

Master of Business Administration - MBA Semester IV
MB0052– Strategic Management and Business Policy - 4 Credits

(Book ID: B1314)

Assignment Set- 1 (60 Marks)

Note: Each question carries 10 Marks. Answer all the questions.

- Q. 1 What do you understand by the term *Strategy* in the context of Business Management and Policy? And what are the stages in the formulation of a Strategy? (10 marks)
- Q. 2 What, in brief, are the types of Strategic Alliances and the purpose of each? Supplement your answer with one real life example of each (10 marks)
- Q. 3 What is a Business Plan? What purpose does it serve? (10 marks)
- Q. 4 What is the chief purpose of a Business Continuity Plan and what are its components for effective implementation. Explain in a sentence or two as to how it is different from a Business Plan (10 marks)
- Q. 5 Take any three examples of the components of a Decision Support System and explain how they help decision making (10 marks)
- Q. 6 Name and explain any three ways in which a Company's CSR can be expressed.(10 marks)

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Assignment Set- 1 (60 Marks)

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- Q. 1 Having formulated a Business Strategy, what are the steps in its implementation? Explain each in a sentence or two (10 marks).
- Q. 2 How do we cope with crises and how do we use the Business Continuity Plan to manage and recover from crisis? (10 marks)
- Q. 3 What are the main components of Business Plan, explaining the role of each in the Plan? (10 marks)
- Q. 4 Explain the concept, need for and importance of a Decision Support System. (10 marks)
- Q. 5 Explain the importance of any five aspects of a Licensing Agreement that you will look for when negotiating the right to use an Intellectual Property (10 marks)
- Q. 6 What is Corporate Social Responsibility? Why is it becoming increasingly relevant in today's Business? (10 marks).

Master of Business Administration - MBA Semester IV

MB0053– International Business Management - 4 Credits

(Book ID: B1315)

Assignment Set- 1 (60 Marks)

Note: Each question carries 10 Marks. Answer all the questions.

Q.1 Write a short note on 'Globalization' **(10 Marks)**

Q.2 Describe the positives of trade liberalization. **(10 Marks)**

Q.3 Write a short note on GATT and WTO, highlighting the difference between the two. **(10 Marks)**

Q.4 Think of any MNC and analyze its business strategy orientation. **(10 Marks)**

Q.5 What does FDI stand for? Why do MNCs opt for FDI to enter international market? **(10 Marks)**

Q.6 Viewing culture as a multi-level construct, describe various levels it consists of. **(10 Marks)**

Master of Business Administration - MBA Semester IV

MB0053– International Business Management - 4 Credits

(Book ID: B1315)

Assignment Set- 1 (60 Marks)

Note: Each question carries 10 Marks. Answer all the questions.

- Q.1** Write a short note on Bill of Lading. **(10 Marks)**
- Q.2** Discuss the strategic management process in an MNC. **(10 Marks)**
- Q.3** A Europe based MNC wants to introduce its fruit juice drink in India. What product strategy of international marketing do you think will be suitable for its product? **(10 Marks)**
- Q.4** Discuss the need for regional integration. **(10 Marks)**
- Q.5** What are the key factors affecting the recruitment of expats? **(10 Marks)**
- Q.6** Describe various entry strategies available to a firm when it wants to enter a foreign market. **(10 Marks)**

Master of Business Administration - MBA Semester 4

“Operations Management” Specialization

OM 0015 – Maintenance Management (4 credits)

(Book ID: B1340)

ASSIGNMENT- Set 1

Marks 60

Note: Each Question carries 10 marks. Answer all the questions.

1.
 - a. Describe the three categories of maintenance activities
 - b. What are the three stages in the lifecycle management of any machinery?
2. Explain briefly the metrics that can be developed by the maintenance department to identify the gap and take action to achieving the desired level of performance
3. For a good maintenance program, what types of requirements are planned?
4.
 - a. Explain how breakdown, corrective and remedial maintenance contributes to the maintenance management of an organisation
 - b. What are the advantages of Planned Maintenance?
5. What is meant by optimal maintenance replacement program? What issue are to be answered by the maintenance manager?
6. What are the maintenance planning principles? How they contribute to the success of planning?

Master of Business Administration - MBA Semester 4

“Operations Management” Specialization

OM 0015 – Maintenance Management (4 credits)

(Book ID: B1340)

ASSIGNMENT- Set 2

Marks 60

Note: Each Question carries 10 marks

1. What are the broad classifications of spare parts? Why such a classification is important. In what ways the planning of capital and insurance spares differ from rotatable spares?
2. Why scheduling the maintenance activities is an important process in management and what benefits will accrue to the organisation?
3. Explain briefly the universal principles used for improving productivity of the maintenance management
4. What are the technical and cost factors required to be considered while taking action to replace the equipment? What methods are suggested for replacement action?
5. Explain briefly the sixteen types of losses that are to be considered for elimination by the maintenance department while planning TPM activities
6.
 - a. What are the objectives served to a firm by practicing good craft and equipment effectiveness?
 - b. What are the objectives served by practicing Autonomous Maintenance

Master of Business Administration - MBA Semester 4

"Operations Management" Specialization

OM 0016 – Quality Management (4 credits)

(Book ID: B1341)

ASSIGNMENT- Set 1

Marks 60

Note: Each Question carries 10 marks. Answer all the questions.

1.
 - a. What do you understand by "Quality as strategy"? Explain.
 - b. Describe the structure of ISO 9000 standards
2. Describe DMAIC (Define, Measure, Analyse, Improve and Control) principle of Six Sigma methodology
3.
 - a. Why do think management responsibility is an essential requirement of QMS?
 - b. Explain the concept of Strategy Quality Planning and Management
4. What are the two Six Sigma models undertaken for Quality improvement?
5. What are the different statistical distributions used to model various reliability parameters?
6. What is the relevance of Cost and Schedule Information in an organisation?

Master of Business Administration - MBA Semester 4

"Operations Management" Specialization

OM 0016 – Quality Management (4 credits)

(Book ID: B1341)

ASSIGNMENT- Set 2

Marks 60

Note: Each Question carries 10 marks

1.
 - a. List the seven quality control tools.
 - b. List the five key drivers for developing quality culture
2. For modern products, explain the concepts on what on which design reviews are based.
3. Classify the three main criterion of self-control in manufacturing and service sectors
4. What is PDPC
5. Evaluate the eight elements for the success of TQM in an organization
6. Identify the factors that affect Productivity levels in an organisation

Master of Business Administration - MBA Semester 4

“Operations Management” Specialization

OM 0017 – Advanced Production and Planning Control (4 credits)

(Book ID: B1342)

ASSIGNMENT- Set 1

Marks 60

Note: Each Question carries 10 marks. Answer all the questions.

1. State the objectives of production planning and control.
2. Bring out the difference between mass and batch production system
3. What are the chief elements to be considered while implementing the production control functions/tasks in an organisation?
4. Bring out the differences between forecasting and prediction
5. Explain the inventory reduction options and tactics
6. A transmission manufacturer supplying to a car manufacturer at the rate of 25 per day has a holding cost of the complete unit at Rs. 10/month and produces in batches with a set up cost of Rs. 10000 each time when the set-up is changed. Its production capacity is 40 transmissions per day and works for 300 days in a year. Cost of material inputs per transmission is Rs. 3000.

Calculate:

- a. Most economical numbers that can be produced in one batch
- b. How frequently should the batches be started in a day
- c. What will be the minimum average inventory cost and production time ?
- d. What is the production time ?

Master of Business Administration - MBA Semester 4
"Operations Management" Specialization
OM 0017 – Advanced Production and Planning Control (4 credits)
(Book ID: B1342)

ASSIGNMENT- Set 2

Marks 60

Note: Each Question carries 10 marks

1.
 - a. Differentiate between forward and backward scheduling
 - b. List the advantages and disadvantages of JIT
2. Bring out the differences between productivity and flexibility. And is productivity compromised by introducing flexibility in the manufacturing process?
3. What is capacity? Explain in brief.
4. Describe capacity planning.
5. Which are the four C's of off shoring in the Value chain dynamics, the critical tool to make the right outsourcing decisions. Explain how they interact with each other to the central theme of off shoring?
6. Explain the importance of supply chain management

Master of Business Administration - MBA Semester 4

“Operations Management” Specialization

OM 0018 – Technology Management (4 credits)

(Book ID: B1326)

ASSIGNMENT- Set 1

Marks 60

Note: Each Question carries 10 marks. Answer all the questions.

1. Summarise the impact of technology on society and business.
2. Explain any two alternatives for acquiring new technologies.
3. Evaluate the need and role of technology forecasting.
4.
 - a. Briefly explain the technology management evaluation
 - b. Write a short note technology adoption.
5.
 - a. Write a brief note on the selection of new technology.
 - b. State the characteristics of technology change.
6. Explain the need for technology strategy.

Master of Business Administration - MBA Semester 4

“Operations Management” Specialization

OM 0018 – Technology Management (4 credits)

(Book ID: B1326)

ASSIGNMENT- Set 2

Marks 60

Note: Each Question carries 10 marks

1. Explain the models of technology transfer and their uses.
2. List and explain the steps involved in technology assessment process.
3. Describe measures for building high-performing innovative technology-based organisations.
4. Explain the different categories of Intellectual Property Management.
5.
 - a. Classify tools and techniques of Knowledge Based Technology
 - b. Briefly discuss about integration of people and technology
6. Describe environmental impact analysis (EIA).