

ALAGAPPA UNIVERSTIY STUDY CENTRE TUTICORIN

3rd SEM ASSIGNMENT QUESTION

INTERNAL MARK: 25 / PER SUBJECT

MBA PRODUCTION AND OPERATIONS MANAGEMENT (POM)

31731- MARKETING MANAGEMENT

1. What is marketing? Describe the various traditional and modern concepts of marketing and explain with examples.
2. Define Branding. Why it is important? Explain the criteria marketers must evaluate before selecting a brand name?
3. When is Personal Selling more appropriate than other methods of Promotion? Explain with examples
4. Define on line marketing. Explain the recent trends in online marketing.
5. Explain the advantages of advertising ?

31732 - FINANCIAL MANAGEMENT

1. Explain briefly the decisions involved in Financial Management?
2. What are the different sources of long term Finance? State the merits of each source ?
3. What is working capital management? What is the need to maintain optimum working capital? Discuss the consequences of inadequate and excess working capital.
4. Describe the different types of dividend the dividend policy of a firm.
5. Describe the risks and cost of holding inventory ?

31733P1 - PRODUCTION AND OPERATIONS MANAGEMENT

1. What is CAD? How is it used in product design?
2. Differentiate between design capacity and system capacity ?
3. Discuss the uses of Break-Even-Analysis in make or buy decisions.

4. Explain the different costs involved in inventory problems giving suitable illustrations.
5. What is statistical quality control? Bring out the various SQC methods.

31734P2 - RE – ENGINEERING AND FLEXI SYSTEMS

1. What is meant by business process interoperability?
2. Write short note on “Production Flexibility”.
3. Explain the steps in simplifying systems.
4. Distinguish between mergers and acquisitions
5. Explain the New process Design in detail.

31735P3 - MANUFACTURING, MAINTENANCE AND WASTE MANAGEMENT

1. Explain the basic components of a control system.
2. Explain about ‘Quality function Deployment’.
3. Explain the various categories of organic waste
4. Discuss the different phases of production planning and control
5. Describe the various methods of waste disposal