

DISTANCE EDUCATION JIWAJI UNIVERSITY GWALIOR
ASSIGNMENT WORK (2019-20)
M.BA. General II year
Subject Name: Business Environment
Subject Code: MP - 201

Attempt any five questions.

1. What do you mean by Business Environment? Describe in detail about the main factors affecting business environment and social responsibility of business?
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. Discuss the role of Fiscal and Monetary Policy in developing country and Economic Development and “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 main provision of EXIM Policy and 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. Discuss the Role of WTO in World Trade, What are the functions of World Trade Organization in promoting World Trade?

DISTANCE EDUCATION JIWAJI UNIVERSITY GWALIOR
ASSIGNMENT WORK (2019-20)

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. Define Business Research, What are Research Process Qualities of a Good Researcher?
- Q.3 Explain Types of Research Design, Relationships among Exploratory, Descriptive, & Causal Research?
- Q.4 What are the Essentials of Sampling, Merits of Sampling, Limitations of Sampling, and Sampling Methods?
- Q.5 What do you mean by Marketing Research? Explain its Importance and Types, 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 Mode and Median?

DISTANCE EDUCATION JIWAJI UNIVERSITY GWALIOR
ASSIGNMENT WORK (2019-20)
M.BA. General II year

Subject Name: Management Information System

Subject Code:MP-203

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

Q.1. What is MIS, Discuss Features, Structure and Scope of MIS and explain Various Information Systems with Example?

Q. 2. Explain Decision Support System in detail and Executive Information System also Describe Porter's Five Forces Model?

Q.3. Define Structure of MIS, its Importance and Process of MIS. Explain the Concept of System Security?

Q.4. Define System its characteristics and Types of System. Also Explain Information System and its Classifications?

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 (2019-20)

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. 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

and 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
4. Deflating and Base Shifting.

DISTANCE EDUCATION JIWAJI UNIVERSITY GWALIOR
ASSIGNMENT WORK (2019-20)
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 What do you mean by Business Policy also discuss the significance and 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 and Strategic Alternatives
4. Strategy Formulation and Define Synergy and Strategic Choice

Q.4 What are Corporate Level Strategies and 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 (2019-20)

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 Features and Scope of HRD also 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. Explain HRD Matrix and Process also explain the Future of HRD and identify various Components of Designing HRD System, 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 Career and Succession Planning and benefits of both and also explain Counseling and Coaching and benefits of all?

DISTANCE EDUCATION JIWAJI UNIVERSITY GWALIOR
ASSIGNMENT WORK (2019-20)

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. 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 Organization
- 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 (2019-20)
M.BA. General (HRM) II year
SUBJECT: PERFORMANCE MANAGEMENT AND COMPENSATION
PAPER CODE: MP 403

Note: - Attempt any five questions:

- Q.1 Define the term “PERFORMANCE MANAGEMENT” its Phases and Methods in Organization, 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 No organization can survive without Improving its Performance. Do you agree explain, Write the Competency Theories, Core Competencies, Building a Competency Model?
- Q.5 Explain Job Evaluation and How would you identify the Core Competency of a Company, Write 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 (2019-20)

M.BA. General(HRM) II year

Subject Name: Indian Labor Legislation

Subject Code: MP 404 (HRM)

Note: - Attempt any five questions:

- Q.1. Define Object & Scope of Industrial Employment (Standing Order) Act 1946 and also explain the Provisions of Indian Factories Act 1948 and define Award explain Retrenchment and Layoff?
- 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, Define the Provisions regarding the Awards under the Act. Define Shop and Establishment Act?
- 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 Labor and Various Penalties (Under Unfair Labor Practices)

DISTANCE EDUCATION JIWAJI UNIVERSITY GWALIOR
ASSIGNMENT WORK (2019-20)
M.BA. General(HRM) II year
SUBJECT: COLLECTIVE BARGAINING AND NEGOTIATION SKILLS
Paper Code: MP 405 (HRM)

Note: Attempt any 5 questions

- Q.1 What is collective Bargaining and importance of collective bargaining?
- Q.2 Types, nature and Reasons for Growing Importance of Negotiation, Write a note on Negotiation process and reasons of Failures in Negotiation?
- Q.3 Concept and Procedure of Grievance Handling, how to solve Grievances?
- 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 (2019-20)
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, What are the Negotiable Financial Instruments in detail with suitable examples
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. Discuss the Concepts of Saving? Explain the useful Concept of Savings and what are the techniques used in Economic analysis?

DISTANCE EDUCATION JIWAJI UNIVERSITY GWALIOR
ASSIGNMENT WORK (2019-20)
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, Explain the Function of Banks
2. Explain Financial Intermediaries, Differences between Banking and Non-Banking Financial Intermediaries.
3. Explain concept and differences between Leasing and Hire Purchase.
4. Explain Mutual Funds with features and Conceptual aspect of Leasing, also 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 (2019-20)

M.BA. General (Finance) II year

Subject:- CAPITAL MARKET AND SEBI REGULATIONS

Subject Code:- MP503(FM)

Note: - Attempt any five questions:

1. Explain Market; 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:-
 5. Dematerialization charges.
 6. Models of Depository
 7. Internal Audit of Depository Participants
 8. Concurrent Audit

DISTANCE EDUCATION JIWAJI UNIVERSITY GWALIOR
ASSIGNMENT WORK (2019-20)
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 (2019-20)
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' and their Significance?
3. Explain Project Planning with its Elements and Stages of Project Planning?
4. Explain the objectives of Ex-post Evaluation and what is the difference between Project Audit and Ex-Post Evaluation?
5. Explain Capital Budgeting and 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 (2019-20)
M.BA. General (Marketing) II year
Subject Name: Consumer Behaviour and Marketing Research
Subject Code: MP – 601(MM)

Attempt any five questions.

1. (a) Explain the term 'Consumer Behavior' in Marketing. Write its determinants & focus on Buying decision process.

(b) Differentiate between organizational buying and individual buying. Taking any product of your choice for your personal purchase and for organizational purposes, explain the differences.
2. 'Perception, Personality & Attitude have significant impact on consumer buying process.' and ABC is a prominent company in the travel and vacation industry (both domestic and International). Describe how the company can use VALS and 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 (2019-20)

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

Subject Name: Retail Management

Subject Code:MP-602(MM)

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. What are the elements of strategic planning process, explain in detail their significance, 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.
3. Why it is essential to have a sound knowledge of the retail customer in the current market environment? Elaborate.
4. What do you understand by the term Lavational 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.
5. "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.
6. 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 and discuss the significance of sourcing as a crucial function of retailing by explaining the steps in sourcing process with a suitable example.

7. 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.

DISTANCE EDUCATION JIWAJI UNIVERSITY GWALIOR
ASSIGNMENT WORK (2019-20)
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? Explain levels of Product, its classification with proper example & also
Explain the stage of New Product Development?
- 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 Explain how Packaging & Labeling plays an important role in marketing also role, uses and Importance of Packaging in Marketing .
- Q.5 Define Franchising & Licensing & Explain their advantages and disadvantages & Types
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 (2019-20)

M.BA. General(Marketing) II year

Subject Name: Advertising and Sales Promotion

Subject Code-MP – 604(MM)

Attempt any five questions.

1. (a) What does Advertising/promotional planner sees as the primary purpose of themes Media ?
(b) Why a sound knowledge of the customer in terms of the needs, preferences, motivation and behaviour 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. (a) What determines if communications strategy can make use of publicity as an effective sales tool? Explain.
- (b) 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 (2019-20)
M.B.A. General (Marketing) II year
Subject Name: Sales and Logistic Management
Subject Code:MP-605(MM)

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. Discuss the AIDAS theory of selling by taking a suitable example of your choice. What are its merits and drawbacks of this theory and what are selling skills and 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. 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 and 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?
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