

**Assignment Number: 1**  
**Course Code: MBA-111**  
**Class: MBA-1<sup>th</sup> Sem.**  
**Title: Strategic Human Resource Management**  
**Last Date for Submission: 10<sup>th</sup> Nov, 2016**

**Instructions**

1. Write the responses to the assignment in your own handwriting.
2. Submit the responses to your HOD within the due date.
3. Write your Name, Programme, and Enrolment No. clearly at the top of the page.

**Question: - 1**

- (a) What is Human Resource Management?
- (b) Explain Human Resource nature and scope in details.

**Question: - 2**

- (a) What is strategic management? Explain
- (b) Explain mission, vision & objective of Strategic management.

**Assignment Number: 2**

**Question: - 1**

- (a) What is compensation administration? Explain in detail.
- (b) Explain grievance procedure in detail with a real example.

**Question: - 2**

Explain the following in detail:-

- (a) BCG Model
- (b) GE 9 Cell
- (c) Porters Model: 5 Force
- (d) MC Kinsey's 7S Model

**Assignment Number: 1**  
**Course Code: MBA-112**  
**Class: MBA-1<sup>th</sup> Sem.**  
**Title: Financial Management**  
**Last Dates for Submission: 10<sup>th</sup> Nov, 2016**

**Instructions**

1. Write the responses to the assignment in your own handwriting.
2. Submit the responses to your HOD within the due date.
3. Write your Name, Programme, and Enrolment No. clearly at the top of the page.

**Question: - 1**

- (a) What is need of financial management?
- (b) What is flexible capital structure and what are the advantages of such kind of capital structure?

**Question: - 2**

- a) What do you mean by weighted average cost of capital? Compute the Wacc?

Source of capital	amount(Rs.)	Specific cost
Equity shares	50,000	0.50
Preference shares	30,000	0.30
Debenture	20,000	0.20

- (b) How can you predict movement of sale and the requirement of working capital for FMCG?

**Assignment Number: 2**

**Question: - 1 (a)** what is gross working capital? How can you calculate optimum working capital for your dummy business of garment initial investment is Rs, 50, 00.000?

- b) A company has estimated that for a new product its selling price Rs. 14 per unit and variable price Rs.9 per unit and fixed cost is Rs. 10,000 calculate the operating leverage for sales volume of 4000 units 2000 units

**Question: - 2 (a)** what do you understand by cash management, explain any one model.

- (b) Who is responsible for designing policy regarding working capital and give description of any past practices

**Assignment Number: 1**  
**Course Code: MBA-113**  
**Class: MBA1<sup>th</sup> Sem.**  
**Title: Marketing Management**  
**Last Dates for Submission: 10<sup>th</sup> Nov, 2016**

**Instructions**

4. Write the responses to the assignment in your own handwriting.
5. Submit the responses to your HOD within the due date.
6. Write your Name, Programme, and Enrolment No. clearly at the top of the page.

**Question: - 1**

(a) What do you mean by marketing? Discuss the growth of marketing as a concept by explaining various philosophies of marketing.

(b) Why is new product developed? Discuss the process of new product development.

**Question: - 2**

(a) Explain the concept of product mix. Design a product mix structure of Hindustan Unilever Ltd.

(b) 'The money spent on advertising is an investment and is not wasteful.' Do you agree? Give reasons for your answer.

**Assignment Number: 2**

**Question: - 1**

(a) What is market Segmentation? Define the various concept of segmentation.

(b) What do you understand by targeting? Discuss the type of targeting with suitable diagram.

**Question: - 2**

(a) Explain the various stage of product life cycle (PLC) and elaborate factor affected on PLC?

(b) What is the importance of distribution channel policy marketing? On which elements the selection of channel of distribution depends.

**Assignment Number: 1**  
**Course Code: MBA-114**  
**Class: MBA –1<sup>st</sup> Sem.**  
**Title: Production and Operation Management**  
**Last Dates for Submission: 10<sup>th</sup> Nov, 2016**

**Instructions**

1. Write the responses to the assignment in your own handwriting.
2. Submit the responses to your HOD within the due date.
3. Write your Name, Programme and Enrolment No. clearly at the top of the page

**Question: - 1**

- (a) Briefly explain process of production and activity involved in it.
- (b) What do you mean by NPD?

**Question: - 2**

- (a) What do you mean by plant location and its important?
- (b) What is demand forecasting according to you?

**Assignment Number: 2**

**Question:- 1**

- (a) Explain production planning techniques.
- (b) What do you mean by inventory management?

**Question: - 2**

- (a) Define Basic concepts of quality.
- (b) Briefly explain Project – meaning, feature, objective, importance.