

Assignment Number: 1
Course Code: MBA-231
Class: MBA – III Sem.
Title: Strategic Management
Last Date for Submission: 10th 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 do you mean by strategy management?
- b) Define roll of strategy management in marketing.

Question: - 2

- a) What do you mean by environment scanning?
- b) Define value- chain approach.

Assignment Number: 2

Question: - 1

- a) Define SWOT analysis.
- b) What is Porters model: 5 force

Question: - 2

- a) What do you mean by organization life cycle?
- b) What is SIS?

Assignment Number: 1
Course Code: MBA-232
Class: MBA3rd Sem.
Title: Supply Chain Management
Last Date for Submission: 10th 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 the scope of supply chain management in today's world?
- (b) Define kanban system. What are the types and benefits of kanban system in inventory management?

Question: - 2

- (a) What are the value addition services that are crucial for performance?
- (b) What is meant of economic order quantity? Explain with the help of a diagram.

Assignment Number: 2

Question: - 1

- (a) Describe the concept of just- in time system and its relationship to supply chain management.
- (b) What are the steps that are undertaken for conducting Benchmarking?

Question: - 2

- (a) What is the meaning of demand chain management? Explain its manufacturing planning and control system. (MPC)
- (b) Define the Value chain of S.C.M .Explain the Flow of various things in it along with their relevance.

Assignment Number: 1
Course Code: MBA-233
Class: MBA3rd Sem.
Title: Consumer Behavior
Last Date for Submission: 10th 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 Consumer Behavior? Define with Example
- b) Explain understanding a consumer behavior and market segments.

Question: - 2

- a) What is communication? Define with example.
- b) What is IMC? Write factors contributing IMC.

Assignment Number: 2

Question: - 1

- a) Explain Consumer Behavior Model.
- b) What is Purchasing Processes?

Question: - 2

- a) Define Advertising Management its nature & scope in detail.
- b) Explain Role of Creativity in Copywriting Media Planning.

Assignment Number: 1
Course Code: MBA-234
Class: MBA3rd Sem.
Title: Fundamental of Value Education in Profession
Last Date for Submission: 10th 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) Express your view on Value Education with Example.
- (b) Define your views on Self-Exploration.

Question: - 2

- (a) Differentiate various activity of 'Self' and 'Body'.
- (b) How can we make an universal human order?

Assignment No: 2

Question: - 1

- (a) Discuss Happiness and prosperity.
- (b) Explain the four units in existence.

Question: - 2

- (a) Give your views on 'Sanyam' and 'Swasthya'.
- (b) Give a note on 'Responsibility'.

Assignment Number: 1
Specialization (Marketing)
Course Code: MBA-236-A
Class: MBA3rd Sem.
Title: Sales & Distribution Management
Last Date for Submission: 10th 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 personal selling? Outline objectives and importance of selling process.
- (b) Why is sales organization important? What are the various types of sales organization?

Question: - 2

- (a) What do you understand by distribution channel? Can a company operate without one?
- (b) Define marketing channel? What are the various types of channels? Elaborate.

Assignment Number: 2

Question: - 1

- (a) Describe process of selection of channel members.
- (b) Discuss the changing role of personal selling .How can a sales person confronts an objection in sales presentation?

Question: - 2

- (a) Define sales forecasting and discuss its objectives and importance.
- (b) Discuss the method of formulation of distribution policies and strategies.

Assignment Number: 1
Specialization (Marketing)
Course Code: MBA-236-B
Class: MBA3rd Sem.
Title: Service Marketing
Last Date for Submission: 10th 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 do you mean by service? Explain distinctive characteristics of services?
- (b) What role does communication play in service marketing? Explain how developing a communication strategy.

Question: - 2

- (a) How Indian services sector is entering in global market? List five major service sectors.
- (b) Describe some tools and techniques for targeting and positioning of services. by giving an example.

Assignment Number: 2

Question: - 1

- (a) The practice of segmentation targeting and positioning is a must for marketing of financial services. Explain
- (b) How marketing mix strategies are used in credit card marketing?

Question: - 2

- (a) What are the key motivators for the services firms to enter the international markets?
- (b) Write the short note on organizing and managing the global marketing of services.

Assignment Number: 1
Specialization (H.R.M)
Course Code: MBA-237-A
Class: MBA3rd Sem.
Title: Personal Growth Training and Development
Last Date for Submission: 10th 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 the meaning of personality?
- (b) What is the relationship between personality and behaviour?

Question: - 2

- (a) What are the various theories of personality?
- (b) Differentiate between personality and perception?

Assignment Number: 2

Question: - 1

- (a) What are the determinants of personality?
- (b) What are Freud's stages of personality development?

Question: - 2

- (a) What are some signs of controlling personality?
- (b) Differentiate between sick personality and Healthy Personality?

Assignment Number: 1
Specialization (H.R.M)
Course Code: MBA-237-B
Class: MBA3rd Sem.
Title: Industrial Relations & Labour Enactments
Last Dates for Submission: 10th 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) Give a historical review of Industrial relation in India. And explain recent trends of Industrial relation in India

(b) Discuss the objectives of Industrial relation.

Question: - 2

(a) What is the impact of the growth of unionism on Industrial relation in India?

(b) Describe the features of Indian trade union.

Assignment Number: 2

Question: - 1

(a) What is Industrial dispute act?

(b) What do you understand by Human Resource Management?

Question: - 2

(a) Explain Factories act 1948.

(b) Define grievance. Why does grievance arise?

Assignment Number: 1
Specialization (I.B)
Course Code: MBA-238-A
Class: MBA3rd Sem.

Title: International Business Management
Last Dates for Submission: 10th 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 International business environment?
- (b) Discuss the Role of MNCs.

Question: - 2

- (a) What are the strategies of International business?
- (b) Describe the importance of International business.

Assignment 2

Question: - 1

- (a) What are the role of IMF?
- (b) Discuss any two environment of International business.

Question: - 2

- (a) Explain WTO.
- (b) What are the principles of UNCTAD?

Assignment Number: 1
Specialization (I.B)
Course Code: MBA-238-B
Class: MBA3rd Sem.
Title: E-Commerce
Last Dates for Submission: 10th 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) Define E-Commerce. Write down Advantages of E-Commerce. Also, write down five names of popular e-commerce website names of INDIA.
- b) Write Short note on the following:
- 1) B2C
 - 2) B2B
 - 3) FTP

Question 2:

- a) Explain the following:
- 1) C2B
 - 2) C2C
 - 3) Telnet
- b) What do you understand by the term “Intranet”? Describe its features, components and applications in brief?

Assignment Number: 2

Question 1:

- a) Define EDI? Write down the advantages and disadvantages of EDI.
- b) 1. Write down the characteristics of e-payment.
2. Give advantages and disadvantages of internet marketing.

Question 2:

- a) Explain the following:
1. Value Cards and E- Cash
 2. Internet Security
 3. Payment Gateways
 4. Firewall
- b) What do you understand by the term “Extranets”? Describe its features, components and applications in brief?

Assignment Number: 1
Course Code: MBA-235-B
Specialization (Finance)
Class: MBA3rd Sem.
Title: Security analysis & Investment Management
Last Dates for Submission: 10th 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) Why financial planning so important, if you are earning Rs.50, 000 per month and you are 45 year old make your financial planning.
- (b) What is investment policy? Investing in bond is good or bad after interest rate cut

Question: - 2

- (a) What is portfolio? How you create your portfolio?
- (b) What is future of Indian capital market after FDI limit increase?

Assignment Number: 2

Question: - 1

- (a) Do you think Indian Capital market touch 30,000 plus in financial year 2016-17?
- (b) After Goa meet of Bricks ,It is clear that winds of investment blowing towards India, taking things in notice can we hope to achieve double digit growth.

Question: - 2

- (a) Explain about CAPM model, is it relevant today and how can you use this model to calculate risk and return of magnum 200 of SBI up to 2015.
- (b) Make comparative study of economic policy of UPA II to present era.

Assignment Number: 1
Specialization (Finance)
Course Code: MBA-235-A
Class: MBA3rd Sem.
Title: Foreign Exchange management & Derivatives
Last Date for Submission: 10th 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 changes you notice in foreign exchange market recently
- (b) What is flexible rate of foreign exchange, is it good for exporter?

Question: - 2

- (a) What is fixed rate of exchange is it good for trader?
- (b) How can you predict movement of foreign exchange market?

Assignment Number: 2

Question: - 1

- (a) What is future of Indian Derivatives market after merger of commodity Exchange into BSE?
- (b) What are advantages of current account convertibility of India in context of foreign exchange market?

Question: - 2

- (a) What measures should be taken to enrich the foreign exchange market of India?
- (b) After 2013 rupee is not stable for any quarter it can be checked. What do you think?

Assignment Number: 1
Specialization (Retail Management)
Course Code: MBA-240-A
Class: MBA3rd Sem.
Title: Basics of Retail Management
Last Date for Submission: 10th 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) Give the meaning and definition of retailing. Also elaborate its features in brief.
- (b) Discuss the various theories and models of retail change.

Question: - 2

- (a) What do you mean by the retailer? Explain the various types of retailers in brief.
- (b) Write a detail note on the classification of the retailing institutions.

Assignment Number: 2

Question: - 1

- (a) Explain the various retail locations strategy.
- (b) What do you mean by the term merchandise mix? Discuss the factors affecting the merchandise mix

Question: - 2

- (a) Discuss the factors to be considered for store layout.
- (b) Explain the consumer response to prices in detail.

Assignment Number: 1
Specialization (Retail Management)
Course Code: MBA-240-B
Class: MBA3rd Sem.
Title: Retail Marketing
Last Date for Submission: 10th 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) Marketing deals with customer solutions. Explain this concept in the light of retail marketing.
- (b) Explain the techniques of improving strategic decisions.

Question: - 2

- (a) Write a brief note on the relevance of strategic management in today's retail business environment in India
- (b) Discuss globalization as an important strategic global retail business trend.

Assignment Number: 2

Question: - 1

- (a) Discuss the role of service marketing as a part of the new relationship marketing.
- (b) As a means of communication with customers. How does advertising differ from publicity?

Question: - 2

- (a) Why is Retailers Internationalizing? Describe the five important things for retailing growth in India.
- (b) Discuss the meaning of learning and explain the role of learning in retail.