

Programme : Masters of Business Administration MBA (2013 course, 2 Year MBA)

Semester : IV

Subject Code : D-401

Subject : Entrepreneurship Development

Attempt any TWO assignment from the following

Q1 Define concept of Entrepreneur with its factors and functions in detail.

Q2 What is business plan with its content in detail

Q3 Write Notes on any two :

1. Difference between Entrepreneur and Manager
2. Need for corporate entrepreneurship
3. Factors influencing women entrepreneur
4. Role of Professionals

Subject Code : D-402

Subject : Innovation and Technology Management

Attempt any TWO assignment from the following

Q1 Elaborate the relationship between Observation, Data, Information, Knowledge, Application of Knowledge and Technology.

Q2

1. Define Business. Explain how Technology can be an asset for the growth of business.
2. Explain giving examples, difference between high technology, low technology emerging technology and codified technology.

Q3 Give detail modes of financing Technological Innovation. Appropriate examples in each mode may be given to explain points.

Subject Code : D-403

Subject : MANAGEMENT INFORMATION SYSTEM

Attempt any TWO assignment from the following

Q1 Write short notes on:

- (a) What is the feature of window 3.0?
- (b) How windows 3.0 differ from 3.1?
- (c) Write the area of application of window?

Q2 What is data Processing? Distinguish between MIS and data processing system

Q3 Write short notes on:

- (a) Difference between functional structure and Divisional structure.

(b) What is learning information system and how it works?

Specialization in Marketing

Subject Code : E-V-D-404

Subject : Relationship Marketing

Attempt any TWO assignment from the following

Q1 You have been made in charge of CRM function in your company. Prepare a programme of training of the employees in the various aspects of CRM and its application.

Q2 Explain the role, importance and applications of Relationship Marketing in IT segments of the industry.

Q3 Define concept of E-CRM and application of IT for successful CRM

Subject Code : E-VI-D-405

Subject : Sales and Distribution Management

Attempt any TWO assignment from the following

Q1 What are sales Territory? Why do firms establish sales territories? Can you think of reasons why a firm might not have sales territories?

Q2 How would you handle these objections raised at the end of a sales presentation?
1. The price is too high
2. Your warranty period is too short
3. I do not want to do business with your firm

Q3 Write short notes on any Two of the following
1. 'ACMEE' Approach
2. Sales forecasting
3. Selection and Training methods for sales executives
4. Motivating sales personnel

Subject Code : E-VII-D-406

Subject : Brand Management

Attempt any TWO assignment from the following

Q1 1. Explain what is a Brand. What are the attributes of a Brand?
2. What are the characteristics of a good Brand?

Q2 What is brand equity? What are the various method by which brand equity is measured? Discuss any one method in detail.

Q3 What are the merits and demerits of unrelated brand extension? Discuss in the context of Kingfisher

Subject Code : E-VIII-D-407

Subject : Services Marketing

Attempt any TWO assignment from the following

Q1 What are the elements of Customer Services? Which other issues influence the same? Discuss. Quote suitable examples.

Q2 Define Quality in the context of 'service'. How would you develop quality culture in a service sector organization? Please select and discuss an organization of your choice?

Q3 Write short notes on Any Two

1. Market positioning of 'service'
2. Service Flow Chart
3. Complaint Management
4. Importance of 'P.R'
5. P.R' in service sector

Specialization in Finance

Subject Code : E-V-D-404

Subject : Management of Financial Institutions and Services

Attempt any TWO assignment from the following

Q1

1. What are the various classifications of Financial Institutions?
2. Discuss the functions of Financial Institutions?

Q2 Explain in detail Foreign Exchange and Interest Rate related contracts.

Q3 Discuss the organization and management of RBI. What are the functions of RBI?

Subject Code : E-VI-D-405

Subject : Global Financial Analysis

Attempt any TWO assignment from the following

Q1 Which factors resulted in the fall of Fixed Exchange Rate System? What do you understand by Flexible Exchange Rate System?

Q2 Write short notes on the following

1. Eurocurrency
2. Syndicated Euro Write short Credit

	<p>3. Spot and Forward rates</p> <p>4. Export Credit</p> <p>5. Purchasing Power Parity (Absolute)</p>
Q3	<p>1. Explain the parties involved in GDR / ADR issue.</p> <p>2. Write a note on European Monetary system.</p>

Subject Code : E-VII-D-406

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.

Subject Code : E-VIII-D-407

Subject : Corporate Taxation	
Attempt any TWO assignment from the following	
Q1	Explain the concepts “Tax Avoidance” and “Tax Evasion”
Q2	What are the heads of Income under Income Tax Act?
Q3	Write short notes on any two: <ul style="list-style-type: none"> a) Joint Ventures b) Residential Status c) Provisions for Belated Return

Specialization in IB

Subject Code : E-V-D-404

Subject : International Marketing	
Attempt any TWO assignment from the following	
Q1	Explain the role of government in foreign trade. Discuss the different forms of regional economic co-operation.
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.
-----------	--

Subject Code : E-VI-D-405

Subject : Regulatory Framework of International Business

Attempt any TWO assignment from the following

Q1	Discuss the characteristics of a "Bill of Lading" and explain why it is not fully negotiable.
-----------	---

Q2	Comment on the liability of the "Issuing" and "Confirming" Banks as mentioned in the U.C.P.D.C. norms.
-----------	--

Q3	Assess the contribution of Intellectual Property Legislation to the industry and state the procedure to register a trade – mark.
-----------	--

Subject Code : E-VII-D-406

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?
-----------	---

Subject Code : E-VIII-D-407

Subject : India's Foreign Trade Policy

Attempt any TWO assignment from the following

Q1	Give overview of changes in the objectives of EXIM policy since independence.
-----------	---

Q2	Study the statistical data of Export and Import to understand pattern/ trend/ structure and prepare a report on the same.
-----------	---

Q3	Prepare a case of company who wants to start representative office abroad or joint venture abroad. Present the case in written form.
-----------	--

Specialization in HR

Subject Code : E-V-D-404

Subject : Performance Management Systems

Attempt any TWO assignment from the following

- | | |
|-----------|---|
| Q1 | Explain in detail the concept of performance management. Enumerate its role in aligning business strategies with organizational effectiveness. |
| Q2 | Leadership style and culture of the organizations influence the implementation of performance appraisal system in organization. Discuss with suitable examples. |
| Q3 | Explain in detail the factors you will consider for measuring the impact of performance management on industrial relations?

Discuss the role of performance appraisal in measuring effectiveness and identification of Training needs. |

Subject Code : E-VI-D-405

Subject : Organizational Development and Change Management

Attempt any TWO assignment 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. |

Subject Code : E-VII-D-406

Subject : Strategic Human Resource Management

Attempt any TWO assignment from the following

- | | |
|-----------|---|
| Q1 | What is meant by "Corporate Strategy"? How can a corporate strategy be translated in action to achieve business success? |
| Q2 | Discuss the various types of organizational structures. What are the hurdles created by organizational structures in implementing corporate strategies? |
| Q3 | Appropriate and timely change helps business strategies towards success. What are the change management techniques used to make this happen? |

Subject Code : E-VIII-D-407

Subject : Managerial Competencies and Career Development

Attempt any TWO assignment from the following

- | | |
|-----------|--|
| Q1 | What is Career development? Explain the process of Career Development clearly |
| Q2 | Explain the various steps involved in succession management Use examples to illustrate your arguments. |
| Q3 | Write Notes on any four :
1. Career Planning
2. Career Stages
3. Career Anchors
4. Career management
5. Succession Planning |

Specialization in Production Management

Subject Code : E-V-D-404

Subject : Logistics and Supply Chain Management

- | | |
|-----------|---|
| Q1 | What is Supply Chain Management and its meaning and objectives in relation to competitive global business. |
| Q2 | Write importance of planning in demand and supply chain management. |
| Q3 | Write Notes on any Two:
1. Logistics
2. Types of Transportation System and its merits and demerits
3. Types of distribution network
4. Concept of 5 R |

Subject Code : E-VI-D-405

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. |

Subject Code : E-VII-D-406

Subject : Service Operations Management

Attempt any TWO assignment from the following

- | | |
|-----------|---|
| Q1 | Describe the importance facility, location and layout for a services industry? |
| Q2 | Explain in detail Queuing Theory and develop a case to describe waiting line analysis? |
| Q3 | What are the various challenges faced in operation management of services? Explain with the help of examples. |

Subject Code : E-VIII-D-407

Subject : World Class Manufacturing

Attempt any TWO assignment from the following

- | | |
|-----------|---|
| Q1 | Write a note on A Strategic Model for Resource and Capability-Based Global Manufacturing? |
| Q2 | What is Goldratt's Theory of Constraints? |
| Q3 | What are the ways of Introducing TQM into a Business? |

Subject Code : D-408

Subject : Project Management

Attempt any TWO assignment from the following

- | | |
|-----------|--|
| Q1 | 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. |
| Q2 | Name and briefly describe the three primary goals of a project management. Why is there a trade-off among these prime objectives? |
| Q3 | What do you mean by Project Feasibility Study. Explain briefly the components of industrial feasibility studies as published by UNIDO. Explain these briefly. |