

**Programme : Masters of Business Administration (MBA) (2010 course)**

**Semester : V**

**Subject Code : 501**

**Subject : Innovation and Technology Management**

Attempt any TWO assignment from the following

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| <b>Q1</b>  | Elaborate the relationship between Observation, Data, Information, Knowledge, Application of Knowledge and Technology.  |
| <b>Q2</b>  | 1. Define Business. Explain how Technology can be an asset for the growth of business.<br>2. Explain giving examples, difference between high technology, low technology emerging technology and codified technology. |
| <b>Q3</b>  | Give detail modes of financing Technological Innovation. Appropriate examples in each mode may be given to explain points.  |
| <b>Q4</b>  | What is supply chain management? Discuss in detail  |
| <b>Q5</b>  | What is Technology Forecasting write in detail?   |
| <b>Q6</b>  | Write short notes on (i) EPABX (ii) CDMA Technology   |
| <b>Q7</b>  | Write on Application of ERP with example.   |
| <b>Q8</b>  | Write a short note on E-Business.   |
| <b>Q9</b>  | Explain the evolution of e-business in the context of Indian markets. Give examples.  |
| <b>Q10</b> | What are modules in a large ERP system? Explain any three in detail.  |

**Specialization in Marketing**

**Subject Code : 502**

**Subject : Relationship Marketing**

Attempt any TWO assignment from the following

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|-----------|--|
| <b>Q1</b> | Explain the role, importance and applications of Relationship Marketing in IT segments of the industry.  |
| <b>Q2</b> | “The phenomenon of LPG has made the CRM even more important” - Comment on the above statement with specific reference to the Marketing environment in India. |
| <b>Q3</b> | 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.
<b>Q4</b>	What is CRM? Discuss the role of CRM for enhancing customer retention and loyalty through better customer relations.
<b>Q5</b>	Discuss the significance of development of continuous, long term and mutually beneficial customer relations.
<b>Q6</b>	Write short note on the following: a) Mass Media b) Shape of Customer profile
<b>Q7</b>	Write short note on the following: a) Customer Selection and Rejection b) Customer Bonding
<b>Q8</b>	Write short note on the following: a) Mass customization b) Sales force automation
<b>Q9</b>	Why is CRM a smart decision? Explain in detail.
<b>Q10</b>	Elaborate upon CRM strategy and planning process and the role of technology in it.
<b>Subject Code : 503</b>	
<b>Subject : Sales and Distribution Management</b>	
Attempt any TWO assignment from the following	
<b>Q1</b>	What are sales Territory? Why do firms establish sales territories? Can you think of reasons why a firm might not have sales territories?
<b>Q2</b>	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
<b>Q3</b>	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
<b>Q5</b>	Describe the role of salesperson.
<b>Q6</b>	What are objectives of personal selling?

<b>Q7</b>	What are the factors that have a positive effect on customer's perceptions?
<b>Q8</b>	Discuss the policies and legal issues in marketing channel.
<b>Q9</b>	Do you think channel planning plays an important role in today's organization? Give your arguments.
<b>Q10</b>	What is the role of cost in sales? Elucidate the need for cost analysis

**Subject Code : 504**

**Subject : Brand Management**

**Attempt any TWO assignment from the following**

<b>Q1</b>	1. Explain what is a Brand. What are the attributes of a Brand? 2. What are the characteristics of a good Brand?
<b>Q2</b>	What is brand equity? What are the various methods by which brand equity is measured? Discuss any one method in detail.
<b>Q3</b>	What are the merits and demerits of unrelated brand extension? Discuss in the context of Kingfisher
<b>Q4</b>	What way global branding differs from domestic branding? Explain with the help of any one global brand a domestic brand.
<b>Q5</b>	What do you understand by 'Brand Architecture'? Why it is needed? Discuss different brand architecture with suitable examples.
<b>Q6</b>	Write short notes on the following: a) Retail Branding b) Brand Extension
<b>Q7</b>	Explain in detail the mechanism of brand creation and apply it to an automobile industry.
<b>Q8</b>	Outline the significance of branding strategy with special reference to service organization of your choice.
<b>Q9</b>	What is a brand? Explain in detail the concepts of brand hierarchy and brand personality by citing examples.

<b>Q10</b>	Write short notes on the following: a) Organisational Association b) Brand Loyalty
<b>Subject Code : 505</b>	
<b>Subject : Services Marketing</b>	
<b>Attempt any TWO assignment from the following</b>	
<b>Q1</b>	What are the elements of Customer Services? Which other issues influence the same? Discuss. Quote suitable examples.
<b>Q2</b>	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?
<b>Q3</b>	Write short notes on Any Two 1. Complaint Management 2. Importance of 'P.R' in service sector
<b>Q4</b>	Write short notes on Any Two 1. Market positioning of 'service' 2. Service Flow Chart
<b>Q5</b>	Define services? What are the service characteristics? List ten major service industries.
<b>Q6</b>	How do service processes in service operation differ from those in manufacturing operations? Explain with example.
<b>Q7</b>	Explain with example the dual role of customers as producers and users of services.
<b>Q8</b>	Define quality in the context of 'service'. How would you develop quality culture in a service sector organization?
<b>Q9</b>	What are the steps in new service development process? Explain.
<b>Q10</b>	Explain the GAP model of service quality.

## Specialization in Finance

**Subject Code : 502**

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

**Attempt any TWO assignment from the following**

<b>Q1</b>	1. What are the various classifications of Financial Institutions? 2. Discuss the functions of Financial Institutions?
<b>Q2</b>	Explain in detail Foreign Exchange and Interest Rate related contracts.
<b>Q3</b>	What is financial institution? Explain its significance in the Indian Financial system.
<b>Q4</b>	Discuss the functions of Commercial Banks and services rendered by them.
<b>Q5</b>	Explain in detail Foreign Exchange and Interest Rate related contracts.
<b>Q6</b>	Discuss the organization and Management of RBI. What are the functions of RBI?
<b>Q7</b>	What are the objectives of Asian Development Bank
<b>Q8</b>	Write notes on Any two: a) Application of wealth maximization model to financial decisions b) Role of development Financial institutions in the financial system.
<b>Q9</b>	Discuss the functions of Commercial Banks and services rendered by them.
<b>Q10</b>	What is an Interest Rate? What are the components of Interest rate.

**Subject Code : 503**

**Subject : Global Financial Analysis**

**Attempt any TWO assignment from the following**

<b>Q1</b>	Discuss developments on International Monetary scene after globalization.
<b>Q2</b>	Write short notes on the following 1. Eurocurrency 2. Syndicated Euro Write short Credit 3. Spot and Forward rates 4. Export Credit 5. Purchasing Power Parity (Absolute)

<b>Q3</b>	Define globalization. What are its advantages and disadvantages?
<b>Q4</b>	Define financial and currency derivative with example.
<b>Q5</b>	Differentiate between 'speculation' and 'Hedging'
<b>Q6</b>	State features of 'International Financial System'
<b>Q7</b>	Write a note on Euro Zone crisis.
<b>Q8</b>	Write short notes on the following a) Currency futures b) Currency swaps
<b>Q9</b>	a) Explain the parties involved in GDR / ADR issue. b) Write a note on European Monetary system.
<b>Q10</b>	Which factors resulted in the fall of Fixed Exchange Rate System? What do you understand by Flexible Exchange Rate System?

**Subject Code : 504**

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

**Subject Code : 505**

<b>Subject : Foreign Exchange Management</b>	
<b>Attempt any TWO assignment from the following</b>	

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

### **Specialization in IB**

**Subject Code : 502**

#### **Subject : International Marketing**

**Attempt any TWO assignment from the following**

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

<b>Q10</b>	Explain the role of government in foreign trade. Discuss the different forms of regional economic co-operation
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**Subject Code :503**

**Subject : International Laws**

**Attempt any TWO assignment from the following**

<b>Q1</b>	Define “Exchange Control” State objectives there of.
<b>Q2</b>	Give an outline of statutory basis of Cross Border Trade Transactions.
<b>Q3</b>	Write a note on the following: a) Exworks b) Exquay
<b>Q4</b>	Define Trademarks? Distinguish between Passing-off and Infringement.
<b>Q5</b>	State the objectives and provisions of FEMA.
<b>Q6</b>	Discuss the characteristics of a “Bill of Landing” and explain why it is not fully negotiable.
<b>Q7</b>	Briefly write about “INCOTERMS”
<b>Q8</b>	Comment on the liability of the “Issuing” and “Confirming” Banks as mentioned in the U.C.P.D.C. norms.
<b>Q9</b>	Distinguish between Documentary credit and Documentary collection method of International Trade settlement.
<b>Q10</b>	Assess the contribution of Intellectual Property Legislation to the industry and state the procedure to register a trade – mark.

**Subject Code : 504**

**Subject : Foreign Exchange Markets**

**Attempt any TWO assignment from the following**

<b>Q1</b>	Discuss various derivative instruments recently used in forex market
<b>Q2</b>	What do you understand by Forex Exposures? In this context, explain transaction, translation and economic exposure.
<b>Q3</b>	What is an External Hedging technique used to manage the exchange risk?
<b>Q4</b>	Explain the concept with suitable examples the Devaluation and Appreciation of the Currency of a country
<b>Q5</b>	Describe the relationship between the rates of Foreign Currency and the



	Balance of Payment of a country
<b>Q6</b>	Define the term Exchange Rate and the process involved in its development.
<b>Q7</b>	Write a note on the developments in the European Monetary Union.
<b>Q8</b>	Write note on the participants in foreign exchange market.
<b>Q9</b>	Explain all the three types of foreign exchange exposures in detail with suitable examples.
<b>Q10</b>	Write about the recent developments, which have taken place in the foreign trade mechanism.

**Subject Code : 505**

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

**Specialization in HR**

**Subject Code : 502**

<b>Subject : Performance Management Systems</b>	
<b>Attempt any TWO assignment from the following</b>	

<b>Q1</b>	Explain in detail the concept of performance management. Enumerate its role in aligning business strategies with organizational effectiveness.
<b>Q2</b>	Leadership style and culture of the organizations influence the implementation of performance appraisal system in organization. Discuss with suitable examples.
<b>Q3</b>	Explain in detail the factors you will consider for measuring the impact of performance management on industrial relations?
<b>Q4</b>	Discuss the role of performance appraisal in measuring effectiveness and identification of Training needs.
<b>Q5</b>	Discuss the role of performance appraisal in measuring effectiveness and identification of Training needs
<b>Q6</b>	Leadership style and culture of the organizations influence the implementation of performance appraisal system in organization. Discuss with suitable examples.
<b>Q7</b>	Write short notes on the following: a) Performance management and compensation policies b) Performance Measures
<b>Q8</b>	Write on job evaluation in detail
<b>Q9</b>	What are guiding principles of performance management?
<b>Q10</b>	Explain in detail the concept of performance management. Enumerate its role in aligning business strategies with organizational effectiveness.

**Subject Code : 503**

**Subject : Organizational Development and Change Management**

**Attempt any TWO assignment from the following**

<b>Q1</b>	How is "Model" useful in understanding change? Discuss any one model of change management.
<b>Q2</b>	Discuss in detail the "Role Analysis Technique" of team building.
<b>Q3</b>	Explain the role of Participation and Empowerment in Organization Development.
<b>Q4</b>	How is "Model" useful in understanding change? Discuss any one model of change management
<b>Q5</b>	Explain the role of Participation and Empowerment in Organization Development.
<b>Q6</b>	Discuss in detail the transactional analysis and its importance in OD
<b>Q7</b>	Describe the importance of re-engineering

<b>Q8</b>	What is Beckhard's confrontation meeting?
<b>Q9</b>	What are the team intervention techniques?
<b>Q10</b>	Describe the classification of OD.

**Subject Code : 504**

**Subject : Strategic Human Resource Management**

**Attempt any TWO assignment from the following**

<b>Q1</b>	What is meant by "Corporate Strategy? How can a corporate strategy be translated in action to achieve business success?
<b>Q2</b>	Discuss the various types of organizational structures. What are the hurdles created by organizational structures in implementing corporate strategies?
<b>Q3</b>	Appropriate and timely change helps business strategies towards success. What is the change management techniques used to make this happen?
<b>Q4</b>	What is SHRM? Explain in detail the characteristic of SHRM?
<b>Q5</b>	Outline the difference between HRM & SHRM?
<b>Q6</b>	What is a strategy? Explain in details strategies for managing performance?
<b>Q7</b>	Explain with illustrations HR role in facilitating the strategy forming process.
<b>Q8</b>	Define values and explain the importance of values in shaping culture for high performance organization.
<b>Q9</b>	Write short note on the following: a) Leadership b) Business Strategy
<b>Q10</b>	Write short note on the following: a) Organization Structure b) Process of Development measures

**Subject Code : 505**

**Subject : Career Development System**

**Attempt any TWO assignment from the following**

<b>Q1</b>	What is Career development? Explain the process of Career Development clearly
<b>Q2</b>	Explain the various steps involved in succession management Use examples to illustrate your arguments.
<b>Q3</b>	Write Notes on the following:  1. Career Planning

	2. Career Stages
<b>Q4</b>	Explain with illustrations the theoretical fundamentals of Career Development.
<b>Q5</b>	What are Successes ion Planning and Fasts Tracking? Highlight the precautions to be taken while resorting to fast tracking?
<b>Q6</b>	Explain the functions, responsibilities and limitations of Career Anchor in an organization at present.
<b>Q7</b>	Write a short note on the following: a) Dual laddering b) Competency Building
<b>Q8</b>	Write a short note on the following: a) Succession Planning b) Career Anchors
<b>Q9</b>	Prepare a Career Path for a newly recruited MBA student for your MNA organization.
<b>Q10</b>	How one can go about for establishment of Assessment Centre in your fast expanding organization?

## Specialization in Production Management

**Subject Code : 502**

### **Subject : Logistics Management**

**Attempt any TWO assignment from the following**

<b>Q1</b>	“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.
<b>Q2</b>	What are the ways of Streamline Customs Processes and Maximize Trade Agreements?
<b>Q3</b>	Explain the interacting between logistics and functional members of a supply chain with examples.
<b>Q4</b>	What is Logistics and four stages in the development of the logistics function.
<b>Q5</b>	What is supply chain management; write in detail its components, benefits and types.
<b>Q6</b>	Write importance of Logistics in various sections.
<b>Q7</b>	What are the financial measures of logistics performance?

<b>Q8</b>	Write a note on Models for logistics integration.
<b>Q9</b>	Write a detail note on Supplier Relationships?
<b>Q10</b>	Explain the concept of International SCM in brief.

**Subject Code : 503**

**Subject : Transportation Management**

**Attempt any TWO assignment from the following**

<b>Q1</b>	What are the recent activities undertaken by government to improve transportation across the country. Describe briefly with approximate timelines and budgeted cost.
<b>Q2</b>	What are the key features of Motor Vehicle Act, 1988 and what impact does it leave on the urban transportation system?
<b>Q3</b>	Describe what congestion charge is and give your opinion as to whether you are 'For' or 'Against' it. Citing logical reasoning.
<b>Q4</b>	<ul style="list-style-type: none"> <li>a) What are the main provisions given in Motor Vehicles Act. 1988.</li> <li>b) Define 'Area' as per Motor Vehicles Act, 1988.</li> </ul>
<b>Q5</b>	<ul style="list-style-type: none"> <li>a) What is the scope of transportation development in future?</li> <li>b) What is your understanding on the present development system of transportation?</li> </ul>
<b>Q6</b>	Explain transport safety and security.
<b>Q7</b>	Write a note on Cost/ benefit analysis in transportation system.
<b>Q8</b>	What are the legal and administrative issues involved in transportations?
<b>Q9</b>	<p>Write a note on the following:</p> <ul style="list-style-type: none"> <li>a) Need for national policy</li> <li>b) Parking</li> <li>c) Capacity building</li> <li>d) Freight traffic</li> </ul>
<b>Q10</b>	Discuss Urban transit in detail with its challenges.

**Subject Code : 504**

**Subject : Service Operations Management**

**Attempt any TWO assignment from the following**

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

**Subject Code : 505**

### **Subject : World Class Manufacturing**

**Attempt any TWO assignment from the following**

<b>Q1</b>	Write a note on A Strategic Model for Resource and Capability-Based Global Manufacturing?
<b>Q2</b>	What is Goldratt's Theory of Constraints?
<b>Q3</b>	What are the ways of Introducing TQM into a Business?
<b>Q4</b>	Explain the concept of aggregate planning and master production scheduling.
<b>Q5</b>	State the meaning of JIT. Discuss buyer seller relations in JIT environment.
<b>Q6</b>	Explain the concept of supply chain management with an example and state its objectives.
<b>Q7</b>	Write a short note on the following: a) Concept of World Class Manufacturing b) Total Employee involvement and small group activities
<b>Q8</b>	Write a short note on the following:  a) Flexible Manufacturing System b) Six Sigma Implementation
<b>Q9</b>	Explain the examples how automation in manufacturing and material handling

	help organization to become world class.
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<b>Q10</b>	What are the problems faced by India organizations in implementation (MRP). Suggest an approach for effective implementation of the MRP system.
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**Subject Code : 506**

**Subject : Project Management**

Attempt any TWO assignment from the following

- Q1 What do you mean by Project Feasibility Study. Explain briefly the components of industrial feasibility studies as published by UNIDO. Explain these briefly.
- 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 understand by Project Management Processes ? Enumerate these processes and how these interact during the life cycle and various phases of the project.
- Q4 Discuss importance of project planning.
- Q5 Explain financial analysis tools and techniques.