

DISTANCE EDUCATION JIWAJI UNIVERSITY, GWALIOR

ASSINGMENT WORK (2018-19)

MBA (GENERAL) II YEAR

SUBJECT NAME: BUSINESS ENVIRONMENT

SUBJECT CODE: 201

Note: Attempt any five questions.

Q1. Define Business Environment and Discuss the Social Responsibility of a Business.

Q2. Discuss the Main provision related to consumer protection Act?

Q3. Discuss the role of Fiscal and Monetary Policy in developing country and Economic Development?

Q4. Discuss the main provision related to Health and Welfare under Factory Act?

Q5. Discuss the main provision of EXIM Policy?

Q6. Discuss the Role of WTO in World Trade?

Q7. Explain the Role of Public, Private Partnership in Developing Countries?

DISTANCE EDUCATION JIWAJI UNNIVERSITY GWALIOR
ASSIGNMENT- WORK (2018/19)
MBA- (GENERAL) 2ND YEAR
SUBJECT: RESEARCH METHODOLOGY
Code: MP-202

Note: Attempt any five questions.

- Q.1. Define the term “Effective Presentation” also explain the responsible Factors to make an Effective Presentation?
- Q.2. What are the Various Techniques of Data Collection?
- Q.3. Write Short Note on Following?
- (a) Project
 - (b) Business Research
 - (c) Primary and Secondary Data
 - (d) Tenders
- Q.4. What do you mean by Marketing Research? Explain its Importance and Types?
- Q.5. What are the Measures to Design a Relevant Questionnaire?
- Q.6. Write a Note on Application of Qualitative Research, in Business?
- Q.7. Principals and Models of Report Writing?

Distance Education Jiwaji University Gwalior

M.B.A (General) II year

Assignment (2018-2019)

Subject Name: Management Information System (MIS)

Subject Code: MP-203

Note: Attempt any five questions:

1. What is MIS, Discuss Features, Structure and Scope of MIS. Explain Various Information Systems with Example?
2. Explain Decision Support System in detail and Executive Information System also Describe Porter's Five Forces Model?
3. Explain ERP. It's Features and Describe Information Security. Types of Information System Security Control?
4. Explain Data Base Management System? Define Normalization and Explain Role of Data Base Administrator?
5. Explain System Implementation Process and System Maintenance of Information System?
6. Explain Structure and Classification of MIS?
7. Explain Concept of System with its Types and Explain System Development Life Cycle?

DISTANCE EDUCATION JIWAJI UNIVERSITY GWALIOR

ASSIGNMENT WORK (2018-2019)

M.B.A. (General) II year

Subject: - QUANTITATIVE TECHNIQUES

Subject Code: - MP-204

Note: - Attempt any five questions:

1. Describe, in brief, some of the important quantitative techniques used in modern business industrial units.
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. The marks secured by recruits in the selection test (X) and in the proficiency test (Y) are given below:

x	10	15	12	17	13	16	24	14	22
y	30	42	45	46	33	34	40	35	39

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 UNNIVERSITY GWALIOR
ASSIGNMENT- WORK (2018/19)
MBA - (GENERAL) 2ND YEAR
SUBJECT: STRATEGIC MANAGEMENT
Code: MP 205

Note: Attempt any five questions.

- Q.1 Define the Term “STRATEGIC MANAGEMENT” its Process?
- Q.2 What do you mean by Business Policy also Discuss the significance?
- Q.3 Write Short Note on:
1. Strategic Alternatives
 2. Strategic Choice
- Q.4 What is Operational Control and how it is done?
- Q.5 Define the Main Issues of Functional Implementation?
- Q.6 What is SWOT analysis? Explain in Brief?
- Q.7 What is Environment Appraisal, with reference to Strategy Formulation?

DISTANCE EDUCATION JIWAJI UNIVERSITY GWALIOR

ASSIGNMENT WORK (2018-2019)

M.BA. (General) II year

Subject: - SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Subject Code: - MP-501(FM)

Note: - Attempt any five questions:

1. What is Investment Management? Discuss the nature and features of Investment Management?
2. What are the Negotiable Financial Instruments in detail with suitable examples?
3. Discuss the Concepts of Saving? Explain the useful Concept of Savings?
4. What are the different types of Risk? Explain how they are Diversified.
5. Write short note on:- (any 3)
 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 (2018-2019)
M.BA. (General) II year
Subject: - FINANCIAL SERVICES
Subject Code: - MP-502(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 detail?
7. What do you understand by credit rating? What are the advantages and Disadvantages of Credit Rating?

DISTANCE EDUCATION JIWAJI UNIVERSITY GWALIOR
ASSIGNMENT WORK (2018-19)
M.BA. (General) II year
Subject Name: - CAPITAL MARKET AND SEBI REGULATIONS
Subject Code: - MP-503(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:- (any 3)
 1. Dematerialization charges.
 2. Models of Depository
 3. Internal Audit of Depository Participants
 4. Concurrent Audit

DISTANCE EDUCATION JIWAJI UNIVERSITY GWALIOR
ASSIGNMENT WORK (2018-19)
M.BA. (General) II year
Subject Name: - INTERNATIONAL FINANCIAL MANAGEMENT
Subject Code: - MP-504(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

ASSINGMENT WORK (2018-19)

MBA (GENERAL) II YEAR

Subject Name: Project Management

Subject Code: 505

Note: Attempt any five questions.

Q1. Define Project Management in Details with its Special Characteristics?

Q2. Discuss in brief Project Life Cycle Stages and their Significance?

Q3. Explain Project Planning with its Elements and Stages of Project Planning?

Q4. Define Capital Budgeting and Discuss the Importance of Capital Budgeting?

Q5. Prepared a Chart for Elements of Project Quality Management?

Q6. What do you mean by Earn Value Concept Explain in detail?

Q7. What is the difference between PERT and CPM?

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M.B.A (General) II year

Assignment (2018-2019)

Subject Name: Human Resource Development

Subject Code: MP-401 (HRM)

Note: Attempt any five questions:

1. Define HRD its Features and Scope of HRD also Differentiate between HRM and HRD?
2. Explain HRD Matrix and Process also Explain the Future of HRD?
3. What are the Prerequisites of Designing HRD Systems? Explain Performance Appraisal and its Methods in short?
4. Explain Career and Succession Planning and benefits of both and also Explain Counseling?
5. Describe Scope & Object of HRD Interventions its Process and Determinants, Also Define HRIS in short?
6. Explain the Roles of HRD Manager their Competencies and also Explain Reward Management?
7. Explain Coaching and Mentoring with their underline Features and Example and also Explain HRD Audit in Short?

DISTANCE EDUCATION JIWAJI UNNIVERSITY GWALIOR
ASSIGNMENT- WORK (2018/19)
MBA- (GENERAL) 2ND YEAR
SUBJECT NAME: ORGANSATIONAL DEVELOPMENT AND TRAINING
Subject Code: MP-402

Note: Attempt any five questions.

- Q.1 What do you understand by Organisational Development and Values in an organisation?
- Q.2 What are the difference between Job Enrichment and Job Enlargement?
- Q.3 What is Employee Involvement? How does it lead to Higher Productivity?
- Q.4 What do you mean by “Change Agent”? What are the tasks performed by the internal and external change agent to deal with future challenges towards an Organisation?
- Q.5 Define Organisational Training? Also explain on the Job and Off the Job Training?
- Q.6 Write Short note on :
1. Inter group intervention and its importance
 2. Quality of work life
 3. Perception and Motivation
- Q.7 Explain OD Intervention, Write importance and types of OD Intervention?

DISTANCE EDUCATION JIWAJI UNNIVERSITY GWALIOR
ASSIGNMENT- WORK (2018/19)
MBA- (GENERAL) 2ND YEAR
SUBJECT: PERFORMANCE MANAGEMENT AND COMPENSATION
Code: MP-403

Note: Attempt any five questions.

- Q.1. Define the term “PERFORMANCE MANAGEMENT” its Phases and Methods in Organisation?
- Q.2. Explain Performance Planning. What is the Importance of Performance Review and Feedback?
- Q.3. Explain the Transition Process from an Individual Performance Plan to a Group Performance Plan?
- Q.4. No organisation can survive without Improving its Performance. Do you Agree?
- Q.5. Explain Job Evaluation and How would you identify the Core Competency of a Company?
- Q.6. Write a Short Note on: (Any 3)
- (1) Behavioural Event Interview
 - (2) Critical Incident Techniques
 - (3) Grading System of Competency Mapping
 - (4) Reinforcement and Potential Appraisal
- Q.7. Concept of Incentives and its Major Determinants and also Describe various types of Compensation?

Distance Education Jiwaji University Gwalior

M.B.A (General) II year

Assignment (2018-2019)

Subject Name: Indian Labour legislation

Subject Code: MP-404 (HRM)

Note: Attempt any five questions:

1. Define Layoffs & Retrenchment & Strikes & Lock-outs; explain the Industrial Dispute Act 1947 & Scope & Importance of the same?
2. Define Object & Scope of Industrial Employment (Standing Order) Act 1946 and also explain the Provisions of Indian Factories Act 1948.
 - (a) For Employment of Child & Young persons.
 - (b) For Health & Welfare of the Workers.
3. Discuss the various provisions of the Payment of Wages Act 1936. Also explain the provisions regarding.
 - (a) Time of Payment of Wage.
 - (b) Deduction which may be made from the Wages.

Explain Scope & Objective of Act.
4. Enumerate the Procedure for Fixing & Revising the Minimum Wage. Discuss the Objective & Scope of Minimum Wages Act 1948?
5. Describe Scope & Object of Payment of Bonus Act 1965 Define Accounting Year. Allocable Surplus, Employer & Employee, Salary & Wages?
6. Describe employee provident fund act 1952 & describe employee state insurance act 1948? With Example.
7. Explain Contract labour Act 1970 Trade Union Act 1926 & in short write Maternity Benefits Act 1961.

DISTANCE EDUCATION JIWAJI UNNIVERSITY GWALIOR
ASSIGNMENT- WORK (2018/19)
MBA- (GENERAL) 2ND YEAR
SUBJECT: Collective Bargaining & Negotiation Skill
Code: MP-405(HRM)

Note: Attempt any five questions.

- Q.1. Write the Introduction, History and Importance of Collective Bargaining?
- Q.2. What is an Agreement and Process of Forming Collective Agreement?
- Q.3. Define Collective Bargaining and its Different Levels?
- Q.4. Write a Note on Negotiation Skills and Negotiation Style?
- Q.5. Concept and Procedure of Grievance Handling?
- Q.6. What is Trust Building and Key Elements of Negotiation ?
- Q.7. Write a note on Negotiation Process and Reasons of Failure in Negotiation?

DISTANCE EDUCATION JIWAJI UNNIVERSITY GWALIOR
ASSIGNMENT- WORK (2018/19)
MBA- (GENERAL)(Second Year)
SUBJECT: CONSUMER BEHAVIOUR & MARKET RESEARCH
Code: 601(MKT)

Note: Attempt any five questions.

- Q.1 Explain the term 'Consumer Behaviour' in Marketing. Write its determinants & focus on buying decision process.
- Q.2 Define some models of consumer behaviour. What is group dynamics? How you relate social class & consumer preferences with group dynamics?
- Q.3 'Perception, Personality & Attitude have significant impact on consumer buying process.' Discuss.
- Q.4 Explain the term 'organisational buying'. Focus on its participants, major influences & stages.
- Q.5 Define marketing research. Write about different types of research design.
- Q.6 What do you mean by 'sample' in marketing research. Give some sampling techniques.
- Q.7 Discuss the different methods of data collection, process of data analysis and contents of research report.

DISTANCE EDUCATION JIWAJI UNIVERSITY GWALIOR

ASSIGNMENT WORK 2018-19

MBA (GENERAL)2nd Year

Subject Name – Retail Management

Subject Code – MP-602 (Mkt)

Attempt any five questions.

1. Define retailing and discuss its growing importance in the current market scenario. Who is a retail customer? Why it is becoming increasingly important for retailer to have enough knowledge of their clientele so as to develop the most ideal and best possible marketing mix strategy. Discuss with suitable illustration.
2. Who is a retailer? Explain with suitable examples. What are the various tasks that a retailer ought to undertake to ensure for the growth of the business? Take an example of your choice list out all the tasks and explain each of them in contributing to its growth.
3. What are the elements of strategic planning process? Explain in detail their significance.
4. Discuss the importance of retail mix. It is said that the success of retail business lies in proper evaluation of merchandise on offer with the right pricing strategy. Elaborate the above statement by picking up any two examples you are familiar with.
5. Discuss the concept of customer relationship marketing. Why it is increasingly becoming relevant for retailer to design loyalty programme on an ongoing basis? Explain with a suitable example.
6. Safety and security measures assume greater importance in retail business similar to any other sector/industry. Explain and justify with examples.
7. What is non-store retailing? What are the major types of non-store retail formats available in Indian context? Comment on the drawbacks of these formats.

Distance Education Jiwaji University Gwalior

M.B.A (General) II year

Assignment (2018-2019)

Subject Name: Product & Brand Management

Subject Code: MP-603 (Mkt)

Note: Attempt any five questions:

1. What is Product? Explain levels of Product, its classification with proper example & Also Explain the stage of New Product Development?
2. Explain how Packaging & Labeling plays an important role in marketing? Discuss Product Life Cycle & Strategies of Maturity Stage?
3. Define Brand, Explain Importance & Steps involved in Strategic Brand Building Process. also Explain Benefits of Branding for the Customers & Organizations?
4. Write Short Note: (any-3)
 - (a) Developing an Effective Package for New Product and its Problems.
 - (b) Brand Association, Branding Decision & Brand Revitalization.
 - (c) Global Brand its Benefits & Problems.
 - (d) Product Adoption Process & New Product Development Responsibility.
5. Define Franchising & Licensing & Explain their advantages and disadvantages & Types?
6. Write a note on Brand Extension & Line Extension also tell the Principles of Good Brand Extension, Define Repositioning?
7. Discuss some Brand Positioning Strategies and Explain Brand Equity & Benefits of Brand Value & Brand Identity?

DISTANCE EDUCATION JIWAJI UNIVERSITY GWALIOR

ASSIGNMENT WORK 2018-19

MBA (GENERAL) 2nd Year

Subject Name – Advertising and Sales Promotion

Subject Code – MP-604 (Mkt)

Attempt any five questions.

1. What discourages clients from hiring their own specialized experts instead of employing of full-service agency?
2. While adhering to the Prime Direction, what is the false assumption behind "targeted" advertising agencies only working on advertising for their demographic groups?
3. What does a advertising/promotional planner sees as the primary purpose of the mass media?
4. Message strategy and tactics is known as the "creative function." Does this mean that successful and creative movie makers be given free reign to plan message strategy and write/ produce the resulting television commercials? Why or why not?
5. What is meant by the distinction between sales promotion moving the product toward the consumer while advertising moves the consumer toward the product and how does this distinction help guide determining the "value" of a planned sales promotions effort?
6. How does a publicist measure his or her effectiveness in the job and how is this comparable to advertising time or space buyers' reach estimates?
7. What determines if communications strategy can make use of publicity as an effective sales tool? Explain.

DISTANCE EDUCATION JIWAJI UNIVERSITY GWALIOR

ASSIGNMENT WORK 2018-19

MBA (GENERAL) 2nd Year

Subject Name – Sales and Logistic Management

Subject Code – MP-605 (Mkt)

Attempt any five questions.

1. Discuss the role and responsibilities of a Sales Manager, associated with a fast moving consumer goods firm with pan India operations.
2. Discuss the AIDAS theory of selling by taking a suitable example of your choice. What are its merits and drawbacks of this theory?
3. What are Selling Skills? List out and explain the various types of skills. How does this skill help a salesman in effectively discharging the responsibilities assigned to him?
4. 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.
5. What are the basic components of a compensation package? Why and how the compensation packages differ between the companies selling similar and different types of products?
6. What is territory planning? What are the steps involved in territory Planning and its importance in achieving the sales objectives. Discuss.
7. Discuss the meaning and importance of Sales Budgeting. What are the different methods of Sales Budgeting that are generally adopted by a firm?
