. About 2000 square feet of floor space is available at present for the computer centre. The kind of data transmission equipment and the computer have not yet been specified.

Provide the Snocan Company with a thorough set of plans for implementing their new MIS.

**ASSIGNMENT TOPICS FOR M.B.A. DEGREE EXAMINATION, DECEMBER 2009.**

**(Group E - Banking and Insurance Management)**

**SECOND YEAR: DEMB E1 — THEORY AND PRACTICE OF BANKING IN INDIA**

**Assignment – I**

**Answer all the questions:**

**Maximum: 25 Marks**

5. Discuss the evolution of Banking Institutions in India.
6. Explain the role of Commercial Banks for development of national economy.
7. Why are commercial banks frequently labeled as financial departments stores? Explain.
8. Discuss the salient features of reforms in Indian banking sector.
9. Define merchant banker. State the qualities of a merchant banker.

**Assignment – II**

**Answer all the questions:**

**Maximum: 25 Marks**

1. Discuss in detail the various services rendered by factoring intermediaries.
2. Explain the relationship between Banker and Customer and state the rights of depositors.
3. Distinguish between Cheques and Promissory notes.
4. Describe the loan operations of commercial banks to corporate sector.
5. Enumerate the changing profile of Indian Banking.

**ASSIGNMENT TOPICS FOR M.B.A. DEGREE EXAMINATION, DECEMBER 2009.**

**(Group E - Banking and Insurance Management)**

**SECOND YEAR: DEMB E2 — MANAGEMENT OF FINANCIAL SERVICES**

**Assignment – I**

**Answer all the questions:**

**Maximum: 25 Marks**

1. Give the classification of financial system in India.
2. How do you manage risk of financial services?
3. What is the trading process in case of equity and debt?
4. Give SEBI regulations regarding protection of mutual funds.
5. What are the different functions of merchant banking?

**Assignment – II**

**Answer all the questions:**

**Maximum: 25 Marks**

1. What do you explain about project finance?
2. What are the different types of leasing? Explain.
3. What is Deut Securitization?
4. Housing Finance in an important functions of NBFC. Explain.
5. What is venture capital and explain different ways in which venture capital may be financed?

**ASSIGNMENT TOPICS FOR M.B.A. DEGREE EXAMINATION, DECEMBER 2009.**

**(Group E - Banking and Insurance Management)**

**SECOND YEAR: DEMB E3 — INSURANCE AND RISK MANAGEMENT**

**Assignment – I**

**Answer all the questions:**

**Maximum: 25 Marks**

1. Define risk management. Explain the process of risk management in detail.
2. Distinguish between risk sharing and risk transferring.
3. Why is the pooling technique essential to insurance?
4. Define insurance. How does it differ from hedging?
5. Identify the major characteristics of a stock insurer.

**Assignment – II**

**Answer all the questions:**

**Maximum: 25 Marks**

1. Explain the basic characteristics of the Agency building system in life and health insurance.
2. What is merit rating? Describe the three principal types of merit-rating plans.
3. What is the gross premium and how is it determined?
4. “Distribution is the key to success of an insurance company” – Explain.
5. Discuss the nature and techniques of reinsurance.

**ASSIGNMENT TOPICS FOR M.B.A. DEGREE EXAMINATION, DECEMBER 2009.**

**(Group E - Banking and Insurance Management)**

**SECOND YEAR: DEMB E4 — PRINCIPLES AND PRACTICE OF LIFE AND GENERAL  
INSURANCE**

**Assignment – I**

**Answer all the questions:**

**Maximum: 25 Marks**

1. Describe the various beneficiary designations in life insurance.
2. Explain various types of Life Insurance policies.
3. Discuss the various factors affecting the determination of Insurance premium.
4. Define 'mortality.' Describe various uses of mortality tables.
5. How is annuity related to life insurance? Is there any difference between the two?  
Are they complimentary? Explain.

**Assignment – II**

**Answer all the questions:**

**Maximum: 25 Marks**

1. What have been the constituents of the Indian General Insurance Industry before and after liberalisation? Explain.
2. Explain the commercial and business lines on general insurance.
3. What is standard fire policy? Explain various fire insurance policies in detail.
4. Explain the main features or essentials of a marine insurance contract.
5. Write short notes on :
  - (a) Mediclaim insurance
  - (b) Videshyatra mita
  - (c) Methods of rating.

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**(Group E - Banking and Insurance Management)**

**SECOND YEAR: DEMB E5 — INSURANCE LAW**

**Assignment – I**

**Answer all the questions:**

**Maximum: 25 Marks**

1. Explain the reasons, why insurance companies are regulated?
2. Does the non-compliance of Insurance principles lead to the contract becoming void or voidable? How?
3. What is insurable interest? Why is an insurable interest required in every insurance contract?
4. Explain the principle of utmost good faith. How do the legal doctrines of representations, concealment and warranty support this principle?
5. Describe the basic parts of an insurance contract.

**Assignment – II**

**Answer all the questions:**

**Maximum: 25 Marks**

6. Define the term 'conditions'. What is significance of the 'conditions' section to the insured?
7. What methods are used to regulate insurance companies?
8. Explain the difference between co-insurance and re-insurance.
9. Discuss the functions and importance of agent in insurance field.
10. Write a brief note on :
  - (a) Causa Proxima
  - (b) Remove cause
  - (c) Subrogation.