

**ASSIGNMENTS**  
**MASTER OF BUSINESS ADMINISTRATION**  
**MBA- III<sup>rd</sup> semester (Batch 2024-26)**



**Centre for Distance and Online Education**  
**Guru Jambheshwar University of Science & Technology**  
**Hisar-125001**

**Compiled by:-**

**Dr. POONAM**

**Course Coordinator**

**MBA- Programme**

**CDOE, GJUS&T**

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**Programme: Master of Business Administration**

**Course Name: Strategic Management**  
**Code: MBA 301**

**Sem.: 3<sup>rd</sup>**  
**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. Discuss the nature, scope, and importance of Business Policy
2. Discuss the process of Strategic Decision making.
3. Explain the types of Business Strategies.

**ASSIGNMENT-II**

1. Discuss the process of Strategy Implementation in detail.
2. Explain the different techniques of Strategic Evaluation and Control.
3. Discuss the following.
  - a) Business Ethics
  - b) Organizational Structure

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**Programme: Master of Business Administration**

**Course Name: Entrepreneurship Development**  
**Code: MBA 302**

**Sem.: 3<sup>rd</sup>**  
**Total Marks=30**

**Important Instructions**

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**ASSIGNMENT-I**

1. Explain the concept of entrepreneur and entrepreneurship.
2. Explain the social and psychological needs for entrepreneur.
3. Explain the methods and procedures to start and expand one's own Business.

**ASSIGNMENT-II**

1. Explain the economic and technical feasibility of project.
2. Give a detailed note on rural entrepreneurship.
3. What are the different entrepreneurship development programmes in India?

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**Programme: Master of Business Administration**

**Course Name: Business Legislation**

**Code: MBA 303**

**Sem.: 3<sup>rd</sup>**

**Total Marks=30**

**Important Instructions**

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**ASSIGNMENT-I**

- 1. Define a contract. What are the essential elements of a valid contract?**
- 2. What is a negotiable instrument? Explain its key characteristics. Differentiate between a 'holder' and a 'holder in due course'.**
- 3. Describe the steps involved in the formation of a company. What is a Memorandum of Association and an Articles of Association?**

**ASSIGNMENT-I**

- 1. Define a 'consumer' as per the Consumer Protection Act. List and explain the key rights of a consumer.**
- 2. What is a company? Explain its key characteristics. Briefly describe the main objectives of the Companies Act, 2013.**
- 3. Differentiate between a Contract of Indemnity and a Contract of Guarantee.**

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**Programme: Master of Business Administration**

**Course Name: Counseling Skills for Managers**  
**Code: OE 301**

**Sem.: 3<sup>rd</sup>**  
**Total Marks=30**

**Important Instructions**

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**ASSIGNMENT-I**

1. Define counseling. Explain the characteristics of counselor and counselee.
2. Write a short note on-
  - (i) Difference between counselling and psychotherapy
  - (ii) General principles of counseling
3. Explain any one approach of counseling.

**ASSIGNMENT-II**

1. Write a short note on –
  - (i) Listening skills
  - (ii) Special problems in counseling
2. Define 5-D model. Discuss various phases of counseling.
3. Explain the ethical and legal aspects of counseling.

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**Programme: Master of Business Administration**

**Course Name: Management of Industrial Relations**  
**Code: HRM 301**

**Sem.: 3<sup>rd</sup>**  
**Total Marks=30**

**Important Instructions**

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**ASSIGNMENT-I**

1. Discuss the concept and evolution of Industrial Relations (IR) in India. Explain its significance in the modern industrial economy.
2. What are the major problems faced by trade unions in India today? Illustrate with suitable examples.
3. Write a short note on:
  - (a) Process of Collective Bargaining
  - (b) Tripartite and Bipartite Bodies

**ASSIGNMENT-II**

1. What is arbitration in the context of industrial dispute resolution? How does it differ from conciliation and adjudication?
2. Explain the role of HRD in promoting harmonious industrial relations in an organization.
3. What is meant by the Industrial Relations system? Describe its key components in the Indian context.

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**Programme: Master of Business Administration**

**Course Name: Human Resource Planning**  
**Code: HRM 302**

**Sem.: 3<sup>rd</sup>**  
**Total Marks=30**

**Important Instructions**

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**ASSIGNMENT-I**

1. What is Human Resource Planning? Explain the significance of human resource planning.
2. Define macro and micro level manpower planning. Explain with examples.
3. Write short note on the following:
  - a. HR demand and supply forecasting techniques
  - b. Retention strategies

**ASSIGNMENT-II**

1. Explain the following:
  - a. Job Design and its types
  - b. Productivity management and Human Resource Planning
2. What is meant by human resource accounting? What are the various steps in it?
3. Define HRIS. Elucidate the steps to successfully implement the human resource information system in an organization.

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**Programme: Master of Business Administration**

**Course Name: Leadership Dynamics**

**Code: HRM 306**

**Sem.: 3<sup>rd</sup>**

**Total Marks=30**

**Important Instructions**

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**ASSIGNMENT-I**

1. What is meant by leadership dynamics? Discuss its importance in organizational success.
2. Compare and contrast successful leadership with effective leadership, giving real-world examples
3. Write a short note on –
  - (i) Path Goal Approach
  - (ii) Behavioral Approach

**ASSIGNMENT-II**

1. Compare and contrast the key characteristics, advantages, and limitations of transformational, transactional, and autocratic leadership styles. In what organizational contexts is each style most effective?
2. What is transformational leadership? How transformational leadership is different from transactional leadership.
3. What are the key factors that contribute to the development of charismatic leadership in a leader?

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**Programme: Master of Business Administration**

**Course Name: Training and Development**  
**Code: HRM 308**

**Sem.: 3<sup>rd</sup>**  
**Total Marks=30**

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
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**ASSIGNMENT-I**

1. Explain the significance of training and development in Human resource development.
2. Brief the training process with a suitable example.
3. Write short note on the following:
  - a. Principles of Adult Learning
  - b. Training Need Assessment Methods

**ASSIGNMENT-II**

1. Explain about the traditional and modern training methods.
2. What do you mean by Evaluation? What are the various steps in it?
3. Write short note on the following:
  - a. Training Climate
  - b. Transfer of Training

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**Programme: Master of Business Administration**

**Course Name: Security Analysis**

**Sem.: 3<sup>rd</sup>**

**Code: FM-302**

**Total Marks=30**

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
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**ASSIGNMENT-I**

1. Explain the causes and types of Risk.
2. Elucidate the process of Investment.
3. Elaborate Efficient Market Hypothesis.

**ASSIGNMENT-II**

1. Explain the recent trends in Indian and International Stock Market.
2. Differentiate between Active & Passive Investing.
3. Explain the characteristics and various types of Bonds.

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**Programme: Master of Business Administration**

**Course Name: Project Management**  
**Code: FM-303**

**Sem.: 3<sup>rd</sup>**  
**Total Marks=30**

**Important Instructions**

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**ASSIGNMENT-I**

1. Define a project and explain the meaning and scope of Project Analysis.
2. What is a Feasibility Report? Describe the key components of feasibility report.
3. Why is Social Cost-Benefit Analysis (SCBA) important for large-scale projects?  
Compare and contrast the UNIDO approach and the Little-Mirrlees (L-M) approach to SCBA.

**ASSIGNMENT-II**

1. Project Management is key to successful implementation. Explain the tools and techniques used for Project Planning and Control to ensure a project stays on track.
2. Analyze the major causes of time and cost overruns in projects and suggest strategies to mitigate them.
3. Outline the various sources of risk capital available for financing projects in India. Briefly comment on the recent developments in project financing in the Indian context.

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**Programme: Master of Business Administration**

**Course Name: Management of Banks and Financial Institutions**  
**Code: FM 304**

**Sem.: 3<sup>rd</sup>**  
**Total Marks=30**

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
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**ASSIGNMENT-I**

1. Discuss the role of financial institutions in economic development.
2. Differentiate between banks and non-banking financial institutions (NBFIs).
3. How do central banks regulate and supervise commercial banks?

**ASSIGNMENT-II**

1. Discuss the significance of the Basel Accords (I, II, and III) in banking regulation. How have they impacted risk management in banks?
2. Explain the concept of asset-liability management (ALM). Why is ALM important for banks?
3. Analyze a recent bank failure. What were the management failures that led to the collapse?

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**Programme: Master of Business Administration**

**Course Name: Public Finance**  
**Code: FM 306**

**Sem.: 3<sup>rd</sup>**  
**Total Marks=30**

**Important Instructions**

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**ASSIGNMENT-I**

1. Explain the different sources of government revenue. Which sources are most important for developing countries and why?
2. Discuss the objectives and functions of government expenditure.
3. What is the role of taxation in reducing income inequality? Analyze with examples.

**ASSIGNMENT-II**

1. Explain the causes and consequences of public debt. How can excessive public debt affect economic stability?
2. Discuss the significance of the CAG in maintaining financial accountability of the government.
3. How did the COVID-19 pandemic alter public finance priorities globally?

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**Programme: Master of Business Administration**

**Course Name: Consumer Behavior**

**Sem.: 3rd**

**Code: MM 301**

**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 consumer behaviour and explain why it is a critical field of study for marketers.
2. Analyze the role of personality in consumer behaviour, including key theories of personality and the concept of self-concept.
3. Discuss the nature of consumer attitudes, explaining how attitudes are formed and changed, and the complex relationship between attitudes and behaviour.

**ASSIGNMENT-II**

1. Discuss the importance of subcultures, including their types and the concept of multiple sub-cultural memberships.
2. Detail the stages of the consumer decision-making process. Explain the different levels of consumer decision making.
3. Describe the Howard-Sheth Model of consumer behaviour in detail.

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**Programme: Master of Business Administration (MBA)**

**Course Name: Marketing Research**  
**Code: MM 302**

**Sem.: 3<sup>rd</sup>**  
**Total Marks=30**

**Important Instructions**

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**ASSIGNMENT-I**

1. Explain Research Design. What are their classifications?
2. Explain:
  - i) Decision Support System
  - ii) Non- Parametric Test
3. Discuss in detail the Research Process?

**ASSIGNMENT-II**

1. Elaborate the Questionnaire Designing Process.
2. Explain:
  - i) ANOVA
  - ii) Ratio Scale
3. What are Components of the layout of a research report? Explain the various sections and its contents in Detail.

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**Programme: Master of Business Administration**

**Course Name: Sales and Distribution Management**

**Sem.: 3<sup>rd</sup>**

**Code: MM 304**

**Total Marks=30**

**Important Instructions**

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**ASSIGNMENT-I**

1. What are the different sales theories? Discuss the relevance of these theories in today's world.
2. What are sales territories? Discuss the procedure to set up sales territories.
3. Write short note on the following:
  - a. Determining size of sales force
  - b. Sales meetings and contests

**ASSIGNMENT-II**

1. Explain the different ways of evaluating the sales force performance.
2. Discuss the different factors affecting the choice of distribution channel.
3. Write short note on the following:
  - a. Ethical issues in sales management
  - b. Process of sales planning

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**Programme: Master of Business Administration**

**Course Name: Marketing of Services**

**Code: MM 306**

**Sem.: 3<sup>rd</sup>**

**Total Marks=30**

**Important Instructions**

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**ASSIGNMENT-I**

1. Discuss the importance of Transportation and Entertainment industry in Indian economy.
2. Discuss the reasons of service failure? How can service failure be recovered?
3. Write short note on the following:
  - a. Service Marketing Mix
  - b. Elements in an effective services marketing research programme

**ASSIGNMENT-II**

1. Discuss the new service development process with the help of example.
2. What are the challenges in delivering services through intermediaries and electronic channels?
3. Write short note on the following:
  - a. Customer-defined service standards and its types
  - b. Approaches to pricing services

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**Programme: Master of Business Administration**

**Course Name: Export-Import Procedures and Documentation**  
**Code: IB 302**

**Sem.: 3<sup>rd</sup>**  
**Total Marks=30**

**Important Instructions**

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**ASSIGNMENT-I**

1. What are the key differences between domestic and international trade procedures?
2. List and explain the step-by-step procedure for exporting goods from your country.
3. What are Incoterms (International Commercial Terms)?

**ASSIGNMENT II**

1. What is a Bill of Entry and why is it important in the import process?
2. Explain the differences between FOB, CIF, and CFR in relation to trade documentation and liability.
3. Explain the types of risks involved in international trade and how they are managed.

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**Programme: Master of Business Administration**

**Course Name: India's Foreign Trade and Policy**  
**Code: IB 303**

**Sem.: 3<sup>rd</sup>**  
**Total Marks=30**

**Important Instructions**

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**ASSIGNMENT-I**

1. What is the role of the World Trade Organization (WTO) in shaping India's foreign trade policy? Illustrate with recent trade disputes.
2. Explain:
  - a) Export Promotion Councils
  - b) Central Board of Excise and Customs
3. Describe the structure and equilibrium of India's Balance of Payments (BoP). How do imports and exports affect BoP stability?

**ASSIGNMENT II**

1. Analyze the role of the EXIM Bank of India and Export Promotion Councils in strengthening India's trade. Provide examples.
2. Explain:
  - i) Deemed Exports
  - ii) EPCG (Export Promotion Capital Goods) scheme
3. Write a detailed note on Special Economic Zones (SEZs) and Export Oriented Units (EOUs). How have they contributed to India's export growth?

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**Programme: Master of Business Administration**

**Course Name: International Logistics**  
**Code: IB 305**

**Sem.: 3<sup>rd</sup>**  
**Total Marks=30**

**Important Instructions**

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**ASSIGNMENT-I**

1. Discuss the key components of the international logistics system.
2. Compare the various modes of international transport (air, sea, rail, and road).
3. What are the major objectives of effective international logistics management?

**ASSIGNMENT II**

1. Compare Full Container Load (FCL) and Less than Container Load (LCL) in international shipping.
2. How do Incoterms affect logistics responsibilities, costs, and risk between buyers and sellers?
3. Design a logistics plan for exporting agricultural products from your country to Europe.

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**Programme: Master of Business Administration**

**Course Name: Risk Management in International Business**  
**Code: IB 307**

**Sem.: 3<sup>rd</sup>**  
**Total Marks=30**

**Important Instructions**

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**ASSIGNMENT-I**

1. Explain the role of Forward Contracts and Currency Swaps in hedging foreign exchange risks.
2. Explain:
  - i) VAR
  - ii) Interest Rate Derivatives
3. Define Risk and explain the benefits of risk management for multinational corporations.

**ASSIGNMENT II**

1. Explain the techniques of Foreign Exchange Risk Management. Which method is most effective for exporters?
  2. Differentiate between Financial Risk and Credit Risk. Provide examples from global trade.
  3. Evaluate the role of Derivatives (swaps, forwards, futures, options) in risk management.
- Give practical business examples.

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**Programme: Master of Business Administration**

**Course Name: Purchase and Materials Management**  
**Code: POM 301**

**Sem.: 3<sup>rd</sup>**  
**Total Marks=30**

**Important Instructions**

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**ASSIGNMENT-I**

1. Discuss the role purchasing department in an organization and how it is helpful in cost reduction.
2. Write a short note on the followings:
  - a. Value analysis and Value Engineering
  - b. Make or Buy Decision
  - c. Public Purchasing
3. Define the major techniques to check the quality of the material for a production process.

**ASSIGNMENT-II**

1. Differentiate among scrap, surplus and obsolete materials. How are they disposed?
2. What are the major considerations in warehousing management? What is its importance for a materials manager?
3. Write a short note on the followings:
  - a. MRP
  - b. JIT

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**Programme: Master of Business Administration**

**Course Name: Total Quality Management**  
**Code: POM 302**

**Sem.: 3<sup>rd</sup>**  
**Total Marks=30**

**Important Instructions**

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**ASSIGNMENT-I**

1. Total quality management is a mindset required to achieving all the principles of total quality management. Give your opinion.
2. Describe the major techniques of quality management useful in current technological environment era.
3. What is an SPC system? Discuss the significance of statistical process control?

**ASSIGNMENT-II**

1. Depict your understanding for six- sigma concept. How is it helpful in managing quality in the organisation?
2. Write a short note on the followings:
  - a. ISO 14001
  - b. Quality Assurance
3. Discuss the various types of costs associated with the quality and quality management.

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**Programme: Master of Business Administration**

**Course Name: Service Operations Management**  
**Code: POM 304**

**Sem.: 3<sup>rd</sup>**  
**Total Marks=30**

**Important Instructions**

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**ASSIGNMENT-I**

1. Describe the various dimensions of Service Quality? Give suitable example for each one.
2. Explain the factors to be considered in deciding the location of a school in detail.
3. Write down the effect of automation in service industry with example.

**ASSIGNMENT-II**

1. Explain the process of work measurement. Also bring out the applicability of work measurement in industrial setting.
2. Write a short note on the followings:
  - a. Inventory control of Services
  - b. Waiting line analysis
3. With illustration from Indian context enumerate the recent trend and challenges of service Industry.

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**Programme: Master of Business Administration**

**Course Name: Technology Management**  
**Code: POM 305**

**Sem.: 3<sup>rd</sup>**  
**Total Marks=30**

**Important Instructions**

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**ASSIGNMENT-II**

- 1.** Define Technology Management and examine the relationship between the role of technology and overall business strategies of a firm. Give examples.
- 2.** Write short notes on any four of the following: (a) Innovation Vs. invention  
(b) Practical issues in technology management
- 3.** What is the significance of "Technology Forecasting in formulation of "Technology strategy"? Discuss detail the various methods of Technology Forecasting.

**ASSIGNMENT-II**

- 1.** What is the role of various government organizations in technology development in Indian context? Why co-operation between government and industry is important in case of developing nations?
- 2.** Write a note on the following: (a) impact of Technological Change Productivity.  
(b) Strategic Technological Alliances.
- 3.** Discuss the followings:  
  
(a) What stages in general the R & D process goes through? Explain.  
  
(b) Explain the objectives of corporate R & D, particularly in relation to product life cycles, production cost and market, share.

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**Programme: Master of Business Administration**

**Course Name: E-Commerce Applications**

**Code: ITM 301**

**Sem.: 3<sup>rd</sup>**

**Total Marks=30**

**Important Instructions**

- i Attempt all questions from each assignment given below.**
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**ASSIGNMENT-I**

1. Explain the role of network infrastructure in E-Commerce. How do market forces and public policy issues shape the information highway (I-way)?
2. What is Electronic Data Interchange (EDI)? Discuss its applications in business along with legal, security, and privacy issues.
3. Discuss the changing dynamics of the retail industry in the era of E-Commerce. Explain with examples.

**ASSIGNMENT-II**

1. What is Customer Asset Management (CAM)? Explain how intranets support online sales force, customer service, and marketing strategy.
2. Explain the concept of Agile Manufacturing. How does intranet-based manufacturing and logistics management help in meeting emerging business requirements?
3. Describe the changing dynamics in the banking industry due to E-Commerce. What are the management issues in implementing online banking?

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**Programme: Master of Business Administration**

**Course Name: Internet and Web Designing**

**Sem.: 3<sup>rd</sup>**

**Code: ITM 302**

**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 WWW servers? Describe their working, functions, and importance in the overall architecture of the World Wide Web.
2. Explain the basic features of web browsers in detail. How do bookmarks, history, and progress indicators enhance the usability and efficiency of a browser?
3. Explain the methods of searching and downloading information from websites. What role do search engines and browser functionalities play in this process?

**ASSIGNMENT-II**

1. Explain the concept of Web Publishing technologies. Discuss the major tools and techniques used in web publishing and their importance in making content accessible over the Internet.
2. Explain the role of Internet Service Providers (ISPs), Search Engines, URL, and DNS in accessing and navigating the Internet. How do these elements work together to provide seamless connectivity to users?
3. What is HTTP and HTML? Explain the process of building a simple HTML document with examples. How are links, tables, and frames implemented in HTML for creating structured web pages?

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**Programme: Master of Business Administration**

**Course Name: Relational Database Management Systems**

**Sem.: 3<sup>rd</sup>**

**Code: ITM 303**

**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. Describe the three-layered architecture of a DBMS. Also discuss the major functions of DBMS software with suitable examples.
2. Draw and explain an E-R diagram for a real-life example (e.g., a library management system, university database, or online shopping system).
3. Discuss Normalization in databases. Explain First Normal Form (1NF), Second Normal Form (2NF), and Third Normal Form (3NF) with suitable examples.

**ASSIGNMENT-II**

1. What is transaction processing in SQL? Explain the concepts of COMMIT, ROLLBACK, and SAVEPOINT with examples. Also, discuss how SQL can be implemented practically using tools such as MS Access.
2. Explain E.F. Codd's 12 Rules for a relational database in detail. How do these rules define the foundation of relational database systems?
3. Write detailed notes on auditing, backup, and recovery in database systems. Why are these mechanisms essential for maintaining security, reliability, and availability of data?

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**Programme: Master of Business Administration**

**Course Name: E-Business Information Systems Management**  
**Code: ITM 304**

**Sem.: 3<sup>rd</sup>**  
**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 do you mean by Information System? Explain System Development Life Cycle in detail.
2. What is System Analyst? Explain its role and various responsibilities.
3. Explain Information Systems planning in detail.

**ASSIGNMENT-II**

1. What is system requirement? Explain structuring system logic and data requirements.
2. Explain software application testing in detail.
3. Discuss various organizational issues in system implementation.