BUSINESS POLICY AND STRATEGIC MANAGEMENT

Assignment : 1

Answer all the Questions
All Questions Carry Equal Marks

1. a) Objectives of Business Policy
   b) Business Ethics
2. a) SWOT Analysis
   b) The 7 S Framework in Strategic Management
3. a) Value Chain Analysis
   b) Turnaround strategy
4. a) Retrenchment Strategy
   b) Activating Strategies
5. a) Barriers in evaluation of strategy
   b) Quantitative Standards in process of controlling strategies

Assignment : 2

Answer all the Questions
All Questions Carry Equal Marks

1. a) Difference between Policy and Strategy
   b) Distinguish between Mission and objectives
2. a) Benefits of Strategic Planning
   b) Reasons for Global Strategic alliance
3. a) Techniques of Environmental scanning
   b) Approaches to strategy formulation
4. a) Steps involved in constructing a Tows Matrix
   b) Approaches to Strategic implementation
5. a) Strategic Business Units (SBUs)
   b) Techniques of Strategic evaluation and control.
ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT
(For the admitted batches of 2012-2013 onwards)

Assignment : 1
( 5 x 6 = 30 Marks)

Answer all the Questions
All Questions Carry Equal Marks

Assignment No. 1:

1. a) Characteristics of entrepreneurship
   b) Functions of District Industries Centres
2. a) Problems of women entrepreneurs
   b) Ethics and social responsibility in entrepreneurship
3. a) Methods of Ideas Planning
   b) Entrepreneurial Development Programmes in the Indian Universities
4. a) Objectives of Incubation Centres
   b) Objectives of Entrepreneurial Development Programmes
5. a) Prerequisites for Entrepreneurial Development Programmes
   b) Objectives and activities of National Institute for Entrepreneurship and Small Business Development

Assignment : 2
( 5 x 6 = 30 Marks)

Answer all the Questions
All Questions Carry Equal Marks

1. a) Types of Entrepreneurs
   b) Steps in setting up of an enterprise
2. a) Profile of an Indian woman entrepreneur
   b) Concept of new venture management
3. a) Objectives of Small Industry Service Institute
   b) Concept of Intrapreneurship
4. a) Qualities of a good entrepreneur
   b) Steps in designing training programme to inculcate entrepreneurial spirit
5. a) E-Business ventures
   b) Opportunities for Indian women entrepreneurs in urban areas
MBA Marketing

CONSUMER BEHAVIOUR AND MARKETING RESEARCH

Assignment : 1 ( 5 x 6 = 30 Marks)

Answer all the Questions

All Questions Carry Equal Marks

1. a) Determinants of Consumer Behaviour
   b) Consumer Behaviour applications in marketing.

2. a) Functions of consumer attitude
   b) Modelling buying behavior

3. a) Reference Groups
   b) Economic and psychological models of consumer behavior

4. a) Components of good research design
   b) Characteristics of good hypothesis

5. a) Types of data edits
   b) Factor analysis

Assignment : 2 ( 5 x 6 = 30 Marks)

Answer all the Questions

All Questions Carry Equal Marks

1. a) Life Style Marketing
   b) Factors determining organizational buying

2. a) Factors influencing perceptions of consumers
   b) Open ended and close ended questions

3. a) Family life cycle concept
   b) Engle-Blackwell-Kollat Model of consumer behavior

4. a) Marketing Research
   b) Probability sampling methods

5. a) Regression analysis
   b) Chi-square test
SERVICES MARKETING AND CRM

Assignment : 1  
( 5 x 6 = 30 Marks)

Answer all the Questions

All Questions Carry Equal Marks

1. a) Interactive Marketing  
b) Knowledge Process Outsourcing (KPO)

2. a) Strategies for matching demand and supply  
b) Components of services marketing mix

3. a) Determinants of service quality  
b) Role of electronic channels in delivery of services

4. a) Role of a service employee  
b) Strategies for service recovery

5. a) Employee Relationship management  
b) Criteria for selection of e-CRM software

Assignment : 2  
( 5 x 6 = 30 Marks)

Answer all the Questions

All Questions Carry Equal Marks

1. a) Distinguish between products and services  
b) Characteristics of services

2. a) Determinants of customer perceptions  
b) Service positioning strategies

3. a) Zero defects Vs. Zero defections  
b) Approaches to pricing of services

4. a) Word of mouth communication  
b) Transactional analysis

5. a) Customer Retention  
b) Benefits of customer relationship management
MBA Marketing

ADVERTISING AND BRAND MANAGEMENT

Assignment : 1  
( 5 x 6 = 30 Marks)

Answer all the Questions

All Questions Carry Equal Marks

1.  a) Objectives of Advertising
    b) Ethics in Advertising

2.  a) Media Strategy
    b) Advertising appeals

3.  a) Problems in international advertising
    b) Direct Response Advertising

4.  a) Brand positioning
    b) Brand equity

5.  a) Brand extension
    b) Functions of Advertising Agencies

Assignment : 2  
( 5 x 6 = 30 Marks)

Answer all the Questions

All Questions Carry Equal Marks

1.  a) Communication Process in Advertising
    b) Economic impact of Advertising

2.  a) Techniques of Audience analysis
    b) Types of Advertising Evaluation

3.  a) Factors influencing in selecting an advertising agency
    b) Public Relations Advertising

4.  a) Characteristics of a good brand
    b) Classification of Brands

5.  a) Global Brand Strategies
    b) Brand Personality Development
MBA Marketing

SALES AND RETAIL MANAGEMENT

Assignment : 1

Answer all the Questions

All Questions Carry Equal Marks

1. a) Types of Retail stores
   b) Features of Franchising units

2. a) Supply Chain Management
   b) Retail promotion mix

3. a) Duties and responsibilities of sales manager
   b) Steps in sales management strategy

4. a) Modern sales approaches
   b) Steps in cost analysis procedure

5. a) Factors influencing the recruitment policy of sales personnel
   b) Psychological tests in selection of sales personnel

Assignment : 2

Answer all the Questions

All Questions Carry Equal Marks

1. a) Characteristics of Retailing
   b) Central Business District

2. a) Functions of Stores Department
   b) Store layout design

3. a) Retail Promotional Budget
   b) Personal qualities of a successful salesman

4. a) Types of sales Quotas
   b) Time management skills

5. a) Sales forecasting methods
   b) Steps in formulating a sales compensation plan.
MBA Finance

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Assignment : 1  
Answer all the Questions  
( 5 x 6 = 30 Marks)

All Questions Carry Equal Marks

1. a) Steps involved in the investment process 
b) Distinguish between Debt instruments and equities

2. a) Intrinsic Value approach of Valuation of Shares 
b) Optimum Portfolio

3. a) Distinguish between open-ended and close-ended mutual funds 
b) Efficient Market Hypotheses

4. a) Basic steps in portfolio selection 
b) Basic assumptions in Capital Asset Pricing Model (CAPM)

5. a) Portfolio Revision 
b) Need for Stock Market Indices

Assignment : 2  
Answer all the Questions  
( 5 x 6 = 30 Marks)

All Questions Carry Equal Marks

1. a) Functions of SEBI 
b) Systematic Risk Vs. Unsystematic Risk

2. a) Company Analysis 
b) Industry Analysis

3. a) Quantitative and Qualitative methods of valuation of equity 
b) Technical Analysis

4. a) Markowitz’s Theory of Portfolio Management 
b) Arbitrage pricing theory

5. a) Benchmark portfolios for performance evaluation 
b) Evaluation of Mutual Funds.
MBA Finance

FINANCIAL MARKETS AND DERIVATIVES

Assignment : 1

Answer all the Questions

All Questions Carry Equal Marks

1. a) Structure of Indian Financial System
   b) Role of State Finance Corporations
2. a) Money Market Institutions
   b) Functions of Securities Exchange Board of India (SEBI)
3. a) Forward Vs. Future Contracts
   b) Uses of Futures for Hedging
4. a) Features of Options
   b) Different types of interest rate swaps
5. a) Players in Option Market
   b) Currency Swaps

Assignment : 2

Answer all the Questions

All Questions Carry Equal Marks

1. a) Factors influencing Capital Formation
   b) Functions of Industrial Development Bank of India
2. a) Treasury Bills Market
   b) Features of Certificate of Deposits
3. a) Features of Financial Derivatives
   b) Normal Backwardation
4. a) Currency Futures
   b) Stock Option
5. a) Binomial Option Pricing Model
   b) Debt-equity Swap.
MBA Finance

STRATEGIC FINANCIAL MANAGEMENT

Assignment : 1  ( 5 x 6 = 30 Marks)

Answer all the Questions

All Questions Carry Equal Marks

1. a) Determinants of capital structure
   b) Weighted average cost of capital
2. a) Types of investment decisions
   b) Capital Rationing
3. a) Distinction between Mergers and Acquisitions
   b) Theories of Mergers
4. a) Procedure for Merger.
   b) Takeover defenses
5. a) Stages of strategic restructuring
   b) Reasons for Corporate business failure

Assignment : 2  ( 5 x 6 = 30 Marks)

Answer all the Questions

All Questions Carry Equal Marks

1. a) Shareholder value creation
   b) Propositions of M-M Theory on Capital Structure
2. a) Methods of investment appraisal
   b) Statistical techniques of Risk Analysis
3. a) Lease Vs. Borrowing
   b) Financial impact of merger
4. a) Kinds of Takeovers
   b) Takeover procedure
5. a) Disclosures under Takeover code
   b) Steps in Turnaround strategy
MANAGEMENT OF FINANCIAL SERVICES

Assignment : 1

Answer all the Questions

All Questions Carry Equal Marks

1. a) Differences between money market and capital market
   b) Concept of Financial Services

2. a) Responsibilities of a Merchant Banker
   b) Statutory provisions relating to underwriting

3. a) Essential features of Leasing
   b) Non-Bank Financial Companies

4. a) Difference between Factoring and Forfaiting
   b) Demat services

5. a) Functions of Asset Management Company
   b) Bill Market Schemes in India

Assignment : 2

Answer all the Questions

All Questions Carry Equal Marks

1. a) Services provided by merchant bankers
   b) Regulations on Financial Services

2. a) Post-issue activities under Public Issue Management
   b) Project Financing

3. a) Features of a Hire Purchase Agreement
   b) Characteristics of Venture capital

4. a) Advantages of Credit rating
   b) Concept of Asset Securitisation

5. a) Money market mutual funds
   b) Mutual Fund Regulations in India
Assignment : 1  
( 5 x 6 = 30 Marks)

Answer all the Questions

All Questions Carry Equal Marks

1. a) Concept of Human Resource Development  
b) Organisational Approach to industrial relations

2. a) Task Analysis  
b) Factors influencing Human Resource Planning.

3. a) Methods of Training and Development  
b) Instruments used for Human Resource Development

4. a) HRD in Govt. Organisation  
b) Problems of Human Resource Planning in large companies

5. a) Human Resource Development climate in Indian companies  
b) Techniques of Supply forecasting for manpower

Assignment : 2  
( 5 x 6 = 30 Marks)

Answer all the Questions

All Questions Carry Equal Marks

1. a) Methods of Forecasting demand for manpower at macro level  
b) HRD Strategies

2. a) Approaches to Human Resource Planning  
b) Developmental supervision in HRD

3. a) Strategies of Software companies to attract human resources  
b) HRD activities in educational institutions

4. a) Sub-system of Human Resource Development  
b) Role of Line Managers in Human Resource Management

5. a) Concepts of Counselling and Mentoring  
b) Evaluation of Training Programmes.
INDUSTRIAL RELATIONS

Assignment : 1  
( 5 x 6 = 30 Marks)  
Answer all the Questions  
All Questions Carry Equal Marks

1. a) Factors affecting Industrial Relations  
   b) Industrial Peace  
2. a) Blue collar Vs. White collar unions  
   b) Functions of Employers’ organizations  
3. a) Functions of Works Committee  
   b) Features of Industrial Disputes Act 1947  
4. a) Reasons for indiscipline among workers  
   b) Role of Welfare Officer  
5. a) Market System during the Negotiation  
   b) Prerequisites for success of Collective Bargaining

Assignment : 2  
( 5 x 6 = 30 Marks)  
Answer all the Questions  
All Questions Carry Equal Marks

1. a) Forms of Industrial Disputes  
   b) Consequences of Industrial Disputes  
2. a) Problems of trade unions.  
   b) Provision of Indian Trade Unions Act, 1926  
3. a) Code of discipline in India  
   b) Machinery for Settlement of Industrial Disputes  
4. a) Essentials of a sound grievance procedure  
   b) Tripartite Bodies  
5. a) Impact of Technology on Industrial Relations  
   b) Objectives and Functions of joint councils and shop councils.
MBA HRM
EMPLOYEE COMPENSATION AND WELFARE MANAGEMENT

Assignment : 1 ( 5 x 6 = 30 Marks)

Answer all the Questions
All Questions Carry Equal Marks

1. a) Reasons for Wage Differentials
   b) Need for Special Packages of Benefits to executives
2. a) Reasons for extending fringe benefits to employees
   b) Production Bargaining
3. a) Non-Statutory Welfare measures
    b) Approaches to labour welfare policy
4. a) Facilities to be provided in the plant for better safety
    b) Duties of Welfare officer
5. a) Social insurance for workers
    b) Benefits provided under ESI Act

Assignment : 2 ( 5 x 6 = 30 Marks)

Answer all the Questions
All Questions Carry Equal Marks

1. a) Principles governing the fixation of Wage and Salary Administration
   b) Basic provisions of Minimum Wage Act 1948
2. a) Prerequisites of a sound incentive plan
   b) Features of Bonus Act in India
3. a) Statutory Welfare Measures
   b) Facilities to be provided in the plant for better health
4. a) Restrictions on employment of women
    b) Provisions of Maternity Benefit Act in India
5. a) Concept of Social Security
    b) Retirement benefits under statutory and non-statutory provisions in India.
1. a) Differences between Domestic and International HRM
   b) Concepts of E-readiness
2. a) Features of various types of organization cultures
   b) Human resource cycle
3. a) Qualities of HRD manager
   b) Role of a Global Manager
4. a) Components of an International Compensation System
   b) Major differences in the going rate Balance Sheet approach to International Compensation
5. a) Union security
   b) Digital economy

Assignment : 2
( 5 x 6 = 30 Marks)

1. a) Characteristic features of globalization
   b) Reasons for failure of international assignments
2. a) Differences between Ethnocentric and Polycentric organizations
   b) Causes for Expatriate failures
3. a) Cross culture training techniques for expatriate managers
   b) HR outsourcing
4. a) Variables influencing International Compensation Strategy
   b) Practices of compensation of host country employees and managers in China
5. a) IR practices in the USA
   b) Social dumping