

**Subject Code: D 301**

**Subject: Business Policy and Strategic Management**

**Attempt any TWO assignments from the following:**

Q 1 Explain the following concepts in short:

- i) Vision and Mission
- ii) Objectives and Policies
- iii) SWOT Analysis
- iv) Strategy and Policy

Q.2 Prepare a long term and short-term policy statement for Automobile manufacturing company

Q.3 Study and analyse the policies of selected Indian companies from the following sectors:

- (a) Banking and Insurance
- (b) Agri Processing and food
- (c) Consumer Electronics.

Q.4. How is business policy defined? Why is it necessary for an organization? How do the vision and Mission of an organization relate to the business policy and strategic management?

Q.5. Analyze the available tools for strategic analysis, including Impact Matrix, Experience Curve, BCG Matrix and GEC Model.

Q.6. What are the elements of the strategic profile of a firm? What factors determine the strategic profile?

Q.7. Explain the relationship between strategy and organizational values of an organization.

Q.8. Examine the role played by the government as a regular of business and industry.

Q.9. Evaluate the many aspects of the ethical role of a business organization.

Q.10 Who are the various executives considered to be top management? What role do they play in the strategic analysis of an organization?

**Subject Code: D 302**

**Subject: Business Ethics and Professional Values**

**Attempt any TWO assignments from the following:**

- Q.1 “All sort of business have social responsibilities” Justify.
- Q.2 Explain the terms ‘Business’, ‘Ethics’, ‘Profession’ and ‘Values’ and state relative importance for building a good society.
- Q.3 What is ‘Business Ethics’? Briefly explain ethics in functional areas say Marketing and Advertising, Finance, Human Resource etc. of modern business organization. Give examples.
- Q.4. What are the dimensions of business ethics.
- Q.5. Describe the origin and growth of business practices in India write in detail.
- Q.6. Explain the following concepts in short:
- a) Quality of Services
  - b) Standards of ethical and Professional values
- Q.7. What is analysis of ethical values based on professional codes in different field in detail.
- Q.8. What is Copyright and Intellectual Property rights.
- Q.9. Explain the following concepts in short:
- a) Cross Cultural Management
  - b) Ethical values in Marketing and advertising
- Q.10 Explain the following concepts in short:
- a) Licensing, Permits and legislative and administrative measures
  - b) Globalization

**Subject Code: D 303**

**Subject: Operation Research**

**Attempt any TWO assignments from the following:**

Q 1 A Company produces two types of leather belts A and B. A is superior quality and B is of inferior quality. The respective profits are Rs.10 and Rs.5 per belt. The supply of raw material is sufficient for making 850 belts per day. For belt A, a special type of buckles is required and 500 are available per day. There are 700 buckles available for belt B per day. Belt A needs twice as much time as that required for belt B and the company can produce 500 belts if all of them were of the type A. Formulate a LP Model for the given problem.

Q.2 Explain the meaning and origin of operations research with the help of definitions and examples.

Q.3 Which Indian companies use operations research? Also discuss about the nature of operations research with the help of examples.

Q.4. (i) Discuss Monte Carlo simulation with reference to queuing theory, inventory control and production line.

The following data is observed in a tea serving counter. The arrival is for one minute interval

Activity	0	1	2	3	4	5
Probability	0.05	0.15	0.40	0.20	0.15	0.05

The service is taken as 2 persons for one minute interval. Using the following random numbers simulate for 15 minutes period.

09,54,94,01,80,73,20,26,90,79,25,48,99,25,89

Also calculate the average number of persons waiting in the queue per minute.

Q.5. Solve the following transportation problem:

	A	B	C	D	Supply
1	1	2	3	4	
2	4	3	2	0	8
3	0	2	2	1	10
Demand	4	6	8	6	

Q.6. Write on Linear Programme in detail.

Q.7. Discuss History and significance of Operation Research and modern business management.

Q.8. Write a notes on the following:

a) Application and Limitations of Linear Programming Problem.

b) Applications of Transportation problem

Q.9. What is an unbalanced assignment? How can it be balance? How will you solve an assignment problem if profit is to be maximized?

Q.10 Operation Research as a tool in decision making. Discuss.

**Subject Code: D 304 (E-I Marketing)**

**Subject: Consumer Behaviour**

**Attempt any TWO assignments 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.
- Q.4** Discuss with example the differences between consumer delight and consumer surprise.
- Q.5** Explain the various consumer decision-making process models.
- Q.6** Describe the diffusion of innovation process from the perspective of consumer behavior, with the help of a practical example.
- Q.7** What is social responsibility of a marketer towards its consumers?
- Q.8** Trace the rise of consumerism in India. Also write briefly about the typical traits of an Indian consumer.
- Q.9** Who is considered a global consumer? What are the cultural and environmental dynamics of a global consumer?
- Q.10** Discuss the impact of psychoanalysis on advertising.

**Subject Code: D 305 (E-II Marketing)**

**Subject: Strategic Marketing**

**Attempt any TWO assignments from the following:**

- Q.1** Describe the market leader strategies during the period of recession.
- Q.2** Write a short note on market follower strategies.
- Q.3** Comment on the competitive marketing strategies to counter the competition from multinationals in India.
- Q.4** What is Market Situational Analysis and SWOT analysis
- Q.5** Discuss on elements of competitive analysis with its strength and weaknesses.
- Q.6** Define term Market Challenger Strategies in detail.
- Q.7** Write on Balancing Customer and Competitive Orientations.
- Q.8** Write on Product.
- Q.9** Write a short note on the following:

a) Product Mix

b) The importance of Competition

Q.10 How to position a single and multiple brand write in detail

**Subject Code: D 306 (E-III Marketing)**

**Subject: Advertising and Media Management**

**Attempt any TWO assignments 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 statement “advertising is relevant to all the stages of product life cycle.

**Q.4** Explain the role of advertising in the dynamic business scenario.

**Q.5** What significance does advertising have in the promotion mix and advertising mix? Explain with example.

**Q.6** List the social, cultural and ethical issues in advertising.

**Q.7** What is media research? How is it performed? State its applications in marketing and advertising.

**Q.8** Discuss the various types of advertising media and their respective advantages and disadvantages.

**Q.9** 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.

**Q.10** Analyze the various dimensions of corporate advertising and highlight their impact on the image of a company.

**Subject Code: D 307 (E-IV Marketing)**

**Subject: Rural and Social Marketing**

**Attempt any TWO assignments from the following:**

Q.1 What is marketing mix and explain the additional Ps of marketing mix in detail.

Q.2 explain the role of Govt. and NGO’s in social Marketing.

Q.3 How Social Marketing can be applied in Family Planning, Medicare, small Savings and AIDs prevention?

Q.4 Why is social marketing approach relevant and necessary in today’s environment?

Q.5 Define role of Information Technology in Rural Marketing in detail.

Q.6 Give detail on Rural Promotion.

Q.7 What are the channels of distribution in Rural market.

Q.8 Define term Pricing in detail.

Q.9 What is Product Plan and branding?

Q.10 Write about Rural marketing Mix.

**Subject Code: D 304 (E-I IB)**

**Subject: Global Business Strategies**

**Attempt any TWO assignments from the following:**

- Q1** What is International business and why is it important?
- Q2** Explain the effect of globalization on international business?
- Q3** Write a brief note on “import strategy” highlighting documentation.
- Q.4** Explain the role of World Trade Organization.
- Q.5** What is the role played by IMF and UNCTAID?
- Q.6** What strategy should be adopted while designing products for foreign markets?
- Q.7** Write a note to explain Heckscher-Ohlin theory.
- Q.8** Discuss the different approaches to globalization.
- Q.9** Write a brief note of business ethics in an international setting.
- Q.10** In your opinion, is globalization inevitable? Are overall benefits of globalization positive

**Subject Code: D 305 (E-II IB)**

**Subject: International Financial Management**

- Q1** Write a brief note on syndicated brief credits.
- Q2** In what way study of international finance help MNCs to manage its affiliate’s finances.
- Q3** Write a note on anticipatory credits.
- Q.4** What is finance function? What is scope in International Finance?
- Q.5** Write a short note on the following
  - a) Letter of Credit
  - b) MNC s and International Finance
- Q.6** Write a short note on the following
  - a) Syndicated Loan
  - b)Export Finance
- Q.7** What is letter of credit? Describe its role in settlement of trade.
- Q.8** Write in detail about Euro Bond Market.
- Q.9** Discuss the merits and limitations of any two borrowing instruments from the area of International Finance
- Q.10** Discuss the significance of External commercial borrowing in international finance.

**Attempt any TWO assignments from the following:**

**Subject Code: D 306 (E-III IB)**

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

**Attempt any TWO assignments from the following:**

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

**Subject Code: D 307 (E-IV IB)**

**Subject: World Business Environment**

**Attempt any TWO assignments from the following:**

- Q1** Write a brief note on trading environment on international business.
- Q2** Explain relation of B.O.P & exchange rate.
- Q3** Write a short note on regional blocks.
- Q4** Write a short note on the following
  - a) Off - Shore Market
  - b) Euro Dollar
- Q5** Write a short note on the following
  - a) Regional Blocks
  - b) Fixed and Flexible Exchange Rate
- Q6** Explain the need for a separate theory of International Trade.
- Q7** Write a short note on the following
  - a) Economic and non-economic environment
  - b) Exchange Rate
- Q8** Explain the relationship between 'Money supply' and 'exchange rate'
- Q9** Discuss the characteristics of international financial markets.

**Q10** How 'Quota' act as a trade barrier?

**Subject Code: D 304 (E-I P&OM)**

**Subject: Materials Management**

**Attempt any TWO assignments from the following:**

- Q1** What do you understand from Material Requirement Planning (MRP)?
- Q2** Write short note on legal aspect of purchasing.
- Q3** What do you understand by value analysis and cost reduction in materials management?
- Q4** Describe the various codification systems that are used.
- Q5** Purchasing and stores management are important components of important components of material management. Explain.
- Q6** Describe economic order quantity model.
- Q7** Explain why management of inventory is such a crucial task.
- Q8** How has technology changed data management in companies?
- Q9** Explain the importance of logistics in material management.
- Q10** Discuss the various models in logistics management.

**Subject Code: D 305 (E-II P &OM)**

**Subject: Quality Management**

**Attempt any TWO assignments from the following:**

- Q1** Write short notes on SQC (Statistical Quality Control).
- Q2** Explain the definition of quality as per ISO 9000:2000.
- Q3** What is maintenance management?
- Q4** Explain how present quality system evolved to a stage of TS/QS/ISO 9000 level with a conceptual difference.
- Q5** Write a note on the following
  - a) Quality Audits
  - b) Juran's Principle of Quality
- Q6** What is meant by Quality System? How it is helpful for manufacturing organization?
- Q7** Discuss the concept of Total Productive Management with suitable example.
- Q8** What is meant by Total Quality? Discuss various its aspects related to marketing and customer.
- Q9** What is the difference between SPC and SQC?
- Q10** Explain with suitable example in a machine shop activity.

**Subject Code: D 306 (E-III P & OM)**

**Subject: Production Planning and Control**

**Attempt any TWO assignments from the following:**

**Q1** Write the short note on following :

- a. Production Planning
- b. Production Control
- c. Routing Scheduling

**Q2** Discuss the principle which is 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** Write Procedures for Production Planning.

**Q5** Discuss the principles which are to be used for successful product planning and control function. In this highlight forecasting of inventory is necessary.

**Q6** Discuss the importance of documentation and its detail procedures.

**Q7** What is Aggregate Planning? Write its objectives, techniques and strategies in detail.

**Q8** Define JIT in detail.

**Q9** What is quality management?

**Q10** What is ERP?

**Subject Code: D 307 (E-IV P & OM)**

**Subject: Industrial Management**

**Attempt any TWO assignments from the following:**

**Q1** What is the scope and objectives of management?

**Q2** Discuss the role of an industrial manager.

**Q3** What factors affect productivity?

**Q4** Discuss the objectives and scope of work study.

**Q5** What is Ergonomics and what impact does it have on work study?

**Q6** What factors affect the selection of plant location?

**Q7** Explain the different plant layouts and their characteristics.

**Q8** What is network analysis?

**Q9** Explain industrial psychology and its scope.

**Q10** What factors affect the morale and motivation of industrial workers?

**Subject Code: D 304 (E-I HRM)**

**Subject: Labour Legislation**

**Attempt any TWO assignments from the following:**

- Q1** Discuss the features of Industrial Disputes Act, 1947.
- Q2** You are a HR head of a Public utility services and you have noticed a lightning strike in the factory. Prepare a notice to workmen for reframing them for continuation of the strike and the consequences which will have to be faced by them.
- Q3** Write in short
- Working hours of a registered factory.
  - Commercial Establishment
- Q4** Define jurisprudence and state the role of the Supreme Court in the evolution of jurisprudence.
- Q5** Write a short note on the history of trade union movement in India.
- Q6** Discuss the health, safety and welfare provisions in Factories act 1948.
- Q7** What are the different rules for the payment of wages in the Payment of wages Act1936?
- Q8** How are establishments registered?
- Q9** What is strike, lockout, layoff and retrenchment? Give examples of each.
- Q10** How are establishment registered?

**Subject Code: D 305 (E-II HRM)**

**Subject: Organizational Theory, Structure and Design**

**Attempt any TWO assignments from the following:**

- Q1** Define Organization and explain its importance.
- Q2** Define system in reference to organization with its three components.
- Q3** Discuss the determinants and types of organizational structures in detail.
- Q4** Write on an Organizational strategy with its types.
- Q5** What are the four strategies in the Miles and Snow typology?
- Q6** Write essays on:
- a ) Managerial implications
  - c) Managing conflicts between managers and strategist
- Q7** Explain the environmental management process.
- Q8** What are the various factors that describe the macro-environment of an organization?
- Q9** Write an essay on environmental uncertainty discussing the simple-complex dimension, stable –unstable dimension and framework.
- Q10** Define organization Culture with its characteristics in detail.

**Subject Code: D 306 (E-III HRM)**

**Subject: Personal Cost and Compensation Management**

**Attempt any TWO assignments from the following:**

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

**Subject Code: D 307 (E-IV HRM)**

**Subject: Employee Administration, Industrial Relations and Labour Welfare**

**Attempt any TWO assignments from the following:**

- Q1** Discuss the features of Industrial Disputes Act, 1947.
- Q2** You are a HR head of a Public utility services and you have noticed a lightning strike in the factory. Prepare a notice to workmen for reframing them for continuation of the strike and the consequences which will have to be faced by them.
- Q3** Write short
- Working hours of a registered factory.
  - Commercial Establishment
- Q4** What is personnel policy? Explain the process of planning a personnel policy.

**Q5** Write a note on VRS

**Q6** Explain the steps involved in disciplinary action in companies.

**Q7** What is lockout?

**Q8** Write a short note on the measures taken for the health of industrial workers.

**Q9** What are the duties of the Conciliation Authority?

**Q10** What are the penalties for strikes and lockouts?

**Subject Code: D 304 (E-I Fin)**

**Subject: Applied Corporate Finance**

**Attempt any TWO assignments from the following:**

- Q1** Explain the objectives & advantages of carrying cost audit to different parties.
- Q2** Write a detailed note on institutional finance & its features.
- Q3** Explain the objectives and advantages of short range and long range planning.
- Q4** Define Financial Planning in detail.
- Q5** What is Fixed capital?
- Q6** What is corporate finance and what are the sources of Corporate Finance write in detail.
- Q7** What is Working Capital
- Q8** Write a short notes on
  - a) Seed Capital
  - b) Equity Share Capital
- Q9** Write a short notes on
  - a) Preference Share Capital
  - b) Debentures
  
- Q10** What is dividend write in detail?

**Subject Code: D 305 (E-II Fin)**

**Subject: Risk and Insurance Management**

**Attempt any TWO assignments from the following:**

- Q1** Explain the term insurance with example.
- Q2** Why insurance business is necessary to be regulated?
- Q3** What are the external & internal factors which are responsible for high, optimum & low pricing of insurance policies?
- Q1** Explain the term insurance with example.
- Q2** Why insurance business is necessary to be regulated?
- Q3** What are the external & internal factors which are responsible for high, optimum & low pricing of insurance policies?
- Q4** Define Life insurance and other Personal Insurance in detail
- Q5** Write an essay on the importance of rate making process. Discuss various methods of rate making.
- Q6** What are the emerging trends in marketing of insurance products?
- Q7** Write Principles of Insurance Contract with example.
- Q8** Write on Financial derivatives in detail.
- Q9** What are the objectives of risk management?

- Q10** Write short note on the following:
- Reinsurance
  - Credibility
  - Credibility of Loss experience

**Subject Code: D 306 (E-III Fin)**

**Subject: Investment Analysis and Portfolio Management**

**Attempt any TWO assignments 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** List the various types of investments in the securities market.
- Q6** 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.
- Q7** Give a detailed analysis of corporate debt instruments.
- Q8** Provide a detailed overview of bond management.
- Q9** What is high frequency trading and what is its impact on Efficient Market Hypothesis?
- Q10** What is the arbitrage pricing theory? What is included in an arbitrage portfolio?

**Subject Code: D 307 (E-IV Fin)**

**Subject: Financial Institutions and Banking Operations**

**Attempt any TWO assignments from the following:**

- Q1** What is a financial institution? Explain its significance in the Indian Financial system.
- Q2** What is interest rate? What are the components' of interest rate?
- Q3** Write a detail note on Securities Exchange Board of India (SEBI).
- Q4** Describe the phase –wise development of Mutual Funds Industry and write the advantages of Mutual Funds.
- Q5** Write a note on the following:
- Functional of RBI
  - Venture Capital
- Q6** Write a note on the following:

- a) Securitization
- b) Capital Adequacy Ratio

**Q7** Explain in detail the various functions of IRDA

**Q8** What is Lease financing write in detail.

**Q9** What is export finance? Explain any two modes of export finance.

**Q10** What is Hire purchase financing.