

Assignments

Master of Business Administration

(Through Distance Education)

(Odd Semester)

MBA III Semester

Session: 2016-17



Directorate of Distance Education

Guru Jambheshwar University of Science & Technology

Hisar

Compiled by

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Course Co-ordinator

MBA Programme, DDE, GJUS& T

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR

DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT -I

Programme : MBA

Semester : III

Course: Business Policy & Strategic Management

Code: CP-301

Total Marks : 15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1 Assume that you are working as Director (Corporate Planning) in an organization, then how would you design a Business Plan? Also describe the process of strategic management with suitable illustrations.

Q.2. Explain the terms vision, mission and objectives and goals from strategic management perspectives. Illustrate these in a real life organization.

Q.3. Discuss and compare BCG matrix and GE- nine cell models with suitable illustration. How the strategic decisions are influenced by application of these models?

ASSIGNMENT-II

Programme : MBA

Semester : III

Course: Business Policy & Strategic Management

Code: CP-301

Total Marks: 15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plain white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1. What do you mean by competitive advantage? Explain the factors responsible for competitive advantage.

Q.2. How the Experience Curve and Industry Analysis are important in the context of strategy formulation and planning? Illustrate by giving a real life organization of your choice.

Q.3. Taking an example of any organization or company working in India and discuss the following by elaborating the concepts:

- a. SWOT Analysis
- b. Impact Matrix
- c. Concept of Value Chain.

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR

DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-I

Programme : MBA

Semester : III

Course: Business Legislation

Code: CP-302

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

- Q.1 Rani, a film actress agreed to work exclusively for a period of two years, for a film production company. However, during the said period she enters into a contract to work for another film producer. Discuss the rights of aggrieved film Production Company under the Indian Contract Act.
- Q. 2 State the provisions of Companies Act regarding the alteration of the objects clause of the Memorandum of Association. Is it essential for company get the approval of the Company Law Board for the purpose?
- Q. 3 A owes B Rs. 5 lakhs. A draws a crossed cheque for this amount in favour of B. A dies and the cheque is afterwards found among his papers. Now B gets this cheque and claims payment. Will B succeed? Give reasons.

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR

DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-II

Programme : MBA

Semester : III

Course: Business Legislation

Code: CP-302

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1 State by whom contract should be performed? Is the promise bound to accept performance from persons other than the promisor?

Q.2 Sunny sold his car to Bobby for Rs. 2,00,000. After inspection and satisfaction, Bobby paid Rs. 75,000 and took possession of the car and promised to pay the remaining amount within a month. Later on Bobby refuses to give the remaining amount on the ground that the car was not in a good condition. Advise Sunny as to what remedy is available to him against Bobby.

Q.3 A director of a public company apprehends that as a result of change in the ownership of shares held in the company, a change will occur in the Board of Directors which would affect prejudicially the affairs of the company. Advise him.

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR

DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-I

Programme : MBA

Semester : III

Course: Corporate Taxation

Code: FM-303

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1. Describe the various forms of corporate taxes. Also mention the provisions of Excise duty and Customs duty on manufactured products and imported goods.

Q.2. What is GST? Explain the would-be impact of GST on corporate particularly the MSME sector, if implemented in India.

Q.3. How the incidence of corporate taxes affects a consumer? Discuss the political, economic, financial and strategic aspects of corporate taxation in India.

ASSIGNMENT-II

Programme : MBA

Semester : III

Course: Corporate Taxation

Code: FM-303

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1. What are different aspects of corporate planning? How the CSR motives can be achieved through corporate taxes in India?

Q.2. Describe various provisions of amended Companies Act, 2013 related to the corporate taxes.

Q.3. Vodafone has been given the benefit of tax exemption in Retrospective Tax Law Case. Highlighting the major milestones of this case examine the issues and challenges of Retrospective Tax Law in India.

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-I

Programme : MBA

Semester : III

Course: Security Analysis & Investment Management

Code: FM-304

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1. Discuss various types of financial securities. Also explain the risks and returns involved in various equity and debt instruments.

Q.2. What is a beta risk? How it is calculated? Take any two securities listed in NSE from the website of NSE and calculate their beta for the last one year.

Q.3. Explain the procedure of SEBI regarding the launching an IPO issue. Elaborate any real life IPO issue from the web site of NSE.

ASSIGNMENT-II

Programme : MBA

Semester : III

Course: Security Analysis & Investment Management

Code: FM-304

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1. What are the various tools of analysis used by technicians for investment decisions? Also state the recent developments that have taken place in the Indian Stock Markets.

Q.2. Describe with illustrations, various theories of valuation of fixed income and variable income securities.

Q.3. What do you mean by NIFTY? Explain its composition for construction of NIFTY and what are the criteria of determining its composition? Also describe the role of brokers and traders in stock market.

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR

DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT

Programme : MBA Semester : III

Course: Management of Financial Institutions

Code: FM-305

ASSIGNMENT-I

Programme : MBA

Semester : III

Course: Management of Financial Institutions

Code: FM-305

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1. Differentiate between financial institution and banks. Discuss the role and importance of financial institution in economic growth.

Q.2. How will you evaluate the risks and returns of assets and liabilities of financial institutions? What are various types of risk in financial institutions? Explain their nature and strategies to mitigate.

Q.3. What is the impact of interest rate on an economy? How short term and long term interest rate co-related?

ASSIGNMENT-II

Programme : MBA

Semester : III

Course: Management of Financial Institutions

Code: FM-305

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plain white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1. Explain the objectives and functions of IFCI. With the help of available information on web-site of IFCI, describe the performance of IFCI in loan disbursement to industries. .

Q.2. "Financial Planning is more than understanding and suggesting the investors about the investment avenues." Justify this argument by illustrating the nature, role, relevance and importance of financial planning by investment companies.

Q.3. Comment on the following:

- a. RBI and Demonetization
- b. Basel Norms
- c. Development Financial Institutions (DFIs)

ASSIGNMENT-I

Programme : MBA

Semester : III

Course: Principles of Insurance

Code: FM-306

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1. As an adviser in insurance company you have to adopt a particular procedure for settlement of claims. Describe the procedure for settlement of claims under a life insurance contract. Do the claim settlement procedures adopted by public and private insurers differ?

Q.2. From the official web-site of IRDA and annual reports of the IRDA, analyze the performance of insurance sector in India during the last five years.

Q.3. From the reliable resources obtained from official websites and documents in public domain, compare the product specifications of life insurance companies in public and private sector.

ASSIGNMENT-II

Programme : MBA

Semester : III

Course: Principles of Insurance

Code: FM-306

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1. “Life insurance has become more important today”. Do you agree with this statement in the light of financial inclusion programme of the government? Critically examine the recent policies promoted by the government for life insurance and health insurance.

Q.2. “As the regulator of insurance industry in India the role of IRDA has taken paradigmatic shifts”? Explain the functions and objectives of the IRDA in monitoring and regulating insurance sector in India. How far IRDA has been successful in achieving the objectives for which it was established?

Q.3. What are the various constituents of insurance environments? Discuss the impact of external factors on insurance business.

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR

DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-I

Programme : MBA

Semester : III

Course: Advertising Management

Code: MM-307

Total Marks=15

Important Instructions

- i. Attempt all the three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper and to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

1. Define advertising .Why is it said, “No advertising, no marketing.” How does it help in creating primary and selective demand?

2.Is everything fair in advertising? Discuss major socio-cultural and ethical criticisms of advertising.

3. Why sales shouldn't be taken as advertising objective? Discuss DAGMAR approach in this context.

ASSIGNMENT-II

Programme : MBA

Semester : III

Course: Advertising Management

Code: MM-307

Total Marks=15

Important Instructions

- i. Attempt all the three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper and to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

1. How an advertising copy is prepared? What are components of an ad copy?

2. Discuss different types of media of advertising highlighting their respective advantages and limitations. What are the factors influencing the choice of media-mix?

3. What is the rationale of measuring advertising effectiveness? Discuss different techniques of measuring advertising effectiveness.

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-I

Programme : MBA

Semester : III

Course: Sales Management

Code: MM-308

Total Marks=15

Important Instructions

- i. Attempt all the three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper and to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1. How does the sales objective affect the designing of a sale strategy? Explain various sales methods with the help of suitable examples.

Q.2. Examine the role of personal selling as a form of direct marketing for selling consumer durable products in current context and also explain how would you handle these objections raised at the end of sales presentation?

- (a) The price is too high
- (b) After sale services are not satisfactory.

Q.3. Describe different types of sales training methods? How these can be made more effective?

ASSIGNMENT-II

Programme : MBA

Semester : III

Course: Sales Management

Code: MM-308

Total Marks=15

Important Instructions

- i. Attempt all the three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper and to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1. How can redesigning or reallocating territories affect total profit contribution from sales territories? Explain with the help of suitable examples.

Q.2. Identify the selection tools that have been most used to screen and select the sales personnel. Which of these are used most extensively?

Q.3. Discuss the various techniques of sales control. How the techniques of sales control have changed in recent years?

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-I

Programme : MBA

Semester : III

Course: Consumer Behaviour

Code: MM-309

Total Marks=15

Important Instructions

- i. Attempt all the three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper and to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1. What products do you think generally are purchased or used for emotional reasons? How would the decision process differ for an emotion-driven purchase compared to a more functional purchase?

Q.2. Suppose you wanted to form highly negative attitudes toward smoking among college students.

- a. Which attitude component would you focus on? Why?
- b. What type of appeal would you use? Why?

Q.3. For each of the five product categories—groceries, automobiles, vacations, furniture, and home appliances—describe the ways in which you believe having children or not affects a married couple's choices.

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-II

Programme : MBA

Semester : III

Course: Consumer Behaviour

Code: MM-309

Total Marks=15

Important Instructions

- i. Attempt all the three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper and to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1. Name two dimensions that influence whether reference groups affect an individual's purchase decisions. Also, list three types of Social Power, and give an example of each?

Q.2. Mention FIVE current examples of marketing stimuli that depend on an ethnic or religious stereotype to communicate a message. How effective are these appeals?

Q.3. As a consumer, if you have to buy a mobile phone, what steps would you take and why?

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR

DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-I

Programme : MBA

Semester : III

Course: Rural Marketing

Code: MM-310

Total Marks=15

Important Instructions

- i. Attempt all the three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper and to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q. 1. Is it still true that the rural markets buy products for satisfying basic needs and not high end products? Give reasons.

Q. 2. What are the socio-economic and cultural characteristics that differentiate rural markets from their urban counterparts? Illustrate.

Q. 3. Explain the process of marketing of services in rural markets assuming any hypothetical service offering.

ASSIGNMENT-II

Programme : MBA

Semester : III

Course: Rural Marketing

Code: MM-310

Total Marks=15

Important Instructions

- i. Attempt all the three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper and to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q. 1. How do tractor manufacturers use personal selling as a means of sales promotion?

Q. 2. Which institutions are engaged in the marketing of agricultural products? Explain the supply chain and business models for marketing agro products.

Q. 3. How are agricultural products classified? Explain with suitable examples.

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR

DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT - I

Programme : MBA

Semester : III

Course: Management of Industrial Relation

Code: OBH-311

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1. Define industrial relations. Explain the impact of emerging socio-economic scenario on industrial relation in India.

Q.2. Explain the following:

- (a) Negotiation and collective settlements
- (b) Technological change and Industrial relations.

Q.3. What is a trade union? Why do employees join trade union? What are the problems of trade union in India? Discuss any live case of industrial dispute in recent years.

ASSIGNMENT - II

Programme : MBA

Semester : III

Course: Management of Industrial Relation

Code: OBH-311

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1. What is participative management? Explain the techniques of participation of management? How it is crucial in settling of industrial disputes and maintaining industrial relations?

Q.2. “The concept of Quality Management has undergone paradigmatic shifts in recent years.” Do you agree with this argument? How do quality control circles contribute towards quality management?

Q.3. Critically examine the role of on grievance management mechanism in India? Explain its nuances by elaborating at-least one real life case in Indian context.

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR

DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-I

Programme : MBA

Semester : III

Course: Managing Interpersonal and Group Processes

Code: OBH-312

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q. 1. What do you mean by group? Explain the types of groups and discuss the merits and demerits of a group as a medium of learning?

Q.2. Explain the meaning and process of organizational change. Why absorption of planned change is considered critical to the success of an organization?

Q.3. Define the meaning and significance of interpersonal communication. What are the different forms of interpersonal communication? Explain the strategies of effective communication.

ASSIGNMENT-II

Programme : MBA

Semester : III

Course: Managing Interpersonal and Group Processes

Code: OBH-312

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q. 1. What is the organizational implication of increased interpersonal awareness? How does JOHARY window help in increasing interpersonal awareness?

Q. 2. Explain the advantages and disadvantages of individual and group decision making .Briefly discuss the methods of group decision making.

Q. 3. What do you mean by team building? Explain the stages of team building?

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR

DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-I

Programme: MBA

Semester: III

Course: Human Resource Planning and Development

Code: OBH-313

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

- Q.1 Why HR valuation is necessary? Discuss different methods of valuating HR. Which method is better in terms of feasibility? Justify by illustrating live examples from the current business scenario.
- Q.2 Why performance appraisal is necessary in an organization? Explain various methods of performance appraisal. Which one is the best and why? Explain with suitable illustrations.
- Q.3 Suppose you are working as a human resource manager in an IT organization and you have found out the problem of increased labour turnover during the recent past. Develop a set of questions for exit interview for employees who are leaving.

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR

DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-II

Programme: MBA

Semester: III

Course: Human Resource Planning and Development

Code: OBH-313

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1 How would you computerize the human resource information system of an organization? Explain your answer by giving an example of any hypothetical organization of your choice.

Q.2 If you were asked to develop a career management system, what would it be like? How would you evaluate its effectiveness?

Q.3 How organizations meet their short term and long term manpower requirements with the help of manpower planning process? Take hypothetical example to elaborate the concept.

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR

DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-I

Programme : MBA

Semester : III

Course: Organization Effectiveness and Change

Code: OBH-314

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

ASSIGNMENT-I

- Q.1 “Change doesn’t occur in vacuum. There are number of factors operating both within and outside the organization which cause the change to take place”. Discuss the statement in light of forces impacting change.
- Q.2 In any change program, change agent has to deal with a number of issues. Identify these issues and the skills required to deal with the issues.
- Q.3 Identify and discuss the ethical issues concerning any organization of your choice.

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR

DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-II

Programme: MBA

Semester: III

Course: Organization Effectiveness and Change

Code: OBH-314

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
 - ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.
- Q.1 “Learning organization is one where there is continuous learning”. Do you agree? Why or why not?
- Q.2 It is believed that participation is the best method for identifying differences and resolving conflicts. Do you agree? Why or Why not?
- Q.3 Suppose you have just passed college and got a new job in an MNC. What would you do to maximize your power and to step up in your career in a new job?

ASSIGNMENT

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR

DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-I

Programme : MBA

Semester :III

Course: International Business Environment

Code: IB-315

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1 “With the complexity of international operating environments, organizations should consider economic, technological, legal, socio-cultural and environmental factors.” Elaborate the statement and argue how far the understanding of various factors of business environment of various countries is important today?

Q.2 How is foreign exchange traded? What methods are available? What types of foreign exchange instruments are traded within these markets? How exchange rates are determined?

Q. 3. What individual characteristics and qualifications should a company consider while choosing managerial candidates for foreign assignments? Elaborate the role of Human Resource Development in the context of globalization. Argue on ‘Globalization with Social Responsibility’.

ASSIGNMENT

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR

DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-II

Programme : MBA

Semester :III

Course: International Business Environment

Code: IB-315

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1 “Companies all over the world want to expand and have access to a wider market.” Elaborate the statement and argue how the global markets are more approachable in current international business environment.

Q.2. List the functions of Foreign Exchange Market Mechanism. How the exchange rates are determined? How do the exchange rates fluctuations affect a company’s financial decisions?

Q.3. What types of employees are increasingly being chosen for foreign assignments? Narrate the issues in asset protection in international business and how the multilateral disputes are settled in the business internationally?

ASSIGNMENT

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR

DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-I

Programme : MBA

Semester :III

Course: Export-Import Procedures, Documentation and Logistics

Code: IB-316

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1 List the documents used in export-import. Narrate the types, formation, elements and legal dimensions of international business contracts.

Q. 2 Define Business Risk. What is Credit and Foreign Exchange Risk Coverage? How the risks are covered in international business. What are the Foreign Exchange Regulations and Formalities in export-import business?

Q. 3 Elaborate the process required for the negotiations of documents with banks. Explain the procedures and documentation for availing export incentives.

ASSIGNMENT

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR

DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-II

Programme : MBA

Semester :III

Course: Export-Import Procedures, Documentation and Logistics

Code: IB-316

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1 What is the role of Cargo Insurance in international business? How to get insurance cover for export-import business risk? Explain is the process of quality control and pre-shipment?

Q.2. Enumerate the importance of containerisation in international business. How the international agreements and conferences on Sea Transport help the international trade?

Q.3 Elaborate the procedure of an export order. List the documents used in export-import business. How to get Export-Import license from DGFT.

ASSIGNMENT

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR

DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-I

Programme : MBA

Semester :III

Course: India's Foreign Trade Policy

Code:IB-317

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1 Write an essay on the directional pattern of India's Foreign Trade in Global Context. Discuss the structure and equilibrium of India's Balance of Payment.

Q.2 List out the major commodities of imports and export from India to European Countries. Also comment on the potential of these exports to American countries. State the role of State Trading Organizations in foreign trade.

Q.3 Narrate the role of Export Processing Zones. How the Export Oriented Units and Export & Trading House Schemes helps in India's international business.

ASSIGNMENT

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR

DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-II

Programme : MBA

Semester :III

Course: India's Foreign Trade Policy

Code:IB-317

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1 Is there any problem with BOP of India? If so, analyse the reasons and discuss the foreign trade and BOP situation of India?

Q.2. Elaborate the process to get Import and Export License for International Business in India. Discuss how the Import Substitution and Export Promotion Policies are helpful in boosting the foreign trade from India.

Q.3 Write short notes: (i) Infrastructure support for Export Promotion (ii) Export Promotion Councils (iii) Commodity Boards

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR

DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-I

Programme : MBA

Semester : III

Course: Foreign Exchange Management

Code: IB-318

Total marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1. What do you understand by foreign exchange market? Explain the structure and various participants of the foreign exchange market.

Q.2. Differentiate spot and forward exchange rate. Explain various elements that constitute and affect forward exchange rate?

Q.3. Discuss various methods used in forecasting exchange rates?

ASSIGNMENT-II

Programme : MBA

Semester : III

Course: Foreign Exchange Management

Code: IB-318

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plain white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q. 1. What are various types of foreign exchange risks? How these affect the business and trade of the countries? Explain.

Q. 2. Comment and discuss on the following terms:

- (a) Bid-ask rate and Bid –offer spread
- (b) Demonetization and Foreign Exchange
- (c) Value date and broken date

Q. 3. Suppose you are working as foreign exchange manager in an organization, point out various activities of a company that result in foreign exchange exposure and how would you manage its transaction exposure?

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-I

Programme : MBA

Semester : III

Course: Management Support System

Code: ITM-319

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1 Define DSS. Elaborate the role of DSS in business.

Q.2. What is Executive Information System (EIS)? List and briefly describe its limitations. Briefly describe the Executive Information System of tomorrow.

Q.3. Write notes on the following:

(a) What do you mean by Fuzzy Logic? Explain its advantages and limitations.

(b) Define “What –if analysis”? How do spreadsheet software systems

Work as DSS tool?

ASSIGNMENT-II

Programme : MBA

Semester : III

Course: Management Support System

Code: ITM-319

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1. What is Expert system. How is it different from DSS? Describe the benefits, problems and limitations associated with expert system.

Q.2. Define Groupware. Where is it applicable? Describe the various classification of groupware. What is Group thinking? Provide an example of a group thinking situation.

Q.3. Elaborate the concept of abstract model. Explain the various types of abstract models.

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-I

Programme: MBA

Semester: III

Course: System Analysis and Design

Code: ITM-320

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

QUESTIONS

1. Define feasibility study. What makes up a feasibility report? How would you change it? Explain.
2. Differentiate between function-oriented design and object-oriented design. Also, explain the problems which arise if two modules have high coupling.
3. As an IT manager, how would you proceed for hardware and software selection for your organization?

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-II

Programme: MBA

Semester : III

Course: System Analysis and Design

Code: ITM-320

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

QUESTIONS

1. Describe various phases of system design life cycle in detail. Which phase is most according to you? Justify your answer.
 2. Draw a Data Flow Diagram (DFD) till second level depicting the various processes, data flow and data repositories for a “Library Management System”.
 3. Describe all the steps involved in database design for the system discussed in question number 2.
-

ASSIGNMENT

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR

DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-I

Programme : MBA

Semester :III

Course: DATABASE MANAGEMENT SYSTEMS

Code: ITM-321

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1 Enumerate the disadvantages of File Processing System? How DBMS helps to overcome these limitations? Discuss the role of three levels of data abstraction.

Q. 2 “Normalization is a process of analysing the given relation schemas based on their Functional Dependencies (FDs) and primary key to achieve the properties.” Elaborate the definition and discuss how it helps in minimizing redundancy, and minimizing insertion, deletion and update anomalies.

Q. 3 Now-a-days almost all the fields use database management system. List some of the database applications where DBMS can be applied. Clarify how DBMS helps the managers in decision making?

ASSIGNMENT

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR

DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-II

Programme : MBA

Semester :III

Course: DATABASE MANAGEMENT SYSTEMS

Code: ITM-321

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1 Highlight the managerial issues related to Data Base Management System? What would be the implementation and maintenance issues of DBMS in today's business environment? Elaborate.

Q.2. "Relational DBMS (RDBMS) include Data Definition Language (DDL) for defining the structure of the database, Data Control Language (DCL) for defining security/access controls, and Data Manipulation Language (DML) for querying and updating data." Elaborate the definition and list various components of RDBMS. Why the study of a RDBMS is necessary for successful implementation of distributed systems? Discuss.

Q.3 List various data base management models. Elaborate diagrammatically. What would be the recovery issues of DBMS? Discuss the role of database administrator in resolving these issues.

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-I

Programme: MBA

Semester: III

Course: Internet Programming for E-Commerce

Code: ITM-322

Total Marks=15

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

QUESTIONS

4. With the help of HTML tags and VB/Java scripts, design a home page of your university website.
5. Highlight various benefits and features of IIS Version 10. What are the hardware requirements to have IIS Version 10?
6. Elaborate the working of digital signature with the help of suitable illustration.

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-II

Programme: MBA

Semester: III

Course: Internet Programming for E-Commerce

Code: ITM-322

Total Marks=15

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1. Using HTML tags and VB/Java scripts, design the home page of a bank website.

Q.2. To make Digital India concept successful, what cyber laws India must possess?

Q.3. Highlight various benefits and features of Apache web server. What are the various security issues that must be considered while instating Apache web server?

ASSIGNMENT

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR

DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-I

Programme : MBA

Semester :III

Course: SUPPLY CHAIN MANAGEMENT

Code: POM-323

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1 “Inventory Management is one of the important pillars of Supply Chain Management.” Discuss the statement and narrate any four selective inventory control techniques. Write short note on transportation infrastructure required for effective supply chain management.

Q. 2. How the Porter’s Industry Analysis and Value-Chain Models are important as strategic considerations in supply chain? Elaborate diagrammatically.

Q. 3 Differentiate between Inbound Logistics and Outbound Logistics? List the contents and narrate the importance. Why the Supply Chain Management is considered as important strategic tool in the present business scenario?

ASSIGNMENT

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR

DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-II

Programme : MBA

Semester :III

Course: SUPPLY CHAIN MANAGEMENT

Code: POM-323

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1 What are the important decision phases in a supply chain. Explain the significance of each phase. Describe how a company can get strategic advantage through implementing effective Supply Chain Management (SCM)?

Q.2. Write short notes on: (i) Role of Warehousing in SCM (ii) Different types of carriers used for transportation (iii) Importance of Materials Handling

Q.3. Elaborate the role and importance of supply chain management in e-commerce. Discuss the role of vendor development, supplier partnership, and multi-level supply control in supply chain management.

ASSIGNMENT

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR

DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-I

Programme : MBA

Semester :III

Course: Total Quality Management

Code: POM-324

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1 Differentiate the concepts of Quality, Total Quality and Total Quality Management? How the quality is maintained in the American Food Chain Companies like McDonald, Domino Pizza, and KFC? Elaborate some basic principles of quality followed by these MNCs.

Q. 2 Enumerate the 14 principles given by TQM guru W. E. Deming. Explain their relevancy in current business scenario.

Q. 3 What is the requirement of ISO certification for business houses? Who gave this certification and how to get this certification? Elaborate the process of getting ISO-9000 certificate.

ASSIGNMENT

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR

DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-II

Programme : MBA

Semester :III

Course: Total Quality Management

Code: POM-324

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1 Portray the contribution of Kaoru Ishikawa. Draw 'Fishbone Diagramme' for the probable reasons of buyback of diesel cars by Volkswagen or buyback of mobile phone by Samsung due to fault of battery.

Q.2. Illustrate the concept of Statistical Process Control? Is there any relevancy of SPC in Pharmaceutical Industry? List some golden rules to draw Control Charts.

Q.3 What do you mean by standards? How the standards help in the quality management? Is it necessary to buy ISO standards from International Organization for Standardization or can we make our own standards? Discuss the contribution of ISO in standardization.

ASSIGNMENT

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR

DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-I

Programme : MBA

Semester :III

Course: Purchase and Materials Management

Code: POM-325

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1 Define purchasing management? What are the objectives and functions of purchasing management? Discuss the importance of 5 R's in automobile industry.

Q. 2 What is the procedure to select the supplier? How the suppliers' efficiency is evaluated? Explain the relevancy of vendor's/supplier's selection and development.

Q. 3 Enumerate the objectives of stores management. Illustrate the stores layout of any retail store you visited recently. Discuss the importance of scrap, surplus and obsolete materials.

ASSIGNMENT

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR

DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-II

Programme : MBA

Semester :III

Course: Purchase and Materials Management

Code: POM-325

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1 List the importance of standardisation, simplification and variety reduction in materials management. How the automobile multinational companies handle these types of issues? Discuss with examples.

Q.2. Explain the importance of classification and codification in stores management. How does it help in inventory control of spare parts? Elaborate the issue and explain the importance of store management.

Q.3 List the factors of determination and description of material quality. Explain the importance of receiving and incoming quality inspection. Elaborate the importance of quality inspection in materials management.

ASSIGNMENT

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR

DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-I

Programme : MBA

Semester :III

Course: PRODUCTION PLANNING & CONTROL

Code: POM-326

Total Marks=15

Important Instructions

- iii. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- iv. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1 Define production planning and control. List the objectives of PPC. Elaborate the phases of production planning and control in cement industry? List various functions of PPC.

Q. 2. Elaborate the procedures and documentation in production planning and control. Discuss the role of production inventory systems in forecasting for inventory and production control.

Q. 3. Write short notes: (i) ERP (ii) Aggregate Planning (iii) Scheduling and Control

ASSIGNMENT

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR

DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-II

Programme : MBA

Semester :III

Course: PRODUCTION PLANNING & CONTROL

Code: POM-326

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1 Narrate the importance of production planning with reference to production control. Discuss the process and role of materials requirement planning in automobile industry.

Q.2. Elaborate the concept and importance of Just-in-Time production. How it is relevant in the international fast food chain like McDonald for production planning and control?

Q.3. List the constituents of Job Shop planning. Why production planning is important for high volume standardized products? Discuss with an example.

