

**Bharati Vidyapeeth**  
**(Deemed to be University), Pune**  
**School of Distance Education**

<b>Assignment No.</b>		<b>Name of the Assignment</b>	
		<b>Setter:</b>	
<b>Course:</b>	<b>MBA</b>	<b>Class:</b>	<b>Semester: III</b>

<b>Subject:</b>	<b>STRATEGIC MANAGEMENT</b>
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**Q.1) Attempt ANY ONE of the Following (1000 Words) (10)**

- a) What are tools and techniques for strategic analysis? Discuss.
- b) What are the main characteristics of strategic decisions?

**Q.2) Attempt ANY TWO of the Following (800 Words) (12)**

- a) Relationship between strategy and structure
- b) Blue ocean strategy
- c) Components of strategic control
- d) Vision and Mission of strategic management.

**Q.3) Write Short Notes on (ANY TWO) (08)**

- a) BCG Matrix
- b) Value Chain
- c) Strategy for Global Market
- d) GE 9 cell Matrix

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<b>Assignment No.</b>		<b>Name of the Assignment Setter:</b>			
<b>Course:</b>	<b>MBA</b>	<b>Class:</b>		<b>Semester:</b>	<b>III</b>

<b>Subject:</b>	<b>OPERATIONS RESEARCH FOR MANAGERS</b>
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**Q.1) Attempt ANY ONE of the Following (1000 Words) (10)**

- a) What is Simulation? Discuss its advantages and application in business.
- b) Write the scope and limitations of Operation Research Application.

**Q.2) Attempt ANY TWO of the Following (800 Words) (12)**

- a) Components of LPP
- b) North west corner rule
- c) Monte Carlo Simulation technique
- d) Unbalanced TP

**Q.3) Write Short Notes on (ANY TWO) (08)**

- a) Hungarian Method
- b) Time estimates in PERT
- c) Matrix minimum method
- d) Assignment problem

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<b>Assignment No.</b>		<b>Name of the Assignment Setter:</b>		
<b>Course:</b>	<b>MBA</b>	<b>Class:</b>		<b>Semester: III</b>

<b>Subject:</b>	<b>ENTREPRENEURSHIP DEVELOPMENT AND INNOVATION MANAGEMENT</b>
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**Q.1) Attempt ANY ONE of the Following (1000 Words) (10)**

- a) Explain the concept of Entrepreneurship? What are the Barriers to Entrepreneurship?
- b) What are the factors influencing woman entrepreneurship?

**Q.2) Attempt ANY TWO of the Following (800 Words) (12)**

- a) Monitoring and control segmentation
- b) Need for corporate entrepreneurship
- c) Nature of International entrepreneurship
- d) Professionalism Vs family entrepreneurship

**Q.3) Write Short Notes on (ANY TWO) (08)**

- a) Brainstorming
- b) Intrapreneurship
- c) Venture Capital
- d) Source of Finance

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Assignment No.		Name of the Assignment Setter:		Dr.A.R Deshmukh	
Course:	MK01	Class:	MBA/EMBA/ MBA-HR	Semester:	III

Subject:	CONSUMER BEHAVIOUR
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**Q.1) Attempt ANY ONE of the Following (1000 Words) (10)**

- a) Trace the rise of consumerism in India. Also write briefly about the typical traits of an Indian consumer.
- b) Explain in details the application of the Research in the Direct marketing process.

**Q.2) Attempt ANY TWO of the Following (800 Words) (12)**

- a) Discuss the impact of Psychoanalysis on advertising.
- b) Explain in detail the ways and means of being an ethical shopper?
- c) Unethical practices are seen and put up within every area of marketing – comment.
- d) Discuss in detail the various types of scales that could be used to measure the attitude of the consumers in the direct marketing process.

**Q.3) Write Short Notes on (ANY TWO) (08)**

- a) Customer Delight
- b) Dissonance (Buying Behaviour)
- c) Nicosia Model
- d) Kollat and Blackwell model

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Assignment No.		Name of the Assignment Setter:	Dr.A.R Deshmukh		
Course:	AM01	Class:	MBA/EMBA/ MBA-HR	Semester:	III

Subject:	RURAL MARKETING
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**Q.1) Attempt ANY ONE of the Following (1000 Words) (10)**

- a) “Marketing approaches vary with degree of segmentation”. Explain with reference to rural market examples.
- b) Examine the factors influencing Rural Marketing channel design decisions.

**Q.2) Attempt ANY TWO of the Following (800 Words) (12)**

- a) Elaborate on the 4Ps of Rural Marketing.
- b) How do you design products for Rural and Urbans?
- c) Explain the concept and significance of marketing channels.
- d) Rural distribution is not without problems. Highlights some of the problems in rural distribution.

**Q.3) Write Short Notes on (ANY TWO) (08)**

- a) ITC-eChoupals
- b) Self-help groups as middleman
- c) Rural Distribution – channels
- d) Weekly Haats, Bazaars, SUNDAYS

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<b>Assignment No.</b>		<b>Name of the Assignment Setter:</b>	<b>Dr.A.R Deshmukh</b>		
<b>Course:</b>	<b>R01</b>	<b>Class:</b>	<b>MBA/EMBA/ MBA-HR</b>	<b>Semester:</b>	<b>III</b>

<b>Subject:</b>	<b>INTRODUCTION TO RETAILING</b>
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**Q.1) Attempt ANY ONE of the Following (1000 Words) (10)**

- a) What are the factors that have contributed to understand the retail customers? Explain the ethical issues in retailing.
- b) How supply chain management has impacted the retail strategies of the companies?

**Q.2) Attempt ANY TWO of the Following (800 Words) (12)**

- a) Discuss the recent trends that you see in retail communication mix. Explain?
- b) What is the importance of customer relationship management in retailing? Explain.
- c) What are the season of retailing? Explain the major retail models.
- d) What are the factors that have contributed to understand the retail customers? Explain ethical issues in retailing.

**Q.3) Write Short Notes on (ANY TWO) (08)**

- a) Retail mix
- b) Retail equity
- c) Warehouse clubs
- d) Departmental stores

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<b>Assignment No.</b>		<b>Name of the Assignment Setter:</b>	<b>YASHWANT KUMAR</b>		
<b>Course:</b>	<b>FM01</b>	<b>Class:</b>	<b>MBA/EMBA/ MBA-HR</b>	<b>Semester:</b>	<b>III</b>

<b>Subject:</b>	<b>INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT</b>
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**Q.1) Attempt ANY ONE of the Following (1000 Words) (10)**

- a) Analyse the various types of Investment in the securities market.
- b) Classify the traditional source of risk as to whether they are general sources of risk or specific source of risk.

**Q.2) Attempt ANY TWO of the Following (800 Words) (12)**

- a) What is the arbitrage pricing theory? What is included in an arbitrage portfolio?
- b) What are the features of investment planning? How is risk profiling done?
- c) Define investment. What are the characteristics of investment and also explain the criteria for evaluating the investment?
- d) Discuss fully the Sharpe, Treynor and the Jensen measures of portfolio returns.

**Q.3) Write Short Notes on (ANY TWO) (08)**

- a) Arbitrage Pricing Theory
- b) Portfolio Return
- c) Bond Management
- d) Investor's Utility Curves

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<b>Assignment No.</b>		<b>Name of the Assignment Setter:</b>			
<b>Course:</b>	<b>IB01</b>	<b>Class:</b>	<b>MBA/EMBA/ MBA-HR</b>	<b>Semester:</b>	<b>III</b>

<b>Subject:</b>	<b>REGULATORY ASPECT OF INTERNATIONALS BUSINESS</b>
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**Q.1) Attempt ANY ONE of the Following (1000 Words) (10)**

- a) Assess the contribution of Intellectual Property Legislation to the Industry and State the procedure to register a trade mark.
- b) Explain trade related Intellectual Property Rights.

**Q.2) Attempt ANY TWO of the Following (800 Words) (12)**

- a) Explain how foreign exchange rates are determined.
- b) What are the objective and methods of exchange control.
- c) Explain the relevant provisions of FEMA related to trade and non-trade transactions.
- d) Explain the UCP 600 as per ICC guidelines.

**Q.3) Write Short Notes on (ANY TWO) (08)**

- a) Purchasing power parity theory
- b) Labuan Model
- c) Snake in Tunnel
- d) Regulatory Arbitrage

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<b>Assignment No.</b>		<b>Name of the Assignment Setter:</b>			
<b>Course:</b>	<b>PO01</b>	<b>Class:</b>	<b>MBA/EMBA/ MBA-HR</b>	<b>Semester:</b>	<b>III</b>

<b>Subject:</b>	<b>Quality Management</b>
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**Q.1) Attempt ANY ONE of the Following (1000 Words) (10)**

- a) Describe quality management through the use of control charts.
- b) Explain the concept of six sigma with example.

**Q.2) Attempt ANY TWO of the Following (800 Words) (12)**

- a) What is the difference between SPC & SQC?
- b) Explain the definition of quality as per ISO 9000:2000.
- c) Explain the Kano's model of customer satisfaction.
- d) Explain the steps in obtaining ISO 9000 registration.

**Q.3) Write Short Notes on (ANY TWO) (08)**

- a) Kiezen – concept
- b) TS 16949
- c) Quality Auditing
- d) Juran's principle of quality

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<b>Assignment No.</b>		<b>Name of the Assignment Setter:</b>			
<b>Course:</b>	<b>IT01</b>	<b>Class:</b>	<b>MBA/EMBA/ MBA-HR</b>	<b>Semester:</b>	<b>III</b>

<b>Subject:</b>	<b>SYSTEM ANALYSIS AND DESIGN</b>
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**Q.1) Attempt ANY ONE of the Following (1000 Words) (10)**

- a) Explain system development life cycle (SDLC) in detail. How cost/benefit analysis plays an important role in SDLC? What is the need for system development?
- b) Explain various types of feasibility studies that the analyst should consider. Explain the cost-benefit analysis with an example.

**Q.2) Attempt ANY TWO of the Following (800 Words) (12)**

- a) Define system. Discuss the characteristics and elements of the system.
- b) Explain waterfall model of software development.
- c) Define feasibility studies, why and what are feasibility studies.
- d) What are fact finding techniques? Write in detail.

**Q.3) Write Short Notes on (ANY TWO) (08)**

- a) Screen management
- b) SDLC
- c) DFD
- d) ERD

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<b>Course:</b>		<b>Class:</b>	<b>MBA/E-MBA/MBA-HR</b>	<b>Semester:</b>	<b>III</b>

<b>Subject:</b>	<b>SERVICES MARKETING</b>
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- Q.1) Attempt **ANY ONE** of the **Following (1000 Words)** (10)
- a) Define Services indicating the salient characteristics. Elaborate how does services marketing mix differ from marketing-mx of goods.
  - b) What is SERVQUAL/? Discuss various dimension of SERVQUAL and how do they help a service markets?
- Q.2) Attempt **ANY TWO** of the **Following (800 Words)** (12)
- a) Discuss the spillover effects of growth of the service economy in India.
  - b) Draw service blue print for a hotel.
  - c) What is services GAP model?
  - d) 'Process' and 'physical Evidence' are very important to financial service organizations. Explain with relevant examples.
- Q.3) Write Short Notes on (**ANY TWO**) (08)
- a) Customers as a 'Co-produces' a services
  - b) e-services
  - c) Service Life Cycle
  - d) Robert Johnston Model of Service Segmentation Strategy

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<b>Course:</b>		<b>Class:</b>	<b>MBA/E-MBA/MBA-HR</b>	<b>Semester:</b>	<b>III</b>

<b>Subject:</b>	<b>MANAGEMENT OF FINANCIAL SERVICES</b>
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Q.1) Attempt **ANY ONE** of the **Following (1000 Words)** (10)

- a) Describe eligibility criteria for a rating agency SEBI has notified in India. Who can promote credit rating agency in India? What are the principal function of CRISIL?
- b) Discuss the pre-issue obligations of merchant bankers.

Q.2) Attempt **ANY TWO** of the **Following (800 Words)** (12)

- a) What are the SEBI guidelines for the Mutual Fund Schemes
- b) What is credit creation? What are the limitations of credit creation?
- c) Explain the new guidelines on securitization in India
- d) Explain the Role & function of Rural Credit Institutions.

Q.3) Write Short Notes on (**ANY TWO**) (08)

- a) Credit Rating
- b) Leasing
- c) Factoring
- d) Merchant Banker

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<b>Course:</b>		<b>Class:</b>	<b>MBA/E-MBA/MBA-HR</b>	<b>Semester:</b>	<b>III</b>

<b>Subject:</b>	<b>LABOUR LAWS-1</b>
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Q.1) Attempt **ANY ONE** of the **Following (1000 Words)** (10)

- a) Why do workers join trade unions? What are the problems faced by trade unions India?
- b) Mention the Strategies for the settlement of Disputes under Industrial Disputed act.

Q.2) Attempt **ANY TWO** of the **Following (800 Words)** (12)

- a) State the theories of Industrial Relations and their relevance in present Indian context.
- b) Explain the Provisions of the Maternity Benefit Act.
- c) Explain the salient provision of the Factories Act. 1948 regarding health and safety of the workers
- d) . Explain the powers and duties of various grievance settlement authorities under the industrial Disputes Act, 1947.

Q.3) Write Short Notes on (**ANY TWO**) (08)

- a) Arbitration
- b) Tripartite bodies
- c) Collective Bargaining
- d) Law related to domestic enquiry.

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<b>Course:</b>		<b>Class:</b>	<b>MBA/E-MBA/MBA-HR</b>	<b>Semester:</b>	<b>III</b>

<b>Subject:</b>	<b>Export Import Policies, Procedures and Documentation</b>
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Q1) Attempt **ANY ONE** of the **Following (1000 Words)** (10)

- a) Explain the cross border Settlement Procedure with advanced payment method with practical illustration.
- c) Why should the export goods be insured? Describe various types of losses under cargo insurance with example.

Q.2) Attempt **ANY TWO** of the **Following (800 Words)** (12)

- a) Explain different kinds of letter of credit.
- b) Explain the economic order quantity concept.
- c) Write a brief note on scrutiny of export order.
- d) 'ICC revise Incoterms so as to send them to the need of trading community'. Discuss.

Q.3) Write Short Notes on **(ANY TWO)** (08)

- a) Bill of lading
- b) Airway Bill
- c) Bills of exchange
- d) Port procedures

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Assignment No.		Name of the Assignment Setter:		
Course:	MBA	Class:		Semester: IIIrd Sem

Subject:	<b>INFORMATION SYSTEM SECURITY &amp; AUDIT</b>
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**Q.1) Attempt ANY ONE of the Following (1000 Words) (10)**

- a) What is information system (IS) auditing?
- b) Briefly explain the types and overview of audit procedures

**Q.2) Attempt ANY TWO of the Following (800 Words) (12)**

- a) Describe scope, objectives of audit planning.
- b) Differentiate between pre & post implementation audit.
- c) Define information security management.
- d) Explain the various components of information systems.

**Q.3) Write Short Notes on (ANY TWO) (08)**

- a) System development life cycle (SDLC)
- b) Information security management
- c) Cyber frauds
- d) Evaluating information system

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<b>Assignment No.</b>		<b>Name of the Assignment Setter:</b>		
<b>Course:</b>	<b>MBA</b>	<b>Class:</b>		<b>Semester:</b> <b>IIIrd Sem</b>

<b>Subject:</b>	<b>SUPPLY CHAIN MANAGEMENT IN AGRIBUSINESS</b>
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**Q.1) Attempt ANY ONE of the Following (1000 Words) (10)**

- a) Describe supply chain management approach and its elements.
- b) Define conceptual model of supply chain management.

**Q.2) Attempt ANY TWO of the Following (800 Words) (12)**

- a) Define history, evolution and elements of logistics management.
- b) Elaborate performance measurement and control in Agri supply chain management.
- c) Discuss various global logistics trends.
- d) Briefly explain demand planning and forecasting.

**Q.3) Write Short Notes on (ANY TWO) (08)**

- a) Vendor Management inventory
- b) (JIT) Just In time
- c) Supply chain management
- d) GPS Technology

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<b>Assignment No.</b>		<b>Name of the Assignment Setter:</b>		
<b>Course:</b>	<b>MBA</b>	<b>Class:</b>		<b>Semester:</b> <b>IIIrd Sem</b>

<b>Subject:</b>	<b>RETAIL MANAGEMENT AND FRANCHISING</b>
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**Q.1) Attempt ANY ONE of the Following (1000 Words) (10)**

- a) Define the concept and features of retailing.
- b) Briefly describe the meaning and importance of retail strategic planning.

**Q.2) Attempt ANY TWO of the Following (800 Words) (12)**

- a) Explain the need and importance of visual merchandising in a retail outlet.
- b) Describe legal restrictions in franchising.
- c) Explain the strategic retail planning process.
- d) What are the important location options available to retailer?

**Q.3) Write Short Notes on (ANY TWO) (08)**

- a) Franchising
- b) Types of Layout
- c) Store design & Layout
- d) Channel of distribution

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<b>Assignment No.</b>		<b>Name of the Assignment Setter:</b>		
<b>Course:</b>	<b>MBA</b>	<b>Class:</b>		<b>Semester: III</b>

<b>Subject:</b>	<b>HR 01 Human Resource Planning and Development</b>
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**Q.1) Attempt ANY ONE of the Following (1000 Words) (10)**

- a) State the techniques employed in HR Planning.
- b) How does the work culture and climate of the organisation influence HRD?

**Q.2) Attempt ANY TWO of the Following (800 Words) (12)**

- a) Review HRD practices of Indian industry.
- b) Describe the need for performance counselling in an organization.
- c) Discuss the motivational aspect of HRD.
- d) State the emerging trends in HRD.

**Q.3) Write Short Notes on (ANY TWO) (08)**

- a) ADDIE Model
- b) Job Design
- c) Cost Benefit Analysis
- d) Objects of employee Monitoring

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<b>Assignment No.</b>		<b>Name of the Assignment Setter:</b>		
<b>Course:</b>	<b>MBA</b>	<b>Class:</b>		<b>Semester: III</b>

<b>Subject:</b>	<b>PM02 BUSINESS PROCESS REENGINEERING</b>
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**Q.1) Attempt ANY ONE of the Following (1000 Words) (10)**

- How do you compare the private sector organizations and government organization in terms of scope and potential of business process re-engineering? Discuss different levels of re-engineering and risk associated with their levels.
- a) organization in terms of scope and potential of business process re-engineering? Discuss different levels of re-engineering and risk associated with their levels.
- b) How does information technology act as an enabler for re-engineering? Explain with suitable examples from various successful value through Re-engineering in Business.

**Q.2) Attempt ANY TWO of the Following (800 Words) (12)**

- a) Explain the dimensions of business process in detail.
- b) Describe the functions of Human Resource Management and explain how it can be related with BPR
- c) Explain some major characteristics of ERP and enlist the reasons for failure of ERP implementation.
- d) What are the other tools which can be used for identifying areas for reengineering? Explain in detail with example.

**Q.3) Write Short Notes on (ANY TWO) (08)**

- a) Benchmarking
- b) Balance Scorecard
- c) JIT
- d) TQM

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<b>Assignment No.</b>		<b>Name of the Assignment Setter:</b>			
<b>Course:</b>	<b>MBA</b>	<b>Class:</b>	<b>Project Management</b>	<b>Semester:</b>	<b>III</b>

<b>Subject:</b>	<b>PR01 Project Risk Management</b>
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**Q.1) Attempt ANY ONE of the Following (1000 Words) (10)**

A.) Discuss in brief the various techniques used to identify and assess the potential risks to an organization. Also explain the qualitative techniques with relevant examples.

B) “Risk cannot be avoided but can be minimised”-Discuss.

**Q.2) Attempt ANY TWO of the Following (800 Words) (12)**

- a) Elaborate the sources of risk and explain the mechanism of identification and measurement of risk.
- b) Elaborate the features of various types of risk management techniques.
- c) Advantages and Disadvantages of techniques used to identify and assess potential risks to an organization.
- d) Describe the Guidelines and tools of risk management.

**Q.3) Write Short Notes on (ANY TWO) (08)**

- a) Contingency Planning
- b) Pareto Analysis
- c) Secondary Risk and Residual Risks
- d) Risk Audits.

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Assignment No.		Name of The Assignment Setter:		Mr.Manjeet Kumar	
Course	MBA	CLASS	CBCS 2020	Semester	III

Subject:	PR02 Microsoft Project 2010
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**Note: In Practical question explain Algorithm separately and put output in details ( If applicable)**

**1. Bharati Tech** is a computer training institute in **PUNE, Maharashtra**. The institute provides training on various computer courses from basic to advanced computing techniques. At the end of any course, each student is supposed to submit a presentation on the topic assigned to him/her.

Rahul is one of the students of a MS Project 2010 course. She has been assigned a task to prepare a presentation on MS Project 2010. You need to assist Rahul with the following details:

- a) List the system requirements for MS Project 2010.
- b) Identify the various editions of MS Project 2010.
- c) List the features of MS Project 2010.
- d) Identify the various components of the MS Project 2010 interface. **(4 Marks)**

**2. Bharati Tech** is a software development company located in **PUNE, Maharashtra**. Every year, the company recruits fresh talent from various colleges to work on their projects. The newcomers are provided one-day training on the basic tools used for projects developed by the company.

On the first day of training, the newcomers are given an introduction to the MS Project 2010. As the Lead of the training team, you have been asked to provide a presentation on project plans in MS Project 2010 with the following details:

- a) Explain the need of Project Plan.
- b) Explain how to create a new MS Project 2010 file.
- c) List and explain about MS Project templates.
- d) Explain the Work Breakdown Structure (WBS).
- e) Explain the procedure to create tasks and sub tasks. **(6 Marks)**

**3. Bharati Tech** is a firm that provides Antimalware solutions. The company recruits fresh talent from various colleges to work on their projects. The newcomers are provided two-day training on various tools for project management which can help them in future projects of the company.

On the first day of training, the newcomers are given an introduction to scheduling in MS Project 2010. As the Lead of the training team, you have been asked to provide a presentation on the same with the following details:

- a) Explain project calendar.
- b) List different types of calendars in MS Project.
- c) Explain working of project calendar and resource calendar.
- d) Explain how to create custom calendar templates. **(6 Marks)**

**4.** You are Project Manager at **Bharati Tech Ltd.** and you want to schedule daily status meetings for the project. Perform the following tasks to fulfill your requirement:

- a.) Create a recurring task in MS Project 2010.
- b.) Assign resources to the recurring task. **(4 Marks)**

**5. Bharati Tech** is a firm that deals with the development of Web applications. The firm has recently employed some new programmers and software testers. The firm wants them to train on the tools used in project management. The first day of training includes discussing the best practices of project management. The technical lead of the development team has been assigned the task.

Assume that you are the technical lead and have been assigned the following tasks:

- a.) List the best practices for project management.
- b.) Explain the techniques to create and track project schedules efficiently. **(10 Marks)**