

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment) 2022-2023

Master of Business Administration (MBA)-First Semester

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 1.1
Subject Title	: Principals of Management	Course Code	: MBA- 1.1

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What do you understand by professionalism? Describe the role & responsibilities of a professional manager.
2. Discuss the system concept in management? Also throw light on various systems of management.
3. What are managerial skills? Discuss various managerial skills at various levels.

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

1. What do you understand by Institutional Building?
2. Explain the sources of conflict
3. Briefly define various techniques of controlling.
4. Identify the phases in decision making process.
5. Explain process of communication?
6. Define Benefits of M.B.O.?

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अधिन्यास (Assignment) 2022-2023

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए.
Subject Title	: Organizational Behavior	Course Code	: MBA- 1.2

अधिकतम अंक : 30
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18
Maximum Marks: 18

1. What do you understand by Organizational Behavior? Discuss the Principles designing in effective and efficient organization.
2. Describe the Need and importance of Path Goal Theory.
3. Discuss the concept and process of Collective Bargaining.

Section- B

खण्ड—ब

अधिकतम अंक : 12
Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

4. How good industrial relations are ensured in organizations?
5. What is Creativity?
6. Explain Employee Discipline?
7. What is Big five Dimensions?
8. List the objective and importance of fiedler theory.
9. How the workers participation is important for Industrial democracy?

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अधिन्यास (Assignment)

2022-2023

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए.
Subject Title	: Accounting For Managers	Course Code	: MBA- 1.3

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Discuss the role of accountant in modern business organizations. How does the accountant help in the planning and control process.
2. Discuss the rules of accounting with examples in detail?
3. What do you mean by Balance Sheet? Discuss various factures which should be focused during its preparation. How does it differ from profit and loss Account?

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

4. How is balance sheet different from Trial Balance?
5. What do you mean by working capital?
6. What do you mean by current assets? Also give examples.

7. List the different elements of cost? What are the purposes of preparing Trial Balance?
8. What is cash cycle? Distinguish between equity and preference shares.
9. State the importance and limitations of Profit and Loss Account.

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Master of Business Administration (MBA)

विषय : प्रबन्धन
Subject : Management
कोर्स शीर्षक :

विषय कोड : एम.बी.ए.
Subject Code : MBA
कोर्स कोड : एम.बी.ए.

Subject Title : Quantitative Techniques
For Business Decisions

Course Code : MBA- 1.4

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Find the Index Number of prices with average price as a base

Commodities	2014	2015	2016
A	5	5	7
B	5	4	6
C	6	6	7

2. Calculate Rank correlation?

A	44	46	48	52	54	56	72	21
B	36	40	42	51	44	66	71	48

3. Distinguish between Primary and secondary data and describe their merits and demerits.

Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

4. Explain the relationship between arithmetic mean, median & mode?
and

Find median from the given table.

60	75	84	92	96	100	150	280
74	80	86	94	98	104	180	400
75	82	90	95	100	110	200	600

5. What do you understand by Consolidation and standardization?
6. Explain the components of time series.
7. Explain various methods of measuring kurtosis.
8. What is sampling? Explain its merits and demerits.
9. Define function; explain the various types of function.

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विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	: प्रबन्धकीय अर्थशास्त्र	कोर्स कोड	:
Subject Title	: Managerial Economics	Course Code	: MBA-1.5

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Discuss the objectives of Managerial Economics. How far the study of managerial Economics is useful in the Decision making process?
2. What is demand forecasting? Give the methods of forecasting demand for new product.
3. Write a detail note on the indifference curve analysis technique.

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. Differentiate between risk and uncertainty.
5. Distinguish between money cost and opportunity cost.
6. How price is determined under monopolistic market.
7. Distinguish between Direct and Derived demand.

8. Discuss the types of Public Investment decisions.
9. Explain the law of diminishing marginal utility.

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अधिन्यास (Assignment)

2022-2023

Master of Business Administration (MBA)

विषय : प्रबन्धन
Subject : Management
कोर्स शीर्षक :

विषय कोड : एम.बी.ए.
Subject Code : MBA-
कोर्स कोड : एम.बी.ए.

Subject Title : Management Information System
Course Code : MBA- 1.6

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Discuss the application ICT in current business scenario in India? Differentiate between hardware and software?
2. Discuss the role of MIS (Management Information System) at different levels of management. Suggest a suitable structure for MIS clearly giving the desirable characteristics of MIS.
3.
 - a) Why is PERT important in network analysis? Explain the concept of slack and float in a project.
 - (b) Find the initial basic feasible solution of the given transportation problem by using Vogel's approximation method.

	D	E	F	Supply
A	6	4	1	50
B	3	8	7	40
C	4	4	2	60
Demand	20	95	35	150

Section- B
खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

4. What do you understand data flow diagram and Data Dictionary?
5. What is an operating system? List the function of operating system.
6. What is DBMS? List its various advantages.
7. List the Classification of Computers?
8. Explain inventory. What is the purpose of maintaining inventory?
9. Write short notes on the following:
 - (a) Sub programs
 - (b) Structure of COBOL programs.

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2022-2023

विषय : प्रबन्धन

Subject : Management

कोर्स शीर्षक

Subject Title: Business Environment

Course Code: MBA-2.1

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What is Business Environment? Discuss its Components.
2. Explain New Industry Policy And Industrial Licensing.
3. Define Technological Environment ? and its impact on business?

Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

1. Explain latest EXIM policy?
2. What is FEMA?
3. Highlight the main features of economic environment ?
4. Define legal Environment
5. Explain the procedure of Corporate restructuring?
6. What is Business Ethics?

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Master of Business Administration (MBA)
2022-2023

विषय : प्रबन्धन

Subject: Management

कोर्स शीर्षक

Subject Title: Production And Operation Management

Course Code: MBA-2.2

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Write a short essay on Production and operations management?
2. What do you mean by Inventory Management? Discuss the objectives of inventory control and the costs associated with it.
3. What do you understand by forecasting? Explain various qualitative and quantitative method of forecasting?

Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

4. What do you mean by logistics management?
5. What are the various steps involved in the facility location?
6. Explain the importance of Delphi method?
7. What is just-in-time method?
8. Explain plant layout?
9. Explain Total Quality Management (TQM)?

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अधिन्यास (Assignment)
Master of Business Administration (MBA)
2022-2023

विषय : प्रबन्धन

Subject: Management

कोर्स शीर्षक

Subject Title: Human Resource Management

Course Code: MBA-2.3

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Why human resource management is essential for organizations? Explain the Issues of HRM?
2. Discuss the role and responsibilities of line manager in HRM?
3. What is the Screening? How it is different from selection?

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

4. What do you mean by Job specification and Job Evaluation?
5. Explain Training and Development?
6. What is performance Appraisal?
7. Explain recruitment and selection process?
8. Analysis the role of trade unions?
9. Write the process of counselling?

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Master of Business Administration (MBA)
2022-2023

विषय : प्रबन्धन

Subject: Management

कोर्स शीर्षक

Subject Title: Marketing Management

Course Code: MBA-2.4

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Discuss in detail various concept of Marketing?
2. Discuss the following:
 - a) Pricing strategies.
 - b) Product life cycle
3. Explain Retailing? Discuss functions and strategic issues of retailing?

.Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

1. Define Marketing mix and its elements?
2. What is logistics and supply chain management?
3. How social media is important for marketing communication?
4. Discuss how selling is different from marketing?
5. Differentiate between advertising and promotion?
6. Write the role of marketing channels?

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अधिन्यास (Assignment)
Master of Business Administration (MBA)
2022-2023

विषय : प्रबन्धन

Subject: Management

कोर्स शीर्षक

Subject Title: Financial Management

Course Code: MBA-2.5

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What are the factors that led the Indian Financial Markets into Global Financial Markets?
2. What do you mean by 'leverage'? Explain its various types of leverage?
3. What do you understand by money and capital market and explain its instrument?

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

4. State the factors affecting dividend policy of a company?
5. Describe the functions of Financial Markets.
6. Describe the modern trends in payment business.
7. Define the term stock exchange?
8. What is the difference between fixed and working capital?
9. Distinguish between equity and debt instruments.

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अधिन्यास (Assignment)
Master of Business Administration (MBA)
2022-2023

विषय : प्रबन्धन

Subject : Management

कोर्स शीर्षक

Subject Title: Research Methodology

Course Code: MBA-2.6

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What do you understand by Research Methodology? Explain the process of Research Design.
2. What is research design? Explain its various types?
3. What do you mean by research problem and how you can identify the research problem?

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

4. What is sampling?
5. What is a non-probability and probability sampling method?
6. What do you mean by level of significance and degree of freedom?
7. What are different types of hypothesis explain with example?
8. Explain the various techniques of interview?
9. What is questionnaire? Explain in detail?

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अधिन्यास (Assignment)

2022-2023

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: MBA- 3.1
Subject Title	: Organizational Behavior & Change		

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Define Organizational Behaviour. Outline the challenges and opportunities for OB practitioners in today's culturally diverse organizations.
2. Define Personality. Outline the factors influencing personality of an individual Critically discuss the various theories of personality?
3. What is the difference between Planned & Unplanned change? Which is easier and why? Explain.

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

1. Foundations of Individual Behavior.
2. Transactional Analysis.
3. Difference between Groups and Teams.

4. Why people resist change?
5. What is Learning Organization?
6. What type of Leadership is effective in Indian Culture?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, प्रयागराज

अधिन्यास (Assignment)

2022-2023

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	:
Subject Title	: Project Management		MBA- 3.2

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. How can computers help in monitoring and controlling of projects? Take any network and develop the computer inputs required for its computerization.
2. "Management of materials and equipment forms the core of project management"
Comment
3. Discuss the methods of financial evaluation of the projects. What according to you are the critical success factors in project management?

Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

4. Write a note on human resource management in projects.
5. What can be sources of long-term funding for an infrastructure project? Discuss any two.

6. Briefly explain the concept of an integrated project management system.
7. What are the phases of project life cycle? Give the salient task under each phase.
8. What quality control methods are prevalent in project management?
9. What role does computer software play in control of projects? Name some software packages used in project management.

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अधिन्यास (Assignment) 2022-23
Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	: मानव संसाधन विकास	कोर्स कोड	: एम.बी.ए. 3.11
Subject Title	: Human Resource Development	Course Code	: MBA- 3.11

अधिकतम अंक : 30
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A
खण्ड—अ

अधिकतम अंक : 18
Maximum Marks: 18

1. Why human resource development is essential for organizations? Explain the issues of HRD.
2. Discuss about the frame work of work motivation.
3. What is the rationale of HRD for workers?

Section- B
खण्ड—ब

अधिकतम अंक : 12
Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. What is development approach to industrial relations?
5. Explain the nature and role of the service sector.
6. What are organizational outcomes of HRM systems?
7. Explain the concept of developmental supervision.
8. Analysis the role of trade unions.
9. Write the process of counseling.

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, प्रयागराज

अधिन्यास (Assignment)

2022-2023

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: MBA- 3.12
Subject Title	: Labour Relations & Legislations		

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What are the different methods available in settlement of industrial dispute under Industrial Disputes Act 1947 ?
2. Define concept of Employee Involvement and Participation. Write advantage of workers' participation in management.
3. Define Discipline. Write various forms of discipline. Explain Discipline handling process.

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

4. Conciliation Officer (ii) Medical Officer
5. Process of Negotiation
6. Positive Employee Relation
7. Industrial Unrest
8. Health Provisions under Factory Act 1948.
9. State Insurance Act 1948 and its benefit.

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अधिन्यास (Assignment)

2022-2023

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: MBA- 3.13
Subject Title	: Wages & Salary Administration		

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Why is a well-structured compensation system important in the life of an organisation? Discuss the factors, which determine the compensation policy of an organisation.
2. What are the merits and demerits of performance linked reward system? Critically examine.
3. What are the management responsibilities regarding the compensation management programme? Explain with suitable examples.

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

1. Difference between wages and salary?
2. Role of ILO in protection of Wages
3. Job evaluation and internal equity
4. Pay Commission and Wage Board
5. Downsizing and VRS
6. Tax Planning and Tax avoidance

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अधिन्यास (Assignment)

2022-2023

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: MBA- 3.14
Subject Title	: Strategies and Practices of HRM		

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Discuss the objective, importance and scope of Strategic HRM. Why study SHRM?
2. What are the different methods of recruiting employees. Which one is best in your opinion?
3. Management of men is a challenging job. Explain!

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

1. Differentiate between performance appraisal and job evaluation.
2. Difference between job description and job specification.
3. Define Vision Mission & Core Values.

4. Importance of Human Resource Planning
5. Objectives of career planning?
6. Job design.

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अधिन्यास (Assignment)

2022-2023

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: MBA- 3.21
Subject Title	: Financial Derivatives & Services		

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Discuss the concept of Derivatives and its types?
2. Differentiate between Forward Prices and Futures Prices.
3. Who are the participants in the derivative markets? Discuss its classification in detail.

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

1. Warrants and Convertible
2. SWAP Contract
3. Features of Forward Contract
4. Options Trading Strategies
5. money nests
6. swap deal

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अधिन्यास (Assignment) 2022-2023

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	:
Subject Title	: Security Analysis and Portfolio management	Course Code	: MBA- 3.22

अधिकतम अंक : 30
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18
Maximum Marks: 18

1. Distinguish between saving, investment and speculation
2. What do you mean by investment process? Describe the steps involved in investment process.
3. Write a detailed note on the Efficient Market Hypothesis

Section- B

खण्ड—ब

अधिकतम अंक : 12
Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

4. What is the meaning of portfolio turnover?

5. Explain briefly any one type of chart used in technical analysis.
6. Define investment.
7. What are the main functions of SEBI?
8. What is the importance of 'margin of safety'?
9. How do you evaluate the preference shares?

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अधिन्यास (Assignment)

2022-2023

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: MBA- 3.23
Subject Title	: Working Capital Management		

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What is working capital? Which factors determine the working capital requirements?
2. What is working capital financing? Which are its various sources discuss in detail?
3. What is meant by a security? Which are the various marketable securities in which the cash can be invested temporarily?

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

1. Seasonal working capital?
2. Trade credit?
3. Hypothecation?
4. Bill of exchange?
5. What is a treasury bill?

6. Holding cost

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अधिन्यास (Assignment)

2022-2023

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: MBA- 3.24
Subject Title	: Income Tax Planning & Management		

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Distinguish between, 'Tax Planning', 'Tax Avoidance' and 'Tax Evasion'. Explain the characteristics of Tax Planning and Management.
2. Explain the provisions of Minimum Alternate Tax (MAT) under section 115 JB of Income Tax Act, 1961. Is a foreign company also liable to pay MAT.
3. The directors of a Company propose to extend and modernise the business for which an additional investment of Rs. 10 crore would be needed. The entire amount can be raised either by making a further issue of equity share or by borrowings from financial institutions at 5% per annum. However, the company decided in favour of raising the additional capital by issue of equity shares. The company's present paid up equity capital is Rs. 10 crore and it has been declaring dividend at 20% every year for the last five years though, considering the proposed expansion, there is desire to raise it to 25%. As a tax consultant, do you approve the proposal to raise the entire additional capital through issue of equity shares or would you advice differently ? Answer in detail, giving reasons.

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

1. Capital asset.
2. List provisions regarding 'Companies in which public are substantially interested' and their tax liability.
3. foreign collaboration agreements
4. 'Amalgamation'
5. How the tax incidence is reduced on companies engaged in new business?
6. Tax incentives.

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अधिन्यास (Assignment)

2022-2023

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: MBA- 3.31
Subject Title	: Materials Management		

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What are the objectives of codification, standardization and simplification? How does standardization lead to variety reduction? Discuss the advantages and disadvantages of Standardization.
2. Explain how a performance appraisal system can be used in the context of materials management. What are the metrics of performance appraisal in materials management?
3. List the major advantages and shortcomings of FIFO, LIFO, and Average methods of stores evaluation. Under what conditions are the three inventories flow methods essentially equivalent?

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

1. Integrated Materials Management
2. Problems and risks in vendor networking
3. Manufacturing Resources Planning (MRP II)
4. Use of OR techniques in Materials Management
5. Losses due to shrinkage's/pilferage's
6. Theory of the super organization

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अधिन्यास (Assignment)

2022-2023

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 3.32
Subject Title	: Total Quality Management	Course Code	: MBA- 3.32

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Why quality management needed in any organization?
2. Explain Zuran Trilogy?
3. Explain ISO?

Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. What is statistical quality control?
5. Explain elements of leadership behaviors?
6. Write a note of cost leadership
7. What are benefit of quality function deployment (QFD)
8. Explain the characteristics of quality circles?
9. Write a note on reward and punishment?

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अधिन्यास (Assignment)

2022-2023

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 3.33
		Course Code	: MBA- 3.33
Subject Title	: Logistics & Supply Chain Management		

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What is Logistics? Discuss the origin of logistics management.
2. Explain various Methods of demand forecasting.
3. Discuss the concept, objective, importance and internal challenges of supply chain management

Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

1. types of logistics management
2. What is value chain
3. Inventory Management
4. Differentiate between Private & Public Warehousing.
5. What is routing
6. benefits of transportation management

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अधिन्यास (Assignment)

2022-2023

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 3.34
		Course Code	: MBA- 3.34
Subject Title	: Production Planning & Control		

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Discuss the concept, objective importance of production planning and control?
What problems are faced in case of lack of product planning?
2. Explain in detail job, batch and continuous production?
3. What is the concept ABC Analysis? Discuss its objective importance and application.

Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

1. Work Order
2. List the differences between PERT and CPM
3. Prerequisites of PPC
4. Process planning
5. Aggregate Planning
6. What is routing and how it differs from scheduling.

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अधिन्यास (Assignment)

2022-2023

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 3.41
		Course Code	: MBA- 3.41
Subject Title	: Advertising & Brand Management		

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What is the concept of Advertising? Explain objective, importance and characteristics of Advertising.
2. What are the factors influencing choice of media?
3. What various functions are performed by an advertising agency? How to select an advertising agency?

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

1. Advertising copy
2. Brand Personalities
3. Brand Identity
4. List various branding strategies.
5. Brand Equity
6. Brand Positioning.

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अधिन्यास (Assignment)

2022-2023

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 3.42

Subject Title : Consumer Behavior

Course Code : MBA- 3-42

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What do you understand by the concept of consumer behavior? Also discuss its application in advertising decisions
2. Who is customer? Discuss different kinds of customer's also define its characteristics.
3. Explain important models of buying behavior? Which one is most relevant in current make in its Indian scenario?

Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

4. What do you understand by VALS system of classification?
5. Why consumer behavior is important in selling decisions?
6. Differentiate between consumer attitude and perception?

7. How you will analyze influences of children in family buying?
8. What is “Howard Sheth model” of decision making?
9. What are consumer motivational conflicts?

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अधिन्यास (Assignment)

2022-2023

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 3.43
Subject Title	: International Marketing	Course Code	: MBA- 3.43

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Discuss the role of CRM in international marketing
2. Explain various entry mode to international markets?
3. Throw light on communication mix for International marketing?

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. Differentiate between global marketing and domestic marketing?
5. Briefly define international product life cycle?
6. How you will plan the “product Mix” for international market?
7. List various functions of international marketing department of an business organization
8. How political risk or political factor will closely associated with international marketing decisions?
9. How qualitative research is important for international marketing approach?

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अधिन्यास (Assignment)

2022-2023

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 3.44
		Course Code	: MBA- 3.44
Subject Title	: Industrial & Service Marketing		

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What is 'services'? Describe the characteristics of services and various issues in Service Marketing. Outline the five product levels for a hotel industry as given by Kotler.
2. Examine the scope and importance of Industrial marketing. Also discuss various pricing strategies.
3. Explain the role of service sector in Indian economy.

Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

1. Distinguish between industrial and consumer marketing.
2. Examine the role of marketing research in industrial marketing.
3. Classify industrial goods.
4. Point out the factors influencing pricing decisions.
5. How can services be classified?
6. Describe the dimensions of service quality.

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अधिन्यास (Assignment)

2022-2023

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 3.51
		Course Code	: MBA- 3.51
Subject Title	: Computer Fundamentals & its Organization		
Course Code	: MBA- 3.51		

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. **What is Data and Information? Why computer is known as data processing system?**
2. Draw a block diagram of a computer. Explain the function of each of the blocks. Explain input and output devices.
3. What are the various objectives and functions of Operating systems? . What are the major activities of an operating systems with regard to process management

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

1. What is Cache Memory? How it reduce the mismatch of processor and main memory speed?
2. Explain the magnetic Disk storage organization.
3. Explain the storage organization of Compact Disk ROM.

4. What is difference between Magnetic disk & Magnetic Tape?
5. What is the difference between multitasking and multiprogramming operating system?
6. What is input-output Device? Explain the role of input-output device in computer system.

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अधिन्यास (Assignment) 2022-2023
Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 3.52
		Course Code	: MBA- 3.52
Subject Title	: Web Technology		

अधिकतम अंक : 30
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A
खण्ड-अ

अधिकतम अंक : 18
Maximum Marks: 18

1. What is HTML file and ASP file? List the advantages and limitation of HTML. State the benefits and drawback of ASP.
2. What is IIS? Explain different features of IIS.
3. Why HTTP is called state less protocol? Enlist various methods for state management and also give advantages and disadvantages of each method.

Section- B
खण्ड-ब

अधिकतम अंक : 12
Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

1. Explain Architecture of WWW in detail.
2. Write short note on the "Fundamental ASP Objects".
3. What is JavaScript? How to develop JavaScript? Explain with example
4. State the difference between JavaScript and Java.
5. Explain AJAX briefly
6. What is client side scripting? Explain with suitable example.

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अधिन्यास (Assignment)

2022-2023

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 3.53
		Course Code	: MBA- 3.53

Subject Title : Software Engineering Management

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks:

18

1. Write the IEEE definition of software engineering. Demonstrate your understanding of umbrella activities of a Software process. If you have to develop a word processing software product, what process model will you choose? Justify your answer and examine.
2. What do mean by software Testing? Differentiate verification and validation. Give an example.
3. What are SDLC in water fall model? .List two deficiencies in waterfall model. Which process model do you suggest to overcome each deficiency

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

1. List the characteristics of software contrasting it with characteristics of hardware.
2. Explain How do we create a process that can manage unpredictability?
3. Identify the human factors considered for an agile software development
4. Is it possible to realize Win-Win spiral model for software. Analyse
5. Summarize the pros and cons of iterative software development model.
6. Define agile process .Give any two agile principle

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, प्रयागराज

अधिन्यास (Assignment)

2022-2023

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 3.54
		Course Code	: MBA- 3.54

Subject Title : Data Base Management System

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Draw and explain the detailed system architecture of DBMS. What are the advantages of DBMS?
2. Explain in detail about various key constraints used in database system. Explain the importance of Null values in Relational Model
3. Discuss the ACID properties of a database transaction with appropriate examples. Draw transaction state diagram and describe each state that a transaction goes through during its execution.

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

1. What is DBA? Mention the functionalities of DBA
2. How are views created and dropped? Explain, how the views are implemented and updated
3. Discuss 3-tier architecture with necessary diagram and suggest an example application
4. Explain in detail about internal hashing Techniques.
5. Discuss in detail about cluster and Multilevel indexes.

6. State BCNF. How does it differ from 3NF?

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अधिन्यास (Assignment)
Master of Business Administration (MBA)
2022-2023

विषय : प्रबन्धन

Subject : Management

कोर्स शीर्षक

Subject Title : Entrepreneurship Development

Course Code:- MBA 4.1

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.

Answer all questions. All questions are compulsory.

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What is Project Management? Describe its Features and Classification of projects?
2. What is the role Of Entrepreneurship In Economic Development and Factors Affecting Entrepreneurship?
3. What do you mean by Entrepreneurship Development Program? Describe Phases Of EDP's?

Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.

Answer all questions. All questions are compulsory.

1. Explain Project Design and Network Analysis?
2. Explain Needs And Objective Of EDP's ?
3. What are Issues in Project Management?
4. Define concept of Social Enterprise and Social Entrepreneurship?
5. What do you mean by Project Report Preparation? Provide outline?
6. What are Types Of Entrepreneurial Mobility?

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अधिन्यास (Assignment)
Master of Business Administration (MBA)
2022-2023

विषय : प्रबन्धन

Subject : Management

कोर्स शीर्षक

Subject Title : Strategic Management and Business Policy

Course Code:- MBA 4.2

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.

Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What do you mean by strategic management and what are the basic model of strategic management?
2. Explain strategic decision-making process with diagram?
3. Explain the relationship between social responsibility and corporate governance?

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.

Answer all questions. All questions are compulsory.

1. Explain mintzerb's modes of strategic decion making?
2. Write short notes on the following:
 1. Corporate policy,
 2. Business policy
3. What do you mean by corporate culture?
4. Define Environmental scanning?
5. Explain the responsibility and role of Board in strategic management?
6. What are social responsibility of strategic decision makers?

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Master of Business Administration (MBA)
2022-2023

विषय : प्रबन्धन

Subject : Management

कोर्स शीर्षक

Subject Title : Operations Research

Course Code:- MBA 4.3

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.

Answer all questions. All questions are compulsory.

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. "Operations Research is a bunch of Mathematical Techniques" Comment?
2. Explain the steps involved in the solution of an Operations Research problem?
3. Give a brief account of various types of Operations Research models and indicate their application to Production – inventory – distribution system. ?

Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.

Answer all questions. All questions are compulsory.

1. What do you understand by Cooperative Situation Game Theory?
2. What do you understand by Economic order quantity for purchase model?
3. Highlight the main features of Queuing Models ?
4. Explain the components of queuing model?
5. Explain the cost associated with inventory?
6. What is the purpose or objective maintaining cost control?

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अधिन्यास (Assignment)
Master of Business Administration (MBA)
2022-2023

विषय : प्रबन्धन

Subject : Management

कोर्स शीर्षक

Subject Title : Business Ethics and Corporate Governance

Course Code:- MBA 4.4

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.

Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What is Ethical Corporate Behavior and explain the development of Ethical Corporate Behavior? .
2. List few guidelines for managing ethics in organizations?
3. Define ethical action ? what are the characteristics of ethical actions?

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.

Answer all questions. All questions are compulsory.

1. Explain the types of ethical action?
2. List two different types of models of ethics?
3. What do you understand by self-development?
4. Mention two benefits of business ethics.
5. What are business values?
6. What is Business Ethics?