

# Smu mba semester assignment

Business



Explain these decision areas In detail. Explanation of decision areas 10 ( 2. Marks each) 10 resources and delivering the outputs that create a value for the customer. Business process modeling refers to a set of activities undertaken to optimise the business process. Business process modeling can be categorized into two parts – Logical processing modeling and physical process modeling. Explain in detail of the two processes of modeling.

Logical processing modeling Definition Steps to be followed to make the work 2 smoother Explanation logical process model(including what it consists of , 4 represents, improves and identifies; logical modeling formats ; ways of presenting logical process modeling) Physical process modeling(definition, what it deals with , why objects during physical modeling vary on the database software being used, outcomes) Get Answers on www. Samuels. Com Norte short notes on: a) Dimensions of quality b) Characteristics of project mindset a.

Each question is followed by evaluation scheme. Q. No Question arcs has emerged as Indian’s most admired company ahead of Hindustan Milliner, TIC, and Informs, says global management consultancy Hay Group. TTS replaced last Hears winner group company Data Steel by scoring highest on parameters such as corporate governance, financial soundness, and talent management. Two criteria in particular, Leadership, and Creating Shareholder Value separated the winners. How do you think effective interaction between HER and finance department of a firm helps in achieving its skills?

Do you think that TTS has preferred the profit minimization approach over the Anneal minimization approach? Interaction between HER and finance functions

Goals of Financial management

A) The current price of an Shook Leland share is RSI. 30. The company is expected to pay a dividend of RSI. 2.50 per share which goes up annually at 6%. If an investor's required rate of return is 11%, should he or she buy this share or not?

B) A bond with face value of RSI. 00 provides an annual return of 8% and pays RSI. 125 at the time of maturity, which is 10 years from now. If the investor's required rate of return is 12%, what should be the price of the bond?

) Problem a) How do you think the trend of capital structure across the Indian corporate affect the economy as a whole? B) What proportion of debt and equity should be taken up in the capital structure of firm? Z) Discuss the theories that are propounded to understand the relationship between financial leverage and value of the firm. A) Trend of capital structure b) proportion of debt and equity ) explain the theories

HP was established in 1952, operates from 500 different locations, including refineries, terminals, LOP plants, aviation service facilities, etc.

They developed a Lotus Notes workflow tool and deployed it across the organization so that any capital Investment proposal from any operating location in the country can be routed to relevant reviewers and approving authorities. With the implementation of the new online system, the total cost savings as a result of reduced man-hours amounts to about RSI 25 lack per annum.

1. What do you think would have been the complexities involved in implementing this new project at HP? 2. What are the various phases in the capital budgeting process?

To what extent do you believe that automation can ease out the process? 1) capital budgeting process 2) phases in capital budgeting decisions a) Indicate whether the operating cycle in the following industries is short (less than 30 days), medium (less than 6 months) or long (more than 6 months) Steel, rice, detestable, fruits, Jewelry, processed food, furniture, mining, flowers and textiles b) Companies with the shortest working capital cycles have current ratios much lower than the firms with longer cycles. What is your view on this statement?

How do you think the operating cycle affects operating profit margins? Z) Discuss the relationship between working capital management and market performance of a company? Do you think the kind of relationship varies depending on the type of industry? A) duration b) operating cycle z) need for working capital Naira acquired Core Healthcare Ltd. In FYI 2007. To bring about improvement in terms of liquidity in the script of the Company, it has gone for a stock split because it hasn't had any buyback in the recent past.

Naira paid Interim dividend in 2007 to avoid the higher dividend tax announced in that year's budget. Hinkle, on the other hand, has a very weak Dividend Policy. The major reason being that the company has weak operations and low margins. There is no record of Stock Splits and Buybacks by Hinkle India in the past. Discuss the dividend policies of these two companies. A) Analyse the dividend policies of the two companies for the last 10 years b) Explain stock split and buyback of shares ASSIGNMENT MEMBER- Marketing Management 31629 4 Credits, 60 marks Rota Marks Questions

A brand is a composite set of beliefs and associations in the mind of consumers. In brand development, as a part of branding strategy decision, the brand manager can decide to create new brand elements for the new products, apply some of the existing brand elements to the new product, or use a combination of existing and new brand elements to the existing and new products. Explain the different branding strategies used by the companies for their range of products. Definition of Brand Advantages of Brand Explanation of different branding strategies adopted 6 by companies

Describe the international market entry strategies in brief. Joint ventures Strategic alliances Direct investment Contract manufacturing Explain the classification of market based on nature of Competition and area. Definition of market Classification of market based on nature of Competition and area Personal selling focuses in on ' personal' or ' one to one' selling. It involves an individual salesman or a sales team establishing and building a profitable relationship with customers over a period of time through a series of steps.

Explain the steps in the personal selling process which helps in the successful sales. Definition of Personal Selling Explanation of steps in the Personal selling process Discuss about competition based pricing and product mix pricing strategies with examples. Define pricing Explanation of product mix pricing strategies with examples Do you think the argument of some theorists that the traditional As are not enough for services marketing? Give suitable examples to prove your point.

Discuss some of the essential features of modern organization. Listing the features Explaining each of them in brief Marketing managers are keener to

look for a least cost route that also allow a sales person to meet all his customers. Identifying a least cost route with this features is slightly complicated. Therefore, managers depend on decision support tools to find he most cost effective routes to cover the market. The traveling salesman problem is one of such tool.

Describe the tool with a diagram. Graphical representation of Traveling salesman problem Describing the problem There are many examples of digital goods. Companies such as Amazon. Com are selling digital versions of books over their site. These digital books can be read on special readers that display the pages on a screen. A. List the important properties of information goods b. Explain positive feedback with diagrams a. Listing the properties b. Two diagrams Explanation on positive feedback