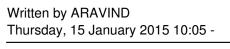
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Written by ARAVIND
Thursday, 15 January 2015 10:05 -
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CASE STUDY ANSWERS
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PROJECT REPORTS AND THESIS
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Advertising

- 1. What is advertising? Bring out clearly the changing concept of advertising in modern business world.
- 2. Explain the objectives and functions of advertisement manager.
- 3. What is advertisement budget? How do you determine optimal expenditure through advertisement budget?
- 4. What are the characteristics of advertising media? Explain...
- 5. Write a short note on:
- a) Visual layout. b) Production traffic copy.
- 6. How do you measure the effectiveness of advertisement? Explain.

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7. Define sales promotion? Explain the types of sales promotion.
8. Explain the merits and demerits publicity.
Apparel Production Management
1. Discuss elaborately on the product types and organisation of clothing industry.
2. Explain in detail the production planning and different departments of a garment industry
3. Discuss in detail on the pricing policies and factors affecting pricing policies.
4. Explain how the basic work measurement is carried out.
5. Explain in detail ten point and Dallas systems of fabric inspection systems.
6. Discuss on the functions of finance department.
7. Answer any 2 short notes
(i) Fashion trends. (ii) Seasons in apparel export. (iii) Four point system.

1. Sample approval. 2. Production planning. 3. Merchandise inventory turnover. 4. Definitions of quality. 5. Purchase order. 6. Information technology in apparel industry. 7. Quality standards.

Apparel Production Management

- 1. The machine requirement in detail for manufacturing 300000 pieces a month with a description of the kind of machinery? (10 Marks)
- 2. The total plan for the Man power in terms of cutting unit, Finishing Unit and the washing unit as well as the administration staff? (10 Marks)
- 3. How many different production lines would you suggest provided the monthly requirement of 300000 pieces will be made in 10 different styles? (10 Marks)
 - 1. The Production planning schedule for all 3 units for the next 6 months. (15 Marks)
- 2. The Overtime planning divided amongst all 3 units provided that each unit works for 25 days in a month. (Different plan for Stitching and Printing) (10 marks)
- 3. The printing plan of unit#3 Is it feasible to invest in additional capacity or to outsource the printing? (5 marks)
- 1. The operation break down in a stitching unit with a process flow for the following garments
 - 1.
 - 2.
 - 1. What is the best option, in your view, for DD?
 - 2. Analyze the SWOT factors the DD has.
 - 3. Why do you think that the proposed alternative is the best?
- 4. Identify and discuss briefly, the three themes of strategy implementation of activating strategies, managing change and achieving effectiveness in the case of Deepak Nitrite.
- 5. picking up data from the case, demonstrate how formulation and implementation of strategy are interdependent.
 - 1. Highlight the importance of Facilities management.
 - 2. List out the functions of a modern facilities manager.
 - 3. Explain the importance of staffing in facilities management.
 - 4. Describe the types of motivation and explain the same with reference to the facilities staff.
 - 5. Relate office accommodation and furniture layout to facilities management.
 - 6. State and explain the uses of various office forms.
 - 7. Discus the different clerical operations in an office
 - 8. Bring out the importance of office communication system.
- 9. Please explain the process of tenders in an office and functions of a facilities Manager with reference to the same.
 - 1. What do you mean by storage facility? What are the types of storage?

- 2. Depreciation acts as a tax shield
- 3. An investor in shares considers not only its E.P.S. but also P.E. ratio.
- 1. Suppose you manage a local supermarket and Fresh Fields comes to town. How would you reinvent your organization to meet the challenges posed by Fresh Fields?
- 2. Identify the sequence of events that has led to the current problem. (b) Analyse the problem in the context of the process of globalization that has been increasingly witnesses over the past decade or so. (c) Examine the "fairness" of establishing a 100% subsidiary by Schwitz GMBH when the alliance is on. (d) What future course of action would you suggest to S&S? Give reasons for your answer.

3.

- 4. What are Electrlox's reasons for direct investment? 2. How has Electrolux's strategy changed over time? How has this affected its direct investment activities? 3. Which of Electrolux's foreign investments would be horizontal and which would be vertical? What are the advantages of each? 4. What do you see as the main advantages and possible problems of expanding internationally primarily through acquisitions as opposed to building one's own facilities? 5. Should Electrolux take over Granges?
- 5. Analyze the pricing strategies adopted by café coffee day to establish its own identity amongst its competitors

Brand Management

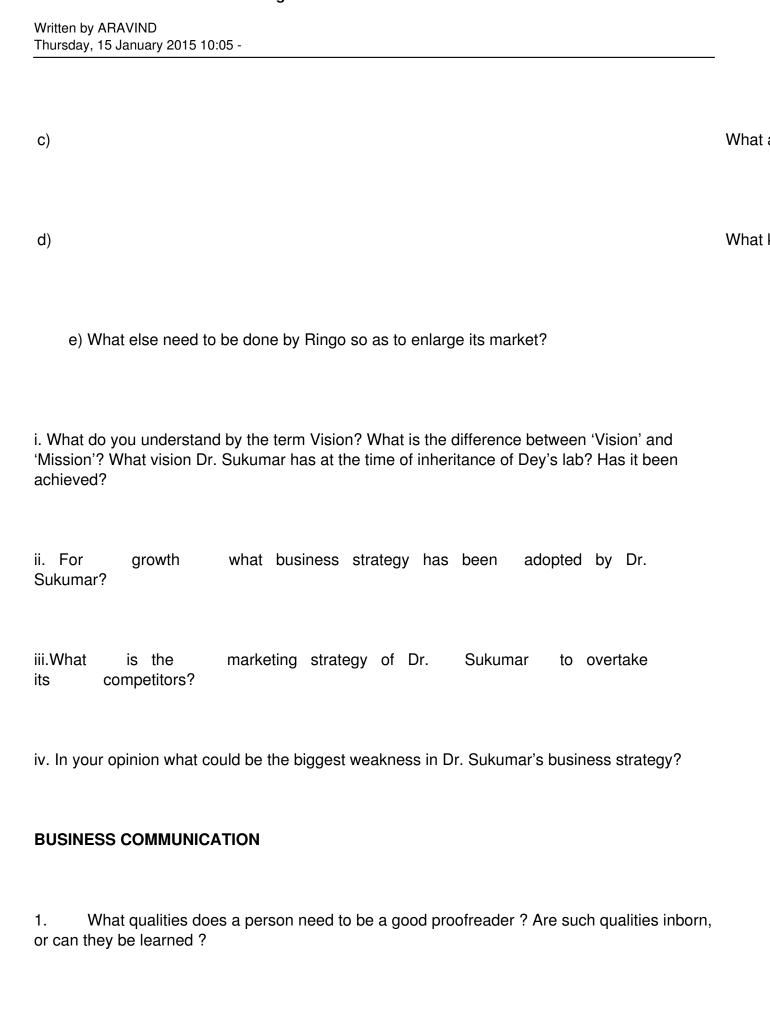
- 1. As a Management consultant give your comments on Burnol as a brand.
- 2. What do you understand by the concept of a Brand? Describe the characteristics of Brands.
 - 3. a. Define the Brand Image. Explain the dimensions of Brand Image.
- b. What is meant by Brand Identity? Explain the different elements of Brand Identity.

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	4. Discuss in detail the different stages of brand building process.	
	5.	a. What is Brand Audit? Explain its importance.
b.		Describe the two steps in brand audit.
	6.	"Positioning is an outcome of our perceptions about the brand relative to the competing
		brands" - Discuss with examples.
	7.	How do consumers perceive and choose brands? Discuss.
	8.	What are the different phases of strategic brand management process?
	9.	Discuss the "TEN COMMANDMENTS" of Global Branding.
Вι	usine	ess Strategy
a)		

b)

What i

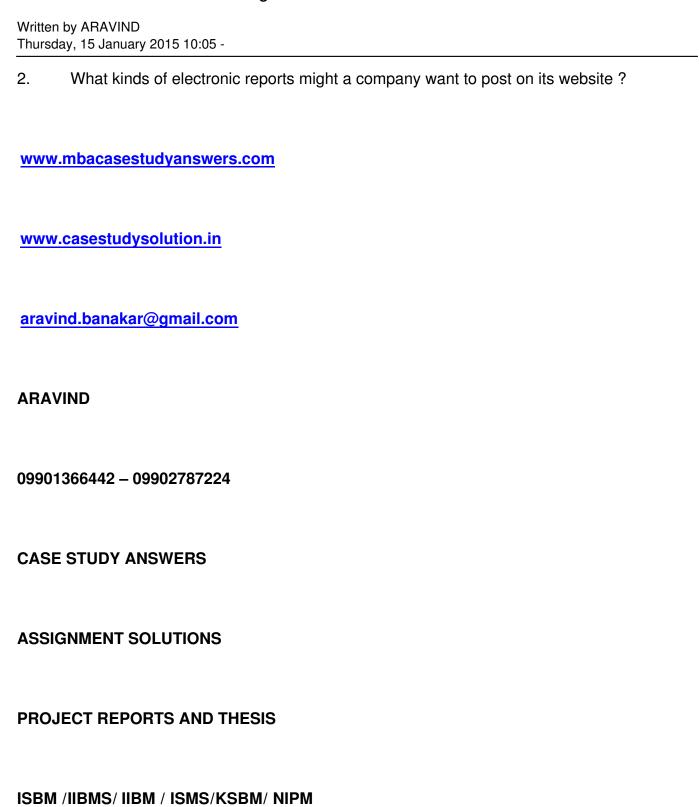
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2.	Proofread	the	followii	ng	sentence	
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application of these methods in stores in San Deigo nd Cinncinati have resulted in a 30 drop in robberies an a 50 percent decling in violence there, according at the developers if the security system, Hanover brothrs, Inc.

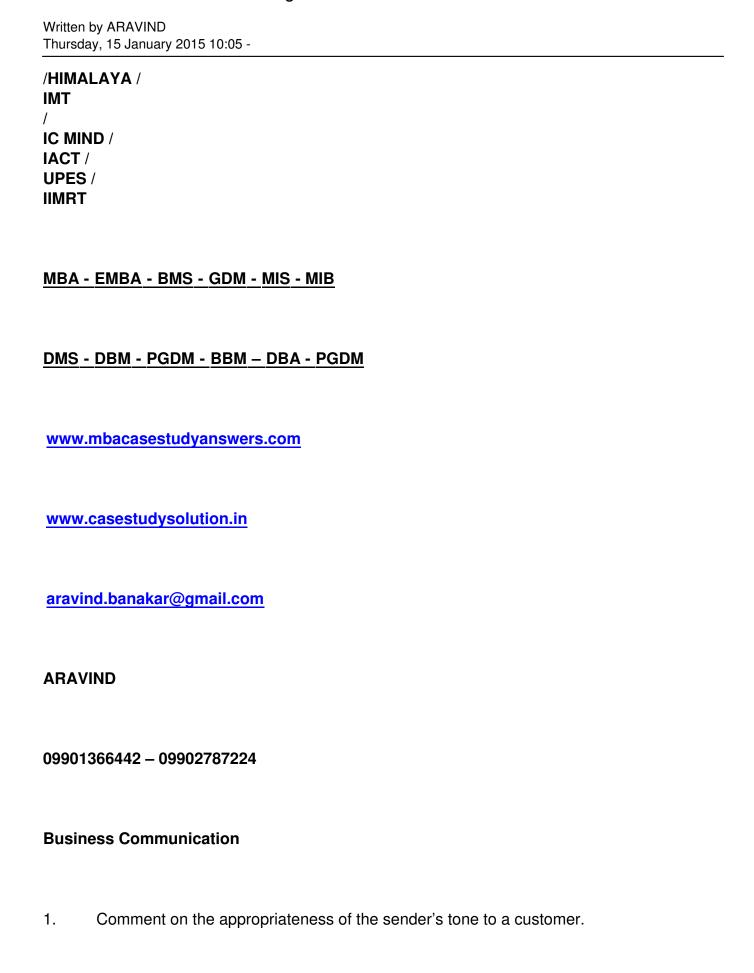
- 1. Explain how watching a movie from another country might help you prepare to interpret nonverbal behavior from that culture correctly.
- 2. One of your co-workers is originally from Saudi Arabia. You like him, and the two of you work well together. However, he stands so close when you speak with him that it makes you very uncomfortable. Do you tell him of your discomfort, or do you try to cover it up?
- 1. Think back over the lessons you've learned in life. How did you benefit from some one telling you the truth about something you were doing wrong?
- 2. With a partner, role-play a situation in which one of you is the boss and the other an employee. The boss is angry because the employee repeatedly arrives late for work, takes long lunches, and leaves 5 to 10 minutes early. However, the employee's work is always excellent. After the role-play, analyze what the boss did right and what could be improved.
- 1. Review two sales letters for content. List the "Puffery" statements in each letter.
- 2. Note any statements in these sales letters that appear questionable to you. Rewrite one of the statements, carefully choosing words that won't be misleading to consumers.
- 1. What advantages and disadvantages do you see in asking store managers at Mrs. Fields to file electronic troubleshooting reports immediately on the company's intranet?



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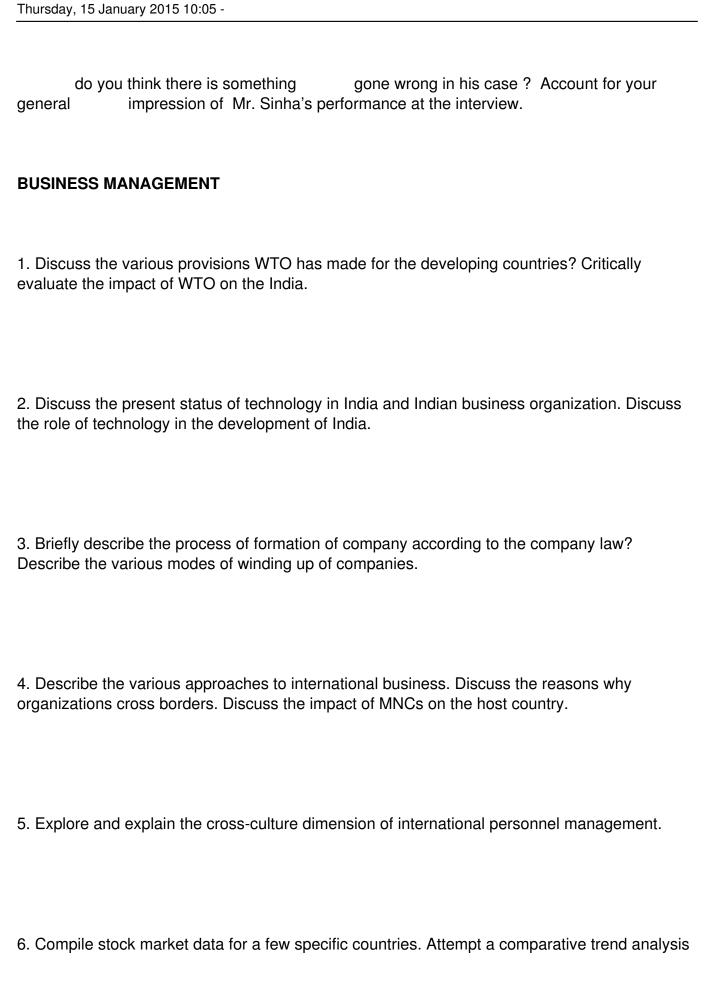
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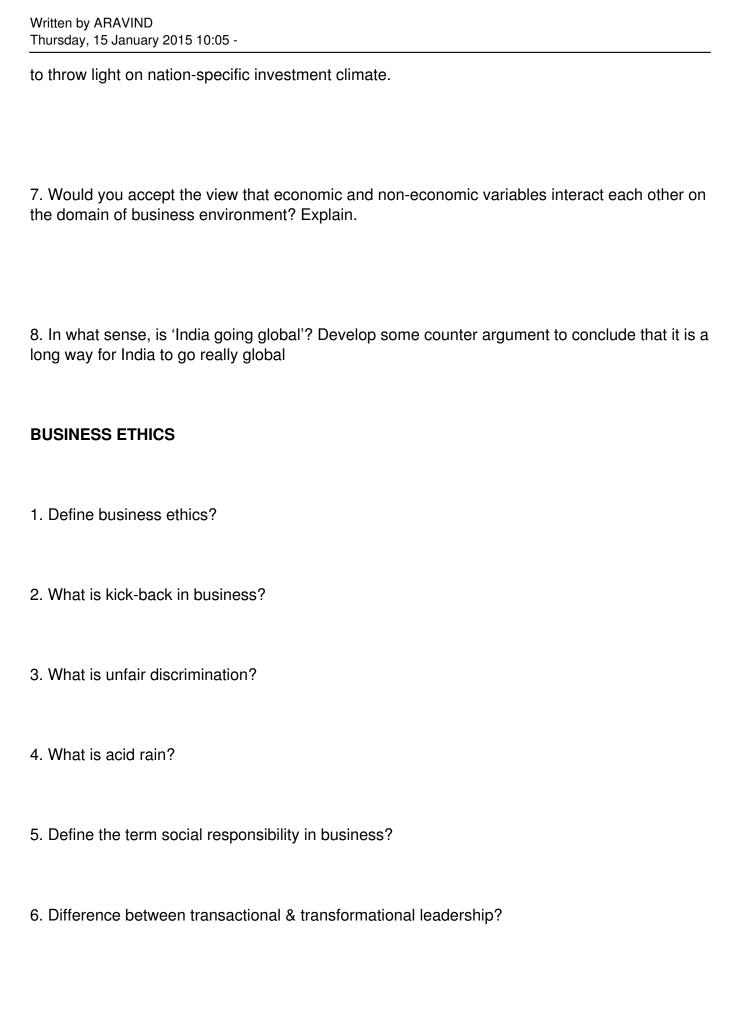


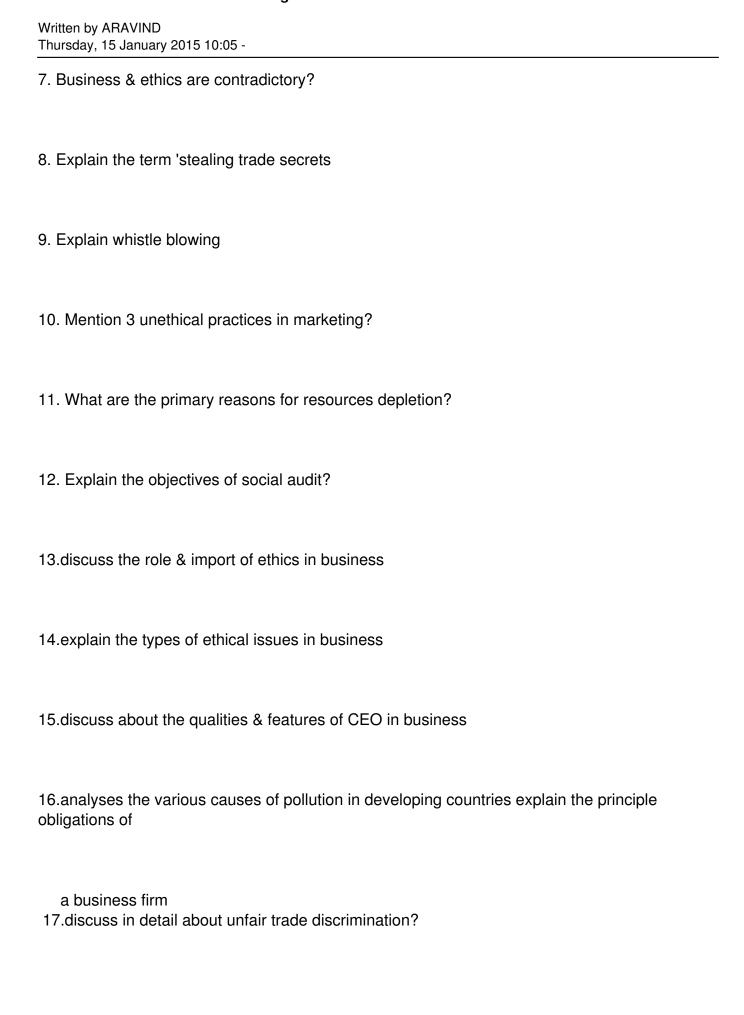
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2.	Point out the old – fashioned phrases and expressions.			
3.	Rewrite the reply according to the principles of effective writing in business.			
1. relies	What is non – verbal communication? Why do you suppose that this commercial es			
	primarily on non-verbal communication between a young man and a gorgeous			
	woman? What types of non – verbal communication are being used in this case?			
2. anothe	Would any of the non-verbal communications in this spot (ad) not work well in er			
	culture ?			
3.	What role does music play in this spot ? Who is the target market ?			
4.	Is the music at all distracting from the message ?			
5.	How else are radio stations advertised on TV ?			
1.	Analyse the reasons for Arvind Pandey's dilemma.			

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2.	Does Arvind Pandey really face a dilemma ?
3.	In your view what should Arvind Pandey do? Should he disclose it to his German Vice
	President ?
1.	Comment on the terms and conditions placed by the corporation.
2. contrac	What factors influenced the computer company's decision to accept the ct ?
3.	Was it a win – win agreement? Discuss?
1. reason	Do you find Mr. Sinha's responses to various questions effective? Give as for your
	view on each answer given by Mr. Sinha.
2. job	Rewrite the responses that you consider most effective to the above questions in a
	interview.
3. But,	Mr. Sinha has observed the norm of respectful behaviour and polite conversation.

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Consumer Behaviour

- 1. Define consumer behaviour. Discuss the broad areas of its application in marketing.
- 2. Discuss the concepts of demographics, psycho graphics and life style. Explain the approaches to study life style.
- 3. Describe the stages in the perceptual process and discuss various senses that determines how we respond to products.
- 4. How learning differs from other forms of communication? Distinguish between the instrumental learning and the classical learning approaches.
- 5. Explain the role of reference groups in group dynamics and their effect on buying behaviour of buyers.
- 6. Discuss the factors which are influencing the consumer decision-making process. How nature of the family influences that operate on the purchase behaviour?
- 7. Explain the various issues in problem recognition. Distinguish factors and compulsions forcing a choice between internal and external search.
- 8. How the purchase stage is completed in the buying process? Also explain the buyers complaint behaviour and the marketers response.
- 9. How does the micro-economic model explain the decision process of a consumer? What are the shortcomings of the model?
- 10. Describe the nature, scope and areas of application of consumer behaviour models.

CORPORATE LAW

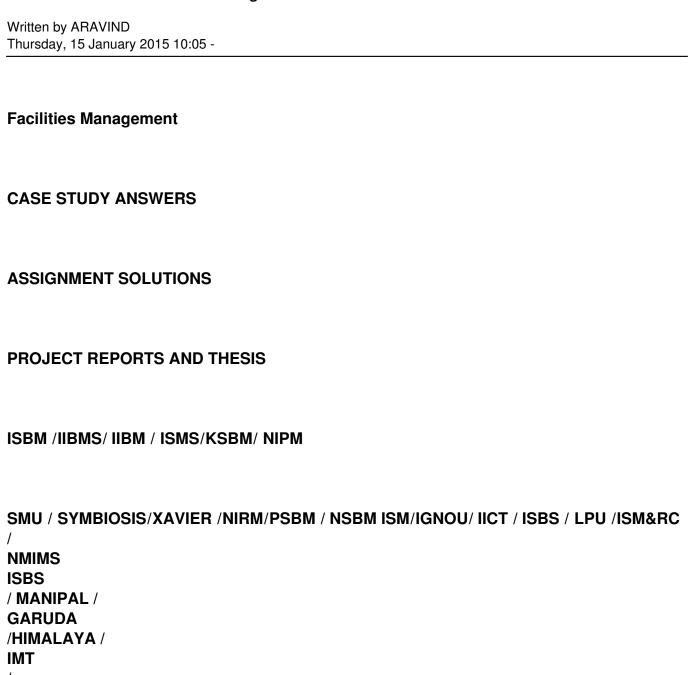
- 1."All contracts are agreements but all agreements are not contracts." Discuss this statement in light of the essential elements of a valid contract. Also mention briefly the different kinds of agreements under the India Contract Act, 1872.
- 2. Discuss, what are the rights, liabilities and disabilities of a minor as per the Indian Partnership Act, 1932.
- 3. What do you understand by implied warranties and conditions of sale according to the sale of Goods Act, 1930?
- 4. Differentiate between lay-off and retrenchment according to the Industrial Disputes Act, 1947.
- 5. Give the provisions related to safety as given in the Factories Act, 1948.
- 6. What are the characteristics or essential features of a company and briefly mention the types of companies.
- 7. What do you understand by electronic governance and what are the attributes of electronic records as mentioned in the Information Technology Act. 2000.
- 8. Discuss the concept of free consent and misrepresentation as per the Indian Contract Act, 1872.

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- 9. Distinguish between private and public company. What are the special privileges of a private company over public company according to Companies Act, 1956?
- 10. Write short notes on any two of the following:
- (a) Cyber regulation (b) Industrial Dispute (c) Breach of Contact (d) Voidable contracts.

CUSTOMER RELATIONSHIP MANAGEMENT

- Define customer relationship management & what are the different factors that influence buying behaviour?
 Discuss consumer purchase decision process giving one real time example
 State the importance of customer relationship building. State the different levels of relationship marketing & tools used to develop strong customer bondage
- 4. What do you mean by customer interaction management? Discuss the routes & factors influencing CIM
- 5. What do you mean by a loyal customer & discuss loyal customer ladder?
- 6. Please write a short note on Customer Life Cycle.
- 7. Please write a short note on Disadvantages of CRM with Indian context.
- 8. Explain the two dimensions to CRM Customer facing and Company facing



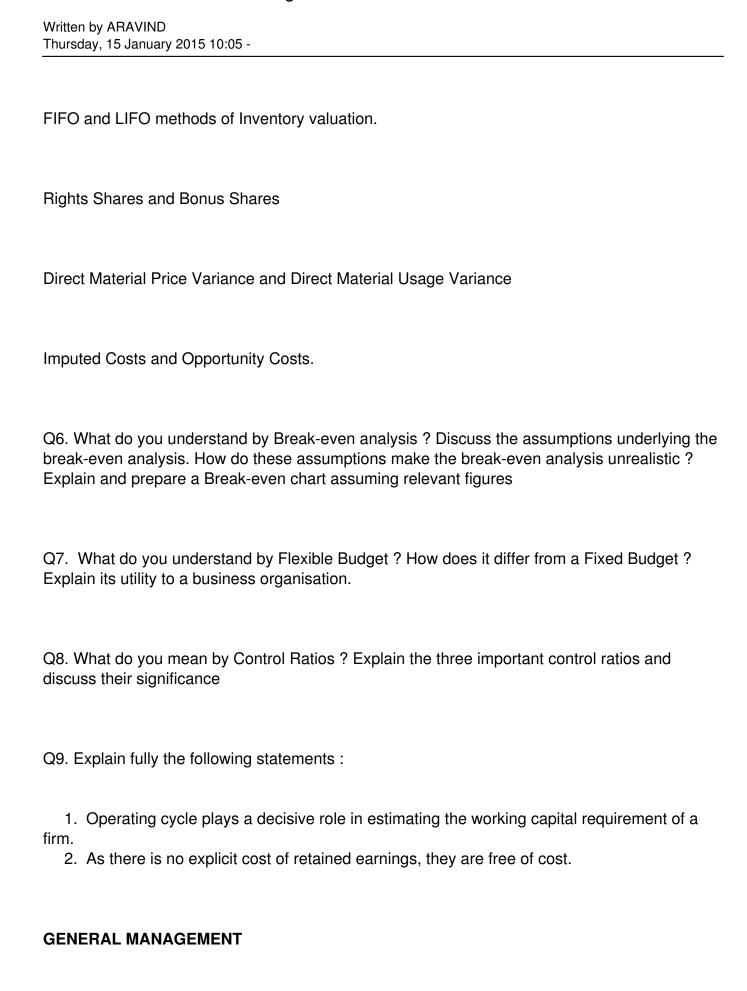
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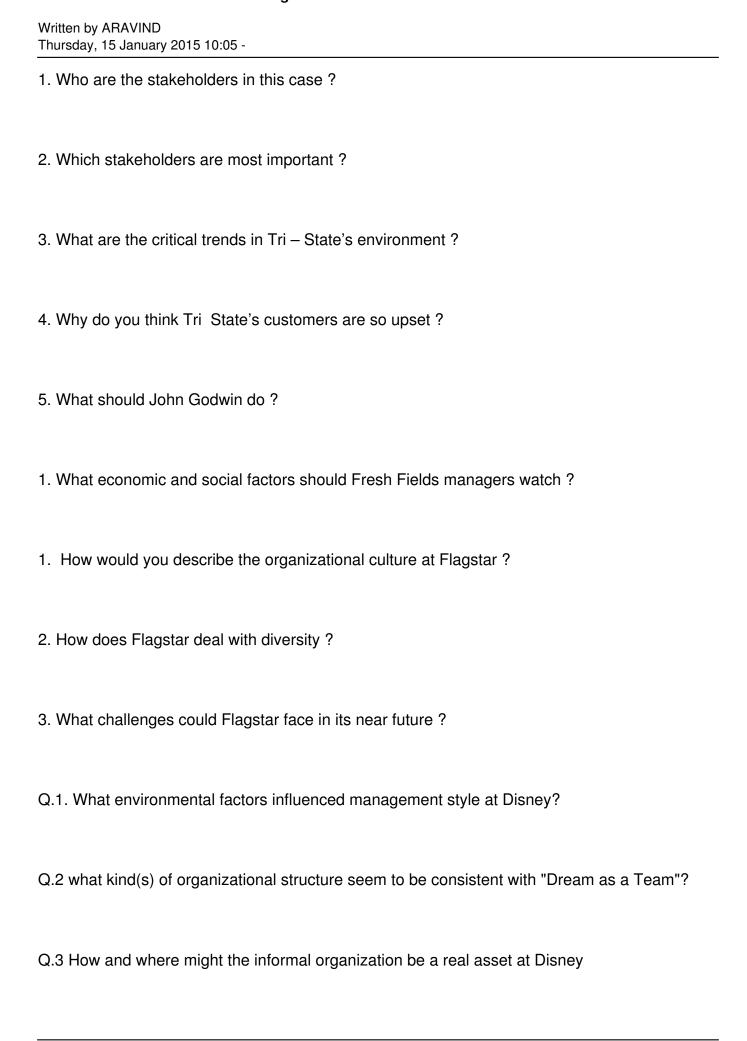
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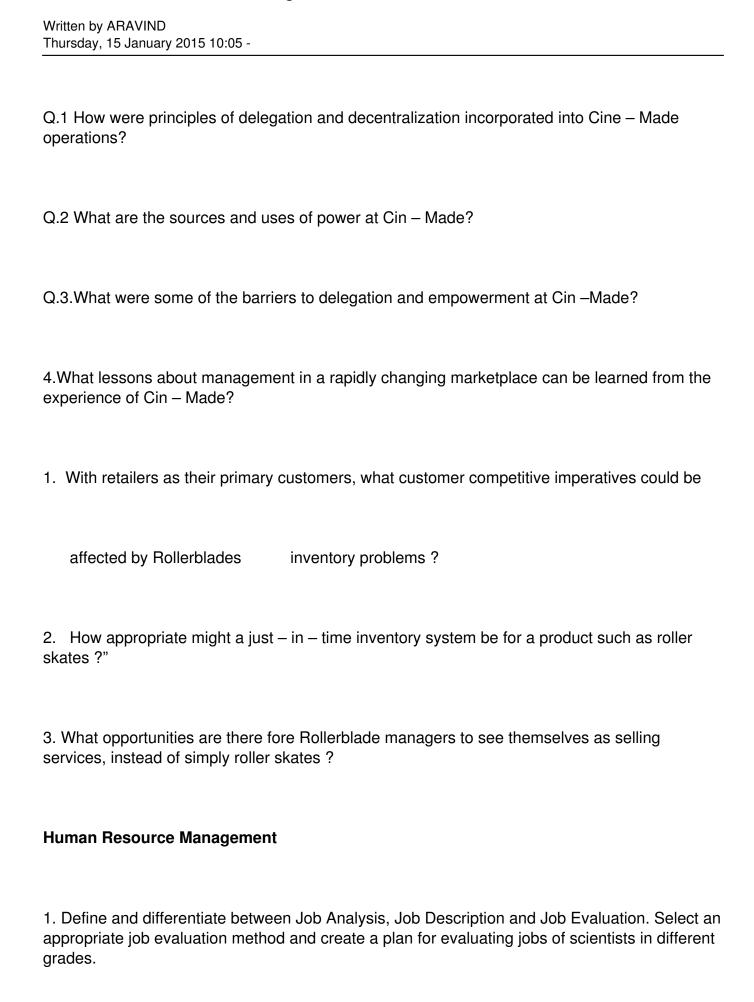
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Finance Management
Q1. What do you understand by Internal Audit? How do the functions of an internal auditor differ from that of External Auditor?
Q2. Explain the consistency concept and Accrual Concept of Accounting. How is the Accrual Concept adhered to while preparing the final accounts of a company ?
Q3. What are intangible assets of a firm? Why are they shown in the Balance Sheet? What is meant by amortisation of such assets? Give reason for the same
Q4. What do you understand by Appropriation of profit of a company? How are the profits appropriated? How will the profits to be appropriated, affected, if the company issues debentures, instead of equity shares to finance its activities? Discuss how?

Q5. Distinguish between:







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- 2. Discuss the role of indoctrination in organizations. How can Performance Appraisal, and Training and Development be made an integral part of Human Resource Planning? Discuss.
- 3. Discuss the scope of Human Resource Audit. While auditing Reward systems for employees in a manufacturing organization, which factors should be taken into account and why? Explain with suitable examples.
- 4. Define and discuss the need for Human Resource Planning in an organization. Briefly discuss various approaches to HRP
- 5. Write short notes on any three of the following:
- (a) Training methods
- (b) Value determinants of HRP
- (c) Human Resource accounting
- (d) Labour Market Behavior
- (e) Promotion and Reward Policies

SECTION B

- 1. Define and discuss the objectives of Human Resource Planning at organizational level. How does it help in determining and evaluating future organizational capabilities, needs and anticipated problems? Explain with suitable examples.
- 2. Define and describe Job Analysis. Briefly discuss several methods in which information about a job is collected and evaluated.
- 3. What is the purpose and process of recruitment function? Discuss various methods of sourcing manpower.

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Thursday, 15 January 2015 10:05 -4. How is monetary value assigned to different dimensions of Human Resources costs, investments, and worth of the employees? Briefly explain Cost and Economic value approaches of measurement. 5. Write short notes on any three of the following: (a) MBO (b) Succession Planning (c) Competency Mapping (d) Job Evaluation (e) H.R. Inventory (a) Was the management justified in taking a decision to recruit a qualified and experienced person from outside as Deputy Chief Quality Controller? (b) Was it in the interest of the organization to transfer Ratnam to the new auto-wheeler plant and promote Kapil Kumar? What could have prompted the management to take this decision? (c) How do you view the role of O.A.s in supporting only the local and internal candidates and overlooking the interests of direct recruits even when they were family members of the Association, particularly at a time, when the industry needed professionally qualified persons to fill key technical posts? (d) How would you react to the management's scheme for guarter allotment and why? (i) Identify the issues related to manpower planning as evident in the case. (ii) Discuss the strategies to tackle the percentage of internal promotion at the organizational level. (iii) What type of additional training programmers' should be imparted for direct entrants?

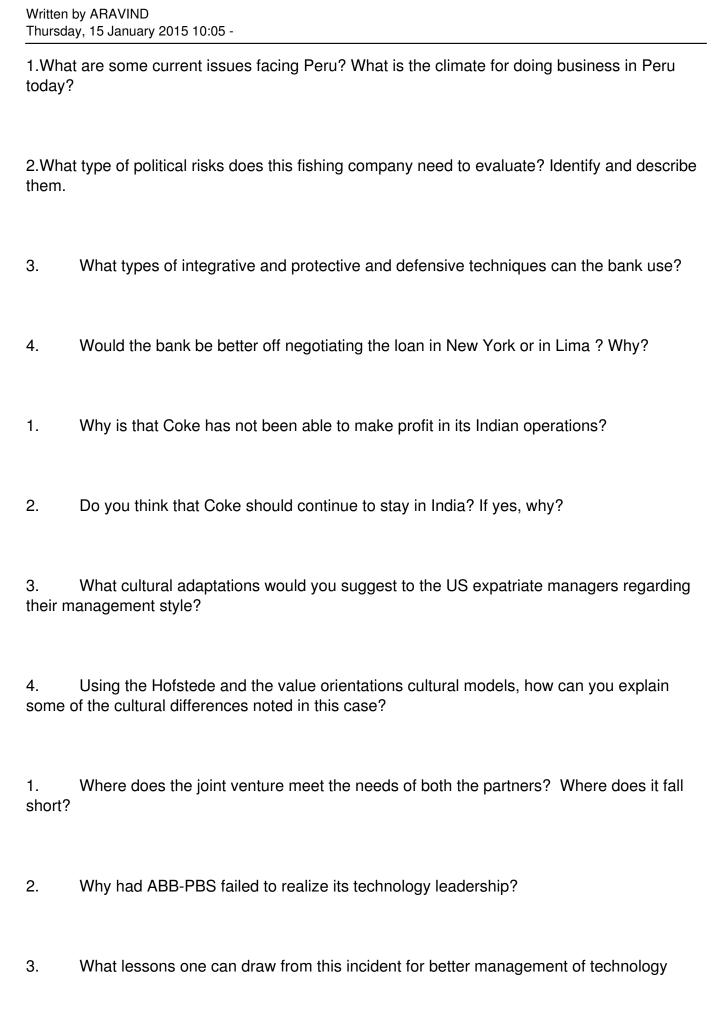
(iv) Suppose you are the head of the personnel division. What would be your suggestions in the meeting - Which has been called by the General Manager?

International Business

- 1. What are basic differences between domestic and international business?
- 2. While some see globalization as the avenue to the development of poor nations, others see it intensifying misery and inequalities. Critically examine the above statement in today's context?
 - 3. Explain Localisation of global strategy
- 4. Explain Technology contracting (licensing) as an alternative to FDI or ownership strategy.
 - 5. Explain Major factors contributing to the success of international strategic alliances.
- 6. Explain the role of "Power Distance" in understanding Hofsted's work on cross-cultural prospective. How does this help in managing international environment?
- 7. Discuss the relationship between an MNE and its subsidiaries in the context of the "make or buy" decision. What are the implications so far as the organization structure/design is concerned?
 - 8. Explain the role of bargaining power" in managing negotiations in international business.
 - 9. Briefly discuss the direct and indirect impacts of FDI on LDCs

International Business

- 1. Which of the theories of international trade can help Indian services providers gain competitive edge over their competitors?
- 2.Pick up some Indian services providers. With the help of Michael Porter's diamond, analyze their strengths and weaknesses as active players in BPO.
- 3.Compare this case with the case given at the beginning of this chapter. What similarities and dissimilarities do you notice? Your analysis should be based on the theories explained.

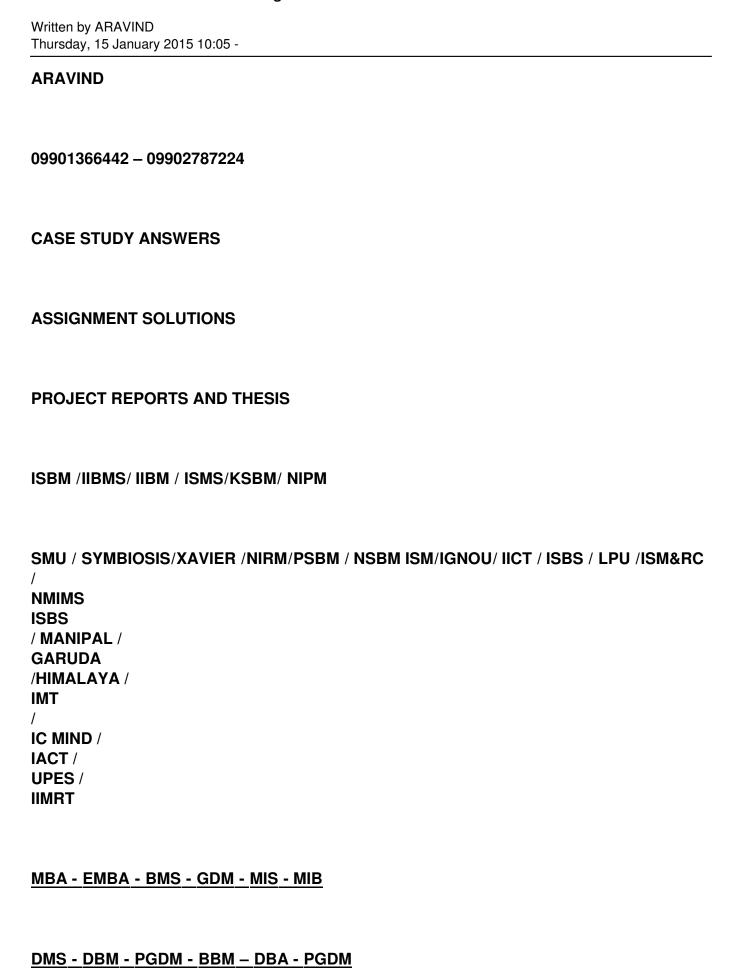




transfers?

- 1. What factors have shaped the accounting system currently in use in China?
- 2. What problem does the accounting system, currently in sue in China, present to foreign investors in joint ventures with Chinese companies?
- 3. If the evolving Chinese system does not adhere to IASC standards, but instead to standards that the Chinese governments deem appropriate to China's "Special situation", how might this affect foreign firms with operations in China?
- 1. "You can't tell consumers that the low price they are paying for a particular fax machine or automobile is somehow unfair. They're not concerned with the profits of companies. To them, it's just a great bargain and they want it to continue." Do you agree with this statement? Do you think that people from different cultures would respond differently to this statement? Explain your answers.
- 2. As we've seen, the WTO cannot currently get involved in punishing individual companies for dumping its actions can only be directed toward governments of countries. Do you think this is a wise policy? Why or why not? Why do you think the WTO was not given the authority to charge individual companies with dumping? Explain.
- 3. Identify a recent antidumping case that was brought before the WTO. Locate as many articles in the press as you can that discuss the case. Identify the nations, products (s), and potential punitive measures involved. Supposing you were part of the WTO's Dispute Settlement Body, would you vote in favor of the measures taken by the retailing nation? Why or why not?

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Labour Law Management

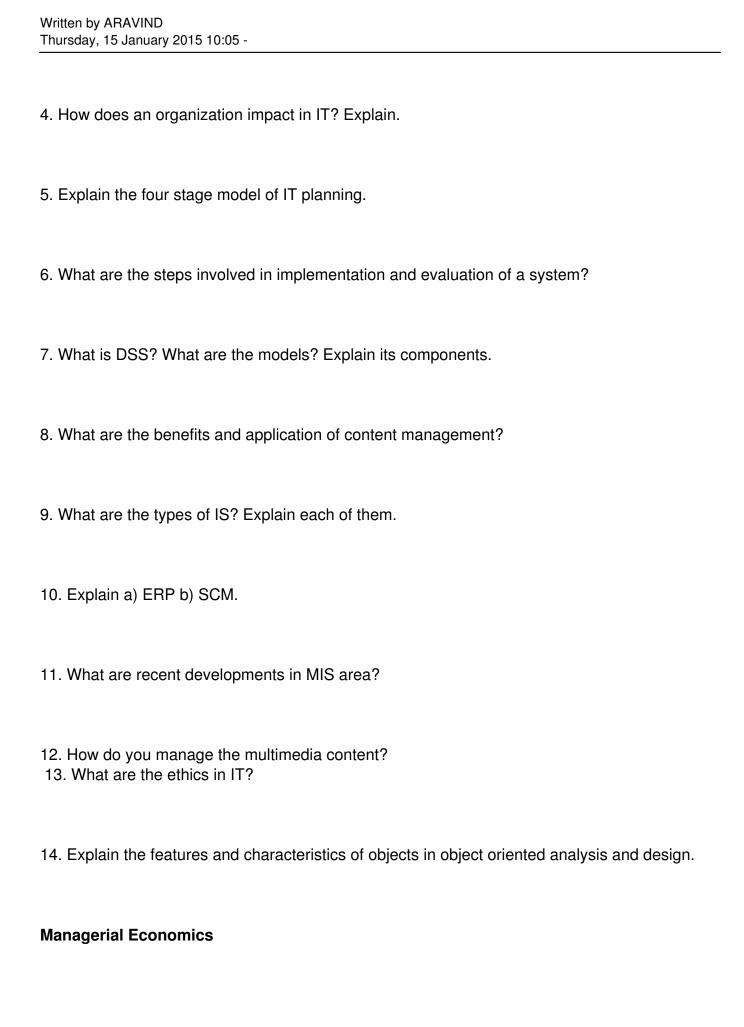
- 1. Define Factory.
- 2. Define child.
- 3. Define Lay off.
- 4. Define Lockout.
- 5. Define Appropriate Government.
- 6. What are Penalties and Offences?
- 7. What is Payment of Gratuity?
- 8. What is the time limit for payment of bonus?
- 9. What is Amalgamation?
- 10. Define weekly hours.
- 1. What is the object of the apprentices Act?
- 2. Explain the scope of employer's liability Act, 1938.
- 3. What are the privileges of a registered trade union?
- 4. Give the procedure for fixing and devising Minimum wages.
- 5. State the rules as to employer and employee's contribution
- 6. What are the rules as to payment and recovery of contribution by an employer?
- 7. Under what circumstances, an employee can withdraw the amount credited in his provident fund scheme.

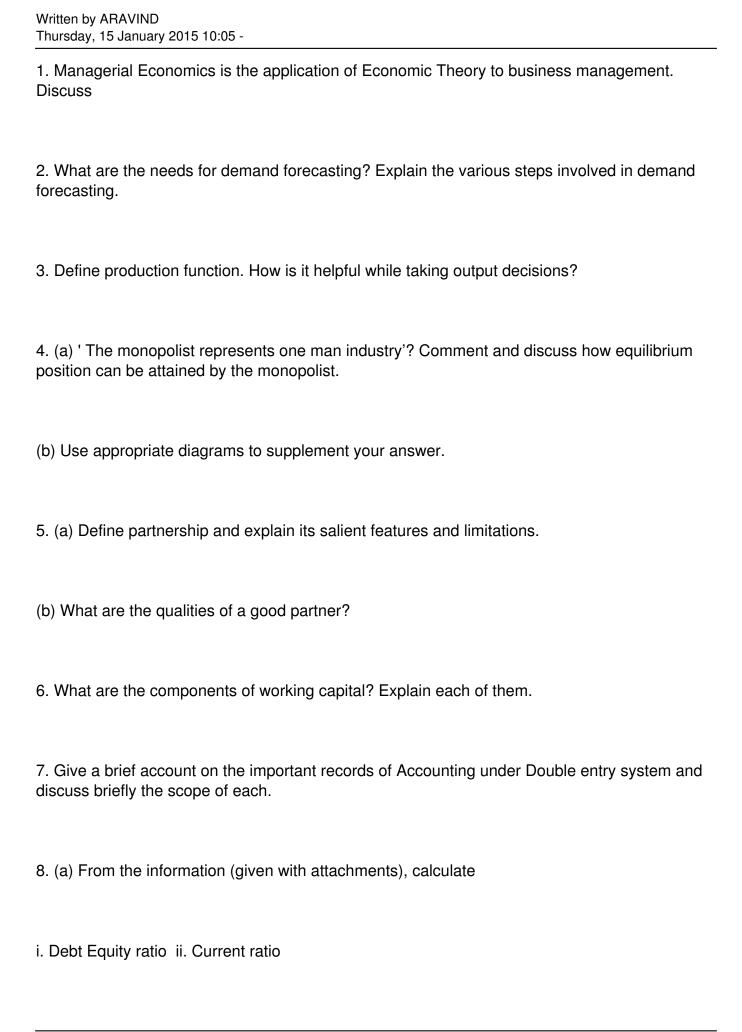
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- 8. What are the steps in dissolution?
- 9. What are the special provisions in payment of bones Act, 1966?
- 10. What are the provisions of termination of employment under industrial employment act 1946?
- 1. Define Gratuity and determine the payment of Gratuity.
- 2. Explain Adjudication of Disputes and claims.
- 3. Explain the provisions for leave and various types of leave under industrial employment act.
- 4. Industrial Disputer Act 1947 Discuss elaborately.
- 5. Explain the procedure for the Employment of young person and women annual bear with wages.

MANAGEMENT INFORMATION SYSTEM

(a) What is Information system?
(b) What is prototyping?(c) What is Web Based System?
(d) What is hyperlink?
(e) What is knowledge management system?
What is EIS? Explain its advantages and disadvantages
3. What are the major challenges involved in building, operating and maintaining information system?



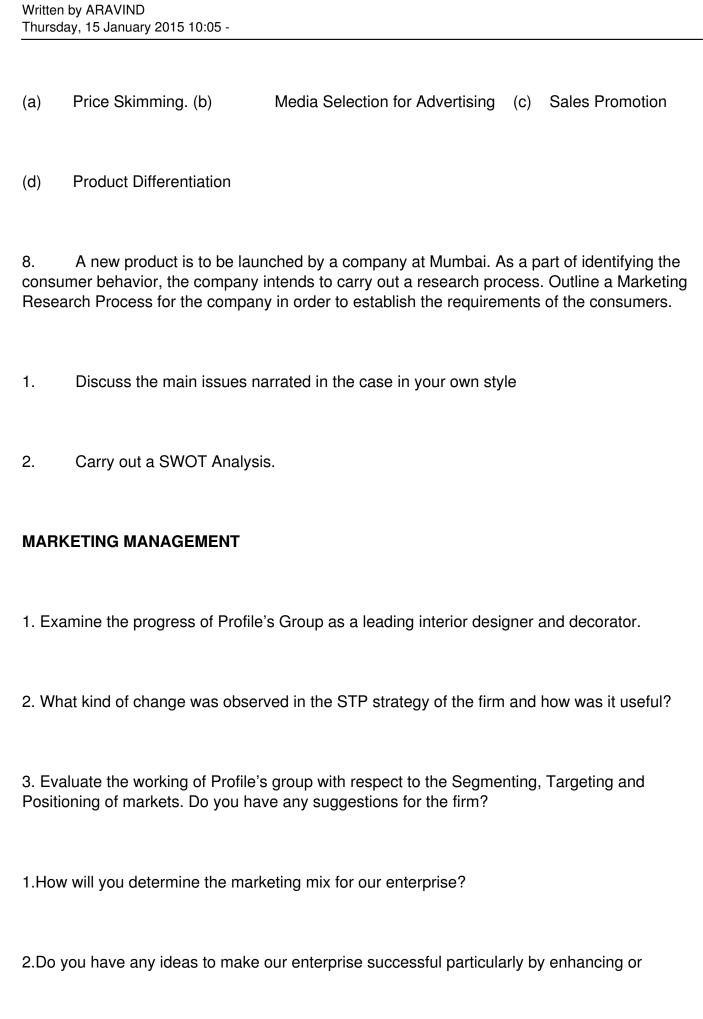


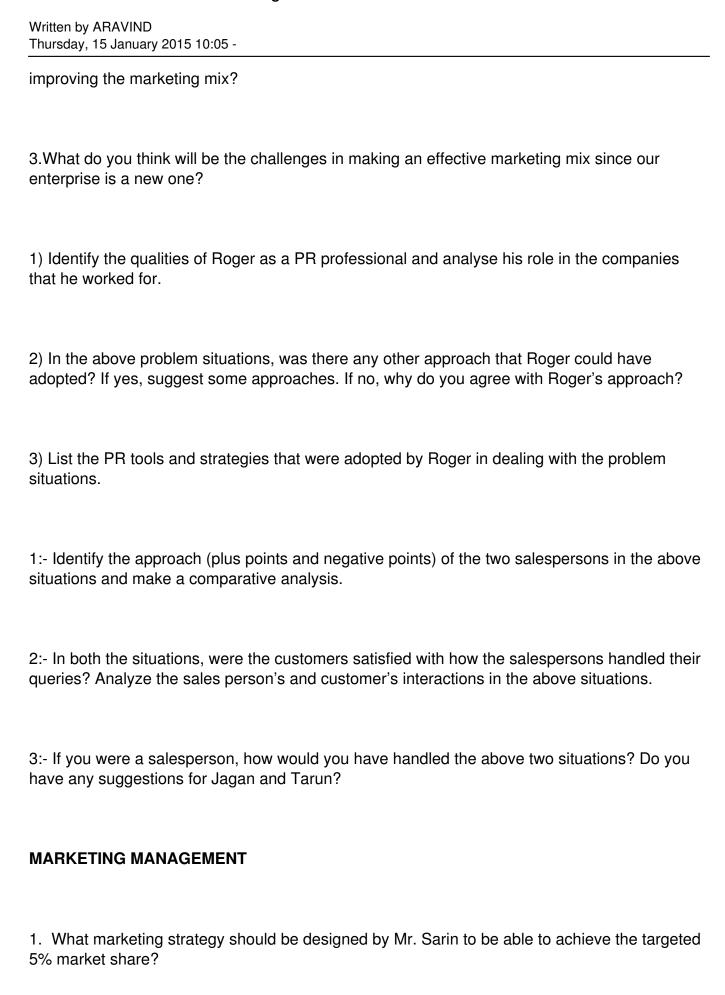


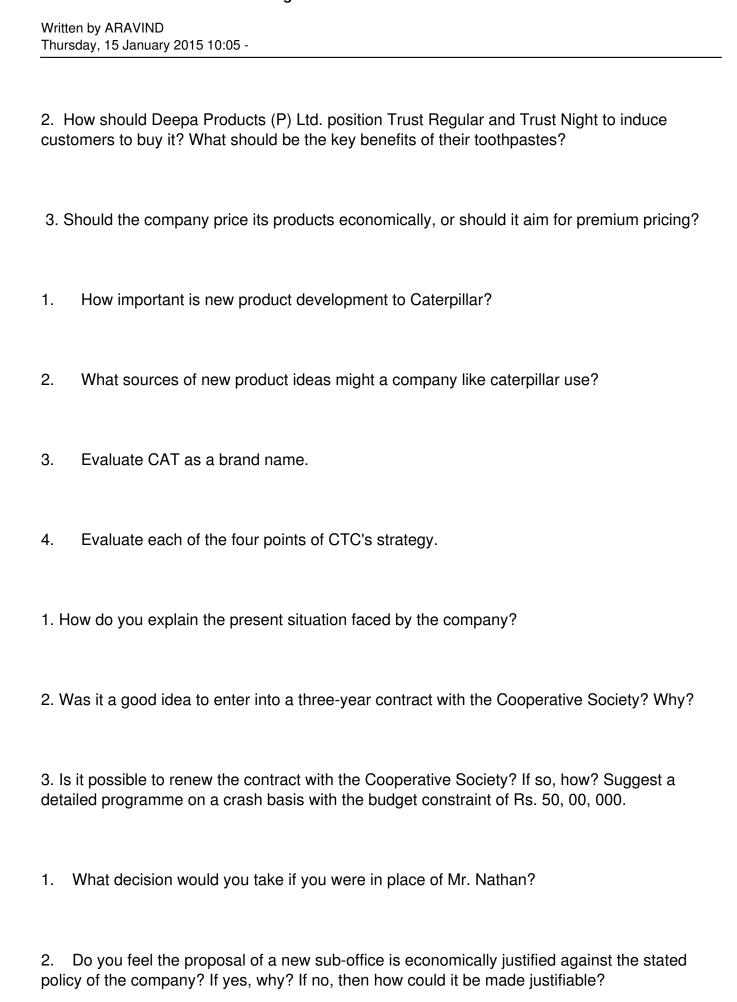
(b) Calculate Interest Coverage ratio from the information (given with attachments) .

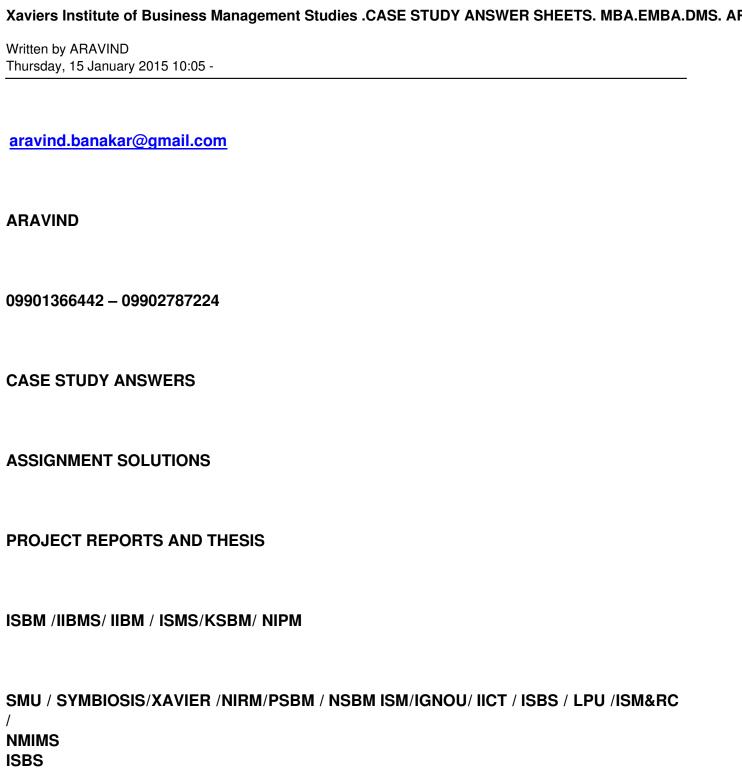
MARKETING MANAGEMENT

- 1. At the time when the market leader for instant noodles was Nestles Maggi, the main challenger was Top Ramen's Noodles. Applying the concepts of marketing Management, what would be your strategic plan in order to keep up the top position of Maggi
- 2. Discuss the relationship between 'Segmentation' and 'Positioning'. Explain the major criteria of Segmentation and Positioning. Quote sufficient examples to strengthen your answer.
- 3. (a) Describe in detail the stages in the Product Life Cycle
- (b) In this context, explain the challenges that a Marketing Manager has to deal while introducing a new product
- 4. What do you understand by Channel of Distribution? Explain the different kinds of Channel of Distribution in detail.
- 5. Explain the factors affecting Pricing Decision. What are the various methods of pricing a Product? Briefly explain them. Also, differentiate between Price shadowing and Price Covering.
- 6. What are the essential Factors influencing Consumer behavior? Explain its significance in Marketing Management in accordance with the Technology advancements.
- 7. Write Short Notes on any four of the following:









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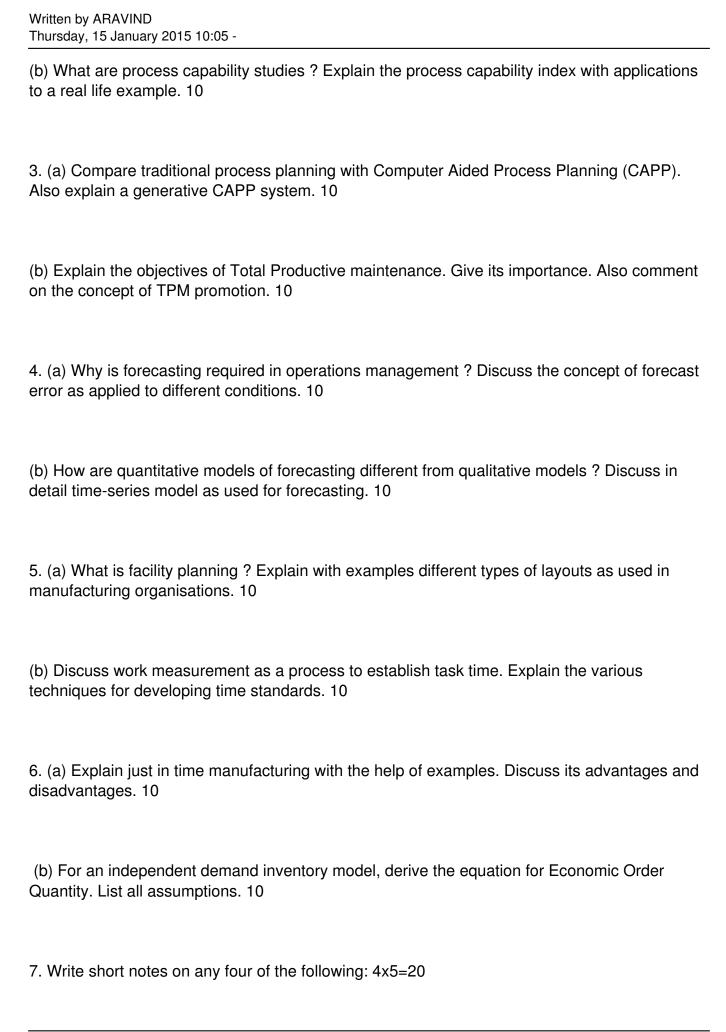
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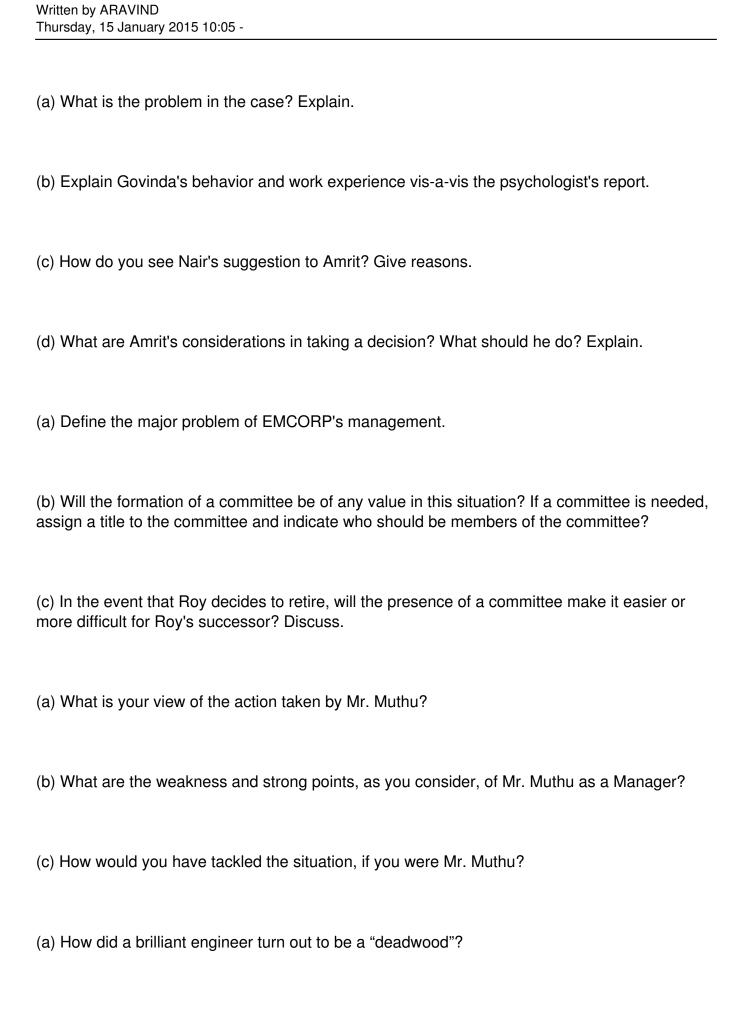
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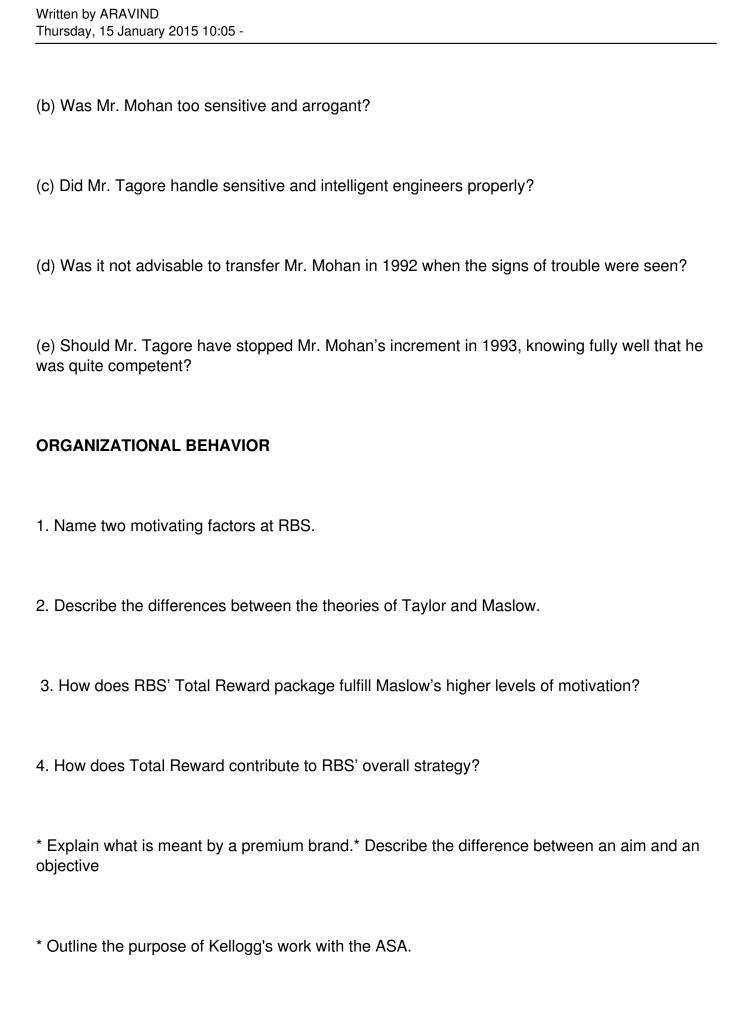
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OPERATIONS MANAGEMENT
1. (a) Draw a systems view diagram of any service organization of your choice. Identify its various components. Explain its interdisciplinary nature. 10
(b) What are the major characteristics of a Production system? Discuss some of its upcoming issues that provide economies in production and efficiency in the performance of the system. 10
2. (a) Explain with examples, how the TQM concept can integrate design engineering, manufacturing and service. 10

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(a) OPT
(b) Break even analysis
(c) Lean manufacturing
(d) Kanban system
(e) Line of Balance for Production Control
(f) Purpose of aggregate plans.
ORGANIZATIONAL BEHAVIOR
(a) What is the problem in the case?
(b) How do you see the behavior of the safety supervisor? What would you do if you were the safety supervisor?
(c) How do you see the change in John's behavior from an informal leader to the one involved in a fight with a supervisor vis-a-vis the company's policy?
(d) Could Mr. Prasad and the safety supervisor have prevented John's case at the initial level?

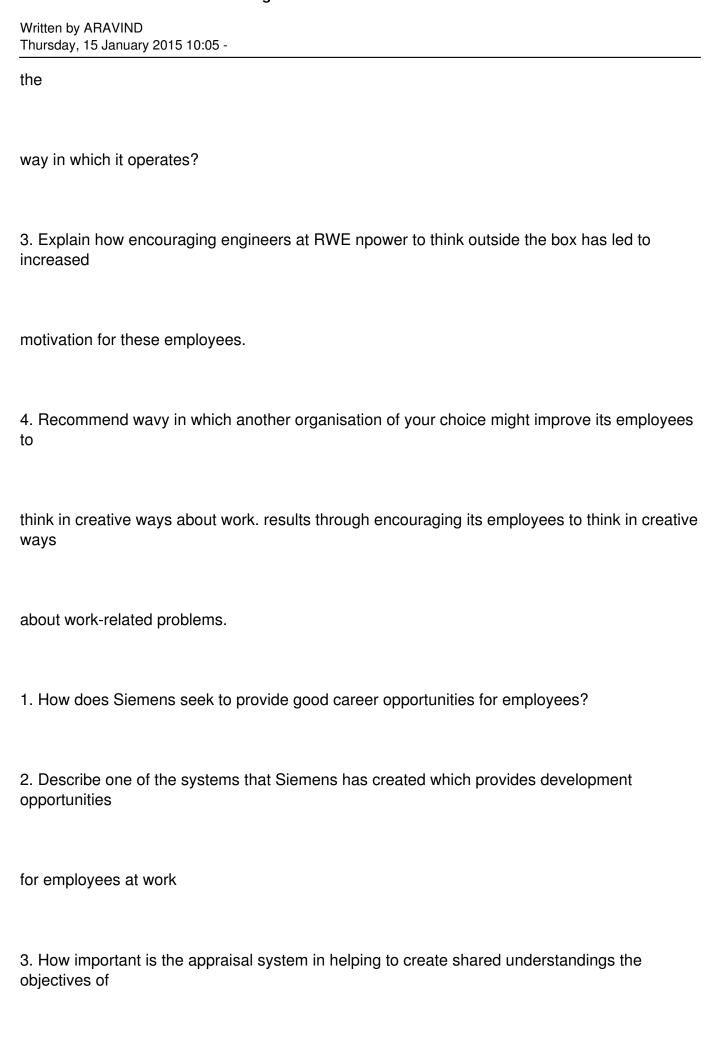




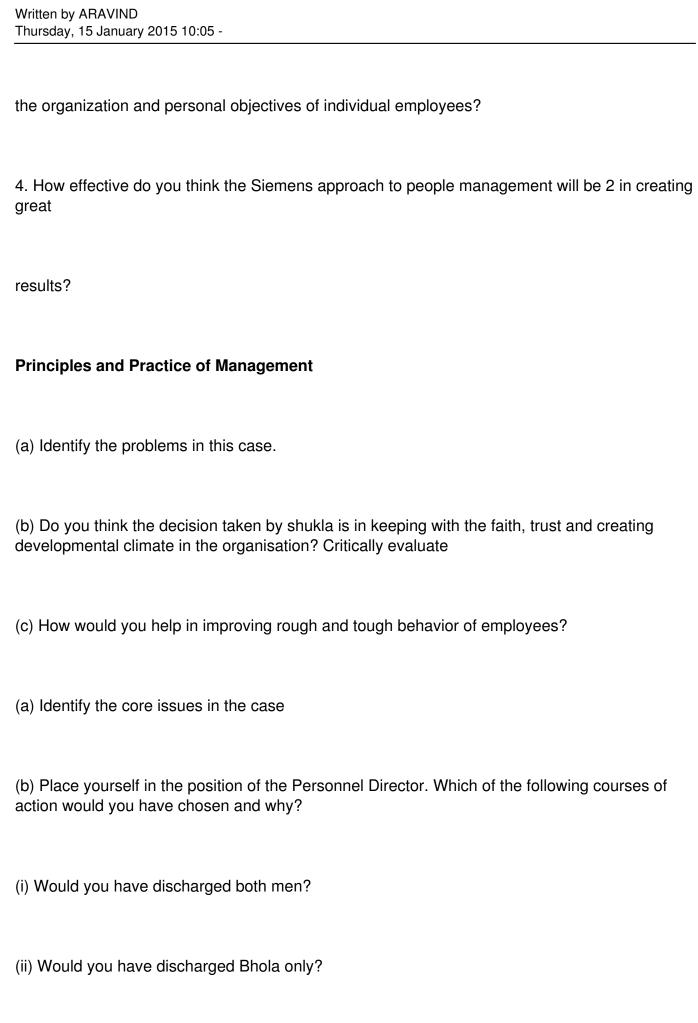
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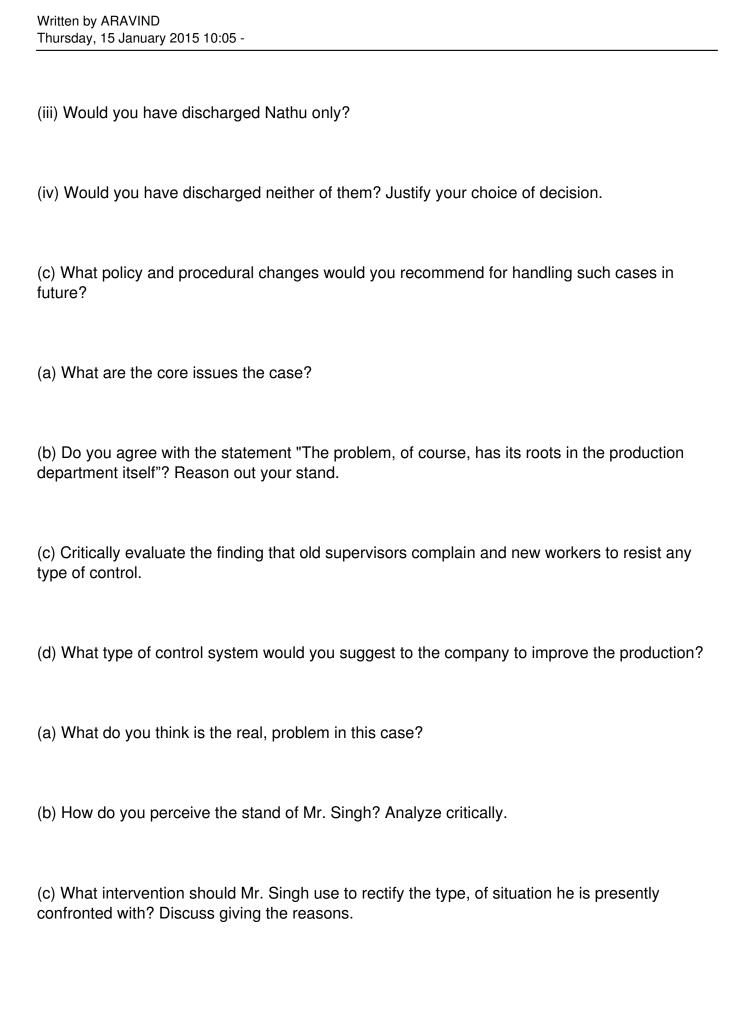
Thursday, 15 January 2015 10:05 -
* Using examples to support your dialogue, evaluate how Kellogg communicates and discuss how
this enables it to position its brand.
1 . What is Kaizen? I low is this different from a one-step leap forward?
2. How is Kaizen expected to help Leyland Trucks to increase its market share?
3. How does Leland Trucks measure Its continuous improvement? Can you suggest K KPIs for
another type of business organisation e.g. a retailer or a leisure centre'?
4. Why is continuous improvement most likely to be achieved in a company with a culture of trust'?
Start your answer by explaining what is meant by a culture of trust.
1. What do you understand by the term, 'thinking outside the box'? Give an example of how this can
be applied to engineers working for RWE npower.
2. How does encouraging thinking outside the box help RWE npower to make improvements in

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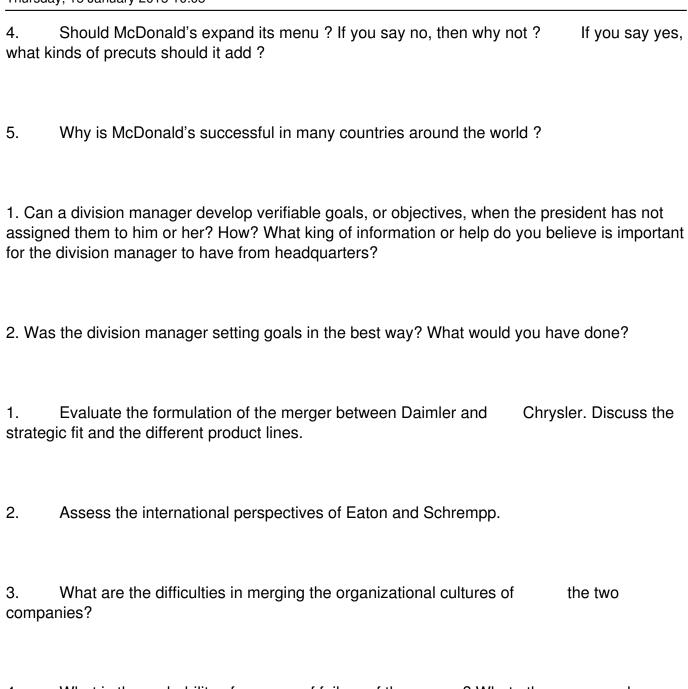
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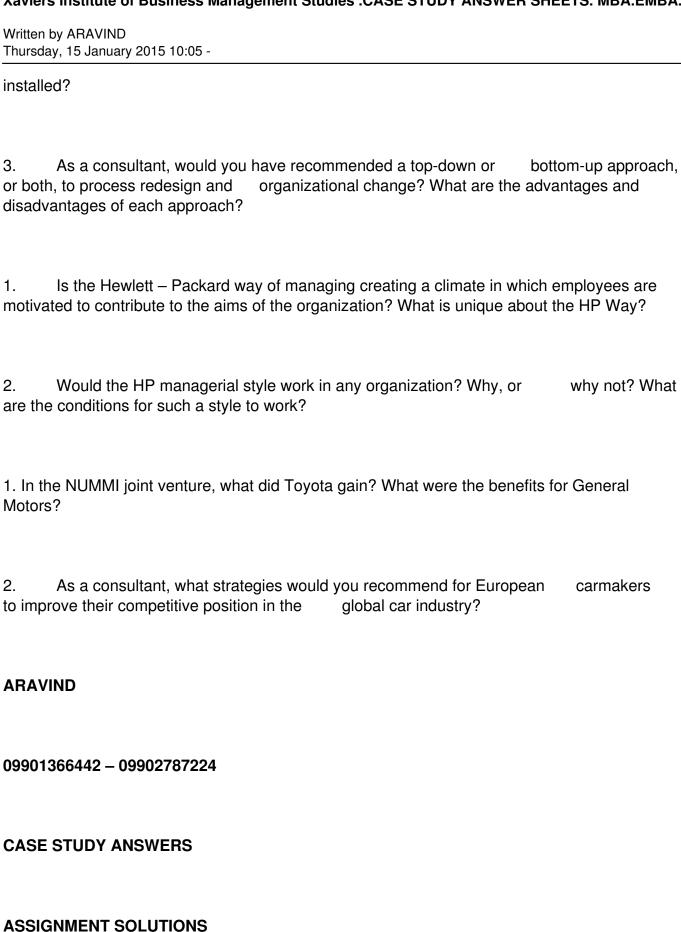


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(d) Discuss the implications of effecting them with your recommendations.
Questions:
(a) What is the problem in your opinion? Elaborate.
(b) How would you explain the behavior of Renu and Mrs. Khan? Did Mrs. Khan handle the situation timely and properly?
(c) Assume that you are the Personnel Manager. What are the alternatives available with Mrs. Khan?
(d) What do you consider the best alternative? Why?
Principles and Practice of Management
1. What opportunities and threats did McDonald's face ? How did it handle them ? What alternatives could it have chosen ?
2. Before McDonald's entered the European market, few people believed that fast food could be successful in Europe. Why do you think McDonald's has succeeded? What strategies did it follow? How did these differ from its strategies in Asia?
3. What is McDonald's basic philosophy? How does it enforce this philosophy and adapt to different environments?

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- 4. What is the probability of success of failure of the merger? What other mergers do you foresee in the car industry?
- 1. The re-engineering efforts focused on the business process system. Do you think other processes, such as the human system, or other managerial policies need to be considered in a process redesign?
- 2. What do you think was the reaction of the brand managers, who may have worked under the old system for many years, when the category management structure was



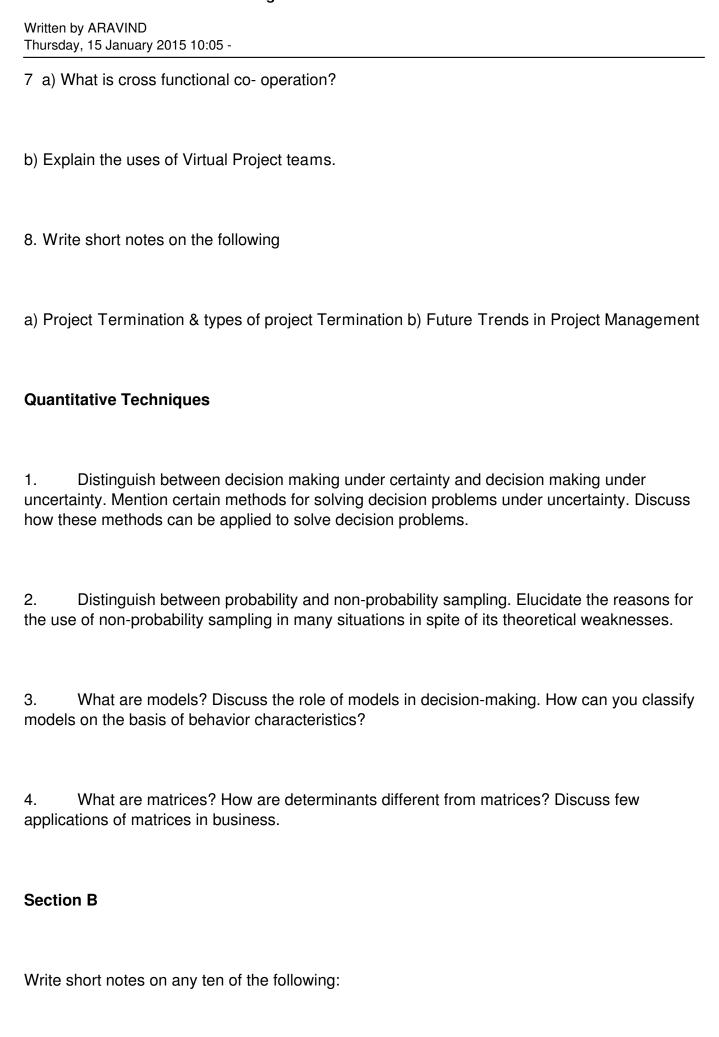
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PROJECT REPORTS AND THESIS

ISBM /IIBMS/ IIBM / ISMS/KSBM/ NIPM

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SMU / SYMBIOSIS/XAVIER /NIRM/PSBM / NSBM ISM/IGNOU/ IICT / ISBS / LPU /ISM&RC
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/ MANIPAL /
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6. What factors do you consider in preparation of project budgets?

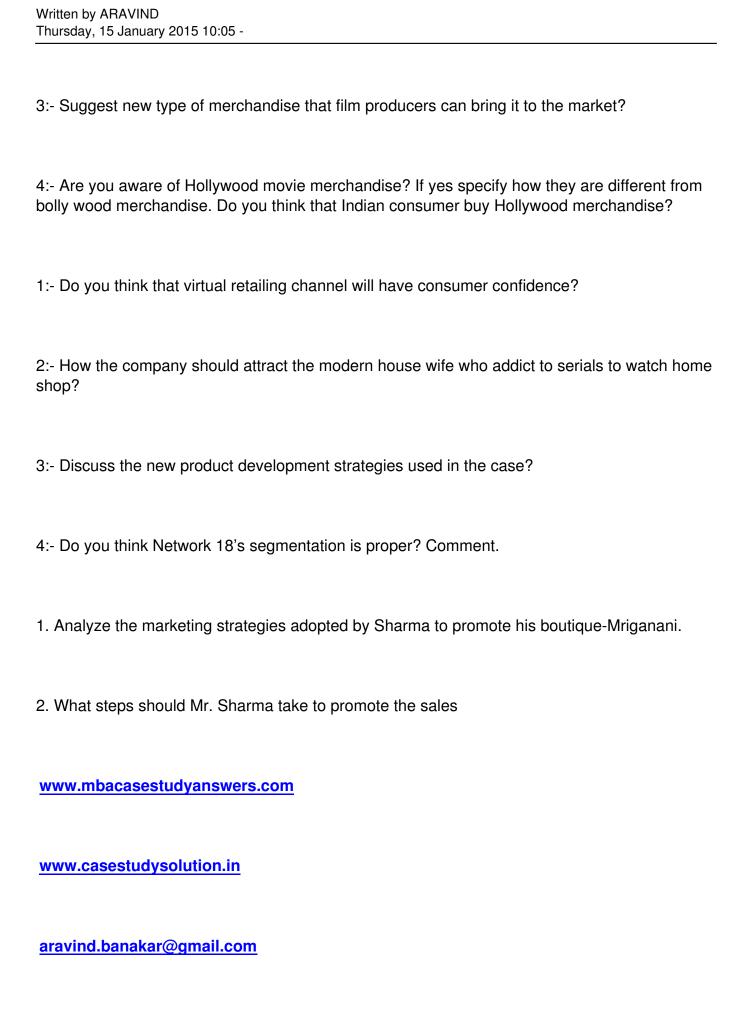


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(a) Concept of Maxima and Minima
(b) Types of classification of data
(c) Pascal Distribution
(d) Multi-stage sampling & Multi-phase sampling
(e) Box-Jenkins Models for Time Series
(f) Determinant of a Square Matrix
(g) Primary and Secondary Data
(h) Bernoulli Process
(i) The Student's t Distribution
(j) Use of Auto-correlations in identifying Time Series
(K) Absolute value function

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Thursday, 15 January 2015 10:05 -
(I) Quantiles
(m) Criteria of pessimism in decision theory
(n) Cluster vs. Stratum
(o) Moving average models
(p) Step function
(q) More than type ogive
(r) Subjectivist's criterion in decision making
(s) Double sampling
(t) Auto regressive models
Retail Management
1. Do you think that people will buy merchandise related to movies? It yes please mentions the reasons.
2:- Suggest ways to overcome from piracy problems in movie merchandising?



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