

Programme: Masters of Business Administration (MBA-IT) Semester: III

Subject Code: 301

Subject: Project Management

Attempt any TWO assignments from the following

Assignment No.1

What do you understand by Project Management Processes ? Enumerate these processes and how these interact during the life cycle and various phases of the project.

Assignment No.2

Explain in detail the steps involved in establishing means of project control.

Assignment No.3

Define Risk Management in detail.

Assignment No.4

Name and briefly describe the three primary goals of a project management. Why is there a trade-off among these prime objectives?

Assignment No.5

What do you mean by Project Feasibility Study. Explain briefly the components of industrial feasibility studies as published by UNIDO. Explain these briefly.

Subject Code: 302

Subject : Database Management with Oracle

Attempt any TWO assignments from the following

Assignment No.1

What are triggers?

Assignment No.2

What is SQL? Write in detail

Assignment No.3

Describe Oracle Forms builder support several types of items that can be used to build a form with its item in detail.

Assignment No.4

Explain Explicit cursors.

Assignment No.5

Explain any 5 data types in Oracle with examples.

Subject Code : 303

Subject : Programming with C++

Attempt any TWO assignments from the following

Assignment No.1

Write down the short note: (any four)

1. Virtual Function
2. Arrays in C++
3. Constructor & Destructor
4. Manipulators
5. Visibility Mode

Assignment No.2

Describe operator overloading through example.

Assignment No.3

What is the significance friend function in C++? Explain its characteristics and features in detail.

Assignment No.4

Write down the short note: (any four)

1. Object Classes
2. Scope resolution operator
3. Abstract classes
4. Access specifies
5. Static data member and static member function

Assignment No.5

- A. Write down the characteristics of object oriented programming.
- B. Write a program in C++ to implement hybrid inheritance.

Subject Code : 304

Subject : Marketing Management & Research

Attempt any TWO assignments from the following

Assignment No.1

Write importance of marketing research process? Write its scope, types and functions in detail?

Assignment No.2

Which factors would you consider while designing a questionnaire for any Two of the following:

- i) Feasibility survey of a cyber café.
- ii) A new product development of a FMCG company.
- iii) Demand Estimation for computer stationary in Pune.

Assignment No.3

Write explanatory notes on the following.

- iii) Market Leadership
- iv) Integrated Marketing Approach

Assignment No.4

Write explanatory notes on the following.
i) Industrial market Vs. Consumer market.
ii) Consumer Delight

Assignment No.5

“The modern Marketing Manager has to play more responsible and versatile role as compared to traditional Marketing Manager” – Amplify this statement.

Subject Code : 305

Subject : Operation Research

Attempt any TWO assignments from the following

Assignment No.1

What are the types of inventory?

Assignment No.2

Write note on sensitivity analysis.

Assignment No.3

Explain the meaning and origin of operations research with the help of definitions and examples.

Assignment No.4

Operation Research as a tool while decision making. Discuss.

Assignment No.5

What is an unbalanced assignment? How can it be balance? How will you solve an assignment problem if profit is to be maximized?