

ASSIGNMENTS
ON
Master of Business Administration (MBA) 4th Semester



Batch 2024-26
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: Labour Laws

Code: HRM 401

Sem.: 4th

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. Analyze the impact of labour laws on economic development.
2. Explain the key provisions of the Minimum Wages Act, 1948.
3. Explain the provisions of the Employees' Provident Funds and Miscellaneous Provisions Act, 1952.

ASSIGNMENT-II

1. A company is not paying minimum wages—what legal actions can workers take?
2. How do labour laws ensure humane working conditions?
3. Explain the role of government in labour welfare.

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

Course Name: Human Resource Development
Code: HRM 402

Sem.: 4th
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 HRD and explain its scope. Discuss the importance of HRD in modern organizations.
2. How can a positive HRD climate strengthen organizational culture?
3. What are the key elements of an HRD framework?

ASSIGNMENT-II

1. Design a roadmap to implement PCMM in an organization.
2. Evaluate the effectiveness of HRD practices in employee development.
3. How can HRD adapt to rapid technological changes?

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

Course Name: Organizational Change and Intervention Strategies
Code: HRM 404

Sem.: 4th
Total Marks=30

Important Instructions

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- 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 organizational change? Explain the models of organizational change.
2. What is the meaning and importance of organizational diagnosis? Explain the Weisbord's model of organizational diagnosis.
3. Explain the intervention strategies for change development.

ASSIGNMENT-II

1. Give a detailed note on evaluation of Organizational Development.
2. A company is facing low employee morale—how can OD interventions help?
3. Analyze the role of OD in improving organizational effectiveness.

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

Course Name: Global Marketing
Code: MM 401

Sem.: 4th
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 global marketing, and how does it differ from domestic marketing?
2. Discuss the importance of understanding cultural differences in global marketing.
3. How should a company determine which market entry strategy is the most suitable for its business and goals in a particular foreign market?

ASSIGNMENT-II

1. What factors should companies consider when setting prices for products in international markets?
2. What are the unique challenges and opportunities of marketing in emerging markets?
3. Discuss the logistics challenges of global distribution. How do companies overcome these challenges to ensure their products reach international customers efficiently?

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

Course Name: Rural Marketing
Code: MM 403

Sem.: 4th
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. Examine the environmental factors that influence rural marketing in India. How do these factors differ from urban markets, and what implications do they have for marketers?
2. Describe the demographic and psychographic profile of the rural consumer. How do these characteristics impact product positioning and promotional strategies in rural areas?
3. Evaluate the role of agriculture in India's economic development. How does it contribute to GDP, employment, and rural income generation?

ASSIGNMENT-II

1. What is Cooperative Marketing? Trace its history and functions in the Indian context. Why has the cooperative sector shown slow progress?
2. What is the role of financial institutions in rural marketing? Discuss their importance in facilitating rural credit and improving market access.
3. Discuss the role of innovative distribution channels in rural marketing with reference to ITC e-Choupal, Godrej Adhar, and HUL Shakti. How have these initiatives transformed rural outreach?

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

Course Name: Retail Management
Code: MM 405

Sem.: 4th
Total Marks=30

Important Instructions

- i. Attempt all questions from each assignment given below.
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- 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 Retail Management? Explain the need and objectives of Retail Management.
2. Explain the concept of Retail mix with a suitable example.
3. Write short note on the following:
 - (a) Types of Retailers
 - (b) Planned and Unplanned Retail site Characteristics

ASSIGNMENT-II

1. Describe about Merchandising Planning Process.
2. What is retail pricing? How you will set the retail price.
3. Write short note on the following:
 - (a) Future of E-Retailing
 - (b) FDI in Retail

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

Course Name: Portfolio Management
Code: FM 401

Sem.: 4th
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 process of portfolio management in detail.
2. How is risk and return of a portfolio determined? Explain with suitable examples.
3. Explain the following:
 - i) Efficient Frontier
 - ii) Sharpe Single Index Model

ASSIGNMENT-II

1. Discuss the Capital Asset Pricing Model (CAPM) and its assumptions.
2. Explain the concepts of CML and SML under Capital Market Theory.
3. Explain the characteristics and valuation of bonds in a portfolio.

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

Course Name: International Financial Management
Code: FM 404

Sem.: 4th
Total Marks=30

Important Instructions

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

1. Explain the concept of financial trilemma under International Monetary System.
2. Explain the factors that affect the equilibrium exchange rate.
3. What are the distinguishing features of International Financial Management?

ASSIGNMENT-II

1. Elaborate interest rate swaps and currency swaps with suitable illustrations.
2. Explain the types of Foreign Exchange Exposure.
3. Differentiate between fixed and flexible exchange rate system

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

Course Name: Financial and Commodity Derivatives
Code: FM 406

Sem.: 4th
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. How can financial derivatives be helpful in hedging, speculation and arbitrage?
2. Define interest rate futures. Discuss the features and types of short term and long term interest rate futures with suitable example.
3. Explain stock options, their types, and factors affecting option pricing.

ASSIGNMENT-II

1. What are the types of swaps? Explain the major characteristics of interest rate swaps with suitable illustrations.
2. Discuss the applications of futures in hedging, speculation, and arbitrage.
3. Explain the meaning and uses of commodity derivatives.

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

Course Name: Foreign Exchange Management
Code: IB 401

Sem.: 4th
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 the role of central banks in foreign exchange management?
2. What is the difference between fixed and floating exchange rates?
3. Discuss the causes and effects of disequilibrium in exchange rates.

ASSIGNMENT-II

1. Analyze the concept of foreign exchange exposure in international business.
2. Explain various methods used by governments to control exchange rates.
3. Critically examine India's exchange rate management policies.

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

Course Name: Management of International Finance
Code: IB 403

Sem.: 4th
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. Explain the concept and importance of international financial management.
2. Evaluate the role of financial institutions like World Bank and International Monetary Fund.
3. Discuss the components of working capital in international business.

ASSIGNMENT-II

1. Compare domestic CAPM and International CAPM.
2. Describe the impact of political risk on investment decisions.
3. Why do companies raise capital from international markets instead of domestic markets?

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

Course Name: Global Strategic Management
Code: IB 404

Sem.: 4th
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 multinational, international, and transnational strategies.
2. What is meant by competitive advantage in a global context?
3. What are Porter's generic strategies? How are they applied globally?

ASSIGNMENT-II

1. Discuss the process of global strategic development in multinational companies.
2. Differentiate between global strategy formulation and implementation.
3. Describe the role of technology in global strategy implementation.

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

Course Name: Operations Research
Code: POM 401

Sem.: 4th
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 the key functions of operations management, and how do they align with a company's overall strategic objectives?
2. Give a brief account of various types of Operations Research models and indicate their application to Production – inventory – distribution system.
3. Define the key components of a linear programming model.

ASSIGNMENT-II

1. What is decision theory, and how does it guide decision-making in uncertain and risky environments?
2. Explain the difference between zero-sum games and non-zero-sum games. Provide examples for both.
3. List out the differences and similarities between Resource allocation model and Transportation model in linear programming.

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

Course Name: Warehouse Management and Inventory Control
Code: POM 405

Sem.: 4th
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. Explain the factors that have a bearing on Site selection in Warehouse location. Discuss also in detail macro, micro approached in WH selection and acquisition.
2. Discuss the important components involved in warehouse management system
3. Write a short note on the followings:
 - a) Requisitions and Replenishment of material
 - b) Receipt and Inspection of Material
 - c) Define various warehouse activities

ASSIGNMENT-II

1. Write a short note on the followings:
 - a) Define the concept of inventory and its type
 - b) Types of Inventory
 - c) Inventory Control System
2. Define the EOQ model for inventory control with its application in business.
3. Describe the various traditional and modern techniques of inventory management.

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

Course Name: Project Management
Code: POM 406

Sem.: 4th
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 various structure of Project financing with their merits and demerits.
2. Define the concept of project valuation. Explain the various techniques of project valuation.
3. Give the details of complexities faced in project valuation of emerging market.

ASSIGNMENT-II

4. Write a detail note on the followings:
 - a) BOT
 - b) BOLT
 - c) BOOT
 - d) BOO
5. Explain the political risk faced during the evaluation of project.
6. Define the process of project financing. Also give light on loan syndication facility for project.

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

Course Name: Data Ware Housing and Data Mining
Code: ITM 401

Sem.: 4th
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 the key characteristics of a modern data warehouse? What are the challenges organizations face while developing a data warehouse in today's environment?
2. Define data mining. Why is data mining important in today's business and scientific environments?
3. What is a data cube? Explain its structure with an example.

ASSIGNMENT-II

1. What is data preprocessing? Why is it essential before applying data mining techniques?
2. What are descriptive statistical measures? Why are they useful in data mining?
3. Define association rule mining. What are support and confidence?

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

Course Name: System Analysis and Design
Code: ITM 403

Sem.: 4th
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 the concept of system? Explain different types of business information systems.
2. Discuss the role of systems analyst in detail.
3. Discuss the various approaches/models to system development life cycle (SDLC), evaluate the usefulness and limitation of each approach.

ASSIGNMENT-II

1. Define CASE tools and explain why you think the use of CASE tools may lead to high quality system documentation.
2. What are Distributed Systems? Define Architecture types, key components and give with suitable examples.
3. What is the relationship between cohesion and coupling? Explain different types of coupling and cohesion between among modules is preferred for good quality software?

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

Course Name: Principles of Programming Language
Code: ITM 404

Sem.: 4th
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 the major criteria used to evaluate programming languages? Explain readability, writability, reliability, and cost with examples.
2. Classify programming languages into different categories. Explain each with features and examples.
3. What is meant by data type? Discuss in detail primitive data types, user-defined data types, and derived data types with the help of suitable examples.

ASSIGNMENT-II

1. What are control structures in programming languages? Explain their types and importance in controlling program flow.
2. Explain in detail the various parameter passing methods with the help of suitable examples.
3. What is inheritance in object-oriented programming? Explain different types of inheritance and their advantages.