

**Programme: E-MBA**

**Semester: IV**

**Specialization (IBM)**

**Subject Code : 401**

**Subject : Global Business Strategies**

**Attempt any TWO assignment from the following**

- Q1** Write a brief note of business ethics in an international setting.
- Q2** In your opinion, is globalization inevitable? Are overall benefits of globalization positive
- Q3** Write a brief note on “import strategy” highlighting documentation.
- Q4** What is International business and why is it important?
- Q5** Explain the effect of globalization on international business?
- Q6** Explain the role of World Trade Organization.
- Q7** What strategy should be adopted while designing products for foreign markets?
- Q8** What is the role played by IMF and UNCTAID?
- Q9** Write a note to explain Heckscher-Ohlin theory.
- Q10** Discuss the different approaches to globalization.

**Subject Code : 402**

**Subject : Export-Import Procedures and Documentation**

**Attempt any TWO assignment from the following**

- Q1** What is a letter of credit?
- Q2** State the customer clearance producer of export cargo.
- Q3** Write explanatory note on ECGC
- Q4** The type of project exports that are being undertaken is a reflection of the technological maturity and industrial capability of the country. Elucidate.
- Q5** What are the main objectives of the Foreign Trade Policy?
- Q6** What are the main functions of the Board of Trade?
- Q7** Export credit insurance has become an important tool of export promotion. Discuss.
- Q8** Discuss how packaging has gained important in trade.
- Q9** The influence operating in foreign exchange markets are too numerous and diverse. Discuss
- Q10** International payment settlements are considered risky. Describe the various instruments of payments in this regard.

**Subject Code : 403**

**Subject : International Marketing**

**Attempt any TWO assignment from the following**

- Q1 What is global marketing? Write in details with its scope, importance, problems in detail.
- Q2 Distinguish between multinational, international, transnational and global operations with suitable examples
- Q3 Explain 'International Product Life Cycle' and its importance in international marketing planning.
- Q4 Write in detail on International marketing mix.
- Q5 Standardization V/s Adaptation
- Q6 What are the types of intermediaries?
- Q7 Define Direct Marketing in detail.
- Q8 Define direct mail campaign in detail?
- Q9 What is global branding?
- Q10 Explain the role of government in foreign trade. Discuss the different forms of regional economic co-operation

**Subject Code : 404**

**Subject : Foreign Exchange Markets**

**Attempt any TWO assignment from the following**

- Q1 Discuss various derivative instruments recently used in forex market
- Q2 What do you understand by Forex Exposures? In this context, explain transaction, translation and economic exposure.
- Q3 What is an External Hedging technique used to manage the exchange risk?
- Q4 Define the term Exchange rate. Also describe the process involved in its development.
- Q5 Write a note on the developments in the European Monetary Union.
- Q6 Who are the participants in foreign exchange market?
- Q7 Write on Derivative Market with its types.
- Q8 Explain all the three types of foreign exchange exposures in detail with suitable example.
- Q9 Describe with the help of diagrams the working process of the following payment methods:
  - a) Personal cheques
  - b) Drafts
  - c) Documentary Collection
  - d) Clean collection
  - e) Simple pay order
- Q10 Summarize the importance as well as roles of the foreign trade documents.

**Subject Code : 405**

**Subject : India's Foreign Trade Policy**

**Attempt any TWO assignment from the following**

- Q1** Define Special Economic Zone in detail.
- Q2** Discuss import policies and import licensing in detail.
- Q3** Prepare a case of company who wants to start representative office abroad or joint venture abroad. Present the case in written form.
- Q4** Give overview of changes in the objectives of EXIM policy since independence.
- Q5** Study the statistical data of Export and Import to understand pattern/ trend/ structure and prepare a report on the same.
- Q6** Define nature of balance of payments with its components in detail.
- Q7** Write various deliberate measures in detail.
- Q8** What is conceptual framework of the balance of payment?
- Q9** Differentiate between balance of payment and balance of trade.
- Q10** Define Foreign Trade in India and legal framework in detail.

## **Specialization in Production**

**Subject Code : 401**

**Subject : Production Planning and Control**

**Attempt any TWO assignment from the following**

- Q1** Write Procedures for Production Planning.
- Q2** Discuss the principles which are to be used for successful product planning and control function. In this highlight forecasting of inventory is necessary.
- Q3** Discuss the importance of documentation and its detail procedures.
- Q4** What is Aggregate Planning? Write its objectives, techniques and strategies in detail.
- Q5** Define JIT in detail.
- Q6** What is quality management?
- Q7** What is ERP?
- Q8** Write Procedures for Production Planning.
- Q9** Discuss the principles which are to be used for successful product planning and control function.
- Q10** Write the short note on following :
  - a. Production Planning
  - b. Production Control
  - c. Routing Scheduling

**Subject Code : 402**

**Subject : Operations Research**

**Attempt any TWO assignment from the following**

- Q1 What are the types of inventory?
- Q2 Write note on sensitivity analysis.
- Q3 Explain the quadratic programming
- Q4 Write on Linear Programme in detail.
- Q5 Discuss History and significance of Operation Research and modern business management.
- Q6 Write a notes on the following:
- a) Application and Limitations of Linear Programming Problem.
  - b) Applications of Transportation problem
- Q7 What is an unbalanced assignment? How can it be balance? How will you solve an assignment problem if profit is to be maximized?
- Q8 Operation Research as a tool in decision making. Discuss.
- Q9 Explain the meaning and origin of operations research with the help of definitions and examples.
- Q10 Which Indian companies use operations research? Also discuss about the nature of operations research with the help of examples.

**Subject Code : 403**

**Subject : Logistics Management**

**Attempt any TWO assignment from the following**

- Q1 "It is the integration of the business processes of all firms in the supply chain where the real 'gold' can be found." Do you agree or disagree? Justify your answer.
- Q2 What are the ways of Streamline Customs Processes and Maximize Trade Agreements?
- Q3 Explain the interacting between logistics and functional members of a supply chain with examples.
- Q4 What is Logistics and four stages in the development of the logistics function.
- Q5 What is supply chain management; write in detail its components, benefits and types.
- Q6 Write importance of Logistics in various sections.
- Q7 What are the financial measures of logistics performance?
- Q8 Write a note on Models for logistics integration.
- Q9 Write a detail note on Supplier Relationships?
- Q10 Explain the concept of International SCM in brief.

**Subject Code : 404**

**Subject : Transportation Management**

**Attempt any TWO assignment from the following**

- Q1** What are the recent activities undertaken by government to improve transportation across the country. Describe briefly with approximate timelines and budgeted cost.
- Q2** What are the key features of Motor Vehicle Act, 1988 and what impact does it leave on the urban transportation system?
- Q3** Describe what congestion charge is and give your opinion as to whether you are 'For' or 'Against' it. Citing logical reasoning.
- Q4**
- What are the main provisions given in Motor Vehicles Act. 1988.
  - Define 'Area' as per Motor Vehicles Act, 1988.
- Q5**
- What is the scope of transportation development in future?
  - What is your understanding on the present development system of transportation?
- Q6** Explain transport safety and security.
- Q7** Write a note on Cost/ benefit analysis in transportation system.
- Q8** What are the legal and administrative issues involved in transportations?
- Q9** Write a note on the following:
- Need for national policy
  - Parking
  - Capacity building
  - Freight traffic
- Q10** Discuss Urban transit in detail with its challenges.

**Subject Code : 405**

**Subject : Service Operations Management**

**Attempt any TWO assignment from the following**

- Q1** Describe the importance facility, location and layout for a services industry?
- Q2** What is service operation management?
- Q3** What are the similarities and differences in terms of the challenges faced by a large house – and – contents insurance for stately homes?
- Q4** What is Capacity Planning and what are the factors affecting capacity expansion?
- Q5** What are the tools in APP?
- Q6** Explain job design, what are the factors affecting job design?
- Q7** Write a detailed note on role process technology and efficiency in service delivery?
- Q8** Explain queue management, queuing theory and simulation and what are the limitations of queuing theory?
- Q9** Explain in detail Queuing Theory and develop a case to describe waiting line analysis?
- Q10** What are the various challenges faced in operation management of services? Explain with the help of examples.

## **Specialization in Finance**

**Subject Code : 401**

### **Subject : Investment Analysis & Portfolio Management**

**Attempt any TWO assignment from the following**

- Q1** Discuss various approaches to investment decision making.
- Q2** Explain in brief the portfolio management process.
- Q3** Write note on portfolio return with example.
- Q4** What are the features of investment planning? How is risk profiling done?
- Q5** What is the arbitrage pricing theory? What is included in an arbitrage portfolio?
- Q6** What is high frequency trading and what is its impact on Efficient Market Hypothesis?
- Q7** Provide a detailed overview of bond management.
- Q8** Give a detailed analysis of corporate debt instruments.
- Q9** List the various types of investments in the securities market.
- Q10** Which are the various types of derivatives? What kinds of channels do derivatives use and what kinds of contracts are included? State the latest developments that have been seen in the derivatives market in India.

**Subject Code : 402**

### **Subject : Mergers & Acquisitions**

**Attempt any TWO assignment from the following**

- Q1** Differentiate between merger, acquisition, amalgamation and takeover.
- Q2** Explain the different types of mergers and how can mergers increase the market share of the merged company.
- Q3** What are the different ways in which mergers can be financed?
- Q4** Explain the term "merger".
- Q5** What is the place of exchange regulation in respect of business combination
- Q6** What is SWOT Analysis and how is it relevant for companies?
- Q7** Discuss the guidelines of takeover given by SEBI
- Q8** Explain the different steps of merger.
- Q9** What are the different functions of financial statements?
- Q10** State the differences between licensing of patents and transfer of know-how.

**Subject Code : 403**

### **Subject : Management of Financial Institutions & Services**

**Attempt any TWO assignment from the following**

- Q1** 1. What are the various classification of Financial Institutions?  
2. Discuss the functions of Financial Institutions?
- Q2** What is financial institution? Explain its significance in the Indian Financial system.
- Q3** What is an Interest Rate? What are the components of Interest rate.
- Q4** Discuss the functions of Commercial Banks and services rendered by them.
- Q5** Explain in detail Foreign Exchange and Interest Rate related contracts.
- Q6** Discuss the organization and Management of RBI. What are the functions of RBI?
- Q7** What are the objectives of Asian Development Bank
- Q8** Write notes on Any two:
  - a) Application of wealth maximization model to financial decisions
  - b) Role of development Financial institutions in the financial system.
- Q9** Discuss capital adequacy norms. What do you understand by risk adjusted assets and off balance sheet items?
- Q10** Discuss the operation of one of a major Financial Institutions in India namely ICICI

**Subject Code : 404**

**Subject : Management Control System**

**Attempt any TWO assignment from the following**

- Q1 Discuss the characteristics of effective management control system with a suitable example.
- Q2 Explain with suitable example the steps involved in a control process.
- Q3 "Non Profit organizations do not need management control system since they are providing charitable services". Examine the statement.
- Q4 write on why do we need controls and tools and techniques and scope of control
- Q5 Define concept of organization structure in detail with its components.
- Q6 What is strategic planning why it is necessary?
- Q7 Write different types of organizational design and their advantages and disadvantages.
- Q8 Define Management Control Process in detail with its scope and objective.
- Q9 Discuss Budgetary control in details.
- Q10 Write functions of organization and what are the principles of objectives.

**Subject Code : 405**

**Subject : Foreign Exchange Management**

**Attempt any TWO assignment from the following**

- Q1 Explain the concept with suitable examples the Devaluation and Appreciation of the Currency of a country.
- Q2 Describe the relationship between the rates of Foreign Currency and the Balance of Payment of a country.
- Q3 What is Letter of Credit? What are its different types and applicability?
- Q4 Define the term Exchange Rate and the process involved in its development.
- Q5 Write a note on the developments in the European Monetary Union.
- Q6 Write note on the participants in foreign exchange market.
- Q7 Explain all the three types of foreign exchange exposures in detail with suitable examples.
- Q8 Explain in detail the different methods used in the trade settlement in foreign trade.
- Q9 Describe in detail the documentary credit operations of the banks.
- Q10 Write about the recent developments, which have taken place in the foreign trade mechanism.

## **Specialization in Marketing**

### **Subject Code : 401**

#### **Subject : Consumer Behaviour**

##### **Attempt any TWO assignment from the following**

- Q1 Discuss post purchase behavior of customer with examples.
- Q2 What do you mean by the term consumer delight?
- Q3 Write explanatory note on group dynamics
  
- Q4 Discuss with example the differences between consumer delight and consumer surprise.
- Q5 Explain the various consumer decision-making process models.
  
- Q6 Describe the diffusion of innovation process from the perspective of consumer behavior, with the help of a practical example.
  
- Q7 Who is considered a global consumer? What are the cultural and environmental dynamics of a global consumer?
  
- Q8 What is social responsibility of a marketer towards its consumers?
  
- Q9 Trace the rise of consumerism in India. Also write briefly about the typical traits of an Indian consumer
  
- Q10 Discuss the impact of psychoanalysis on advertising.

### **Subject Code : 402**

#### **Subject : Advertising & Media Management**

##### **Attempt any TWO assignment from the following**

- Q1 Write a short note on copy writing.
- Q2 In which way does the advertising of industrial products differ from the of consumer products?
- Q3 Discuss the various types of advertising media and their respective advantages and disadvantages.
- Q4 Provide a detailed study of the trends emerging in advertising, vis-à-vis the Internet and other digital media and the effects of these trends on traditional print advertising.
- Q5 Analyze the various dimensions of corporate advertising and highlight their impact on the image of a company.
- Q6 Discuss the statement "advertising is relevant to all the stages of product life cycle.
- Q7 Explain the role of advertising in the dynamic business scenario.
- Q8 What significance does advertising have in the promotion mix and advertising mix? Explain with example.
- Q9 List the social, cultural and ethical issues in advertising.
- Q10 What is media research? How is it performed? State its applications in marketing and advertising.

### **Subject Code : 403**

#### **Subject: - Sales & Distribution Management**

##### **Attempt any TWO questions from the following**

- Q.1 "Drop in sales is bad, loss of goodwill the worst". Explain fully by citing examples.
- Q.2 Develop direct marketing plan for marketer of cosmetics in India.
- Q.3 "Sales quota and sales territory go hand in hand" Justify by citing examples.
- Q.4 What is selling? Explain its importance.
- Q.5 Describe the role of salesperson.
- Q.6 What are objectives of personal selling?
- Q.7 What are the factors that have a positive effect on customer's perceptions?
- Q.8 Discuss the policies and legal issues in marketing channel.
- Q.9 Do you think channel planning plays an important role in today's organization? Give your arguments.
- Q.10 What is the role of cost in sales? Elucidate the need for cost analysis

**Subject Code : 404**

**Subject: -Brand Management**

**Attempt any TWO questions from the following**

- Q.1 What is a brand? Explain in detail the concepts of brand hierarchy and brand personality by citing examples.
- Q.2 Explain in detail the mechanism of brand creation and apply it to an automobile industry.
- Q.3 Outline the significance of branding strategy with special reference to service organization of your choice.
- Q.4 Explain what a brand is. What are the attributes of a brand? What are the characteristics of good brand?
- Q.5 What do you understand by 'Brand Architecture'? Why it is needed? Discuss different brand architecture with suitable examples.
- Q.6 Write short notes on the following:
- a) Retail Branding
  - b) Brand Extension
- Q.7 Write short notes on the following:
- a) Organisational Association
  - b) Brand Loyalty
- Q.8 What are the merits and demerits of unrelated brand extensions? Discuss in the context of Kingfisher?
- Q.9 What way global branding differs from domestic branding? Explain with the help of any one global brand a domestic brand.
- Q.10 What is brand equity? What are the various methods by which brand equity is measured? Discuss any one method in detail.

**Subject Code : 405**

**Subject: - Services Marketing**

**Attempt any TWO questions from the following**

- Q.1 What are the elements of customer services? Which other issues influence the same? Discuss. Quote suitable examples.
- Q.2 What are the steps in new service development process? Explain.
- Q.3 Explain the GAP model of service quality.
- Q.4 Define services? What are the service characteristics? List ten major service industries.
- Q.5 How do service processes in service operation differ from those in manufacturing operations? Explain with example.
- Q.6 Explain with example the dual role of customers as producers and users of services.
- Q.7 Define quality in the context of 'service'. How would you develop quality culture in a service sector organization?
- Q.8 Write short note on the following:
- a) Market positioning of 'service'
  - b) Service Flow chart
- Q.9 Write short note on the following:
- a) Complaint Management
  - b) Importance of 'PR' in service sector
- Q.10 List out the information required to maintain an information system for providing quality service in the following

## **Specialization in HRM**

**Subject Code: 401**

**Subject: Labour Legislation**

Attempt any TWO assignments from the following

Q1 Define the Jurisprudence and how it is related to natural justice?

Q2 Explain various Health and Safety Provisions put in the Factories Act 1948.

Q3 Write Short Note on any two of the following:-

1. Defined Wages as per Payment of Wages Act 1936.
2. Explain 6 prominent Trade Unions.
3. Prohibition of Child Labour

Q4 Write in short

- Working hours of a registered factory.
- Commercial Establishment

Q5 Define jurisprudence and state the role of the Supreme Court in the evolution of jurisprudence.

Q6 How are establishment registered?

Q7 What are strike, lockout, layoff and retrenchment? Give examples of each.

Q8 Write a short note on the history of trade union movement in India.

Q9 Discuss the health, safety and welfare provisions in Factories act 1948.

Q10 Discuss the features of Industrial Disputes Act, 1947.

**Subject Code : 402**

**Subject : Training & Development Management**

Attempt any TWO assignment from the following

Q1 What is the Training & Development? Explain the role and responsibilities of HRD manager in Training & Development.

Q2 What is the learning? How it is different from Training?

Q3 Describe various learning methods and state advantages of each such learning method.

Q4 What is training need analysis? How TNA is done in an Organization?

Q.5 Describe the systematic approach to training and development. What is the importance of training and development in an organization?

Q6 What is e-learning and what are its various forms? Is it an effective mode of instruction? Support your answer with example.

Q7 How are the audio – visual aids selected for a training programme? What is their role and significance in training?

Q8 Explain ways to evaluate a trainer, training methods and trainer effectiveness.

Q9 List and describe the basic prerequisites of a training programme, in terms of learner, supervisor and the chosen training methodology.

Q10 Discuss the state of management training in India.

**Subject Code : 403**

**Subject : Compensation & Benefits Management**

**Attempt any TWO assignment from the following**

- Q1 State the components you would consider to compute cost to Company.
- Q2 Explain the concept of compensation and benefits management, highlighting its scope and importance.
- Q3 What is fringe benefits tax? Which are the various perquisites associated with it?
- Q4 Discuss the phenomenon of idle time and how companies
- Q5 Give detailed overview of job evaluation, including its objectives, principles, advantages, disadvantages, methods and uses.
- Q6 Discuss reward management and the concept of total rewards system.
- Q7 Write short note on
- a) Cost of Company (CTC)
  - b) Labour cost and its Components
- Q8 Which are the factors that affect compensation and benefits decisions in companies?
- Q9 Write short note on
- Different types of wages
  - Idle Tim
- Q10 A BPO company is facing a problem of attrition because of problems and threats arising from the transport arrangement made by the company for its employees which is out sourced. Suggest measure to improve the situation and reduced the rate attrition.

**Subject Code : 404**

**Subject : Performance Management Systems**

**Attempt any TWO assignment from the following**

- Q1 Explain various methods of performance appraisal. Discuss what factors you would take into consideration for devising an appraisal system for BPO Industry.
- Q2 Discuss the process by which performance standards can be used to encourage employee development.
- Q3 Write short notes on the following:
- c) Job analysis and job description
  - d) HR audit
- Q4 Explain in detail the factors you will consider for measuring the impact of performance management on industrial relations?
- Q5 Discuss the role of performance appraisal in measuring effectiveness and identification of Training needs
- Q6 Leadership style and culture of the organizations influence the implementation of performance appraisal system in organization. Discuss with suitable examples.
- Q7 Write short notes on the following:
- a) Performance management and compensation policies
  - b) Performance Measures
- Q8 Write on job evaluation in detail
- Q9 What are guiding principles of performance management?
- Q10 Explain in detail the concept of performance management. Enumerate its role in aligning business strategies with organizational effectiveness.

**Subject Code: 405**

**Subject: Organizational Development and Change Management**

**Attempt any TWO assignments from the following**

- Q1 How is "Model" useful in understanding change? Discuss any one model of change management
- Q2 Discuss in detail the "Role Analysis Technique" of team building.
- Q3 Explain the role of Participation and Empowerment in Organization Development.
- Q4 Discuss in detail the transactional analysis and its importance in OD
- Q5 Describe the importance of re-engineering
- Q6 What is Beckhard's confrontation meeting?
- Q7 What are the team intervention techniques?
- Q8 Describe the classification of OD.
- Q9 What is organization diagnosis?
- Q10 Discuss the history of OD in detail.

## **Specialization in Retail Management**

**Subject Code: 401**

**Subject: - Fundamentals of Retail**

Attempt any TWO questions from the following

Q.1 In detail, answer the following:

- 1. Briefly explain the Global Retailing scenario.
- 2. Briefly explain all the concepts linked to retailing.

Q.2 In detail, answer the following:

- 1. Who Independent retailers? What are the advantages and disadvantages of independent retailing?
- 2. What is a vertical market system?

Q.3 In detail, answer the following:

- 1. What are the core components of the store-environment design?
- 2. While designing the store layout what options does a retailer have?

**Subject Code: 402**

**Subject: - Merchandising and Sales Promotion**

**Attempt any TWO questions from the following**

Q.1 Explain planning and controlling of Merchandising assortment and support.

Q.2 Explain the difference between paid impersonal communication, paid personal communication, unpaid impersonal communication and unpaid personal communication.

Q.3 What are corporate brands and what are its advantages?

**Subject Code: 403**

**Subject: - Information Technology, MIS and E-Retailing**

**Attempt any TWO questions from the following**

Q.1 Explain the evolution of E-Commerce and its importance in retail industry?

Q.2 What do you understand by terms CRM? Explain with suitable examples.

Q.3 Write Short notes on any TWO of the following:

- (a) E-retailing Technology
- (b) MIS in Retail
- (c) IT in SCM

**Subject Code: 404**

**Subject: - Supply Chain Management**

**Attempt any TWO questions from the following**

Q.1 Explain various factors to be considered in measuring customers satisfactions with suitable example.

Q.2 What is Vendor Assessment concept? Explain its importance in SCM?

Q.3 What is the meaning of 'Strategic Fit' for a new entrepreneur? How it is used in deciding the nature and scope of business?

**Subject Code: 405**

**Subject: - Retail Marketing**

**Attempt any TWO questions from the following**

Q.1 Explain the importance of market research and also explain various types of research?

Q.2 Explain the various factors that affect consumer behavior and how will you counter act these factors?

Q.3 Write Short notes on any TWO of the following:

(a) Price adjustment

(b) Media Relationship

(c) Strategic Brand Management