

School of Management Studies

MBA 2020-2021

1st Semester & 2nd Semester

(For learners who had taken New Admission in July 2020
session and onwards)

Assignment papers

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, प्रयागराज

अधिन्यास (Assignment)

2020-2021

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 1.1
Subject Title	: Principles and Practices 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. Describe the concept of management
2. Identify the phases in decision making process.
3. Define various characteristics of control? Also discuss various techniques of controlling.

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 coordination and its importance
5. What is SWOT analysis
6. Write the Values in Management
7. Define Benefits of M.B.O.?
8. Why strategies of control are essential?
9. What is management Ethos?

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Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 1.2
Subject Title	: Organizational Behaviour	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 is organizational behavior? Explain forces affecting OB
2. Identify the types of personality? Explain personality traits
3. Define Path Goal Theory

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 group performance
5. Explain the concept of creativity
6. Write a note on Power and politics
7. Define resistance to change.?
8. Why Fiedler Theory?
9. What is Big Five Dimension?

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Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 1.3
Subject Title	: Account For Managers	Course Code	: MBA1.3

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 accountants in modern business organizations.
2. Examine the role of accounting concepts in the preparation of financial statements.
3. What do you mean by Balance Sheet? 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. What are the objectives of accounting information?
5. What do you mean by working capital?
6. Distinguish between management accounting and financial accounting?
7. Explain the different elements of Cost?
8. What is cash cycle?
9. Distinguish between trail balance and balance sheet.

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विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए. 1.4
Subject	: Management	Subject Code	: MBA 1.4
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 1.4
Subject Title	: Quantitative Analysis 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. 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	5.

5. Define moments.

6. What are components of time series?

7. What is student “t-test”

8. Write a note on degree of freedom?

9. Define Regression analysis ? what are its usefulness in statistics

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Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	: प्रबन्धकीय अर्थशास्त्र	कोर्स कोड	: एम.बी.ए. 1.5
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. Define price elasticity of demand. Discuss its objective and importance 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.

4. Differentiate between risk and uncertainty.
5. Define Opportunity Cost
6. What do you mean by production function?
7. Write a note on 'Returns to Scale.'
8. Discuss the types of Public Investment decisions.
9. Define monopoly. How is it different from perfect competition?

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विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए. 1.6
Subject	: Management	Subject Code	: MBA- 1.6
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 1.6
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?
2. What is a MIS? Discuss its various components.
3. Differentiate between hardware and software?

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 objective of maintaining date dictionary?
5. Describe various important component of financial management software?
6. Differentiate between simplex and graphic method of linear programming?
7. What is DBMS? List its various advantages.
8. List the classification of computer's according to various business models?
9. Write short notes on the following:
 - (a) Sub programs
 - (b) Structure of COBOL programs.

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Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 2.1
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. Identify the strategies and evaluation of current five year plan.
3. Define legal Environment ? what is FEMA

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 SWOT analysis
3. Highlight the main features of economic environment ?
4. Define Technological Environment
5. Explain Corporate restructuring?
6. What is Corporate Governance?

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Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 2.2

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 product Design? Explain various product design related concepts 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.

4. Explain the importance of Delphi method?
5. What are the various steps involved in the facility location?
6. Distinguish between work measurement and work study.
7. What is just-in-time method?
8. Explain plant layout?
9. Explain about various materials handling equipment.

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विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	: मानव संसाधन प्रबन्ध	कोर्स कोड	: एम.बी.ए. 2.3 एम.बी.ए. 2.3
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 various method of compensation.
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 is counseling?
5. Explain Training and Development
6. What is potential Appraisal
7. What are organizational outcomes of HRM systems?
8. Analysis the role of trade unions.
9. Write the process of counseling.

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Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 2.4

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 the following:
 - a) Concept of Marketing Communication.
 - b) Consumer Perception.
2. Explain the Concept of Media Planning. How can Media be classified?
3. Elaborate different legal and ethical issues in advertising.

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 Social Marketing Communication.
2. What factors influences promotional Mix? Explain.
3. How social media is important for marketing communication?
4. Discuss Media Scheduling.
5. Differentiate between advertising and promotion?
6. Write the uses of quality cost information.

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Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	: वित्तीय सेवाओं का प्रबन्धन	कोर्स कोड	: एम.बी.ए. 2.5
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 'Financial System'? Explain its various components
3. What do you understand by Debt Trading in India?

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 benefits of Securitization.
5. Describe the functions of Financial Markets.
6. Describe the modern trends in payment business.
7. Define the term stock exchange?
8. Write a brief note on Money Mutual Funds.
9. Distinguish between equity and debt instruments.

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विषय कोड : एम.बी.ए.
Subject Code : MBA
कोर्स कोड : एम.बी.ए.- 2.6

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 various kinds of Research Design.
2. What is research design? Explain its various types?
3. What are advantages of sampling over census?

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 issues in attitude measurement were considering while doing research.
5. What is a non-probability sampling method?
6. Discuss role of model in managerial decision making?
7. Explain any one attitude measurement model.
8. Explain the various techniques of interview?
9. How is analysis of covariance done?