

ASSIGNMENTS
ON
Master of Business Administration (MBA) 2nd Semester



Batch-February/March-2026-28
Centre for Distance and Online Education
Guru Jambheshwar University of Science & Technology
Hisar-125001

Compiled by:-

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Programme Coordinator

MBA- Programme

CDOE, GJUS&T

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
CENTRE FOR DISTANCE AND ONLINE EDUCATION
Programme: Master of Business Administration

Course Name: Marketing Management
Code: MBA 201

Sem.: 2nd
Total Marks=30

Important Instructions

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of the assignments on student's portal.**

ASSIGNMENT-I

1. What are marketing channels? Explain the nature, types and role of intermediaries in distribution. Discuss the major factors influencing channel design decisions.
2. Explain the importance of Environmental Scanning in marketing. Give an example of how a company adapted to its environment successfully.
3. Compare and contrast cost-based pricing and value-based pricing. Which method is more effective in today's competitive business environment?

ASSIGNMENT-II

1. Write short notes on Green Marketing and Consumerism. How do they affect business decisions in India?
2. Define the concept and scope of marketing. How do the 4 A's of marketing (Acceptability, Affordability, Accessibility, Awareness) differ from the traditional 4 P's?
3. Write a short note on the following:
 - a) Network Marketing
 - b) Ethics in Marketing

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
CENTRE FOR DISTANCE AND ONLINE EDUCATION
Programme: Master of Business Administration

Course Name: Human Resource Management

Sem.: 2nd

Code: MBA 202

Total Marks=30

Important Instructions

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of the assignments on student's portal.**

ASSIGNMENT-I

1. Write short notes on the following:
 - a. Managerial and operative functions of Human Resource Management.
 - b. Human Resource Management in a changing business environment.
2. Explain Human Resource Planning and Job Analysis.
3. Discuss the major methods of manpower search and explain the process of attracting, selecting, placing and retaining human resources.

ASSIGNMENT-II

1. Explain the objectives and methods of training and development.
2. Discuss performance appraisal, potential evaluation, career planning, succession planning and talent management as integrated HR practices.
3. Explain job evaluation and compensation management.

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
CENTRE FOR DISTANCE AND ONLINE EDUCATION
Programme: Master of Business Administration

Course Name: Financial Management
Code: MBA 203

Sem.: 2nd
Total Marks=30

Important Instructions

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of the assignments on student's portal.**

ASSIGNMENT-I

1. Define Financial Management? What is its scope? Discuss.
2. Define the concept of working capital? Elaborate the various sources of working capital fund.
3. What is a leveraged firm? How the cost of debt is calculated? Explain.

ASSIGNMENT-II

1. What is capital budgeting decision? Out of NPV and IRR methods of capital budgeting decisions, which method is preferred and why?
2. What are the factors affecting dividend policy of a firm? Explain.
3. Write short note on the following
 - Cash Management
 - Inventory Management

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
CENTRE FOR DISTANCE AND ONLINE EDUCATION
Programme: Master of Business Administration

Course Name: Production and Operations Management
Code: MBA 204

Sem.: 2nd
Total Marks=30

Important Instructions

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of the assignments on student's portal.**

ASSIGNMENT-I

1. List and explain all the factors that affect the location of a plant. Further explain the factors which could affect the locational decision to set up a hospital in your city.
2. List and explain the various costs of quality. Give examples.
3. How do routing and scheduling help in optimizing production?

ASSIGNMENT-II

1. Write short notes on:
 - a) Capacity Planning
 - b) Process Layouts.
2. Discuss in detail the different types of layouts, giving examples.
3. What is Supply Chain Management? How does it optimize operations of a company?

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
CENTRE FOR DISTANCE AND ONLINE EDUCATION
Programme: Master of Business Administration

Course Name: International Business
Code: MBA 205

Sem.: 2nd
Total Marks=30

Important Instructions

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of the assignments on student's portal.**

ASSIGNMENT-I

1. What is International Business? How is it different from domestic business?
2. What are the different modes of entry into international markets?
3. What is exchange rate? Why is it important in international trade?

ASSIGNMENT-II

1. What is the impact of political environment on international business?
2. Examine global branding strategies with examples like Coca-Cola or Nike.
3. Evaluate the impact of MNCs on developing countries like India.

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
CENTRE FOR DISTANCE AND ONLINE EDUCATION
Programme: Master of Business Administration

Course Name: Management Science

Code: MBA 206

Sem.: 2nd

Total Marks=30

Important Instructions

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of the assignments on student's portal.**

ASSIGNMENT-I

1. Define Management Science. Explain the role of Management Science in decision-making.
2. What is Linear Programming? State its assumptions.
3. Discuss real-life applications of transportation models.

ASSIGNMENT-II

1. What is inventory management? Why is it important?? Explain the special techniques for inventory management.
2. Develop a project schedule using CPM for a construction project.
3. Write a short note on-
 - (1) components of a queuing model
 - (2) payoff matrix
 - (3) Goal Programming

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
CENTRE FOR DISTANCE AND ONLINE EDUCATION
Programme: Master of Business Administration (MBA)

Course Name: Business Research Methods
Code: MBA 207

Sem.: 2nd
Total Marks=30

Important Instructions

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ASSIGNMENT-I

1. Describe the importance of sample size determination in a sound and effective research.
2. Explain:
 - Inductive Research
 - Parametric Test
3. Discuss in detail the Research Process?

ASSIGNMENT-II

1. Elaborate the classification of measurement scales.
2. Explain:
 - ANOVA
 - Factor Analysis
3. What are Components of the layout of a research report? Explain the various sections and its contents in Detail.