ASSIGNMENTS

ON

Master of Business Administration (MBA) 2ⁿᵈ Semester

Batch 2025-27

Centre for Distance and Online Education

Guru Jambeshwar University of Science & Technology

Hisar-125001

Compiled by:-

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MBA- Programme

CDOE, GJUS&T

Course Name: Marketing Management   **Sem.: 2nd**
Code: MBA 201   **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 role of the Product Life Cycle (PLC) in formulating marketing strategies. Provide examples of brands/products at different stages.

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) Holistic Marketing

b) Promotion Mix

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. Define Human Resource Management. What are the main functions of HRM?

2. What is recruitment? Explain its sources (internal vs external).

3. Write a short note on-

    (a) 360-degree feedback

    (b) future trends in HRM

ASSIGNMENT-II

1. What is the difference between training and development? Explain various methods of employee training.

2. Design a performance appraisal system for a startup.

3. What are the causes of employee grievances?

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

Course Name: Financial Management   Sem.: 2nd

Code: MBA 203   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. "The profit maximization is not an operationally feasible criterion". Do you agree? Illustrate your views.

2. Explain the major theories of Capital Structure.

3. Differentiate short term source of finance and long term source of finance.

ASSIGNMENT-II

1. What is meant by working capital? How would you determine the working capital requirements?

2. Discuss the techniques that can be used to accelerate the firm's collections?

3. How theories of dividend do helpful to determine the firm's value?

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

Course Name: Production and Operations Management   **Sem.: 2nd**
Code: MBA 204   **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?

Course Name: International Business   **Sem.: 2ⁿᵈ**
Code: MBA 205   **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.

Course Name: Management Science   **Sem.: 2nd**
Code: MBA 206   **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   **Sem.: 2nd**

Code: MBA 207   **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 importance of sample size determination in a sound and effective research.

2. Explain:

  i) Inductive Research

  ii) Parametric Test

3. Discuss in detail the Research Process?

ASSIGNMENT-II

1. Elaborate the classification of measurement scales.

2. Explain:

i) ANOVA

ii) Ex-post Facto Research Design

3. What are Components of the layout of a research report? Explain the various sections and its contents in Detail.