

Assignments
Master of Business Administration
(Through Distance Education)
(Even Semester)
MBA II Semester

Session: 2016-17



Directorate of Distance Education
Guru Jambheshwar University of Science & Technology
Hisar

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GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR

DIRECTORATE OF DISTANCE EDUCATION

ASSIGNMENT-I

Programme: MBA

Semester: II

Course: Human Resource Management

Code: CP-201

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 the present state of HRM function in organizational context with special focus on HR strategy.

Q.2 What are the reasons for growing usage of external training in present day organizations?

Q.3 What is performance appraisal and how it is conducted in an organization?

ASSIGNMENT-II

Programme: MBA

Semester: II

Course: Human Resource Management

Code: CP-201

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 Which HR policies can be connected to career development of employees in an organization?
- Q.2 Explain in detail the procedure involved in job evaluation. What are the various methods of job evaluation?
- Q.3 State the weaknesses of trade unions in India. How can you make trade unions an effective tool for industrial relation in India?

ASSIGNMENT-I

Programme : MBA

Semester : II

Course: Financial Management

Code: CP-202

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.
1. "Value maximization is preferred objective of financial management than profit maximization." Justify the statement.
 2. Visit any firm in your locality and chalk out the working capital requirement from real data.
 3. Discuss in detail the theory of irrelevance in dividend policy decision. Illustrate with hypothetical data.

ASSIGNMENT-II

Programme : MBA

Semester : II

Course: Financial Management

Code: CP-202

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.
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1. Elaborate the functions of financial management and financial managers of a firm situated in your locality.
 2. Differentiate the terms risk and return. Collect real two years data of share prices of a company listed in NSE from the web site www.nse-india.com. Comment on its risk and returns.
 3. Explain various factors affecting capital structure of a firm.

ASSIGNMENT-I

Programme : MBA

Semester : II

Course: Marketing Management

Code: CP-203

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 plain white A 4 size paper and to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.
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1. What is Market Segmentation? How you will segment the following products:
 - a. Bathing Soap
 - b. Tyre
 2. What is Product Mix? Discuss the Product Mix of Dabur India Limited.
 3. What are the various corporate orientations towards the marketplace? Explain each with suitable examples.

ASSIGNMENT-II

Programme : MBA

Semester : II

Course: Marketing Management

Code: CP-203

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.
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1. What is green marketing? Mention five examples wherein companies made green marketing effort.
 2. What is vertical marketing system? How you will resolve the conflicts in the vertical marketing system?
 3. Discuss the utility of various promotion mix elements to a marketer.

ASSIGNMENT-I

Programme : MBA

Semester : II

Course: Production and Operations Management

Code: CP-204

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.
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1. Write short note on scope of production and operations management in the MNCs like McDonald. Enumerate the types of manufacturing systems and layouts in automobile industry.
 2. Why production planning and control is an important task in mass production and batch manufacturing. Highlight the importance of process planning and aggregate planning.
 3. What is scheduling in production management. Elaborate the importance of Work Study, Method Study, and Work Measurement.

ASSIGNMENT-II

Programme : MBA

Semester : II

Course: Production and Operations Management

Code: CP-204

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.
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1. What you understand about Just-In-Time technique of total quality management? What are advantages and limitations of Just- In-Time? Discuss the benefits of implementation of JIT system in manufacturing.
 2. What are the objectives of ISO-9000? State the benefits of ISO-9000. Discuss the process of ISO-9000 certification.
 3. Give an overview of Material Management. What is the importance of materials planning and inventory control in automobile company?

ASSIGNMENT-I

Programme: MBA

Semester: II

Course: Statistical Analysis

Code: CP-205

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.
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1. How various approaches of probabilities are helpful in decision making when the situations of Uncertainty and risk prevails in the market due to demonetization?
 2. Prepare a questionnaire to collect the data for the problem of spreading malaria in your locality.
 3. How index numbers are useful in fixation of dearness allowance announced by the govt. for govt. employees?

ASSIGNMENT-II

Programme : MBA

Semester : 4

Course: Statistical Analysis

Code: CP-205

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.
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1. A beauty contest is being organized in the university teaching departments .How Spearman's Rank correlation coefficient will be helpful in judging the event?
 2. You are a manufacturer of clothes. Final products are ready to sell .Apply acceptance sampling before selling the final product in the market.
 3. Draw the complete plan to collect data using probability method in a teaching organization to measure the effectiveness of teaching methods used by various teachers.

ASSIGNMENT-I

Programme : MBA

Semester : II

Course: Research Methodology

Code: CP-206

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. Define research. Discuss the types of researches.

Q. 2. What is a research problem? Explain the research process.

Q. 3. What is research design? Explain the types of research designs.

ASSIGNMENT-II

Programme : MBA

Semester : II

Course: Research Methodology

Code: CP-206

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-II

Q.1 Explain the methods of data collection along with their merits and demerits. Distinguish between primary and secondary data.

Q.2 What is attitude? How attitude is measured?

Q.3 Discuss the major issues in designing a questionnaire.