

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

**Session: 2016-17**



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

**Compiled by**  
**Dr. Sanjay Tiwari**  
**Course Co-ordinator**  
**MBA Programme, DDE**

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**

**DIRECTORATE OF DISTANCE EDUCATION**

**ASSIGNMENT-I**

**Programme : MBA**

**Semester : IV**

**Course: ENTREPRENEURIAL DEVELOPMENT**

**Code: CP-401**

**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.
- 
1. “Entrepreneurs are made not born”. Discuss the statement with examples.
  2. What factors are taken into consideration while preparing the feasibility report? Explain.
  3. Narrate and explain the various facilities and subsidies provided to SSI units by the Government.

## ASSIGNMENT-II

**Programme : MBA**

**Semester : IV**

**Course: ENTREPRENEURIAL DEVELOPMENT**

**Code: CP-401**

**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**

1. Explain how do entrepreneurs generate opportunities for development of technology and what role do they play in bringing about social stability and balanced regional development of industries.
2. What are the objectives of EDPs? Explain the phases involved in developing an EDP.
3. Critically evaluate the various sources of working capital for an entrepreneur.

## FINANCE

### ASSIGNMENT-I

**Programme : MBA**

**Semester : IV**

**Course: Management of Financial Services**

**Code: FM-404**

**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 financial services? Discuss the role of financial services in economy.
- Q.2 In the light of recent policy changes related to demonetization draw a list of functions performed by banks in India.
- Q.3 What are mutual funds? How the performance of mutual funds is judged?

### ASSIGNMENT-II

**Programme : MBA**

**Semester : IV**

**Course: Management of Financial Services**

**Code: FM-404**

**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 NPA? How banks are dealing this problem of rising bad loans?
- Q.2 Explain various risks and returns of the financial institutions.
- Q.3 Write Notes on the following:  
a) Types of NBFCs  
b) Regulatory role of IRDA

### ASSIGNMENT-I

**Programme : MBA**

**Semester : IV**

**Course: Projects Planning, Analysis and Management**

**Code: FM-405**

**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 Capital Expenditure? Discuss the importance and difficulties of decisions related to capital expenditure in detail.
- Q. 2 What do you mean by Market Demand? Discuss the methods of Demand Forecasting in detail.
- Q. 3 What is project Risk? Discuss the different kind of risks associated with project management in detail.

**ASSIGNMENT-II**

**Programme : MBA**

**Semester : IV**

**Course: Projects Planning, Analysis and Management**

**Code: FM-405**

**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 Social Cost Benefit Analysis (SCBA)? Discuss the need and importance of SCBA in detail.
- Q. 2 What do you mean by Problem of Time and Cost Overrun? Discuss how this problem can be reduced/ removed in Public Sector Enterprises in India.

- Q. 3 Write Notes on the following:
- a) Project Financing
  - b) Environment Appraisal of Projects

### ASSIGNMENT-I

**Programme : MBA**

**Semester : IV**

**Course: International Financial Management**

**Code: FM-406**

**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 Multinational Financial Management? Discuss how it differs from domestic finance.
- Q. 2 What do you mean by Monetary System? Discuss the evolution of International Monetary System in detail.
- Q. 3 What do you understand by Risk management? Discuss the different kind of risks associated in International Finance.

### ASSIGNMENT-II

**Programme : MBA**

**Semester : IV**

**Course: International Financial Management**

**Code: FM-406**

**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 Capital Budgeting? Discuss why capital budgeting decisions are more difficult in multinational finance in comparison to domestic finance.
- Q. 2 What do you mean Cost of Capital? Discuss the factors affecting capital structure decision of a multinational firm.
- Q. 3 Writes notes on the following:  
i) Country Risk Analysis  
ii) Long-term financing

### **ASSIGNMENT-I**

**Programme : MBA**

**Semester : IV**

**Course: Financial Derivatives**

**Code: FM-407**

**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 a financial derivative? Explain its types.
- Q. 2 Give an account of brief history of financial derivatives market in India.
- Q. 3 By taking hypothetical figures compute the price of call and put option using Black-Scholes model.

## ASSIGNMENT-II

**Programme : MBA**

**Semester : IV**

**Course: Financial Derivatives**

**Code: FM-407**

**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 options? How these are different from futures?

Q. 2 From the web-site of National Stock Exchange [www.nse-india.com](http://www.nse-india.com) explain the procedure of trading in F & O segment.

Q. 3 Illustrate different option trading strategies using live diagrams.

## INTERNATIONAL BUSINESS

### ASSIGNMENT-I

**Programme : MBA**

**Semester : IV**

**Course: International Financial Management**

**Code: IB-416**

**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 Multinational Financial Management? Discuss how it differs from domestic finance.



Q. 2 What do you mean by Monetary System? Discuss the evolution of International Monetary System in detail.

Q. 3 What do you understand by Risk management? Discuss the different kind of risks associated in International Finance.

### ASSIGNMENT-II

**Programme : MBA**

**Semester : IV**

**Course: International Financial Management**

**Code: IB-416**

**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 Capital Budgeting? Discuss why capital budgeting decisions are more difficult in multinational finance in comparison to domestic finance.

Q. 2 What do you mean Cost of Capital? Discuss the factors affecting capital structure decision of a multinational firm.

Q. 3 Writes notes on the following:  
i) Country Risk Analysis  
ii) Long-term financing

### **ASSIGNMENT-I**

**Programme : MBA**

**Semester : IV**

**Course: International Marketing**

**Code: IB-417**

**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 international marketing. Explain the modes of entering into international markets.

Q. 2 How does the international institutions regulate the working of firms operating in global markets?

Q. 3 Make a comment of India's current export and import scenario. What is balance of payment?

### **ASSIGNMENT-II**

**Programme : MBA**

**Semester : IV**

**Course: International Marketing**

**Code: IB-417**

**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 What is the importance of EXIM policy? Who formulate EXIM policy? What does EXIM policy contains?

Q.2 Explain the major documents used by exporter and importer.

Q.3 What is international marketing mix? How international markets are identified? Explain the pricing and distribution strategy of the international marketers.

### **ASSIGNMENT-I**

**Programme: M.B.A.**

**Semester: IV**

**Course: Global HRM**

**Code: IB-418**

**Session-2016-17**

**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 environmental variables in global business.

Q.2 Bring out the ethical dilemmas in international business. Explain your points with the help of examples.

Q.3 Discuss the importance of leadership skills in managing an international organizations.

### **ASSIGNMENT-II**

**Programme: M.B.A.**

**Semester: IV**

**Course: Global HRM**

**Code: IB-418**

**Session-2016-17**

**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 Compare and contrast western and eastern management thoughts in global HRM with reference to Indian Context.
- Q.2 Identify Cross Cultural Differences in managing a global organization and discuss its managerial implications.
- Q.3 What do you understand by cross cultural research methodologies? Explain its steps.

### ASSIGNMENT-I

**Programme : MBA**

**Semester : IV**

**Course: E-Commerce**

**Code: IB-419**

**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 short note on Internet service providers. Elaborate the software modules in Financial Information System.

Q. 2. Define the meaning of e-commerce and e-commerce framework. Enumerate the management challenges in electronic advertising and online publishing. Elaborate some online publishing strategies.

Q. 3. Elaborate the types of online electronic payment modes for the e-commerce system provided by www.amazon.com. Discuss how the online payment is safe?

## ASSIGNMENT-II

**Programme : MBA**

**Semester : IV**

**Course: E-Commerce**

**Code: IB-419**

**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. Enumerate the types of Electronic Payment Methods. Elaborate the concepts of Electronic Payment Technology, digital cash, electronic check, online credit card. Highlight the role of banking in electronic commerce.

Q.2 Explain Intranet and Supply Chain Management. Why managing retail supply chains is important for online retailers. Highlight the role and requirement of supply chain application software.

Q.4 Write short note on (i) Integrated Logistics (ii) Human Management System (iii) The Corporate Digital Library and Intelligent Agents.

# **MARKETING**

## **ASSIGNMENT-I**

**Programme : MBA**

**Semester : 4**

**Course: Product and Brand Management**

**Code: MM- 408**

**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. Explain the concept of Product Life Cycle? How various marketing mix strategies change at each stage of Product Life Cycle?
  2. Discuss various market testing and product testing methods.
  3. Brand repositioning is an important strategy. Explain with suitable examples.

## ASSIGNMENT-II

**Programme : MBA**

**Semester : 4**

**Course: Product and Brand Management**

**Code: MM- 408**

**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. Give two examples each for the following concepts
    - a. Family brand
    - b. Multiple brand
    - c. Retailer brand
  2. How brand identity is different from brand image? Explain with examples.
  3. How a new product is defined? From where you get the input to develop a new product.

## ASSIGNMENT-I

**Programme : MBA**

**Semester : IV**

**Course: E-Commerce**

**Code: MM-409**

**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 short note on Intranets and Corporate Finance. Elaborate the software modules in Financial Information System.**

Q. 2. Define the meaning of e-commerce. Elaborate e-commerce framework. Discuss some of the business model of online retailers in the Indian economy.

Q. 3. Elaborate the types of online electronic payment modes for the e-commerce system provided by [www.flipkart.com](http://www.flipkart.com). Discuss how the online payment is safe?



## ASSIGNMENT-II

**Programme : MBA**

**Semester : IV**

**Course: E-Commerce**

**Code: MM-409**

**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 short note on Electronic Payment Technology, digital cash, electronic check, online credit card. Elaborate the role of banking in electronic commerce and highlight management issues in online banking.

Q.2 Explain Intranet and Supply Chain Management. Why managing retail supply chains is important for online retailers. Highlight the role and requirement of supply chain application software.

Q.4 Write short note on (i) Inventory Accounting Payment Management (ii) Human Management System (iii) The Corporate Digital Library.

## ASSIGNMENT-I

**Programme : MBA**

**Semester : IV**

**Course: International Marketing**

**Code: MM-410**

**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 meant by international marketing? Explain the economic environment of international marketing.
- Q.2 Discuss the major international institutions affecting the functioning of the international marketers.
- Q.3 What are trade barriers? Explain the types of trade barriers.

### **ASSIGNMENT-II**

**Programme : MBA**

**Semester : IV**

**Course: International Marketing**

**Code: MM-410**

**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 EXIM policy? Discuss the salient features of the EXIM policy of India.

Q.2 What types of problems are faced by the exporters? Discuss the institutional infrastructure for export promotion.

Q.3 Define international marketing mix? Explain the promotion and pricing strategies of the international marketers.

### **ASSIGNMENT-I**

**Programme: MBA**

**Semester: IV**

**Course: Marketing of Services**

**Code: MM- 411**

**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. What are the components of Service Mix? Explain component with an example.
2. Draw and explain the GAP MODEL.
3. Which strategies would you adopt to manage the fluctuating demand of a 3 star hotel in Shimla?

### **ASSIGNMENT-II**

**Programme: MBA**

**Semester: IV**

**Course: Marketing of Services**

**Code: MM- 411**

**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. What is a service guarantee? What are the benefits of a good service guarantee?
  2. How services are different from goods? Explain with examples.
  3. List and define the five dimensions of service quality. Describe the services provided by a bank on each dimension.

## **ORGANISATIONAL BEHAVIOUR AND HRD**

### **ASSIGNMENT-I**

**Programme : MBA**

**Sem : IV**

**Course: Management Training and Development**

**Code: OBH-412**

**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.
- 
1. What do you understand by Training Process? If you are working as a Training Manager, How will you bear responsibilities of training? What are the challenges you will face in the company and methods adopted by you to face the challenges?
  2. What is learning? What are the best learning theories still applicable in training according to you? Discuss various principles of learning.
  3. What are the various methods of training? What methods do you think are still used in company training system?

### **ASSIGNMENT-II**

**Programme: MBA**

**Sem : IV**

**Course: Management Training and Development**

**Code: OBH-412**

**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.

1. If you are working as a Training Manager, what training aids will be used by you? Why will you use these training aids, explain with suitable examples?
2. What is Training evaluation? What are the best methods of training evaluation and need of training evaluation according to you?
3. What is lesson planning? What is the need and importance of lesson planning according to you in training system? What is the role of training manager in lesson planning?

### ASSIGNMENT-I

**Programme: M.B.A.**

**Semester: IV**

**Course: Organisational Change and Intervention Strategies**

**Code: OBH-413**

**Session-2016-17**

**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 understand by planned change and discuss some important techniques of planned change in any organization of your choice?
- Q.2 Discuss the elements that require attention in the diagnostic process.
- Q.3 Discuss the steps of intergroup team building in any organization.

## ASSIGNMENT-II

**Programme: M.B.A.**

**Semester: IV**

**Course: Organisational Change and Intervention Strategies**

**Code: OBH-413**

**Session-2016-17**

**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 interventions that can be used by the process consultant to bring about improvement in the organizations.
- Q.2 Write a detailed note on future of organizational development in the context of present day scenario.
- Q.3 How can an organization evaluate the effectiveness of organizational development? Explain with the help of examples.

## ASSIGNMENT-I

**Programme: M.B.A.**

**Semester: IV**

**Course: Human Resource and Development: Strategies and System**

**Code: OBH-414**

**Session-2016-17**

**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 has human resource development assumed greater importance in present times?
- Q.2 How would you design a HRD strategy? Discuss with examples each step of designing a HRD strategy.
- Q.3 Explain the HRD System Design principles by taking a hypothetical example of an organization.

### **ASSIGNMENT-II**

**Programme: M.B.A.**

**Semester: IV**

**Course: Human Resource and Development: Strategies and System**

**Code: OBH-414**

**Session-2016-17**

**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 organizational change? Explain different approaches for coping with organizational change.
- Q.2 Discuss human resource development strategies for workers in an organization.
- Q.3 Write a detailed note on various HRD interventions.

### **ASSIGNMENT-I**

**Programme: M.B.A.**

**Semester: IV**

**Course: Cross Cultural and Global Management**

**Code: OBH-415**

**Session-2016-17**

**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 various human and cultural variables in global organizations? Discuss.

Q.2 Discuss Hofstede's cultural dimensions that enable an understanding of cultures across countries.

Q.3 What are some challenges faced in communicating across cultures? Take hypothetical example to elaborate.

### **ASSIGNMENT-II**

**Programme: M.B.A.**

**Semester: IV**

**Course: Cross Cultural and Global Management**

**Code: OBH-415**

**Session-2016-17**

**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 Identify and discuss various challenges of global human resource management?

Q.2 Why is feedback an important part of performance management appraisal? Discuss its relevance in global context.



Q.3 What are the objectives of compensation system? Explain your points with the help of examples.

## **PRODUCTION AND OPERATIONS MANAGEMENT**

### **ASSIGNMENT-I**

**Programme : MBA**

**Semester : IV**

**Course: R & D Management**

**Code: POM-424**

**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 research and development. Discuss categories of research.

Q. 2 What are the basic elements of an R & D organization?

Q. 3 What are the measures of organizational effectiveness in R & D laboratories?

### **ASSIGNMENT-II**

**Programme : MBA**

**Semester : IV**

**Course: R & D Management**

**Code: POM-424**

**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 Discuss the main issues of evaluating R & D projects.

Q.2 Define technology transfer. Discuss the approaches and factors affecting technology transfer.

Q.3 What are the approaches to estimate project budgets?

### **ASSIGNMENT-I**

**Programme : MBA**

**Semester : IV**

**Course: Service and Operations Management**

**Code: POM-425**

**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.
- 
1. Elaborate the matrix of service characteristics. Enumerate the challenges in operations management of services? Give an overview of aggregate capacity planning for services.
  2. Explain facility location and layout for services. Highlight job design from safety and physical environment point of view.
  3. Write short note on the effect of automation. Illustrate the operations standards and work measurement used in service and operations management. Why measurement and control of quality of services is important?

### **ASSIGNMENT-II**

**Programme : MBA**

**Semester : IV**

**Course: Service and Operations Management**

**Code: POM-425**

**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.

1. Write short note on dynamics of service delivery system. Elaborate the importance of scheduling for services personnel and vehicles.
2. Explain the concepts of waiting - line analysis and distribution of services. What is the importance of product-support services?
3. Briefly explain the importance of maintenance of services. How to manage inventory control for services? Discuss the case of McDonald in this concern.

### ASSIGNMENT-I

**Programme : MBA**

**Semester : I V**

**Course: Project Management**

**Code: POM-426**

**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 a project? Discuss its different dimensions.

Q.2. Visit any organization in your vicinity and list the components of a project report.

Q.3. Explain the applications of PERT in project management.

## ASSIGNMENT-II

**Programme : MBA**

**Semester : IV**

**Course: Project Management**

**Code: POM-426**

**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. Explain the applications of CPM in project management.

Q.2. What is a feasibility study? Explain the issues involved in economic analysis.

Q.3. How project cost is calculated? Illustrate with real life examples.

## ASSIGNMENT-I

**Programme : MBA**

**Semester : IV**

**Course: Technology Acquisition & Diffusion**

**Code: POM-427**

**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. With an example and keeping the Indian technological environment in perspective explain how the technological indicators will help you in taking important strategic decisions for your organization.

Q.2. “Technology assessment and social change are related and influence each other” Do you agree with the statement; validate your answer with appropriate examples.

Q.3. What is the future thrust for technology absorption in Indian scenario?

## ASSIGNMENT-II

**Programme : MBA**

**Semester : IV**

**Course: Technology Acquisition & Diffusion**

**Code: POM-427**

**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.
- 
1. Adoption, Adaption, Absorption and Optimization are the phases of technology absorption – explain the phases by relating them to an organizational setting.
  2. “Marketing Automation, Content Management System (CMS), Customer Relationship Management (CRM)” are some of the technology marketing issues. What are the requisites to manage these challenges?

3. What governs the financing of technology in India, elaborate on how you would acquire finance for technology through various funding agencies?

## **INFORMATION TECHNOLOGY**

### **ASSIGNMENT-I**

**Programme : MBA**

**Semester : IV**

**Course: ERP**

**Code: ITM-420**

**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 ERP? Discuss the evolution of ERP. Explain in detail important benefits of ERP. What are the opportunities and problems in selection and implementation of ERP packages?

**Q.2.** What are the opportunities and problems in ERP selection and implementation? Highlight the role of team formation and consultant intervention.

**Q.3** Elaborate the process of ERP implementation and discuss the modules in ERP. Highlight the security and privacy issues of the technologies for e-business.



## ASSIGNMENT-II

**Programme : MBA**

**Semester : IV**

**Course: ERP**

**Code: ITM-420**

**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 ERP? What is the scope of ERP? Explain in Indian context? Enlist the important success factors and guidelines for ERP implementation.

Q.2 Elaborate the emergence of reengineering concept. Differentiate between BPR and ERP. What is EDI? How it is beneficial to organization. Discuss ERP and EDI Integration.

Q.3 Elaborate the concept of Supply Chain Management. Differentiate between ERP and SCM. Highlight the future and growth of e-business in Indian economy.

## ASSIGNMENT-I

**Programme : MBA**

**Semester : IV**

**Course: RDBMS & SQL Concepts**

**Code: ITM-421**

**Total Marks=15**

### **Important Instructions**

- i. Attempt all five questions from the assignment given below. Each question carries 3 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 Object Oriented Model in detail.

Q.2. Differentiate 1<sup>st</sup> and 2<sup>nd</sup> normal form.

Q.3. Explain integrity constraints.

Q.4. What is SQL, explain all basic commands?



Q.5. What is view? Discuss the type of view.

**ASSIGNMENT-II**

**Programme : MBA**

**Semester : IV**

**Course: RDBMS & SQL Concepts**

**Code: ITM-421**

**Total Marks=15**

**Important Instructions**

- i. Attempt all five questions from the assignment given below. Each question carries 3 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 layered architecture of database.

Q.2. What is E.F. Codd? Explain all rules.

Q.3. Differentiate Commit and Rollback command?

Q.4. What is SQL? Discuss WHERE, ORDERBY and GROUPBY clause.

Q.5. What is ODBC? Discuss the connectivity process of ODBC.

**ASSIGNMENT-I**

**Programme : MBA**

**Semester : IV**

**Course: Application Development Using Oracle**

**Code: ITM-422**

**Total Marks=15**

**Important Instructions**

- i. Attempt all five questions from the assignment given below. Each question carries 3 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 difference between DDL, DML and DCL commands?

Q.2. Which one is faster DELETE/TRUNCATE? Explain the working of these command.

Q.3. What are different normalization forms?

Q.4. What is Stored Procedure, trigger and view

Q.5. What is Join? Discuss the type of Join.

### **ASSIGNMENT-II**

**Programme : MBA**

**Semester : IV**

**Course: Application Development Using Oracle**

**Code: ITM-422**

**Total Marks=15**

#### **Important Instructions**

- i. Attempt all five questions from the assignment given below. Each question carries 3 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 components of physical database structure of Oracle database?

Q.2. Explain the relationship among database, table space and data file.

Q.3. Why we use Semicolon after SQL Statements?

Q.4. What are the properties of the Relational tables?

Q.5. What is Cursor?

### **ASSIGNMENT-I**

**Programme : MBA**

**Semester : IV**

**Course: E-CRM**

**Code: ITM-423**

**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 Give the introduction of knowledge management, e-business and CRM. How is CRM changing and what does the business owner need to be aware of? What are the most common mistakes you see companies make with CRM?

Q.2 Elaborate a roadmap for the success of the knowledge enabled customer relationship management.

Q.3 Write short notes on: (i) Leadership, Change Management, Measurement and Refinement  
(ii) KCRM Strategic framework.

## ASSIGNMENT-II

**Programme : MBA**

**Semester : IV**

**Course: E-CRM**

**Code: ITM-423**

**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.
- 
1. Why audit customer knowledge? Highlight the audit method and importance of documenting Customer Knowledge Assets using the audit results to drive KCRM.
  2. Write short notes: (i) Building an Implementation Team (ii) The Customer Lifecycle and Customer Knowledge Management. (iii) An overview of Big-Bang, Systems Development Methods.
  3. Give the introduction of Customer Relationship Management and knowledge enabled customer relationship management. Highlight the importance of KCRM strategic framework.