उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद
अधिन्यास (Assignment)   2018-2019
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 : Management functions   Course Code : MBA- 1.1
                & Behaviour

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 responsibilities of a professional manager.

Or

What do you understand by professionalism? How a manager should maintain relations with various society segments.

Or

Discuss professionalism in management? Also explain various task and responsibilities of a professional manager.

2. Identify the phases in decision making process.

Or

Discuss the system concept in management? Also throw light on various systems of management.

Or

Explain management Information System? Also discuss nature of MIS for various levels of management in an organization?

3. Analyse the dimensions and determinants of organizational culture.

Or

What are managerial skills? Discuss various managerial stills at various levels.

Or

Define various characteristics of control? Also discuss various techniques of controlling.

Section- B
खण्ड—ब

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

4. Explain the sources of conflict.
<div align="center">Or</div>
What do you understand by Institutional Building?
<div align="center">Or</div>
Explain process of communication?

5. What factors influence the choice of structure?
<div align="center">Or</div>
List various tasks and Responsibilities of a professional manager.
<div align="center">Or</div>
Differentiate between long term planning & short term planning?

6. Write the qualities of a successful and effective leader.
<div align="center">Or</div>
Explain in brief techniques used in different steps of decision making?
<div align="center">Or</div>
What do you understand by decision making skills?

7. How groups play constructive role in the organization?
<div align="center">Or</div>
Define Benefits of M.B.O.?
<div align="center">Or</div>
Discuss various skills for top management?

8. Why strategies of control are essential?
<div align="center">Or</div>
What is management Ethos?
<div align="center">Or</div>
Define advantages and disadvantages of group decision making?

9. What are the modes of conflict management?
<div align="center">Or</div>
Differentiate between Verbal and Non Verbal Communication?
<div align="center">Or</div>
Differentiate between programmes and Schedules?

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विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 1.2
Subject Title	: Managing Men	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. Analyse the changing role of personnel management in India.

   Or

   What do you understand by Human Resource development? Discuss the Principles designing in HRD System.

   Or

   Explain the need and concept of HRD?

2. How you will develop a manpower strategy?

   Or

   Describe the Need Hierarchy Theory of Motivation.

   Or

   Discuss the personnel management environment in India?

3. Describe the grievance handling procedure.

   Or

   Discuss the concept and process of Collective Bargaining.

   Or

   What is career planning? What are its advantages and limitations?

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?

<center>Or</center>

   What are the success factors of manpower planning?

<center>Or</center>

   What is social security? Explain its concept and importance?

5. Write a short note on industrial democracy.

<center>Or</center>

   Write the steps in grievance handling procedure.

<center>Or</center>

   State the main parts of Trade Union Act 1926?

6. Explain the pre requisites of collective bargaining.

<center>Or</center>

   How you can evaluate a training programme?

<center>Or</center>

   Explain Employee Discipline?

7. What is Judicial Approach to discipline?

<center>Or</center>

   Describe the characteristics underlying Job Enrichment.

<center>Or</center>

   What is Trade Union? Discuss its weakness.

8. Discuss the problems of validity.

<center>Or</center>

   What are the components of salary administration?

<center>Or</center>

   Write short note on collective Bargaining?

9. Why rational wage policy is needed?

<center>Or</center>

   How the workers participation is important for Industrial democracy?

<center>Or</center>

   Worker's participation helps in management and OD? Explain.

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Subject   : Management   Subject Code : MBA
कोर्स शीर्षक   :   कोर्स कोड   : एम.बी.ए. 1.3 (एन)/
                                                        1.3 (सी)/
Subject Title : Economic and Social   Course Code : MBA- 1.3 (N)/
                 Environment   1.3 (C)/

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 environment? How you will define economic & social environment of business.

   Or

   Describe the various export promotion measures initiated by the Government of India. How far these measures have facilitated the growth in exports?

   Or

   What do you understand by Legal Environment of business? Explain critical elements of Legal Environment too with the help of suitable examples.

2. Explain various factures of political environment in India which affect the business.

   Or

   What do you mean by Business Environment? Describe the main components of business environment.

   Or

   Write on explanatory note on Technological Environment of India.

3. Explain sociological environment?

   Or

   What is industrial sickness? Enumerate the causes of industrial sickness in India. What measures have been adopted by the Government to solve this problem?

   Or

   What do you understand by the Interaction Matrix of Economic and Non-Economic Environment?

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 industrial policy of 1980.

    Or

    Differentiate between balance of trade and balance of payment.

    Or

    What do you understand by Trade Union Movement?

5. What are external debts?

    Or

    Describe the structural dimensions of Indian economy.

    Or

    Explain Shareholders movement in brief.

6. Explain privatization.

    Or

    What are the problems and prospects of private sector in India?

    Or

    Critically evaluate Social Responsibility of Business.

7. What is the impact of liberalization is the economy of India.

    Or

    Examine the impact of regulatory framework on industrial structure and performance.

    Or

    What kind of structural changes have taken place in Indian Industries? Explain with examples.

8. What are financial sector reforms?

    Or

    Discuss the composition of India's foreign trade.

    Or

    What are the objectives and scope of public sector in India?

9. Discuss fiscal sector reforms?

    Or

    Explain the India's fiscal economic reforms.

    Or

    Write an explanatory note on Growth and Structure of private sector in India.

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Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोस शीर्षक	:	कोर्स कोड	: एम.बी.ए. 1.4 (एन)/
			1.4 (ओ)/
Subject Title	: Quantitative Analysis	Course Code	: MBA- 1.4 (N)/
	For Managerial Application		1.4 (O)

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

Or

The following data relate to the marks obtained by 10 students of a class in Statistics and Costing.

Marks in Statistics: 30 38 28 27 28 23 30 33 28 35
Marks in Costing: 29 27 22 29 20 29 18 21 27 22
Calculate spearman's rank correlation coefficient.

Or

What are the strengths and limitations of the traditional approaches to work organization?

2. Calculate Rank correlation?

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

Or

(a) What do you mean by mean deviation? How is it differ from standard deviation?

(b) Define correlation. Explain various types of correlation with suitable examples.

Or

Explain what is organizational analysis and organizational diagnosis?

3. What do you mean by mode and mean?

Or

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

Or

Examine the nature and scope of organization development.

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?

Or

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

Or

Discuss the role of a change agent.

5. Explain the various measures of skewness?

Or

What is meant by Dispersion?

Or

What do you understand by Consolidation and standardization?

6. Define moments.

Or

Explain the components of time series.

Or

Describe the significant dimensions of Institution building.

7. What are components of time series?

Or

Explain various methods of measuring kurtosis.

Or

Explain the major aspects of neoclassical view point.

8. What is student "t-test"

Or

What is sampling? Explain its merits and demerits.

Or

Discuss about quality of work life in Indian context.

9. Write a note on degree of freedom?

Or

Define function; explain the various types of function.

Or

What are the dimensions of Organizational Design?

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विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 3.2 (ओ)/ 1.5 (एन)
Subject Title	: Organizational Design, Development and change	Course Code	: MBA- 3.2 (O)/ 1.5 (N)

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. Analyse the modern view point of the organizations.

   Or

   Briefly explain the classical and Modern theories of organization.

   Or

   What are the strengths and limitations of the traditional approaches to work organization?

2. Describe the basic parts of an organization.

   Or

   What is organizational development? Examine its different models.

   Or

   Explain what is organizational analysis and organizational diagnosis?

3. Discuss the characteristics and features of organizational development.

   Or

   Discuss the various techniques of organizational development interventions.

   Or

   Examine the nature and scope of organization development.

Section- B
खण्ड—ब

अधिकतम अंक : 12
Maximum Marks: 12

10

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

4. What skills are required in a change agent?

Or

Critically examine Hertzberg's two factor theory.

Or

Discuss the role of a change agent.

5. Write the process of change implementation.

Or

What is need of quality of work life in an organization?

Or

What do you understand by consolidation and standardization?

6. How you will analyze and use interview data?

Or

Define the stages of Transactional Analysis.

Or

Describe the significant dimensions of institution building.

7. Explain the purpose of organizational analysis.

Or

Write the different steps in OD research process.

Or

Explain the major aspects of neoclassical view point.

8. What factors influence choice of on intervention?

Or

Why workers resist change.

Or

Discuss about quality of work life in Indian context.

9. Analyse the system approaches to work design.

Or

Who is an organizational expert? Write his/her qualities.

Or

What are the dimensions of Organizational Design?

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अधिन्यास (Assignment)   2018-2019
Master of Business Administration (MBA)

विषय   : प्रबन्धन   विषय कोड   : एम.बी.ए.
                                                        पीजीडीएमएम–01

Subject   : Management   Subject Code : MBA/PGDMM-01
कोर्स शीर्षक   :   कोर्स कोड   : एम.बी.ए. 1.6 (सी)/

Subject Title : Marketing for Managers   Course Code : MBA- 1.5 (N)/
                                                             2.2 (O)/

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 marketing? Define marketing management and its organization.

   Or

   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.

   Or

   Explain Marketing and Marketing Strategy? Also throw light on social marketing in scenario of U.P.

2. What is product? Discuss various steps of new product development?

   Or

   Discuss various concepts of marketing?

   Or

   What do you understand by concept of services? Discuss Elements of Marketing mix in service marketing.

3. Differentiate between marketing and selling?

   Or

   Differentiate between Advertising and Personal Selling

   Or

   Describe methods of designing the marketing organizations? Also define organizations of corporate marketing.

Section- B
खण्ड—ब

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 concept of services?

Or

List various characteristics of services

Or

What is product differentiation?

5. Define the concept of product mix

Or

Define PLC.

Or

Present a model of consumer behavior?

6. Define various steps of Buyer Decision process?

Or

Discuss various elements of marketing mix?

Or

List various steps of Buyer Decision process?

7. What do you understand by corporate marketing?

Or

What is computer based information system? Discuss its different stages.

Or

Briefly discuss product line decision and diversification.

8. What is product also define steps of new product development?

Or

What do you understand by the concept of marketing research?

Or

Suggest marketing mix at different stage of PLC?

9. Define various methods of promotion?

Or

Briefly discuss 7 P's of services?

Or

Point out various methods of sales forecasting?

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अधिन्यास (Assignment)　　　　2018-2019

Master of Business Administration (MBA)

विषय　　　　: प्रबन्धन　　　　　　विषय कोड　　: एम.बी.ए. 2.1
Subject　　　: Management　　　Subject Code : MBA- 2.1
कोर्स शीर्षक　 :　　　　　　　　कोर्स कोड　　 : एम.बी.ए. 2.1

Subject Title　: Information Management　Course Code　: MBA- 2.1
　　　　　　　　and Computer

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?

Or

Describe the graphic and simplex method of solving a linear programming problem. Why simplex method is considered superior to graphic method?

Or

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.

2. What is a MIS? Discuss its various components.

Or

What is Computer based information system? What are its components?

Or

a) Describe the role of Linear Programming in managerial decision making. What are its limitations?

(b) Solve graphically the following LPP :

Minimize $Z = 4X1 - 2X2$

Subject to:

$X1 + X2 < 14$

$3X1 + 2X2 > 36$

$2X1 + X2 < 24$

$X1, X2 > 0$

3. Differentiate between hardware and software?

Or

What is a system? Discuss the role of MIS at various management levels.

Or

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 date flow diagram?
   Or
   What do you mean by Data Dictionary?
   Or
   What is data flow diagram?

5. What is the objective of maintaining date dictionary?
   Or
   Discuss the use of data flow diagram in system design
   Or
   "O.R. is no more than a quantitative analysis of the problem." Comment.

6. Describe various important component of financial management software?
   Or
   What is an operating system? List the function of operating system.
   Or
   Differentiate between system software and application software clearly.

7. Differentiate between simplex and graphic method of linear programming?
   Or
   What are main component of Financial Management Software?
   Or
   What is computer based information system? Discuss its different stages.

8. What is DBMS? List its various advantages.
   Or
   List the Classification of Computer.
   Or
   Explain inventory. What is the purpose of maintaining inventory?

9. List the classification of computer's according to various business models?

Or

List the advantage of data base management system.

Or

Write short notes on the following:

(a) Sub programs

(b) Structure of COBOL programs.

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Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	: प्रबन्धकीय अर्थषास्त्र	कोर्स कोड	: एम.बी.ए. 3.1(O) / एम.बी. ए. 2.1(N) /
Subject Title	: Managerial Economics	Course Code	: MBA- 3.1 (O) / MBA- 2.1(N) /

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?

Or

"Demand curve has a downward trend towards right". Examine the statement.

Or

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.

Or

What is price elasticity of demand? How it can be measured?

Or

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?

Or

Write a detail note on the indifference curve analysis technique.

Or

Define Price elasticity of demand. Discuss its role in managerial decisions.

Section- B

खण्ड—ब

<div align="right">

अधिकतम अंक : **12**

Maximum Marks: 12
</div>

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.

Or

What do you mean by the term Managerial Economics?

Or

What do you understand by uncertainty?

5. Define Opportunity Cost

Or

Distinguish between money cost and opportunity cost.

Or

What do you mean by Production function? Explain its features.

6. What do you mean by production function?

Or

Discuss the relationship between production quantity and variable cost.

Or

Define Monopoly How price is determined under monopolistic market.

7. State the important theories of profit.

Or

Distinguish between Direct and Derived demand.

Or

Give the theories of Profit.

8. Write a note on 'Returns to Scale.'

Or

What is the role of time elements in the context of demand forecasting?

Or

Discuss the types of Public Investment decisions.

9. Define monopoly. How is it different from perfect competition?

Or

Explain the law of diminishing marginal utility.

Or

Write a note on Returns to Scale.

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Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 2.3 (एन) /
Subject Title	: Accounting & Finance For Managers	Course Code	: MBA- 2.3 (N)/

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.

    Or

    Discuss the role and responsibilities of accountants in make in India business environment

    Or

    How does the accountant help in the planning and control process of a large commercial organization? Discuss.

2. Examine the role of accounting concepts in the preparation of financial statements.

    Or

    Examine the rules of accounting in detail?

    Or

    Discuss the various accounting concepts. Do you find any of the accounting concepts conflicting with each other? Give examples.

3. What do you mean by Balance Sheet? How does it differ from profit and loss Account?

    Or

What do you mean by Balance Sheet? What are the factures which should be focused during its preparation?

Or

What is working capital? What factors affect the size of working capital in an enterprise?

Section- B

खण्ड—ब

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?

Or

How is balance sheet different from Trial Balance?

Or

Distinguish between management accounting from financial accounting.

5. What do you mean by working capital?

Or

Why working capital is important for SSI.

Or

Why accounting practices should be standardized?

6. Distinguish between management accounting and financial accounting?

Or

Distinguish between management accounting and cost accounting?

Or

What do you mean by current assets? Also give examples.

7. Explain the different elements of cost?

Or

What are the purposes of accounting information?

Or

What are the purposes of preparing Trial Balance?

8. What is cash cycle?

Or

Explain the different elements of cost.

Or

21

Distinguish between equity and preference shares?

9. Distinguish between trail balance and balance sheet.
<div align="center">Or</div>
State the importance and limitations of Profit and Loss Account.
<div align="center">Or</div>
What are bad debts? In what way do we deal it in accounting?

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अधिन्यास (Assignment)   2018-2019
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विषय   : प्रबन्धन   विषय कोड   : एम.बी.ए.
Subject   : Management   Subject Code : MBA
कोर्स शीर्षक   :   कोर्स कोड   : एम.बी.ए. 2.4
Subject Title : Management of Machines Course Code : MBA- 2.4
                and Materials.

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 production? Define production management, its objectives with its importance?

   Or

   Explain system concept of operation management? Also explain objectives of Production Management.

   Or

   List and explain the features of continuous flow production processes. In which types of production are they applied? Give an example.

2. What do you understand by the concept of inventory? Define EOQ. (Economic Order Quality)

   Or

   What are various kinds of production system? Explain with suitable examples.

   Or

   What is job design? Explain the factors that influence job design.

3. Why the concept of value engineering is gaining popularity in now a days? Also define its various benefits in detail.

   Or

   What do you understand by product Design? Explain various product design related concepts with suitable examples.

   Or

   Explain the concept of Value Engineering. List its benefits.

Section- B
खण्ड–ब

अधिकतम अंक : **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 continues flow production technique?

Or

What are in characteristics of project process? Explain.

Or

Write a note on Programme Evaluation and Review Techniques (PERT).

5. What is batch production process?

Or

How will you go in for selection of process?

Or

Identify the activities performed by the purchasing department.

6. What is job design? How it is different from job description.

Or

What are the various steps involved in the facility location?

Or

List four factors influencing layout decisions.

7. Differentiate between PERT & CPM?

Or

What are the various types of layout problems?

Or

What do you understand by Assembly Line Balancing? List any one technique of Assembly Line Balancing.

8. What is job-rotation concept

Or

Explain computerized layout planning in brief.

Or

What rules of scheduling are applicable in case of job-shop production?

9. List various conditions of job-shop production technique. Implementation?

Or

Explain about various materials handling equipment.

Or

What is implied by Selective Inventory Management? Explain one technique of selective inventory management.

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अधिन्यास (Assignment)   2018-2019
Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	: विक्रय प्रबंधन	कोर्स कोड	: एम.बी.ए. 2.5 (एन)/ एम.बी.ए. 4.3 (ओ)/ पीजीडीआईएमबीम–05
Subject Title	: Sales Management	Course Code	: MBA- 2.5 (N)/ 4.3 (O)/ PGDIMB-05

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 different selling and buying styles?
   Or
   What is sales and sales Management? Discuss various sales & distribution strategy.
   Or
   Describe the key decision areas in sales and distribution management?

2. How body language plays a role in explain the strength of the sales person?
   Or
   Discuss various theories of sales?
   Or
   What do you understand from the "Structure of a presentation"? Do you need it in a sales presentation? Discuss.

3. Explain different levels of listening skills and identify the most important stage for a sales person?
   Or
   Write an essay on uses of computerized sales management system?
   Or
   Why do sales trainers rely so much on role-play in teaching sales techniques? Discuss its advantages over other training methods.

Section- B
खण्ड—ब

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

4. Discuss various theories of sales?
                          Or
   Differentiate between verbal and Non-Verbal Communication?
                          Or
   What do you understand by sales territory design?

5. Differentiate between advertising and personnel selling?
                          Or
   Differentiate between personnel selling and public relation?
                          Or
   List various operating and planning functions of sales executive.

6. What is verbal communication? List its various advantages.
                          Or
   Define types of Sales presentation?
                          Or
   Differentiate between patterned, interview and unstructured, interview?

7. What do you understand by the term 'sales quota'?
                          Or
   List various steps of sales Negotiations?
                          Or
   Differentiate between test validity and text reliability?

8. Discuss various important objectives of sales negotiations?
                          Or
   How you will motivate the Retailers?
                          Or
   Explain various factors influencing design of compensation schemes?

9. What are different strategies of sales presentation?
                          Or
   Discuss in brief various attributes of a good "Sales Quota Plan".
                          Or
   What do you understand by Body of Presentation?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)   2018-2019
Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 3.4 (ओ)/ 2.6 (एन)/ पीजीडीएफएम.—02
Subject Title	: Management Control System	Course Code	: MBA- 3.4 (O)/ 2.6 (N)/ FGDFM-02

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. Explain the process of designing a management control system?

   Or

   Discuss the concept of Management Control and explain the basic characteristics of Management Control System.

   Or

   What is organizational control? Distinguish between management control and operational control.

2. What are expense centers?

   Or

   What is responsibility Centre? Distinguish between Expense Centre and responsibility centre.

   Or

   Write a note on profit centers?

3. Explain transfer pricing?

   Or

   Discuss the classification and process of Budget setting.

   Or

   Explain Transfer pricing?

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 MCS in service organization.
   Or
   Explain meaning and implications of MIS.
   Or
   What is distinction between expense centre and responsibility centre?

5. What is performance evaluation?
   Or
   Design a performance Evaluation Report.
   Or
   Explain the meaning, significance and type of reports?
6. Explain the meaning and significance of a report?
   Or
   Management Control in Multinational corporations?
   Or
   How is performance evaluation report design?

7. How is budget prepared?
   Or
   List objectives of Management Control System in Service Organizations.
   Or
   Explain the process of measuring the investment base?

8. What is investment center?
   Or
   Management Control in Non-Profit Organizations.
   Or
   Discuss management control in Multinational Corporation.

9. What are responsibility centers?
   Or
   Problem of Financial Control of Investment Centre.
   Or
   What are the different types of responsibility centers?

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अधिन्यास **(Assignment)**   **2018-2019**
Master of Business Administration (MBA)

विषय   : प्रबन्धन   विषय कोड   : एम.बी.ए.
Subject   : Management   Subject Code : MBA
कोर्स शीर्षक   :   कोर्स कोड   : एम.बी.ए. 3.3 (ओ)/
                                                           3.1 (एन)/
Subject Title : Corporate Policies and   Course Code   : MBA- 3.3 (O)/
                Practices   3.1 (N)/

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 meaning of corporate? Discuss various functions of top level management?

Or

Define strategy? Explain its importance and process of strategic management?

Or

What do you understand by strategy? How it assist in Corporate Planning? Explain.

2. What is strategic management process?

Or

Explain the role and functions of Board of Directors?

Or

What is role of Merger and Acquisitions in Indian Economy? Explain.

3. Explain 7's framework for strategy?

Or

What is corporate planning? What are main reasons of its failure?

Or

What is portfolio Analysis? Explain its Different Matrix? 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.

4. Explain the role of board of directors?

<div align="center">Or</div>

Discuss the responsibilities of Board of Directors?

<div align="center">Or</div>

What are the issues involved in Environmental Analysis. Explain

5. Highlight the skill needed for top management?

<div align="center">Or</div>

What is the role of top management in corporate policies & practices?

<div align="center">Or</div>

Differentiate Objectives and goals.

6. Explain competitive analysis?

<div align="center">Or</div>

Elucidate Importance of Meckinsey's 7S framework?

<div align="center">Or</div>

Explain Corporate Planning Process.

7. Explain competitive analysis?

<div align="center">Or</div>

What are environmental threats and opportunities?

<div align="center">Or</div>

What are the functions of Board of Directors in a Company?

8. Discuss BCG's growth share matrix?

<div align="center">Or</div>

Explain cost analysis?

<div align="center">Or</div>

Write note on Break Even Analysis.

9. Explain objectives break even analysis?

<div align="center">Or</div>

What is portfolio Analysis?

<div align="center">Or</div>

Write types of Diversification.

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अधिन्यास (Assignment)　　　2018-2019
Master of Business Administration (MBA)

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

Subject　　: Management　　　Subject Code : MBA

कोर्स शीर्षक　:　　　　　　　कोर्स कोड　: एम.बी.ए. 3.2 (एन)/
　　　　　　　　　　　　　　　　　　　एम.बी.ए. 4.2 (ओ)/
　　　　　　　　　　　　　　　　　　　पीजीडीपीएम–04

Subject Title : Management of new　　Course Code : MBA- 3.2 (N)/
　　　　　　　And Small Enterprises　　　　　　4.2 (O)/
　　　　　　　　　　　　　　　　　　　　　　　PGDPM-04

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. Explain the main characteristics of SSE's in U.P.

   Or

   Which Characteristics of small scale enterprises enable them to contribute them to contribute to the economic development process in a developing country like India? Discuss.

   Or

   Examine the role and relevance of small scale enterprises in the economic development of the country.

2. What is MUDRA BANK? How it is helpful for small entrepreneurs?

   Or

   What are the main techniques utilized for opportunity scanning and identification? Supplement your answer with suitable examples.

   Or

   How would you use SWOT analysis to identify opportunities for small scale enterprises/self employment? Discuss with examples.

3. What are the implications of 'marketing orientation' on the process of product selection? Discuss.

   Or

   What are the implications of marketing orientation on the process of product selection? Discuss.

   Or

   What are the basic steps in system of bringing a product/service from an idea to a finished product/service?

Section- B
खण्ड—ब

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

4. Why SSE's are important in make in U.P economy?

   Or

   State the main characteristics of small scale enterprises.

   Or

   Discuss the importance of small scale enterprises.

5. List various promotional schemes launched by UP Government for SSE's?

   Or

   What are the main problems of SSEs.

   Or

   Describe in brief the process of development of entrepreneurial competencies.

6. What is SIDBI? List its various functions.

   Or

   What do you mean by entrepreneurial competencies?

   Or

   What is the role of SIDBI?

7. How you will define break even analysis?

   Or

   Write a short note on SIDBI.

   Or

   What are the main techniques of opportunities scanning?

8. Describe the marketing related problems of SSE's.

   Or

   What are the main sources of financing for small entrepreneur?

   Or

   What do you mean by the market demand analysis?

9. List various sources of finance for SSE's ?

   Or

   List objectives of is break-even analysis?

   Or

   What are the main considerations to be kept in mind while selecting the site of a small business?

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अधिन्यास (Assignment)   2016-2017
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(एन) / एम.बी.ए. 5.11 (ओ)
Subject Title	: Human Resource Development	Course Code	: MBA- 3.11 (N)/ MBA- 5.11 (O)

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.

    Or

    What is Human Resource Development? Explain HRD mechanism process and outcomes?

    Or

    What is HRD? Discuss various HRD practices.

2. Discuss about the frame work of work motivation.

    Or

    State the nature and role of HRD in service Industry.

    Or

    Explain HRD Matrix?

3. What is the rationale of HRD for workers?

    Or

    What are the various forms of HRD organization?

    Or

    Highlight the importance of HRD in Government and Public 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.

4. What is development approach to industrial relations?

<div align="center">Or</div>

How do you compare National versus International HRD?

<div align="center">Or</div>

What is counseling?

5. Explain the nature and role of the service sector.

<div align="center">Or</div>

Explain Line manager and self renewal system?

<div align="center">Or</div>

State various elements of HRD climate?

6. What are organizational outcomes of HRM systems?

<div align="center">Or</div>

Write short notes on
(a) Task Declination (b) Competency Analysis

<div align="center">Or</div>

Define IR ? Why it is needed.

7. Explain the concept of developmental supervision.

<div align="center">Or</div>

Explain the process of mentioning?

<div align="center">Or</div>

Explain the rationale of HRD for workers?

8. Analysis the role of trade unions.

<div align="center">Or</div>

What do you mean by organizational climate? Explain its elements.

<div align="center">Or</div>

Discuss the various issues relating to the structuring for the HRD functions in India?

9. Write the process of counseling.

<div align="center">Or</div>

Define Industrial Relations. What is the need for integration of HRD and IR.

<div align="center">Or</div>

Discuss the HRD strategies adopted by SBI?

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अधिन्यास (Assignment)   2018-2019
Master of Business Administration (MBA)

विषय   : प्रबन्धन   विषय कोड   : एम.बी.ए.
Subject   : Management   Subject Code : MBA
कोर्स शीर्षक   :मानव संसाधन नियोजन   कोर्स कोड   : एम.बी.ए. 3.12／5.12

Subject Title : Human Resource Planning   Course Code   : MBA- 3.12／5.12

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. Analyse the qualitative dimensions of human resource planning.

   Or

   Differentiate between Qualitative and Quantitative dimensions of Human Resource Planning?

   Or

   Describe the quantitative dimension of human resource planning.

2. Why rational and equitable pay structure in needed in the organizations?

   Or

   What are various approaches to Human Resource Planning?

   Or

   What are the recent Developments in Job Evaluation?

3. What are the linkages of job description and job specifications with job analysis?

   Or

   Discuss about Job Evaluation?

   Or

   Discuss the essential steps in Human Resource auditing 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. Explain the recent development in job evaluation.

   Or

State the importance of proper induction?

<div align="center">Or</div>

What is Human Resource cost?

5. How induction is an integrated part of training?

<div align="center">Or</div>

Explain Selection Process?

<div align="center">Or</div>

Write the uses of a job description.

6. Identify training needs.

<div align="center">Or</div>

Discuss Government Regulations for Industrial Employment in India?

<div align="center">Or</div>

Describe the objectives of job evaluation.

7. What is the purpose of human resource audit?

<div align="center">Or</div>

How organization's can improve appraisal process?

<div align="center">Or</div>

Discuss the dimensions of Manpower supply.

8. Write the essentials of recruitment policy.

<div align="center">Or</div>

Why there is need for a Transfer policy?

<div align="center">Or</div>

What are the essentials of recruitment policy?

9. Write a short note on computer applications in HRM.

<div align="center">Or</div>

Discuss Reward Policies?

<div align="center">Or</div>

How the Induction is an integrated part of training?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद
अधिन्यास (Assignment)   2016-2017
Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	: श्रम संघ प्रबन्धन सम्बन्ध	कोर्स कोड	: एम.बी.ए. 3.13 (एन)/ एम.बी.ए. 5.13 (ओ)
Subject Title	: Union Management Relations	Course Code	: MBA- 3.13 (N)/ MBA- 5.13 (O)

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 factors affecting union management relations.

   Or

   Discuss the three determinants of union management relations.

   Or

   Discuss the functioning of tri-partisem in industrial relations. State the objectives and role played by the main tripartite bodies in India.

2. Evaluate the strategic for interpersonal conflict resolution.

   Or

   What do you understand by External and Internal leadership in unions?

   Or

   Describe the evolution of trade unions in India.

3. Analyse the context and climate for collecting bargaining.

   Or

   Describe the strategies for interpersonal conflict resolution.

   Or

   Analyze the problems faced by trade unions in India. Which one do you think is the most serious problem and why?

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. Discuss the role of state in industrial relations.

Or

What do you understand by cultural diversity within a Nation?

Or

Highlight the impact of globalization and technological changes on workers in India.

5. What do you understand by workers participation in management?

Or

How you can make the workers participation more effective?

Or

Discuss the pros and cons of internal leadership and external leadership in trade unions.

6. How negotiation works for conflict resolution?

Or

What do you understand by code of discipline for trade unions?

Or

Discuss any four strategies of interpersonal conflict resolution.

7. Write the benefits of external leadership in unions.

Or

Write the role of state in union management relations?

Or

Explain the process of collective bargaining. What is its significance for management and workers in today's context?

8. Explain the strategies making workers participation more effective.

Or

What are the emerging concerns in Bargaining?

Or

Discuss any two modes of workers participation in management in India.

9. What is industrial conflict resolution?

Or

What do you understand by information sharing and employee participation?

Or

Evaluate the role of state in dispute settlement in Industrial context in India.

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अधिन्यास (Assignment)   2018-2019
Master of Business Administration (MBA)

विषय   : प्रबन्धन   विषय कोड   : एम.बी.ए.
Subject   : Management   Subject Code : MBA
कोर्स शीर्षक   :संगठनात्मक परिवर्तन प्रबन्ध   कोर्स कोड   : एम.बी.ए. 3.14 / 5.14

Subject Title : Managing Change in   Course Code   : MBA- 3.14 / 5.14
                 Organization

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 process of organizational change.
                        Or
   Define Culture. Discuss the functional and dysfunctional aspects of culture.
                        Or
   Discuss professionalism in management? Also explain various task and responsibilities of a professional manager.

2. Explain the frame work of organizational diagnosis.
                        Or
   What are interventions? Describe any two types of interventions.
                        Or
   Explain management Information System? Also discuss nature of MIS for various levels of management in an organization?

3. Discuss the environmental changes affecting organizations.
                        Or
   Write a note on Organization Development in NGO.
                        Or
    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. Write the characteristics of successful change agent.
                                Or
    Discuss the process of change implementation in an organization.
                                Or
    Explain process of communication?

5. What are the sources of resistance?
                                Or
    What are the various methods of data collection for organizational diagnosis?
                                Or
    Differentiate between long term planning & short term planning?

6. Explain the Kurt Level Principle of organizational change.
                                Or
    Write a brief note on survey feedback.
                                Or
    What do you understand by decision making skills?

7. What are the instruments of data collection?
                                Or
    Discuss briefly a model of change.
                                Or
    Discuss various skills for top management?

8. What do you understand by internal resource development?
                                Or
    What is the need of work redesign in a manufacturing organization?
                                Or
    Define advantages and disadvantages of group decision making?

9. Discuss the issues in planning and conducting an evaluation.
                                Or
    Why is change resisted in an organization? Explain with the help of examples.
                                Or
    Differentiate between Programmes and Schedules?

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अधिन्यास (Assignment)　　　　2018-2019

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 3.21 (एन) ⁄ एम.बी.ए. 5.21 (ओ)
Subject Title	: Project Management		MBA- 5.21 (O)

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.

   Or

   Explain any one discounted cash flow technique of investments appraisal in detail. Give two advantages and two limitations of chi- technique.

   Or

   Discuss in detail Feasibility and Technical Analysis of the Project Development.

2. "Management of materials and equipment forms the core of project management" Comment

   Or

   Outline the project form of organization structure what advantages does such structure offer over conventional organizational structures?

   Or

   Explain costing of projects and discuss various sources of projects financing.

3. Discuss the methods of financial evaluation of the projects. What according to you are the critical success factors in project management?

   Or

Why are the stages of project evaluation and review essential for successful project implementation?

Or

Discuss in detail Project Management Information System and discuss its components.

Section- B

खण्ड—ब

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.

Or

List four characteristics of a good forecasting technique.

Or

Explain techniques of Demand Forecasting with the help of suitable examples.

5. What can be sources of long-term funding for an infrastructure project? Discuss any two.

Or

List the considerations involved in deciding the location of:
(i) A hospital (ii) A cements plant.

Or

Explain Network Analysis with the help of network flowcharts and diagrams of projects.

6. Briefly explain the concept of an integrated project management system.

Or

List various objectives of Integrated Project Management System.

Or

Prepare a layout of a project and discuss its components.

7. What are the phases of project life cycle? Give the salient task under each phase.

Or

What can be sources of long-term funding for an infrastructure project? Discuss any two.

Or

Discuss Success factors in project management.

8. What quality control methods are prevalent in project management?

Or

What role does computer software play in control of projects? Name some software packages used in project management.

Or

What are the factors affecting control of project cost and explain briefly Approaches to cost control.

9. What role does computer software play in control of projects? Name some software packages used in project management.

Or

Write a note on human resource management in projects.

Or

Explain the procedures for project co-ordination.

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अधिन्यास (Assignment)　　　　2018-2019

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 3.22(एन) / एम.बी.ए. 5.22 (ओ) पीजीडीएफएम −03
Subject Title	: Security Analysis and Portfolio management	Course Code	: MBA- 3.22 (N)/ MBA- 5.22 (O)/ PGDFM - 03

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

   Or

   Describe the steps involved in the investment process.

   Or

   What do you mean by investment process? Describe the steps involved in investment process.

2. What do you mean by investment process? Describe the steps involved in investment process.

   Or

   Define the term „Investment Risk". Explain the concept of interest rate risk and market risk.

   Or

   Distinguish between:
   (a) Financial risk and business risk
   (b) Normal rate of return and real rate of return.

3. Write a detailed note on the Efficient Market Hypothesis

Or

What are the different types of securities markets? What are their role and functions?

Or

Write a note on the management of stock exchanges in India.

Section- B

खण्ड—ब

<div align="right">

अधिकतम अंक : **12**

Maximum Marks: 12
</div>

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?

Or

Describe the functions of depository.

Or

Define Investment.

5. Explain briefly any one type of chart used in technical analysis.

Or

Distinguish between financial asset and real asset.

Or

What are the basic constituents of the securities market?

6. Define investment.

Or

Explain the concept of margin of safety.

Or

List various objectives of margin of safety.

7. What are the main functions of SEBI?

Or

What are the principal weaknesses of Indian Stock Exchanges?

Or

What are the main objectives of SEBI?

8. What is the importance of 'margin of safety'?

Or

Write importance of SEBI.

Or

Write a brief note on the speculation in stock exchanges.

9. How do you evaluate the preference shares?

Or

What is the role of financial intermediaries?

Or

What are the techniques of economic forecasting?

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अधिन्यास (Assignment) 2018-2019

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	: अन्तर्राष्ट्रीय वित्तीय प्रबन्धन	कोर्स कोड	: एम.बी.ए. 3.23 (एन)／ एम.बी.ए. 5.23 (ओ)／ पीजीडीएफएम–04
Subject Title	: International Financial Management	Course Code	: MBA- 3.23 (N)/ MBA- 5.23 (O)/ PGDFM - 04

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. "With the increasing opening up of the world economies the role of the state is fasting diminishing" comments.

   Or

   What do you mean by investment process? Describe the steps involved in investment process.

   Or

   Discuss the Standard and Modern Theories of International Trade.

2. "Free trade is beneficial to all" critically examine.

   Or

   Distinguish between:
   (a) Financial risk and business risk
   (b) Normal rate of return and real rate of return.

   Or

   Discuss the various sources and causes of Internal Financial flows.

3. Briefly explain different methods of exchange rate forecasting. Discuss their suitability in the Indian context.

Or

Write a note on the management of stock exchanges in India.

Or

Discuss the foreign exchange rate determination and forecasting 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.

4. What is foreign exchange rate?

Or

Define Investment.

Or

Write short note on increasing rate of MNCs.

5. Write short note on increasing role of MNCs.

Or

What are the basic constituents of the securities market?

Or

Briefly discuss the International Financial Institutions.

6. What are the major benefits arising from internationalization of the financial system?

Or

Explain the concept of margin of safety.

Or

How foreign exchange risk is managed? Discuss.

7. What is meant by forward contracts?

Or

What are the main functions of SEBI?

Or

How foreign trade is financed? Discuss.
8. Write a brief note an EXIM Bank.

Or

Write a brief note on the speculation in stock exchanges.

Or

What is International Investment strategy? Discuss.

9. How does international financial system different from domestic financial system?

<div align="center">Or</div>

What are the techniques of economic forecasting?

<div align="center">Or</div>

Briefly discuss the International Financial strategy.

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अधिन्यास (Assignment)　　　　2016-2017

Master of Business Administration (MBA)

विषय　　　　: प्रबन्धन　　　　विषय कोड　　: एम.बी.ए.
Subject　　　: Management　　Subject Code : MBA
कोर्स शीर्षक　: वित्तीय सेवाओं का प्रबन्धन　कोर्स कोड　　: एम.बी.ए. 3.24
Subject Title : Management of Financial　Course Code : MBA- 3.24
　　　　　　　　 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. Define risk and state the types of risk. Explain the sources of each kind of risk.
   Or
   What are the factors that led the Indian Financial Markets into Global Financial Markets?
   Or
   Why analysis of risk is important? Give reasons.

2. What do you mean by 'Financial System'? Explain its various components
   Or
   Suggest a suitable system for the banks and others financial institutions offering fund-based services to manage their credit risk.
   Or
   Examine the present position of Debt Trading in India. What is the listing arrangement of Debt Instruments at any stock exchange?

3. What do you understand by Debt Trading in India?
   Or
   Explain the organization structure of a recognized stock exchange in India.
   Or

   In the context of Issue Management appraise the regulatory framework in recent years in India?

Section- B

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.
   Or
   What do you mean by Financial System?
   Or
   Describe the role of Financial Markets.

5. Describe the functions of Financial Markets.
   Or
   Briefly describe the role of Central Bank in Financial Market Operations.
   Or
   Write a brief note on the working mechanism of Asset Management Cost.

6. Describe the modern trends in payment business.
   Or

   How are financial services different as compared to other services?

   Or

   How you will define e-payment business?

7. Define the term stock exchange?
   Or
   Write a brief note on SEBI.
   Or
   Enumerate the services provided by Merchant Bankers.

8. Write a brief note on Commercial Papers.
   Or
   Write a brief note on Money Mutual Funds.
   Or
   Describe the modern trends in payment Business.

9. Briefly discuss the various components of financial system.
   Or
   Distinguish between equity and debt instruments.
   Or
   Write a brief note on Commercial Papers.

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अधिन्यास (Assignment)　　　2018-2019
Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 5.31 (ओ)/ 3.31 (एन)/ पीजीडीपीएम.–01
Subject Title	: Operation Research	Course Code	: MBA- 5.31 (O)/ 3.31 (N)/ PGDPM-01

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 operations research? Explain its techniques and approaches

Or

a) Describe the role of Linear Programming in managerial decision making. Discuss its benefits and shortcomings.
(b) Solve the following LPP using Simplex method:
Maximize $Z = 16X1 + 17X2 + 10X3$
Subject to :
$X1 + X2 + 4X3 < 2000$
$2X1 + X2 + X3 < 3600$
$X_1 + 2X_2 + 2X_3 < 0$

Or

a) What are the advantages and disadvantages of simulation? Describe the Monte Carlo method of simulation.
b) In a game of matching coins, player A wins Rs 2 if there are two heads, wins nothing if there are two tails and loses Rs. 1 when there are 1 head and 1 tail. Determine the payoff matrix the best strategies for each player and the value of game A.

2. What is Probability? Explain Bayes Theorem

Or

a) State a transportation problem in general terms and explain the problem of degeneracy.
(b) Solve the following transportation problem :

	D1	D2	D3	D4	Supply
S1	19	30	50	10	7
S2	70	30	40	60	9
S3	40	8	70	20	18
Demand	5	8	7	14	34

Or

a) Write the mathematical formulation for the assignment problems?
b) Solve the following Non linear programming problem.
Maximize $Z = 4x_1 + 6x_2 - 2x_2 - 2x_1x_2 - 2x_2^2$
s.T $x_1 + 2x_2 = 2$
and $x_1, x_2 \geq 0$

3. What is linear programming?

Or

a) Name any three methods of finding initial basic feasible solution for transportation problems. Which one of them is the best and why?
b) Consider the following unbalanced transportation problem.

Designations

1   2   3   supply

	1	2	3	
1	5	1	7	10
Source 2	6	4	6	80
3	3	2	5	15
Demand	75	20	50	

Since there is not enough supply, some of the demands at destination may not be satisfied. Suppose there are penalty costs for every unsatisfied demand. Demand unit which are given by 5, 3 and 2 for destination 1, 2, and 3 respectively. Find the optimal solution.

Or

What do you understand by product Design? Explain various product design related concepts with suitable examples.

Section- B
खण्ड—ब

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 reasons of using simulation?

Or

Define a queue and explain the various queue disciplines.

Or

What are in characteristics of project process? Explain.

5. Explain characteristics of queuing model?

Or

Discuss inventory models with probabilistic demand.

Or

How will you go in for selection of process?

6. Explain essential requirement for inventory control?

Or

Write short notes on two persons zero sum game.

Or

What are the various steps involved in the facility location?

7. Write a note on simplex method.

Or

Explain application areas of goal programming.

Or

What are the various types of layout problems?

8. Elucidate game theory?

Or

What is the importance of Game Theory?

Or

Explain computerized layout planning in brief.

9. Explain goal programming?

Or

List two applications of dynamic programming.

Or

Explain about various materials handling equipment.

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अधिन्यास (Assignment)　　　　2018-2019
Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 5.32 (ओ)/
			3.32 (एन)/
			पीजीडीपीएम.—05
Subject Title	: Production/Operation Management	Course Code	: MBA- 5.32 (O)/
			3.32 (N)/
			PGDPM-05

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 operations management?

   Or

   Explain the scope and significance of production and operations management?

   Or

   What do you mean by Inventory Management? Discuss the objectives of inventory control and the costs associated with it.

2. Explain the relevance of production management?

   Or

   What are various kinds of production system? Explain with suitable examples.

   Or

   Discuss planning and control in mass production and batch production.

3. What is total quality management?

   Or

   What do you understand by product Design? Explain various product design related concepts with suitable examples.

   Or

   What do you understand by the term Operation Management? Explain operations management process in manufacturing sector with an example?

Section- B
खण्ड—ब

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

4. Why is forecasting done in production management?

Or

What are in characteristics of project process? Explain.

Or

Explain the factors affecting plant location.

5. What is judgmental forecasting?

Or

How will you go in for selection of process?

Or

Briefly discuss the various elements of quality management.

6. Explain the importance of Delphi method?

Or

What are the various steps involved in the facility location?

Or

Distinguish between work measurement and work study.

7. What is just-in-time method?

Or

What are the various types of layout problems?

Or

Define productivity with an example.

8. Explain plant layout?

Or

Explain computerized layout planning in brief.

Or

What is the need of forecast of production and operation management?

9. What is material requirement planning?

Or

Explain about various materials handling equipment.

Or

Write a short note on fixed position layout.

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अधिन्यास (Assignment)   2018-2019
Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 5.31 (ओ)/
			3.33 (एन)/
Subject Title	: Management Information System	Course Code	: MBA- 5.31 (O)/
			3.33 (N)

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. Explain the relevance of MIS in organization?

   Or

   Define the Decision Making? Explain the various types of Decision.

   Or

   Write a short note on effort distribution in system development life cycle?

2. What is system analysis? Discuss the stages in system analysis?

   Or

   What do you mean by data Base Management System (DBMS)? Explain the different elements of data base management system.

   Or

   Explain the types of information?

3. Explain any one system development model?

   Or

   What do you understand by the Computer Viruses? How does virus spread?

   Or

   Give the short notes on followings points:
   (a) Traditional approach to application system development.
   (b) Relation data model.
   (c) System Analysis.

Section- B
खण्ड—ब

अधिकतम अंक : 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 enterprise resource planning (ERP)?

    Or

    What is Electronic data interchange? Explain its working procedure.

    Or

    Define a Local Area Network?

5. Explain supply chain management

    Or

    Explain distributed commuting"?

    Or

    Give the Examples of rationale data base.

6. What is knowledge management

    Or

    Modern Age is age of Information revolution Discuss the statement.

    Or

    What do you understand by virus detection and virus removal?

7. Write a note on e-governance

    Or

    Explain the meaning of On Line Payment System.

    Or

    What is microprocessor based system.

8. Discuss the ethical responsibilities of business professionals

    Or

    State the concept of W 3 C.

    Or

    What are the important factors of management Information system? Discuss.

9. What is ergonomics?

    Or

    Make a homepage of IFFCO with the help of HTML.

    Or

    Explain the on-line system Analysis and Design Considerations.

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अधिन्यास (Assignment) 2018-2019
Master of Business Administration (MBA)

विषय : प्रबन्धन विषय कोड : एम.बी.ए.
Subject : Management Subject Code : MBA
कोर्स शीर्षक : कोर्स कोड : एम.बी.ए. 5.34 (ओ)/
  3.34 (एन)/
Subject Title : Total Quality Course Code : MBA- 5.34 (O)/
  Management 3.34 (N)

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?

   Or

   Give a historical evolution of Quality approaches ?.

   Or

   Describe the Total Quality Management and corporate strategic process.

2. Explain Zuran Trilogy?

   Or

   Why has T Q M become so popular? Discuss key success factors for T Q M.

   Or

   Explain the role and functions of top management in Quality Improvement.

3. Explain ISO?

   Or

   What is statical quality control? Discuss its process and capability.

   Or

   How you can develop an Environmental management 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.

4. What is statistical quality control?

Or

Discuss Quality Costing and Cost System.

Or

Discuss the fundamental concepts of Excellence.

5. Explain elements of leadership behaviors?

Or

Write a short note on Rationale and History of Quality Circles.

Or

Identify the need for safety and health in Industry.

6. Write a note of cost leadership

Or

Write a short note on Rationale and History of Quality Circles.

Or

Explain six actions of leaders.

7. What are benefit of quality function deployment (QFD)

Or

What is Environment Management System (EMS)?

Or

What are the essential characteristics of quality circles?

8. Explain the characteristics of quality circles?

Or

Write short Note on Need for Safety and Health Management in Industries.

Or

Write the uses of quality cost information.

9. Write a note on reward and punishment?

Or

Discuss the Quality System Audit.

Or

What are total quality management cornerstones?

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अधिन्यास (Assignment)   2018-2019
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 (ओ)/ 5.41 (ओ)/ पीजीडीएमएम–04
Subject Title	: Consumer Behaviour	Course Code	: MBA- 3-41 (O)/ 5.41 (O)/ PGDMM-04

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 it application in advertising decisions

    Or

    What are various individual determinants of consumer behaviour? Explain.

    Or

    What do you understand by Consumer Behaviour? Also discuss its application in Marketing.

2. Who is customer? Discuss different kinds of customer's also define its characteristics.

    Or

    What are various individual determinants of consumer behaviour? Explain.

    Or

    Explain VALS system of classification? Why it is important for a marketing manager.

3. Explain important models of buying behavior? Which one is most relevant in current make in its Indian scenario?

    Or

    Explain constituents and functions of consumer attitude with suitable examples.

Or

Discuss important models of buying behavior? Which one is most relevant in Indian market 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?
   Or
   Explain marketing response to the consumer attitude.
   Or
   List various individual determinants of Consumer Behavior?

5. Why consumer behavior is important in selling decisions?
   Or
   Explain structure and functioning of memory.
   Or
   Why Consumer Behaviour is important in marketing?

6. Differentiate between consumer attitude and perception?
   Or
   Explain Psychoanalytical theory of Frayed.
   Or
   What are the functions of consumer attitude?

7. How you will analyze influences of children in family buying?
   Or
   How consumption and self concepts are related to each others.
   Or
   Define Motivational conflicts?

8. What is "Howard Sheth model" of decision making?
   Or
   Explain characters and influence of life style on consumer behaviour.
   Or
   Discuss in brief the influences of children in family buying?

9. What are consumer motivational conflicts?
   Or
   Who are organizational customers? Explain.
   Or
   List objectives of Howard Sheth model"?

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अधिन्यास (Assignment)   2018-2019
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 (एन)/ 5.42 (ओ)/ पीजीडीएमएम—02
Subject Title	: Management of Marketing Communication and Advertising	Course Code	: MBA- 3.42 (N)/ 5.42 (O)/ PGDMM-02

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 "Management of Marketing Communication"? Discuss elements of the communication mix.

   Or

   Discuss the following:
   a) Concept of Marketing Communication.
   b) Consumer Perception.

   Or

   Describe the Total Quality Management and corporate strategic process.

2. Differentiate between down word and up word communication?

   Or

   Explain the Concept of Media Planning. How can Media be classified?

   Or

   Explain the role and functions of top management in Quality Improvement.

3. Discuss any model of communication in detail?

   Or

   Elaborate different legal and ethical issues in advertising.

   Or

   How you can develop an Environmental management system?

   Section- B

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 media mix?
                    Or
   Define Social Marketing Communication".
                    Or
   Discuss the fundamental concepts of Excellence.

5. Differentiate between electronic media and print media.
                    Or
   What factors influences promotional Mix? Explain.
                    Or
   Identify the need for safety and health in Industry.

6. How social media is important for marketing communication?
                    Or
   Differentiate between advertising and promotion.
                    Or
   Explain six actions of marketing leaders.

7. Discuss the elements of mix promotional
                    Or
   Discuss Media Scheduling.
                    Or
   What are the essential characteristics of quality circles?

8. Differentiate between advertising and promotion?
                    Or
   What do you mean by Direct Marketing?
                    Or
   Write the uses of quality cost information.

9. Discuss various applications of advertising research?
                    Or
   Enlist various objectives of sales research.
                    Or
   What are total quality management cornerstones?

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Subject   : Management   Subject Code : MBA
कोर्स शीर्षक   :   कोर्स कोड   : एम.बी.ए. 3.43 (एन)/
                                                          5.43 (ओ)/
Subject Title : International Marketing   Course Code : MBA- 3.43 (N)/
                                                          5.43 (O)/

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
   Or
   Explain in detail the importance of International Marketing.
   Or
   What are the reasons that promote International business concerns to invest in foreign lands?

2. Explain various entry mode to international markets?

   Or
   What is the meaning of international advertising? Throw light on its objectives.
   Or
   The EPRG frame work has implications on the strategy formulation process. Explain with help of example in the Indian context?

3. Throw light on communication mix for International marketing?
   Or
   Discuss the main documents used in export trade.
   Or
   What do you understand by the term political risk? In your opinion is it country specific or firm specific or both, Elaborate giving examples?

Section- B
खण्ड–ब

66

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?

    Or

    What do you understand by export assistance?

    Or

    Explain the role of Government in foreign trade?

5. Briefly define international product life cycle?

    Or

    What is personal selling?

    Or

    Differentiate between global marketing from domestic marketing?

6. How you will plan the "product Mix" for international market?

    Or

    Explain the sources of Medium and long-term export Finance.

    Or

    Define use and objective of letter of credit?

7. List various functions of international marketing department of an business organization

    Or

    Explain the difference between home Marketing pricing and Export Marketing pricing.

    Or

    List various functions performed by an export house?

8. How political risk or political factor will closely associated with international marketing decisions?

    Or

    What do you understand by Logistic decisions?

    Or

    Write short note on International product life cycle?

9. How qualitative research is important for international marketing approach?

    Or

    Explain the Methods of International Promotion.

    Or

    How you will plan the 'Product Mix' for international market?

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अधिन्यास (Assignment)   2018-2019
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विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 3.44
Subject Title	: Marketing Research	Course Code	: MBA- 3.44
			PGDIMB 04/PGDMM05

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 marketing research? Discuss its various applications'?
   Or
   What is the process of conducting a market research? Why tabulation and analysis of data is important for conducting it?
   Or
   What is marketing research? Explain its importance and scope.

2. Differentiate between qualitative and quantitative marketing research?
   Or
   Why international companies do marketing research before entering in India? Explain the scope of international Marketing Research.
   Or
   Describe the Process of Marketing Research.

3. How MR is useful in sales promotion decisions?
   Or
   Define research design? What are the various types of research design?
   Or
   Why International Marketing Research is very much essential before entering the foreign markets? What are its basic elements? How it is done? Discuss briefly.

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 elements of international marketing?
   Or
   Bring out the difference between market research and marketing research.
   Or
   What is motivational Research? Explain.
5. What is the concept of motivational research?
   Or
   What are the qualities of a marketing research manager?
   Or
   Which is the areas application of marketing research? Describe.
6. List various application areas of marketing research?
   Or
   What do you mean by the term "Rural Marketing"?
   Or
   What do you understand by Buyer Behavior? Explain its importance.
7. How you will define questionnaire in research?
   Or
   What do you mean by Questionnaire?
   Or
   What do you understand by Market Segmentations. Explain.
8. Differentiate between primary & secondary date?
   Or
   What do you mean by Feedback and why it is important?
   Or

9. Discuss "Research Design"?
   Or
   What are the problems of conducting a consumer research?
   Or
   What are the different channels for the distribution of goods Discuss?

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विषय   : प्रबन्धन   विषय कोड   : एम.बी.ए.
Subject   : Management   Subject Code : MBA
कोर्स शीर्षक   : अन्तर्राष्ट्रीय व्यापार   कोर्स कोड   : एम.बी.ए. 4.1 (एन)/
                                                4.1 (ओ)/
                                                पीजीडीआइएमबी.—04
Subject Title : International Business   Course Code : MBA- 4.1 (N)/
                                                4.1 (O)/
                                                PGDIMB.-02

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. Explain Raymond Vernon's PLC theory in international trade?

   Or

   Discuss the International Trade Theories in detail. What are the factors influencing foreign investment decision? Explain.

   Or

   Examine the impact of the Industrial Revolution on international business.

2. What do you understand by the export assistance? Discuss the main documents used in export trade.

   Or

   Explain strategic planning and strategic considerations of Multi National Enterprises in brief.

   Or

   Explain the Product Life Cycle Theory of FDI in detail.

3. Discuss the political legal, Social and economic factures in the internal environment?

   Or

   What are the various International Intervention for International Business? Discuss in detail.

   Or

How does nationality of an MNE affect its planning? Examine.

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. List various entry modes for international business?
Or
What are the factors responsible for development of the modern multinational enterprises?
Or
What are the important dimensions of international business?

5. Briefly discuss the factors which motivate for of international business?
Or
Write a brief note on transfer pricing in Multi National organizations.
Or
Briefly discuss the foundations of international business.

6. Write a short note on transfer pricing?
Or
What are the objectives and approaches to control in Multinational Organization?
Or
List objectives of Transfer Pricing?

7. What are the major pitfalls of planning?
Or
Explain cross cultural perspectives of Human Resource Management in MNEs.
Or
What are the important actions of planning?

8. Explain various ownership strategies for international business?
Or
Discuss the framework of multi-lateral Negotiations.
Or
What is ownership strategy?

9. Why TQM is important in international trade?
Or
Explain Flexible Manufacturing System in brief.
Or
Explain the concept of Total Quality Management.

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विषय   : प्रबन्धन   विषय कोड   : एम.बी.ए.
Subject   : Management   Subject Code : MBA
कोर्स शीर्षक   :   कोर्स कोड   : एम.बी.ए. 4.4 (ओ)/
                                                   4.2 (एन)/
Subject Title : Research Methodology Course Code : MBA- 4.4 (O)/
                                                   4.2 (N)

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 research? How it is helpful in day to day business?

   Or

   What do you understand by Research Methodology? Explain various kinds of Research Design.

   Or

   What do you understand by Research Methodology? Explain various kinds of Research Design and research process.

2. What is research design? Explain its various types?

   Or

   Distinguish between primary and secondary data and explain their merits and demerits.

   Or

   Explain different types of sampling techniques with examples.

3. What are advantages of sampling over census?

   Or

   What do you mean by sample Design? What points should be taken in to consideration by a researcher in developing a sample design for his research project.

   Or

   What are the various techniques of data collection methods, explain questionnarie in detail?

Section- B

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.

Or

List various Objectives of Good Research.

Or

Differentiate in between primary and secondary data.

5. What is a non-probability sampling method?

Or

What is Experience Survey?

Or

Explain analysis of covariance.

6. Discuss role of model in managerial decision making?

Or

Present procedure of selecting a random sample.

Or

Explain Research problem as Hypothesis testing.

7. How is date process?

Or

What is meaning of measurement in research.

Or

Explain any one attitude measurement model.

8. Explain the various techniques of interview?

Or

Enumerate the main methods of data collection.

Or

How will you select an appropriate attitude measurement scale?

9. How is analysis of covariance done?

Or

Differentiate between Survey and Experiment.

Or

What are the issues and limitations in using attitude measurement scale?

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अधिन्यास (Assignment)   2018-2019
Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 4.3 (एन)/ 6.1 (ओ)/ पीजीडीएमएम.—03
Subject Title	: Strategic Management	Course Code	: MBA- 4.3 (N)/ 6.1 (O)/ PGDMM.-03

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 Strategic Management"? Also discuss various levels of strategy for business organization.

Or

Define strategy in 'traditional' and 'modern' way and which you will prefer and why?

Or

Describe the elements of strategic Management?

2. Discuss various parameters on which you evaluated the strategy also point out the process of strategic management?

Or

What is industry environment? What are the components that make the industry environment?

Or

Discuss the process of strategic management. How could a strategy be evaluated?

3. Explain various sources of external & internal environmental information?

Or

What is price mix? What are its variables? What policies and strategies are useful in this case?

Or

Describe various forms of organization. What strategy will you recommend for bigger and smaller type of organization and why?

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. List various forms of business organization?
Or
What is price mix? What are its variables? What policies and strategies are useful in this case?
Or
Briefly discuss the sources of environmental information.

5. What do you understand by "CSR"?
Or
What is SWOT analysis? Explain its importance.
Or
Discuss the role and importance of feedback system in strategic management.

6. How leadership styles effect the strategy?
Or
What is R and D? What is the area of it?
Or
Examine the role of leadership. How could his role be made effective to the organization?

7. How you will define that feed back system in strategic management is important?
Or
What are the change barriers? How leader overcome them?
Or
Evaluate the leadership styles in Indian Context.

8. What is strategic choice?
Or
What is strategic evaluation? Who does the performance evaluation?
Or
Discuss the impact of climate change on the implementation of strategy.

9. What is the model of strategic management process?
Or
What is a strategic choice? What factors influence strategic choice?
Or
Write notes on Corporate Social responsibility.

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Subject   : Management   Subject Code : MBA
कोर्स शीर्षक   :   कोर्स कोड   : एम.बी.ए. 6.2 (ओ)/
                                                       4.4 (एन)/
Subject Title   : Technology Management   Course Code : MBA- 6.2 (O)/
                                                        4.4 (N)/

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 technology Management? Discuss its importance for day to day business?

   Or

   What do you understand by Technology Management? Describe the role and importance of Technology Management.

   Or

   What is meant by technological change? Explain the technology development options and strategies with the help of suitable examples.

2. It is explain the concept of technology diffusion? Why it is important in current make in Indian business scenario?

   Or

   Explain the various dimensions of technology transfer? Also describe the code of conduct for technology transfer?

   Or

   Differentiate between technology forecast and technology innovation. What are the common mistakes and pitfalls in technology forecasting?

3. Discuss the importance of technology in new product development process?

   Or

   Describe the major diffusion activities and importance of diffusion?

   Or

   What do you mean by management of technology absorption? Enumerate the future thrust for technology absorption. What are the benefits of technology absorption?

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 importance of forecasting in acquisition?
                        Or
    List various features of science and technology policies in India?
                        Or
    Highlight the technology management in India.

5. Enlist the macro effects of technological change.
                        Or
    Discuss various technology strategies?
                        Or
    Enlist the macro effects of technological change.

6. Technology search strategy.
                        Or
    What do you understand by technology transfer process?
                        Or
    Discuss the code of conduct for technology transfer.

7. Technology transfer.
                        Or
    List common mistakes and pitfalls in technology forecasting?
                        Or
    Describe the organization and management of technology assessment.

8. Sources of technology information?
                        Or
    Write short note on technological alternatives?
                        Or
    What is diffusion? Enumerate the major diffusion activities.

9. Describe the organization and management of technology assessment?
                        Or
    What its technology up gradation?
                        Or
    Point out the contents and sources of technology information.