BUSINESS POLICY AND STRATEGIC MANAGEMENT

Assignment : 1

Answer all the Questions
Each Answer shall not exceed Two pages
All Questions Carry Equal Marks

1. a) Objectives of Business Policy
   b) Distinguish between Mission and objectives

2. a) Benefits of Strategic Planning
   b) The 7 S Framework in Strategic Management

3. a) Value Chain Analysis
   b) Approaches to strategy formulation

4. a) Retrenchment Strategy
   b) Approaches to Strategic implementation

5. a) Strategic Business Units (SBUs)
   b) Quantitative Standards in process of controlling strategies

Assignment : 2

Answer all the Questions
Each Answer shall not exceed Two pages
All Questions Carry Equal Marks

1. a) Difference between Policy and Strategy
   b) Business Ethics

2. a) SWOT Analysis
   b) Reasons for Global Strategic alliance

3. a) Techniques of Environmental scanning
   b) Turnaround strategy

4. a) Steps involved in constructing a Tows Matrix
   b) Activating Strategies

5. a) Barriers in evaluation of strategy
   b) Techniques of Strategic evaluation and control.
MANAGEMENT DECISION SUPPORT SYSTEMS

Assignment : 1

Answer all the Questions
Each Answer shall not exceed Two pages
All Questions Carry Equal Marks

1. a) Concept of Management Information System  
b) Features of Software  
2. a) Critical Success Factor  
b) Prototyping approach to information systems  
3. a) Dimensions of Managerial Decision Making  
b) Techniques in group problem solving  
4. a) Functions of model Base Management System  
b) Various types of simulation  
5. a) Data Flow Diagram  
b) Difference between Operation controls and Performance control

Assignment : 2

Answer all the Questions
Each Answer shall not exceed Two pages
All Questions Carry Equal Marks

1. a) Types of Information Systems  
b) Enterprise Resource Planning  
2. a) Systems Development Life Cycle  
b) Steps in implementation of information system  
3. a) Factors influencing Managerial decision making  
b) Group decision support systems  
4. a) Approaches to Strategic Decision making  
b) Simons Normative model of decision making  
5. a) Steps in implementation of strategies  
b) Factors to be considered in measuring performance.
CONSUMER BEHAVIOUR AND MARKETING RESEARCH

Assignment : 1  
( 5 x 4 = 20 Marks) 
Answer all the Questions  
Each Answer shall not exceed Two pages  
All Questions Carry Equal Marks

1. a) Determinants of Consumer Behaviour  
b) Factors determining organizational buying  
2. a) Factors influencing perceptions of consumers  
b) Modelling buying behavior  
3. a) Reference Groups  
b) Engle-Blackwell-Kollat Model of consumer behavior  
4. a) Marketing Research  
b) Characteristics of good hypothesis  
5. a) Types of data edits  
b) Chi-square test

Assignment : 2  
( 5 x 4 = 20 Marks) 
Answer all the Questions  
Each Answer shall not exceed Two pages  
All Questions Carry Equal Marks

1. a) Life Style Marketing  
b) Consumer Behaviour applications in marketing.  
2. a) Functions of consumer attitude  
b) Open ended and close ended questions  
3. a) Family life cycle concept  
b) Economic and psychological models of consumer behavior  
4. a) Components of good research design  
b) Probability sampling methods  
5. a) Regression analysis  
b) Factor analysis
SERVICES MARKETING AND CRM

Assignment : 1

Answer all the Questions
Each Answer shall not exceed Two pages
All Questions Carry Equal Marks

1. a) Distinguish between products and services
   b) Knowledge Process Outsourcing (KPO)
2. a) Determinants of customer perceptions
   b) Components of services marketing mix
3. a) Determinants of service quality
   b) Approaches to pricing of services
4. a) Role of a service employee
   b) Transactional analysis
5. a) Customer Retention
   b) Criteria for selection of e-CRM software

Assignment : 2

Answer all the Questions
Each Answer shall not exceed Two pages
All Questions Carry Equal Marks

1. a) Interactive Marketing
   b) Characteristics of services
2. a) Strategies for matching demand and supply
   b) Service positioning strategies
3. a) Zero defects Vs. Zero defections
   b) Role of electronic channels in delivery of services
4. a) Word of mouth communication
   b) Strategies for service recovery
5. a) Employee Relationship management
   b) Benefits of customer relationship management
ADVERTISING AND BRAND MANAGEMENT

Assignment : 1

Answer all the Questions
Each Answer shall not exceed Two pages
All Questions Carry Equal Marks

1. a) Objectives of Advertising
   b) Economic impact of Advertising
2. a) Techniques of Audience analysis
   b) Advertising appeals
3. a) Factors influencing in selecting an advertising agency
   b) Direct Response Advertising
4. a) Characteristics of a good brand
   b) Brand equity
5. a) Brand extension
   b) Brand Personality Development

Assignment : 2

Answer all the Questions
Each Answer shall not exceed Two pages
All Questions Carry Equal Marks

1. a) Communication Process in Advertising
   b) Ethics in Advertising
2. a) Media Strategy
   b) Types of Advertising Evaluation
3. a) Problems in international advertising
   b) Public Relations Advertising
4. a) Brand positioning
   b) Classification of Brands
5. a) Global Brand Strategies
   b) Functions of Advertising Agencies
SALES AND RETIAL MANAGEMENT

Assignment : 1
( 5 x 4 = 20 Marks)

Answer all the Questions
Each Answer shall not exceed Two pages
All Questions Carry Equal Marks

1. a) Characteristics of Retailing
   b) Features of Franchising units
2. a) Supply Chain Management
   b) Store layout design
3. a) Retail Promotional Budget
   b) Steps in sales management strategy
4. a) Modern sales approaches
   b) Time management skills
5. a) Sales forecasting methods
   b) Psychological tests in selection of sales personnel

Assignment : 2
( 5 x 4 = 20 Marks)

Answer all the Questions
Each Answer shall not exceed Two pages
All Questions Carry Equal Marks

1. a) Types of Retail stores
   b) Central Business District
2. a) Functions of Stores Department
   b) Retail promotion mix
3. a) Duties and responsibilities of sales manager
   b) Personal qualities of a successful salesman
4. a) Types of sales Quotas
   b) Steps in cost analysis procedure
5. a) Factors influencing the recruitment policy of sales personnel
   b) Steps in formulating a sales compensation plan.
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Assignment : 1        ( 5 x 4 = 20 Marks)
Answer all the Questions
Each Answer shall not exceed Two pages
All Questions Carry Equal Marks

1. a) Steps involved in the investment process
   b) Systematic Risk Vs. Unsystematic Risk
2. a) Intrinsic Value approach of Valuation of Shares
   b) Industry Analysis
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) Evaluation of Mutual Funds.

Assignment : 2        ( 5 x 4 = 20 Marks)
Answer all the Questions
Each Answer shall not exceed Two pages
All Questions Carry Equal Marks

1. a) Functions of SEBI
   b) Distinguish between Debt instruments and equities
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) Need for Stock Market Indices
FINANCIAL MARKETS AND DERIVATIVES

Assignment : 1  
( 5 x 4 = 20 Marks)

Answer all the Questions  
Each Answer shall not exceed Two pages  
All Questions Carry Equal Marks

1. a) Structure of Indian Financial System  
b) Functions of Industrial Development Bank of India
2. a) Money Market Institutions  
b) Features of Certificate of Deposits
3. a) Features of Financial Derivatives  
b) Uses of Futures for Hedging
4. a) Currency Futures  
b) Players in Option Market
5. a) Binomial Option Pricing Model  
b) Currency Swaps

Assignment : 2  
( 5 x 4 = 20 Marks)

Answer all the Questions  
Each Answer shall not exceed Two pages  
All Questions Carry Equal Marks

1. a) Factors influencing Capital Formation  
b) Role of State Finance Corporations
2. a) Treasury Bills Market  
b) Functions of Securities Exchange Board of India (SEBI)
3. a) Forward Vs. Future Contracts  
b) Normal Backwardation
4. a) Features of Options  
b) Stock Option
5. a) Different types of interest rate swaps  
b) Debt-equity Swap.
STRATEGIC FINANCIAL MANAGEMENT

Assignment : 1

( 5 x 4 = 20 Marks)

Answer all the Questions
Each Answer shall not exceed Two pages
All Questions Carry Equal Marks

1. a) Shareholder value creation
   b) Weighted average cost of capital
2. a) Types of investment decisions
   b) Statistical techniques of Risk Analysis
3. a) Lease Vs. Borrowing
   b) Theories of Mergers
4. a) Procedure for Merger.
   b) Takeover procedure
5. a) Disclosures under Takeover code
   b) Reasons for Corporate business failure

Assignment : 2

( 5 x 4 = 20 Marks)

Answer all the Questions
Each Answer shall not exceed Two pages
All Questions Carry Equal Marks

1. a) Determinants of capital structure
   b) Propositions of M-M Theory on Capital Structure
2. a) Methods of investment appraisal
   b) Capital Rationing
3. a) Distinction between Mergers and Acquisitions
   b) Financial impact of merger
4. a) Kinds of Takeovers
   b) Takeover defenses
5. a) Stages of strategic restructuring
   b) Steps in Turnaround strategy
MANAGEMENT OF FINANCIAL SERVICES

Assignment : 1  
( 5 x 4 = 20 Marks)

Answer all the Questions  
Each Answer shall not exceed Two pages  
All Questions Carry Equal Marks

1. a) Differences between money market and capital market  
b) Regulations on Financial Services  
2. a) Post-issue activities under Public Issue Management  
b) Statutory provisions relating to underwriting  
3. a) Essential features of Leasing  
b) Characteristics of Venture capital  
4. a) Advantages of Credit rating  
b) Demat services  
5. a) Money market mutual funds  
b) Bill Market Schemes in India

Assignment : 2  
( 5 x 4 = 20 Marks)

Answer all the Questions  
Each Answer shall not exceed Two pages  
All Questions Carry Equal Marks

1. a) Services provided by merchant bankers  
b) Concept of Financial Services  
2. a) Responsibilities of a Merchant Banker  
b) Project Financing  
3. a) Features of a Hire Purchase Agreement  
b) Non-Bank Financial Companies  
4. a) Difference between Factoring and Forfaiting  
b) Concept of Asset Securitisation  
5. a) Functions of Asset Management Company  
b) Mutual Fund Regulations in India
HUMAN RESOURCE PLANNING AND DEVELOPMENT

Assignment : 1  
( 5 x 4 = 20 Marks)

Answer all the Questions
Each Answer shall not exceed Two pages
All Questions Carry Equal Marks

1. a) Methods of Forecasting demand for manpower at macro level  
b) Organisational Approach to industrial relations

2. a) Task Analysis  
b) Developmental supervision in HRD

3. a) Methods of Training and Development  
b) HRD activities in educational institutions

4. a) HRD in Govt. Organisation  
b) Role of Line Managers in Human Resource Management

5. a) Concepts of Counselling and Mentoring  
b) Techniques of Supply forecasting for manpower

Assignment : 2  
( 5 x 4 = 20 Marks)

Answer all the Questions
Each Answer shall not exceed Two pages
All Questions Carry Equal Marks

1. a) Concept of Human Resource Development  
b) HRD Strategies

2. a) Approaches to Human Resource Planning  
b) Factors influencing Human Resource Planning.

3. a) Strategies of Software companies to attract human resources  
b) Instruments used for Human Resource Development

4. a) Sub-system of Human Resource Development  
b) Problems of Human Resource Planning in large companies

5. a) Human Resource Development climate in Indian companies  
b) Evaluation of Training Programmes.
INDUSTRIAL RELATIONS

Assignment : 1

Answer all the Questions
Each Answer shall not exceed Two pages
All Questions Carry Equal Marks

1. a) Forms of Industrial Disputes
   b) Industrial Peace

2. a) Blue collar Vs. White collar unions
    b) Provision of Indian Trade Unions Act, 1926

3. a) Functions of Works Committee
    b) Machinery for Settlement of Industrial Disputes

4. a) Essentials of a sound grievance procedure
    b) Role of Welfare Officer

5. a) Impact of Technology on Industrial Relations
    b) Prerequisites for success of Collective Bargaining

Assignment : 2

Answer all the Questions
Each Answer shall not exceed Two pages
All Questions Carry Equal Marks

1. a) Factors affecting Industrial Relations
    b) Consequences of Industrial Disputes

2. a) Problems of trade unions
    b) Functions of Employers’ organizations

3. a) Code of discipline in India
    b) Features of Industrial Disputes Act 1947

4. a) Reasons for indiscipline among workers
    b) Tripartite Bodies

5. a) Market System during the Negotiation
    b) Objectives and Functions of joint councils and shop councils.
EMPLOYEE COMPENSATION AND WELFARE MANAGEMENT

Assignment : 1

Answer all the Questions
Each Answer shall not exceed Two pages
All Questions Carry Equal Marks

1. a) Principles governing the fixation of Wage and Salary Administration
   b) Need for Special Packages of Benefits to executives
2. a) Reasons for extending fringe benefits to employees
   b) Features of Bonus Act in India
3. a) Statutory Welfare Measures
   b) Approaches to labour welfare policy
4. a) Facilities to be provided in the plant for better safety
   b) Provisions of Maternity Benefit Act in India
5. a) Concept of Social Security
   b) Benefits provided under ESI Act

Assignment : 2

Answer all the Questions
Each Answer shall not exceed Two pages
All Questions Carry Equal Marks

1. a) Reasons for Wage Differentials
   b) Basic provisions of Minimum Wage Act 1948
2. a) Prerequisites of a sound incentive plan
   b) Production Bargaining
3. a) Non-Statutory Welfare measures
   b) Facilities to be provided in the plant for better health
4. a) Restrictions on employment of women
   b) Duties of Welfare officer
5. a) Social insurance for workers
   b) Retirement benefits under statutory and non-statutory provisions in India.
INTERNATIONAL HRM

Assignment : 1

Answer all the Questions
Each Answer shall not exceed Two pages
All Questions Carry Equal Marks

1. a) Characteristic features of globalization
   b) Concepts of E-readiness

2. a) Features of various types of organization cultures
   b) Causes for Expatriate failures

3. a) Qualities of HRD manager
   b) HR outsourcing

4. a) Variables influencing International Compensation Strategy
   b) Major differences in the going rate Balance Sheet approach to International Compensation

5. a) IR practices in the USA
   b) Digital economy

Assignment : 2

Answer all the Questions
Each Answer shall not exceed Two pages
All Questions Carry Equal Marks

1. a) Differences between Domestic and International HRM
   b) Reasons for failure of international assignments

2. a) Differences between Ethnocentric and Polycentric organizations
   b) Human resource cycle

3. a) Cross culture training techniques for expatriate managers
   b) Role of a Global Manager

4. a) Components of an International Compensation System
   b) Practices of compensation of host country employees and managers in China

5. a) Union security
   b) Social dumping