

**DISTANCE EDUCATION JIWAJI UNIVERSITY GWALIOR**  
**ASSIGNMENT WORK (2017-18)**  
**M.BA. General II year**  
**Subject Name: Business Environment**  
**Subject Code: MP - 201**

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Attempt any five questions.

1. What do you mean by economic environment? Describe in detail about the main factors affecting economic environment.
2. What do you mean by economic planning? Tell about the essential conditions for the success of economic planning and also describe the objectives of economic planning.
3. "Economic Policy is a multi dimensional Policy". Describe the sentence.
4. Define Industrial sickness. Clearly describe the various reasons and results of industrial sickness.
5. Discuss the role playing by EXIM Bank of India to increase the size and the direction of international trade under the guidelines of the present EXIM policy.
6. What is disequilibrium in balance of payment? Discuss the causes of disequilibrium and suggest the right methods to control disequilibrium.
7. What are the functions of World Trade Organization in promoting World Trade?

**DISTANCE EDUCATION JIWAJI UNIVERSITY GWALIOR**  
**ASSIGNMENT WORK (2017-18)**  
**M.BA. General II year**  
**SUBJECT- RESEARCH METHODOLOGY**  
**PAPER CODE: MP 202**

Attempt any five questions.

- Q.1 Write the Objectives, Characteristics of Research, and Types of Research Methodology?
- Q.2. what are Research Process Qualities of a Good Researcher?
- Q.3 Types of research design, Relationships among Exploratory, Descriptive, & Causal Research
- Q.4 What are the Essentials of Sampling, Merits of Sampling, Limitations of Sampling, Sampling Methods?
- Q.5 Define Nominal Scales, Ordinal Scales, Interval Scales, Ratio Scales?
- Q.6 Define data collection method? Also tell the Primary Data Collection Methods Secondary Data Collection Methods?
- Q.7 What is Mean, Median, Mode? Comparing When to Use the Mean, Median and Mode Empirical Relation between Mean, Median and Mode?

**DISTANCE EDUCATION JIWAJI UNIVERSITY GWALIOR**  
**ASSIGNMENT WORK (2017-18)**  
**M.BA. General II year**

Subject Name: Management Information System

Subject Code:MP203

**Note : Attempt any 5 Questions, All carry equal marks.**

- Q.1. Define System its characteristics and Types of System. Also Explain Information System and its Classifications?
- Q.2. Define MIS with Suitable Example, its Objectives and Features. Also Explain programmed, Non-Programmed and Semi-Programmed Decisions?
- Q.3. Define Structure of MIS, its Importance and Process of MIS. Explain the Concept of System Security?
- Q.4. Explain DSS, Benefits of using DSS. Also explain the Difference between DSS and MIS?
- Q.5. Write short notes on the following:
1. Normalization with suitable example, define DDL.
  2. Data Warehouse and Data Mining.
  3. DBMS and Its Advantages.
  4. Define Data Independence. Functions & Role of DBA.
- Q.6. Define ERP and its features. Explain various stages of ERP implementations. Define SAP?
- Q.7. Define Client-Server Computing. Justify the Statement “ System Analysis and Design is an agent of Change and Innovation in an organization”?

**DISTANCE EDUCATION JIWAJI UNIVERSITY GWALIOR**  
**ASSIGNMENT WORK (2017-18)**  
**M.BA. General II year**  
**Subject:- QUANTITATIVE TECHNIQUES**

**Subject Code:- MP204**

**Note: - Attempt any five questions:**

1. Explain the role of Quantitative Techniques. Write the classification of Quantitative Techniques?
2. Calculate the coefficient of correlation for the following observations:-

|   |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|
| X | 5 | 7 | 8 | 4 | 9 | 3 | 2 | 5 | 4 |
| Y | 2 | 4 | 5 | 5 | 6 | 5 | 4 | 4 | 3 |

3. Calculate the coefficient of correlation between the values of X and Y form the following

|   |   |    |    |    |    |    |
|---|---|----|----|----|----|----|
| X | 1 | 3  | 5  | 7  | 8  | 10 |
| Y | 8 | 12 | 15 | 17 | 18 | 20 |

4. What do you understand by Business Forecasting? Explain the objectives underlying the business forecasting?
5. Define Index Number and mention its uses.
6. Write short notes:-
  1. Deflating
  2. Splicing
  3. Base shifting
7. Write short note on:-
  1. Binomial Distribution
  2. Normal Distribution
  3. Poisson Distribution

**DISTANCE EDUCATION JIWAJI UNIVERSITY GWALIOR**  
**ASSIGNMENT WORK (2017-18)**  
**M.BA. General II year**  
**SUBJECT: STRATEGIC MANAGEMENT**  
**PAPER CODE: MP 205**

**Note: - Attempt any five questions:**

- Q.1 What is Strategic Management? Explain its Benefits. Define Process and Role of Strategists?
- Q.2 Define Mission. How it is different from Purpose. Define Vision?
- Q.3 Short note (any3):
1. SWOT Analysis. With proper example explain the usage of SWOT Analysis
  2. Corporate Restructuring and define Objective and Process of Setting Objective.
  3. Porter's Five Forces of Industry Structure.
  4. Strategy Formulation and Define Synergy.
- Q.4 What are Corporate Level Strategies. Explain various types of Expansion Strategy. Explain with Proper Example?
- Q.5 Explain Corporate Culture, Its Benefits and Impact of Culture on Corporate Life?
- Q.6 What do you mean by Strategic Control. Mention the types of Strategic Control and also define Techniques of Strategic Evaluation and Control?
- Q.7 What is Structural Implementations and various Structural Forms. Define Objectives of Organizational Diagnosis?

**DISTANCE EDUCATION JIWAJI UNIVERSITY GWALIOR**  
**ASSIGNMENT WORK (2017-18)**  
**M.BA. General (HRM) II year**  
Subject Name: Human Resource Development  
Subject Code: MP 401(HRM)

**Note: - Attempt any five questions:**

- Q.1. Define HRD its Various Sub Systems. Differentiate Between HRM and HRD?
- Q.2. Does HRD help in enhancing quality of life? If yes how and also cite at least 2 Examples to justify the Statement?
- Q.3. Identify various Components of Designing HRD System. Explain with suitable Diagram and Examples The HRD Model?
- Q.4. Define HRIS its Features and Key Functioning of an HRIS?
- Q.5. Discuss various Global HRD Interventions Strategies, What are the Dimensions of Global HRM?
- Q.6. Define HRD Audit and Its Importance. Explain the Qualities of HRD Manager and Also Explain the Role of HRD Manager?
- Q.7. Explain Feedback as HRD Mechanism its steps and Types. Explain 360 Degree Feedback Evaluation System in HRD?

**DISTANCE EDUCATION JIWAJI UNIVERSITY GWALIOR**  
**ASSIGNMENT WORK (2017-18)**

**M.BA. General (HRM) II year**

Subject Name: Organizational Development and Training

Subject Code: MP 402 (HRM)

**Note: - Attempt any five questions:**

- Q.1. Explain the Concept of OD. Discuss the Relevance and Importance of OD in Today's Organizations?
- Q.2. Explain OD Interventions, Write Importance of OD Process in an Organization. Write the types of OD Interventions and Explain Levels of OD Intervention?
- Q.3. Differentiate Between Groups and Teams. Discuss the role of Teams in Organizational Effectiveness and also Explain Formation of Groups and Types of Teams?
- Q.4. Differentiate Between Job Enrichment and Job Enlargement. Explain Quality Circles. Also Define Job Design?
- Q.5. Explain Organizational Training. Define On the Job Training and Off the Job Training?
- Q.6. Discuss the Concept of OD Effectiveness, Process of Evaluating OD Effectiveness?
- Q.7. Write Short Note on :
  - 1. Inter Group Intervention and its Importance.
  - 2. Process Consultation and Collateral Organization.
  - 3. Quality of Work Life.
  - 4. Perception and Motivation

**DISTANCE EDUCATION JIWAJI UNIVERSITY GWALIOR**  
**ASSIGNMENT WORK (2017-18)**

**M.BA. General (HRM) II year**

SUBJECT: PERFORMANCE MANAGEMENT AND COMPENSATION

PAPER CODE: MP 403

- Q.1 Write the Objectives, process and phases of Performance Appraisal?
- Q.2 Describe the Performance Planning Approaches, Precautions for Employee Performance Plans and applications of Performance Planning?
- Q.3 Short note (any3)
  - 1. Performance Management Model
  - 2. Guiding Principles in Developing Strategies
  - 3. Reinforcement and Extinction
  - 4. Organizational Behavior Modification
  - 5. Potential Appraisal vs. Performance Appraisal
- Q.4 Write the Competency Theories, Core Competencies, Building a Competency Model?
- Q.5 Write the note on Job Positions and Associated Competencies, Process of Competency Mapping?
- Q.6 Write the Factors Influencing of Compensation, and Compensation Structure?
- Q.7 Incentives: Meaning and Features, Wage Incentives, Non-monetary Incentives, Guidelines for Developing Effective Incentive

**DISTANCE EDUCATION JIWAJI UNIVERSITY GWALIOR**  
**ASSIGNMENT WORK (2017-18)**

**M.BA. General(HRM) II year**

Subject Name: Indian Labour Legislation

Subject Code: MP 404 (HRM)

**Note: - Attempt any five questions:**

- Q.1. Define Award. Explain Retrenchment and Layoff. Define the Provisions regarding the Awards under the Act. Define Shop and Establishment Act?
- Q.2. Define object and Scope of Industrial Employment (Standing Order) Act 1946 and also Explain the provisions of Indian Factories Act 1948:
  - 1. For Employment of Child and Young Persons.
  - 2. For Health and Welfare of the Workers.
- Q.3. Discuss the various Provisions of the Payment of Wages Act 1936. Also explain the Provisions regarding:
  - 1. Time of Payment of Wage
  - 2. Deduction which may be made from the Wages.
- Q.4. Discuss the Object and Scope of Minimum Wages Act and also Explain What points should always be taken into consideration while fixing Minimum Wages?
- Q.5. Define the Object of the Workmen's Compensation Act 1923. Define object and Scope of Employees State Insurance Act 1948?
- Q.6. Define Trade Union and Discuss its Silent Features. Define Scope and Object of Payment of Bonus Act 1965?
- Q.7. Write Short Note on :
  - 1. Salary and Wages and Accounting Year.
  - 2. Employee and Employer and Principal Employer.
  - 3. Allocable Surplus and Explain Scope and Objective of Employees Provident Fund and Miscellaneous Provision Act.
  - 4. Contract Labour and Various Penalties ( Under Unfair Labour Practices)

**DISTANCE EDUCATION JIWAJI UNIVERSITY GWALIOR**  
**ASSIGNMENT WORK (2017-18)**

**M.BA. General(HRM) II year**

**SUBJECT: COLLECTIVE BARGAINING AND NEGOTIATION SKILLS**

**Paper Code: MP 405 (HRM)**

**Note: Attempt any 5 questions**

- Q.1 write the introduction, history and importance of collective bargaining?
- Q.2 Types, nature and Reasons for Growing Importance of Negotiation?
- Q.3 Write a note on negotiation process and reasons of Failures in Negotiation?
- Q.4 Describe various kinds of Negotiation strategies and negotiation tactics?
- Q.5 How to improve Negotiation Skills and Negotiation Styles of Negotiator?
- Q.6 Write the Fundamentals of Relationship Key Elements in Negotiations, also describe the Trust Building and Negotiation?
- Q.7 what is an Agreement, Enforceability of Agreements and Process of Forming Collective Agreements?

**DISTANCE EDUCATION JIWAJI UNIVERSITY GWALIOR**  
**ASSIGNMENT WORK (2017-18)**

**M.BA. General (Finance) II year**

Subject:- SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Subject Code:- MP501(FM)

**Note: - Attempt any five questions:**

1. What is Investment Management? Discuss the nature and scope of Investment Management?
2. What are the various investment alternatives available for an investor?
3. Write short notes on:-
  1. Economic Analysis
  2. Industry Analysis
  3. Company Analysis
  4. Technical Analysis
4. What are the different types of risk? Explain how they are diversified.
5. Write short note on:-
  1. Business risk
  2. Market risk
  3. Operational risk
  4. Purchasing power risk
6. What do you mean by Industrial Analysis? What factors would you look in analysis of a particular industry?
7. What are the techniques used in Economic analysis?

**DISTANCE EDUCATION JIWAJI UNIVERSITY GWALIOR**  
**ASSIGNMENT WORK (2017-18)**

**M.BA. General (Finance) II year**

**Subject:- FINANCIAL SERVICES**

**Subject Code:- MP502(FM)**

**Note:- Attempt any five questions:**

1. Discuss the objectives and Significance of a financial system.
2. Differences between Banking and Non Banking Financial Intermediaries.
3. Differences between Leasing and Hire Purchase.
4. Define the Conceptual aspect of Leasing? Describe leasing in India?
5. Define consumer finance? What are the different types of consumer finance.
6. Define the term 'Factoring'. What are the different types of factoring arrangement? Explain in default.
7. What do you understand by credit rating? What are the advantages and disadvantages of credit rating?

**DISTANCE EDUCATION JIWAJI UNIVERSITY GWALIOR**  
**ASSIGNMENT WORK (2017-18)**  
**M.BA. General (Finance) II year**  
Subject:- CAPITAL MARKET AND SEBI REGULATIONS  
Subject Code:- MP503(FM)

**Note: - Attempt any five questions:**

1. Explain the role of securities market in economic growth?
2. What do you mean and by Secondary Market? How it is different from Primary Market?
3. What do you mean by a Stock Exchange? Discuss its various characteristics and various functions of a stock exchange.
4. What is the role of SEBI in a stock exchange?
5. Briefly discuss trading and process of trading cycle in the Indian Security Market?
6. Explain the types of order books are present in the trading system?
7. Write short note on:-
  4. Dematerialization charges.
  5. Models of Depository
  6. Internal Audit of Depository Participants
  7. Concurrent Audit

**DISTANCE EDUCATION JIWAJI UNIVERSITY GWALIOR**  
**ASSIGNMENT WORK (2017-18)**  
**M.BA. General (Finance) II year**  
Subject:- INTERNATIONAL FINANCIAL MANAGEMENT  
Subject Code:- MP504(FM)

**Note: - Attempt any five questions:**

1. Differences between Domestic and International Financial Management.
2. What do you mean by the Balance of Payments? Also explain its characteristics and functions.
3. What is IMF? How does the fund assist its member countries?
4. What do you understand by FDI ?How does it differ from FPI?
5. Why cost of capital for MNC's is different than the domestic firms? Explain
6. Discuss various short-term Financing instruments.
7. Explain the functions of Foreign exchange market.



**DISTANCE EDUCATION JIWAJI UNIVERSITY GWALIOR**  
**ASSIGNMENT WORK (2017-18)**  
**M.BA. General (Finance) II year**  
**Subject:- PROJECT MANAGEMENT**  
**Subject Code:- MP505(FM)**

**Note: - Attempt any five questions:**

1. Define project and project management. Describe briefly the features and characteristics of a project.
2. What do you understand by the term 'Project Development Life Cycle'?
3. What is the difference between Project Audit and Ex-Post Evaluation?
4. Explain the objectives of Ex-post Evaluation?
5. Explain Project Quality Management and its importance?
6. What do you mean by 'Earn Value Concept' 'Explain in detail?
7. What is difference between PERT and CPM?

**DISTANCE EDUCATION JIWAJI UNIVERSITY GWALIOR**  
**ASSIGNMENT WORK (2017-18)**  
**M.B.A. General (Marketing) II year**  
**Subject Name: Consumer Behaviour and Marketing Research**  
**Subject Code: MP – 601(MM)**

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Attempt any five questions.

1. (a) Differentiate between organizational buying and individual buying. Taking any product of your choice for your personal purchase and for organizational purposes, explain the differences.  
(b) Briefly explain the concept of family life cycle. Which stage of the family life cycle could constitute a lucrative segment for the following? Give reasons for your answer. Recommend a positioning strategy for each:
  - a. Pizza (Takeaway and delivery only)
  - b. Branded Gold Jewellery
2. ABC is a prominent company in the travel and vacation industry (both domestic and international).
  - (a) Describe how the company can use VALS
  - (b) Which segments should it target and why?
3. What is the need to study post purchase behaviour of consumers? Explain its implications for the marketers of consumer durables like refrigerators and washing machines.
4. (a) Define and discuss the term Marketing Research. What are the stages in the Marketing Research Process? Take a hypothetical example and elaborate these stages and their importance in the entire process.  
(b) What is Research Design? Briefly discuss the different types of research designs and their importance in the context of marketing research.
5. (a) Why Data collection is important and crucial in the research? Explain the various methods of data collection available to the researcher and bring out the merits and demerits of each of these methods.  
(b) What is Sampling? Explain the key factors on which sample size for a survey is based. Discuss the steps through which the sample size for a survey is determined.
6. (a) Distinguish Qualitative research with Quantitative research. Briefly describe the methods of conducting qualitative research and its application in marketing problems.  
(b) Explain Data processing in marketing research. What are the various components of data processing you are familiar with? Briefly discuss the importance of each of these components.
7. (a) Explain Multivariate analysis and briefly discuss the various multivariate techniques which can be used in Marketing Research.  
(b) What are the techniques available to determine the association between two variables? What are their relative merits and demerits.

**DISTANCE EDUCATION JIWAJI UNIVERSITY GWALIOR**  
**ASSIGNMENT WORK (2017-18)**  
**M.BA. General (Marketing) II year**  
**Subject Name: Retail Management**  
**Subject Code:MP-602(MM)**

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Attempt any five questions.

1. Trace the evolution of retailing business from various secondary sources in the Indian context. Compare the structure of traditional retailing vis-a vis the contemporary retail business evolving in India and discuss the driving factors for its growth as a key contributor to the economy.
2. Why it is essential to have a sound knowledge of the retail customer in the current market environment? Elaborate.
3. What do you understand by the term Locational Decisions in Retailing? If you were hired by an established multi brand men's garment retailer to identify suitable locations for their new outlets in tier II cities across Pan India, how would you go about in choosing a store locator and the criteria for evaluating the location aspects for the same. Illustrate.
4. "Atmospherics" constitute one of the key components for the success of a retail business. Discuss and explain with two leading retailer of your choice in the Indian context that atmospherics had largely contributed to their growth and sales.
5. Discuss the significance of sourcing as a crucial function of retailing by explaining the steps in sourcing process with a suitable example.
6. Discuss and explain the concept of Customer Relationship Management (CRM) in today's retailing environment. What role and responsibilities does employee have in building and maintaining customer relationships? Illustrate suitably.
7. What is the role of Technology in retailing? Discuss the application areas of technology adoption in retailing and its security issues that ought to be taken care off.

**DISTANCE EDUCATION JIWAJI UNIVERSITY GWALIOR**  
**ASSIGNMENT WORK (2017-18)**  
**M.BA. General (Marketing) II year**  
**SUBJECT: PRODUCT AND BRAND MANAGEMENT**  
**PAPER CODE: MP 603**

**Note: - Attempt any five questions:**

- Q.1 What is the Product? Write the Levels of product Classification?
- Q.2 Write short note on (any 3)
- (1) Brands and Branding Decisions
  - (2) Packaging and Labeling
  - (3) New Product Development Responsibility
  - (4) Product Adoption Process
  - (5) Developing an Effective Package for a New Product
- Q.3 What are the Consumer Problems with Packaging, Developing an Effective Package for a New Product?
- Q.4 Role, Uses and Importance of Packaging in Marketing?
- Q.5 Describe the Product Life Cycle and its different stages with examples of a product?
- Q.6 What is Brand Management? Its process and Emerging Challenges in Brand Building in the market?
- Q.7 Note on Brand Extension and Line Extension also tell the Principles of Good Brand Extension?

**DISTANCE EDUCATION JIWAJI UNIVERSITY GWALIOR**

**ASSIGNMENT WORK (2017-18)**

**M.B.A. General (Marketing) II year**

Subject Name: Advertising and Sales Promotion

Subject Code-MP – 604(MM)

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Attempt any five questions.

1. Why a sound knowledge of the customer in terms of the needs, preferences, motivation and behavior is paramount importance for advertisers for designing and formulating a suitable marketing communication strategy. Discuss at length with a suitable illustration.
2. Trace the major changes that have taken place in the India media scene both in the urban as well as rural set. Elaborate and propose suitable strategies for advertisers to cope these charges.
3. Propose and explain the promotion campaign for the following product which are at the growth and maturity stage of their PCC. i) Top end Smart Phone – (growth stage) ii) Tablet /Laptop – (maturity stage).
4. “Advertiser who ignore research are as dangerous as general who ignore decodes of enemy signals”. Discuss the reasons why research becomes vital in marketing communication.
5. Explain the relevant concepts characteristics and issues related to media planning function. Elaborate on the role and responsibilities of a media planner in relation to the advertiser and the client being serviced.
6. Make a visit to any advertising agency in your location or you are associated with try to gather/collect information with respect to its working in terms of its functions, structure and agency relationship with client.
7. Internet has revolutionized the way business is conducted and emerged as a strong medium. Discuss the reasons and comment on the advantages and disadvantages that it offers both for the firm and the customer.

**DISTANCE EDUCATION JIWAJI UNIVERSITY GWALIOR**  
**ASSIGNMENT WORK (2017-18)**  
**M.BA. General (Marketing) II year**  
**Subject Name: Sales and Logistic Management**  
**Subject Code:MP-605(MM)**

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Attempt any five questions.

1. (A) Discuss the role and responsibilities of a Sales Manager associated with a fast moving consumer goods firm with pan India operations.  
(B) Why Personal Selling method is still very much in vogue in the current market environment. Elaborate with suitable examples. Briefly discuss the various situations conducive for Personal selling other than the list mentioned in the study/ course material.
2. (A) Discuss the AIDAS theory of selling by taking a suitable example of your choice. What are its merits and drawbacks of this theory.  
(B) What are Selling skills. List out and explain the various types of skills. How do these skills help a salesman in effectively discharging the responsibilities assigned to him?
3. (A) As a Sales Manager of a Publishing House what methods would you adopt in identifying training needs for the sales force. Discuss briefly the various steps in training process.  
(B) What are the basic components of a compensation package? Why and how the compensation package differ between the companies selling similar and different types of products?
4. (A) Discuss the importance of Sales planning function in the following  
(i) Single Product firm targeting North India Market.  
(ii) Multi Product firm targeting all India Market.  
What is territory planning? What are the steps involved in territory Planning and its importance in achieving the sales objectives. Discuss.  
(b) Discuss the meaning and importance of Sales Budgeting. What are the different methods of Sales Budgeting that are generally adopted by a firm?
5. "Facility and their locations are major issues in an organisation's logistics system efficiency and its ability to successfully implement its competitive advantage". Comment!
6. "Making changes in a manufacturing company is probably the hardest thing that civilized man has ever set out to achieve"- give your comment on this statement in context with the organization switching to supply chain management.
7. What are the factors that contribute to management's need for new types of measures for managing the supply chain?