उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविधालय इलाहाबाद

अधिन्यास **Assignment (2023-2024)**

Master of Business Administration (MBA)-Third Semester

विषय : प्रबन्धन

Subject: Management

Subject Title: Organizational Effectiveness & Change

विषय कोड : एम. बी. ए.

Subject Code: MBA

Course Code: MBA - 3.1

अधिकतम अंक :30

Maximum Marks: 30

Section- A

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

Maximum Marks: 18

1. What is Organizational change management and why it is important to adapt to change and how to adapt to change?
2. Explain why individual resist change? What are the various sources of resistance to change in an organization? Explain it with examples.
3. What are the various models of change Management? Discuss.

Section- B

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

Maximum Marks: 12

1. What can organization do to reduce resistance to change?
2. Why is participation considered such an effective technique for lessening resistance to change?
3. Discuss how manager manages the change effectively.
4. Write a note on Transactional and Transformational Change.
5. What is the process of Organizational Learning?
6. What type of Leadership is effective in Indian Culture?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविधालय इलाहाबाद

अधिन्यास Assignment (2023-2024)
Master of Business Administration (MBA)-Third Semester

विषय : प्रबन्धन

Subject: Management

Subject Title: Project Management

विषय कोड : एम. बी. ए.

Subject Code: MBA

Course Code: MBA - 3.2

अधिकतम अंक :30

Maximum Marks: 30

Section- A

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

Maximum Marks: 18

1. Describe in detail the various phases of Project management life cycle.
2. Discuss Roles and Responsibilities of Project Manager in detail.
3. Discuss the methods of financial evaluation of the projects. What according to you are the critical success factors in project management?

Section- B

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

Maximum Marks: 12

1. Write a note on human resource management in projects.
2. What are various phases of the quality control process in project managements?
3. What are the sources of long term funding for an infrastructure project? Discuss any two.
4. Explain the concept of Integrated Project Management Control System.
5. What role does computer software play in control of projects? Name some software packages used in Project Management.
6. Differentiate between PERT and CPM.

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविधालय इलाहाबाद

अधिन्यास **Assignment (2023-2024)**

Master of Business Administration (MBA)-Third Semester

विषय : प्रबन्धन

Subject: Management (Optional group HR)

Subject Title: Human Resource Development

विषय कोड : एम. बी. ए.

Subject Code: MBA

Course Code: MBA - 3.11

अधिकतम अंक :30

Maximum Marks: 30

Section- A

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

Maximum Marks: 18

1. What do you mean by Human Resource Development? Discuss the role, significance and issues of HRD.
2. Discuss the framework for the HRD process.
3. Explain the meaning of performance appraisal and describe its methods.

Section- B

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

Maximum Marks: 12

1. Differentiate between human resource development and personnel management. Justify your answer with example.
2. Explain the role of collecting bargaining in human resource management.
3. Analyze the role of trade unions.
4. Describe the meaning and significance of job enlargement and job enrichment.
5. Discuss the various financial and non-financial rewards in motivating employees.
6. Explain the impact of globalization on HRD.

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविधालय इलाहाबाद

अधिन्यास **Assignment (2023-2024)**

Master of Business Administration (MBA)-Third Semester

विषय : प्रबन्धन

Subject: Management (Optional group HR)

Subject Title: Labor Relations & Legislation

विषय कोड : एम. बी. ए.

Subject Code: MBA

Course Code: MBA - 3.12

अधिकतम अंक :30

Maximum Marks: 30

Section- A

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

Maximum Marks: 18

1. Discuss in detail the welfare measures to be made available to the employees under the Factories Act, 1948.
2. Discuss the types of disputes? Explain the role of Trade Unions and judiciary in resolving Disputes?
3. Define concept of Employee Involvement and Participation. Write advantages of workers' participation in management.

Section- B

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

Maximum Marks: 12

1. Discuss the salient features of the payment of Gratuity Act, 1972.
2. Define the terms "Strike" & "Lockout". State the circumstances when they are illegal.
3. Discuss the Rights and Liabilities of the registered Trade Unions.
4. Highlight the Salient features of payment of "Maternity Benefit Act 1962″
5. Explain Set-on, Set-off, Available Surplus of the payment of Bonus Act
6. Write short note on a) Provident Fund,   b) Employee State Insurance.

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविधालय इलाहाबाद

अधिन्यास Assignment (2023-2024)
Master of Business Administration (MBA)-Third Semester

विषय : प्रबन्धन   विषय कोड : एम. बी. ए.

Subject: Management (Optional group HR)   Subject Code: MBA

Subject Title: Wages & Salary Administration   Course Code: MBA - 3.13

अधिकतम अंक :30

Maximum Marks: 30

Section- A

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

Maximum Marks: 18

1. What is the role of compensation and rewards in modern organization? What are the advantages of fair compensation system? Discuss the factors, which determine the compensation policy of an organization.
2. What are merits and demerits of performance linked reward system? Critically examine.
3. What is international compensation? What competitive strategies are important for international compensation?

Section- B

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

Maximum Marks: 12

1. What are the components of modern Compensation Structure?
2. Discuss the bases for traditional pay system and modern pay system.
3. Employee benefit plays an important role in relating employees in an organization. Discuss
4. Discuss role of ILO in protection of wages.
5. What is Seniority and Longevity pay? Elaborate.
6. a) tax planning and tax avoidance b) downsizing and VRS

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविधालय इलाहाबाद

अधिन्यास Assignment (2023-2024)

Master of Business Administration (MBA)-Third Semester

विषय : प्रबन्धन

Subject: Management (Optional group HR)

Subject Title: Strategies And Practices Of HRM

विषय कोड : एम. बी. ए.

Subject Code: MBA

Course Code: MBA - 3.14

अधिकतम अंक :30

Maximum Marks: 30

Section- A

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

Maximum Marks: 18

1. Explain the importance of Strategic Human Resource Management. Examine the issues in evaluating strategic contributions in emerging areas.
2. What the various Approaches of Strategic Human Resources? Explain.
3. Explain the concept of competency and how competency is related to compensation and promotion.

Section- B

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

Maximum Marks: 12

1. Analyze the HR contribution to strategy.
2. Discuss the role of HR Manager in strategic planning.
3. What are the various ways of improving business performance through strategic HRM.
4. Distinguish between domestic HRM and international HRM.
5. What are the various TQM Strategies?
6. Explain the links to HR, Strategy and Business Goals with examples.

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविधालय इलाहाबाद

अधिन्यास Assignment (2023-2024)
Master of Business Administration (MBA)-Third Semester

विषय : प्रबन्धन

Subject: Management (Optional group HR)

Subject Title: Financial Derivatives & Services

विषय कोड : एम. बी. ए.

Subject Code: MBA

Course Code: MBA - 3.21

अधिकतम अंक :30

Maximum Marks: 30

Section- A

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

Maximum Marks: 18

1. What is Financial Derivatives? And how does it work?
2. Explain the concept of hedging? And how company can use hedging to protect against price fluctuation?
3. Explain in detail various types of financial derivatves?

Section- B

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

Maximum Marks: 12

1. Explain the term – call option and put option?
2. Explain types of Orders of financial derivatives?
3. What do you mean by Speculation And Arbitragers?
4. Differentiate between forward and future Contract with example?
5. What are th factors affecting Future Prices?
6. Write short notes on
   a) Interest rate swaps
   b) Stock Index future

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविधालय इलाहाबाद

अधिन्यास Assignment (2023-2024)

Master of Business Administration (MBA)-Third Semester

विषय : प्रबन्धन
Subject: Management (Optional group FINANCE)
Subject Title: Security Analysis and Portfolio Management

विषय कोड : एम. बी. ए.
Subject Code: MBA
Course Code: MBA - 3.22

अधिकतम अंक :30

Maximum Marks: 30

Section- A

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

Maximum Marks: 18

1. What is investment decision making ? Describe its various methods?
2. Give an account on the reforms introduced by SEBI in primary and secondary market?
3. What do you understand by capital market theory and Explain models of capital market theory?

Section- B

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

Maximum Marks: 12

1. Define what a risk-free asset is and its significance in portfolio construction.
2. What is security analysis?
3. Explain the powers and functions of SEBI in financial market?
4. Explain Dividend Valuation Model and the P/E Approach?"
5. Explain the value-price relationship for securities?
6. Explain the Regulation Of Secondary Market?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय इलाहाबाद

अधिन्यास Assignment (2023-2024)
Master of Business Administration (MBA)-Third Semester

विषय : प्रबन्धन

Subject: Management (Optional group FINANCE)

Subject Title: Working Capital Management

विषय कोड : एम. बी. ए.

Subject Code: MBA

Course Code: MBA - 3.23

अधिकतम अंक :30

Maximum Marks: 30

Section- A

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

Maximum Marks: 18

1. Explain the concepts and determine various Factors of Working Capital?
2. Explain Factoring of Receivables, with recourse and without recourse factoring. Describe the mechanism of factoring.
3. Explain the significance of Trade Credit as a source of finance. Discuss the factors that influence the availability of Trade Credit.

Section- B

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

Maximum Marks: 12

1. What is the primary objective of inventory management?
2. what methods are commonly used for the assessment and appraisal of bank credit?
3. What are the key factors that determine the level of investment in inventory for a business?
4. What are the primary aspects of payables management, types of payments?"
5. What are the sources of working capital?
6. What do you understand by term Dividend policyand its types?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविधालय इलाहाबाद

अधिन्यास **Assignment (2023-2024)**

Master of Business Administration (MBA)-Third Semester

विषय : प्रबन्धन

Subject: Management (Optional group FINANCE)

Subject Title: Income Tax Planning & Management

विषय कोड : एम. बी. ए.

Subject Code: MBA

Course Code: MBA - 3.24

अधिकतम अंक :30

Maximum Marks: 30

Section- A

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

Maximum Marks: 18

1. Explain the nature and objectives of tax planning, differentiating between tax planning, tax avoidance, and tax evasion?
2. Compute the income tax liability for an individual for the assessment year under the Income from House Property with proper illustration?
3. Explain the importance of tax planning for depreciation, treatment of losses, and unabsorbed items, along with the rules for carry forward and set off losses?

Section- B

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

Maximum Marks: 12

1. Explain the concept of wealth tax and Describe the process of asset valuation for wealth tax purposes?
2. What do you understand by term merger and amalgamation?
3. When a company become Non- resident in india?
4. Discuss the significance of Tax Deducted at Source (TDS) and provide examples of situations where TDS is applicable?
5. Explain the concept of residential status for non-resident Indians (NRIs) and how it affects their tax liabilities in India?
6. What are the main provisions of the Goods and Services Tax (GST) Bill, and how does it impact businesses in India?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविधालय इलाहाबाद

अधिन्यास **Assignment (2023-2024)**
Master of Business Administration (MBA)-Third Semester

विषय : प्रबन्धन

Subject: Management (Optional group Production)
Subject Title: Materials management

विषय कोड : एम. बी. ए.

Subject Code: MBA
Course Code: MBA - 3.31

अधिकतम अंक :30
Maximum Marks: 30

Section- A

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

Maximum Marks: 18

1. What do you mean by inventory management? Explain its objective, importance and classification.
2. What is EOQ? What are the costs associated with EOQ? Explain with graph.
3. Discuss the factors affecting materials planning. Explain the concept of material requirement planning (MRP) system with example.

Section- B

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

Maximum Marks: 12

1. Explain the factors that influence the quantity of inventory to be maintained.
2. What are the major inputs to a 'MRP' system? Explain with examples.
3. List the major advantages and disadvantages of FIFO and LIFO.
4. Explain the role of standardization and codification in managing materials.
5. Write a detailed note on, 'Vendor relation and Vendor rating'.
6. Write short notes (any two) :
   a) Purchase cycle
   b) Logistics – Aims and objectives
   c) Safety stock
   d) Disposal of scrap.

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविधालय इलाहाबाद

अधिन्यास **Assignment (2023-2024)**

Master of Business Administration (MBA)-Third Semester

विषय : प्रबन्धन

Subject: Management (Optional group Production)

Subject Title: Total quality management

विषय कोड : एम. बी. ए.

Subject Code: MBA

Course Code: MBA - 3.32

अधिकतम अंक :30

Maximum Marks: 30

Section- A

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

Maximum Marks: 18

1. Define Total Quality Management? Why is TQM considered to be a good Quality Management System? Illustrate this by describing some of the concepts and tools of TQM.
2. Define and discuss the concept of Deming philosophy and its importance in TQM. Critically discuss the 14 point of Deming philosophy.
3. Benchmarking is an essential tool used for continuous quality improvement. Discuss and analyze the benchmarking process in the view telecommunication sector.

Section- B

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

Maximum Marks: 12

1. What are the dimensions of quality? Explain.
2. What are some obstacles associated with implementing TQM?
3. What are the benefits of quality function deployment (QFD)?
4. Explain the characteristics of quality circles?
5. Explain the Analysis Techniques for Quality Costs?
6. Explain the Quality Hierarchy?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविधालय इलाहाबाद

अधिन्यास **Assignment (2023-2024)**

Master of Business Administration (MBA)-Third Semester

विषय : प्रबन्धन
Subject: Management (Optional group Production)
Subject Title: Logistic and supply chain management

विषय कोड : एम. बी. ए.
Subject Code: MBA
Course Code: MBA - 3.33

अधिकतम अंक :30
Maximum Marks: 30

Section- A

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

Maximum Marks: 18

1. "Material Handling, Transportation, Warehousing and Inventories are four pillars on which the building of logistics is constructed". Comment on this statement.
2. What are the costs associated with logistics? Where and how you would like to reduce cost of logistics?
3. Explain various methods of demand forecasting?

Section- B

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

Maximum Marks: 12

1. Why has logistics gained importance in recent years ?
2. Write a note on 'Economics of Logistics'.
3. What is value chain?
4. Write short note on:
   b) Third Party Logistics
   c) Supply Chain Management

5. Explain any two modes of transport. Which mode of transport is best for moving bulky goods on land and why?
6. What is routing?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविधालय इलाहाबाद

अधिन्यास **Assignment (2023-2024)**

Master of Business Administration (MBA)-Third Semester

विषय : प्रबन्धन

Subject: Management (Optional group Production)

Subject Title: Production planning and control

विषय कोड : एम. बी. ए.

Subject Code: MBA

Course Code: MBA - 3.34

अधिकतम अंक :30

Maximum Marks: 30

Section- A

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

Maximum Marks: 18

1. What is production planning and control? What are its main elements and functions? What problems are faced in case of lack of product planning?
2. With the help of neat diagram explain the following term: a) Order quantity b) Lead time c) Safety stock d) Reorder point
3. Explain different types of production systems and differentiate between them.

Section- B

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

Maximum Marks: 12

1. Distinguish between mass production, batch production and unit production.
2. Write a note on material requirement planning.
3. What are the 3S's with respect to product development techniques? Explain
4. What are Gantt charts?
5. What is MPS (Master Production Schedule)?
6. What is meant by the dispatching? Enumerate and list the various functions of dispatching.

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविधालय इलाहाबाद

अधिन्यास **Assignment (2023-2024)**
Master of Business Administration (MBA)-Third Semester

विषय : प्रबन्धन
Subject: Management (Optional group Marketing)
Subject Title: Advertising and Brand management

विषय कोड : एम. बी. ए.
Subject Code: MBA
Course Code: MBA - 3.41
अधिकतम अंक :30
Maximum Marks: 30

Section- A

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

Maximum Marks: 18

1. Define Advertising and who are the Active Participants in Advertising? Explain objective, importance and characteristics of Advertising.
2. What are the various stages of the new product development and launch? Explain with examples.
3. 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.

Section- B

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

Maximum Marks: 12

1. What is the Role of Advertising in Marketing Mix?
2. What are the different types of risks in buying and consuming a product may perceive by consumers'?
3. Write down the importance of branding to the customer.
4. What is cobranding? Explain the three levels in cobranding.
5. What are the factors which influence choice of media?
6. Write short notes on : (a) Logos   (b) Symbols   (c) Characters (d) Slogans

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविधालय इलाहाबाद

अधिन्यास Assignment (2023-2024)

Master of Business Administration (MBA)-Third Semester

विषय : प्रबन्धन   विषय कोड : एम. बी. ए.
Subject: Management (Optional group Marketing)   Subject Code: MBA
Subject Title: Consumer behavior   Course Code: MBA - 3.42

अधिकतम अंक :30

Maximum Marks: 30

Section- A

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

Maximum Marks: 18

1. What is Consumer Behavior? Explain the 3 major activities involved in consuming. Why should marketer study consumer behavior?
2. "Individual Consumers are subject to a number of influences that tend to distort their perception" – What are these influences? Explain
3. Explain the concept and features of consumer motivation. Explain the process of motivation. What are positive and negative motivations?

Section- B

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

Maximum Marks: 12

1. What is the role of culture in consumer behavior?
2. Differentiate between consumer attitude and perception.
3. State the main elements of Communication Process.
4. Write short notes on : (a) Middle Class Consumers (b) Working class consumers (c) Techno class (d) the Geek
5. What is "Howard Sheath model" of decision making?
6. Explain the term 'Ethics in business" and its relevance to the study of consumer behavior.

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविधालय इलाहाबाद

अधिन्यास **Assignment (2023-2024)**

Master of Business Administration (MBA)-Third Semester

विषय : प्रबन्धन
Subject: Management (Optional group Marketing)
Subject Title: International marketing

विषय कोड : एम. बी. ए.
Subject Code: MBA
Course Code: MBA - 3.43

अधिकतम अंक :30

Maximum Marks: 30

Section- A

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

Maximum Marks: 18

1. What do you mean by international marketing? Explain the nature and scope of international marketing. How does international-marketing differ from domestic marketing?
2. Elaborate various 'Product Strategies' for International Markets.
3. Explain various entry modes to international-market?

Section- B

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

Maximum Marks: 12

1. What do you mean by international marketing environment? Explain the various factors which influence the international marketing environment.
2. What is exporting? Discuss the factors to be considered in export process.
3. Illustrate the structures of distribution channels in international market.
4. Mention the challenges faced by the international marketers in export marketing.
5. How political risk or political factors will closely associate with international marketing decisions?
6. How qualitative research is important for international marketing approach?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविधालय इलाहाबाद

अधिन्यास **Assignment (2023-2024)**

Master of Business Administration (MBA)-Third Semester

विषय : प्रबन्धन

Subject: Management (Optional group Marketing)

Subject Title: Industrial & Service Marketing

विषय कोड : एम. बी. ए.

Subject Code: MBA

Course Code: MBA - 3.44

अधिकतम अंक :30

Maximum Marks: 30

Section- A

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

Maximum Marks: 18

1. Define services. Explain the 7 P's of service marketing mix. Describe your answer in the context of marketing a luxury hotel. Also discuss the so called **service triangle** in services marketing.
2. Explain SERVOUAL Gap model with example.
3. Define the concept of industrial marketing. Discuss the types of industrial customers and their purchase practices with reference to India.

Section- B

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

Maximum Marks: 12

1. Industrial marketing is more complex than consumer marketing.do you agree to this statement? Explain your answer.
2. What are the types of industrial products and services?
3. How industrial buying behavior is different from consumer buying behavior?
4. What is meant by Zero level service distribution channel? Explain with example.
5. Discuss the merits of using technology for service delivery.
6. State distinction between Marketing of Services and Marketing Goods through Services.

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविधालय इलाहाबाद

अधिन्यास Assignment (2023-2024)
Master of Business Administration (MBA)-Third Semester

विषय : प्रबन्धन

Subject: Management (Optional group Information Technology)

Subject Title: Computer Fundamentals and its Organization

विषय कोड : एम. बी. ए.

Subject Code: MBA

Course Code: MBA - 3.51

अधिकतम अंक :30

Maximum Marks: 30

Section- A

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

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 operating systems with regard to process management?

Section- B

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

Maximum Marks: 12

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

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविधालय इलाहाबाद

अधिन्यास **Assignment (2023-2024)**

Master of Business Administration (MBA)-Third Semester

विषय : प्रबन्धन

Subject: Management (Optional group Information Technology)

Subject Title: Web Technology

विषय कोड : एम. बी. ए.

Subject Code: MBA

Course Code: MBA - 3.52

अधिकतम अंक :30

Maximum Marks: 30

Section- A

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

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

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

Maximum Marks: 12

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.

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविधालय इलाहाबाद

अधिन्यास Assignment (2023-2024)

Master of Business Administration (MBA)-Third Semester

विषय : प्रबन्धन

Subject: Management (Optional group Information Technology)

Subject Title: Software Engineering Management

विषय कोड : एम. बी. ए.

Subject Code: MBA

Course Code: MBA - 3.53

अधिकतम अंक :30

Maximum Marks: 30

Section- A

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

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

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

Maximum Marks: 12

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. Analyze
5. Summarize the pros and cons of iterative software development model.
6. Define agile process .Give any two agile principle

विषय : प्रबन्धन

Subject: Management (Optional group Information Technology)

Subject Title: Data Base Management System

विषय कोड : एम. बी. ए.

Subject Code: MBA

Course Code: MBA - 3.54

अधिकतम अंक :30

Maximum Marks: 30

Section- A

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

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

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

Maximum Marks: 12

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?