

Programme : Masters of Business Administration (MBA)
Semester : II

Subject Code : 201

Subject : Marketing Management

Attempt any TWO assignment from the following

- Q1** Write short notes on the following:
a) Branding
b) Product Life Cycle
- Q2** Write in details on Communication in context of Marketing.
- Q3** Write short notes on:
1. Concurrent engineering
2. Vertical integration
- Q4** What are the types of salesperson with requisite skills and its responsibility and process with strategies
- Q5** Define term customer relationship marketing in detail with its importance.
- Q6** What is segmentation and marketing?
- Q7** Discuss the relative importance of all environmental factors affecting the marketing system of a firm.
- Q8** Define product planning and development. Describe the steps in the development of a new a product.
- Q9** Define the terms Market, Marketing and Marketing Management.
Distinguish clearly between Selling and Marketing.
- Q10** What is marketing process? What is its scope?

Subject Code : 202

Subject : Financial Management.

Attempt any TWO assignment from the following

- Q1** Wealth maximization is the main objective of Financial Management'. Explain the role of Finance Manager in the context of above statement.
- Q2** What do you mean by leverage? Explain the significance of operating leverage and financial leverage with example.
- Q3** Discuss various factors determining dividend policy of a company.
- Q4** Nature of Analysis and interpretation of Financial Statement
- Q5** What is Financial Report, types of financial report with its essential?
- Q6** Write short notes on the following:
a) Financial ratio and its type
b) Cash Flow statement
- Q7** Differentiate between Fund Flow Statement and Cash Flow Statement.
- Q8** What are the various classification of Financial Institutions?
Discuss the functions of Financial Institutions?
- Q9** What are the different functions of financial statements?
- Q10** What are advantages and limitations of Ratio Analysis?

Subject Code : 203

Subject : Human Resource Management

Attempt any TWO assignment from the following

- Q1** Discuss the social objectives of H.R.M. in the present context.
- Q2** Distinguish between "Recruitment" and "Selection".
- Q3** Define "Human Resource Planning" and discuss its corporate objectives.

- Q4** Write on Career Planning with its aim, needs, policy and process in detail.
- Q5** Define concept Job analysis with its various methods in detail.
- Q6** **Write a note on**
 a) Training
 b) Development Programme
- Q7** **Write a note on**
 a) Performance Appraisal
 b) Job evaluation
- Q8** Define Employee Welfare its various services and benefits in detail
- Q9** Define term 'HRM' and its challenges with current trend.
- Q10** Define "Human Resource Planning" and discuss its corporate objectives.

Subject Code : 204

Subject : Production and Operations Management

Attempt any TWO assignment from the following

- Q1** What do you mean by centralized and decentralized purchasing? Discuss the advantages and disadvantages of centralized purchasing.
- Q2** In the context of production planning and control, explain Routing and Scheduling
- Q3** Explain in brief reasons for the location of –
 A) Iron and steel Industries in Bihar and Orissa.
 B) Textile industries at Mumbai and Ahmedabad
 C) Glass and Bangle Industries at Firozabad d) Silken sarees at Kanjiwaram (Tamilnadu)
- Q4** Write short notes on:
 1. Production Planning
 2. Plant layout
- Q5** Write short notes on:
 3. Concurrent engineering
 4. Vertical integration
- Q6** Write short notes on:
 1. Six Sigma Quality
 2. Value analysis/ value engineering
- Q7** Write on Sales forecasting in detail.
- Q8** Define the term Work Measurement in detail
- Q9** write in detail on Product design, Process Design and production Design with its characteristics and need
- Q10** Define the term Operation Research and the scope of Operation Research with its characteristics and various phases in detail.

Subject Code : 205

Subject : International Business

Attempt any TWO assignment from the following

- Q1** What is globalization? Discuss various facets of globalization.
- Q2** Explain "Foreign Exchange Market". What are various functions of forex market?

- Q3** Explain the relation between inflation rates and exchange rate.
- Q4** Explain the relation between inflation rates and exchange rate
- Q5** What is International Financial Institutions and its types.
- Q6** Explain the following concepts
 a) International Financial Markets
 b) International Taxation
- Q7** Discuss recent trends in World Trade.
- Q8** Explain the following concepts
 a) FDI
 b) MNCs
- Q9** Write in detail about World Trade Organisation (WTO)
- Q10** What is the importance and types of International business with advantages and disadvantages?

Subject Code : 206

Macroeconomics

Attempt any TWO assignment from the following

- Q1** What are the methods deployed to calculate national income of a country. What is the importance of national income accounts?
- Q2** Describe the various forms of environmental accounting in details.
- Q3** Discuss the concept of micro-macro paradoxes.
- Q4** Explain Keynes view of trade cycle.
- Q5** Write a detailed note on fiscal measures used in trade cycle.
- Q6** Describe the neo-classical theory of growth.
- Q7** What additional variables are added to convert a 3-sector model into a 4-sector model? What are the factors that determine exports and imports of a country? How do exports and imports affect national income equilibrium?
- Q8** Explain the concept of marginal efficiency of capital (MEC). What is the use of MEC in investment decision? How is MEI different from MEC?
- Q9** Discuss the role of a multiplier in an economy.
- Q10** Describe the effectiveness of monetary policy and fiscal policy as instruments of economic stabilization under different situations.

Subject Code : 207

Research methodology

Attempt any TWO assignment from the following

- Q1** Discuss the role of research in social science and business. Illustrate your explanation with the help of examples.
- Q2** Discuss the need for sampling in research. What are the factors to be considered in the determination of sample size?
- Q3** Explain briefly the various steps involved in processing of data.
- Q4** What is interpretation? Explain the need and importance of interpretation. Discuss the techniques and precautions used in the process of interpretation.
- Q5** What do you mean by research report? Why research report is prepared? What are the

	various formats of research report? Discuss the steps for writing a research report.
Q6	Write a note on: a) Editing, coding, classification and tabulation of data b) Research report
Q7	Discuss the various statistics tools used for data analysis.
Q8	Explain the need for a research design. What are the features of a good research design?
Q9	Write a note on a) Schedule b) Case study c) Survey d) Types of interview
Q10	Write a note on a) Census and Sample Survey b) Questionnaire

Subject Code : 208

Subject : Disaster Management

Attempt any TWO assignment from the following

Q1	What is disaster management? Give some measures of common preparedness.
Q2	How is crisis different from disaster?
Q3	Write a detailed account on different kinds of natural disaster.
Q4	Explain the effect of global warming on weather patterns, health sea level and wildlife.
Q5	How does leakage of toxic chemicals affect human life? What measures should be taken to prevent such accidents?
Q6	How are stampedes caused and how can they be prevented?
Q7	Write a short essay on the prevention, mitigation and preparedness for disaster.
Q8	What role does the state government and district administration play in disaster management?
Q9	What are the different models of Risk Assessment and Disaster Response and how are they helpful?
Q10	State the role of National Disaster Response Force (NDRF)