

# **INSTITUTE OF DISTANCE EDUCATION AND LEARNING (IDEAL),NMU, JALGAON**

## **QUESTIONS FOR ASSIGNMENTS PROGRAMME –MBA -2<sup>ND</sup> YEAR -2014-15**

**INSTRUCTION:** All students of MBA Programme, Paper wise assignments are given here. You should submit all assignments at IDEAL Department up to end of May-2015.

---

### **Paper 1: Business Policy and Strategic Management**

---

**Q. 1. Write any Two** **20Marks**

- a. Define the term contract. What are the essential elements of a valid Contract?
- b. Describe Rights and duties of partner according to the Indian Partnership Act, 1932.
- c. What do you mean by company. Explain the types of companies.

**Q. 2. Write Short Notes any Four** **20Marks**

- a) Classification of contracts
- b) Types of Partners
- c) Features of a Company
- d) Qualification of Directors
- e) Kinds of meetings
- f) Corporate Governance

---

### **Paper 2 : Current Business Scenario and Legal Aspects**

---

**Q. 1. Write any Two** **20Marks**

- a. Define a contract of sale and bring out clearly the distinction between a sale and an agreement to sell.
- b. What is meant by Negotiable Instrument. Describe the kinds of Negotiable Instrument.
- c. Describe the E-business conceptual analysis. State its advantages and disadvantages.

**Q.2. Write Short Notes any Four**

**20Marks**

- a) Essential elements of a Contract of Sale
- b) Rules regarding sale by action
- c) Rights of an Unpaid Seller.
- d) GATT and WTO
- e) Execution and Impact of E-commerce.
- f) Dishonour and discharge of Negotiable Instrument.

---

**Paper 3 : Entrepreneurship and Project Management**

---

**Q. 1. Write any Two**

**20Marks**

- a. What is Entrepreneur. State its characteristics.
- b. Discuss the distinction between Entrepreneur and Professional Manager.
- c. State and Problems faced by women entrepreneurs.

**Q.2. Write Short Notes any Four**

**20Marks**

- a) District Industrial Centre (DIC)
- b) Importance of Small scale industry.
- c) Entrepreneurship Development Programme (EDP)
- d) Industrial Development Bank of India (IDBI)
- e) Classification of Project
- f) Function of Women Entrepreneur

---

**Paper 4 : International Business Management**

---

**Q. 1. Write any Two**

**20Marks**

- a. Discuss the concept of International Business.
- b. State the distinction International and Domestic Business.
- c. Describe the factors affecting growth of International Business.

**Q.2. Write Short Notes any Four**

**20Marks**

- a) Globalization
- b) Foreign Direct Investment
- c) Product Life Cycle Theory
- d) Global E-Business
- e) Supply Chain Management
- f) International Business Environment

---

**Paper 5- Production and Material Management**

---

**Q. 1. Write any Two**

**20Marks**

- a. Explain the scope, functions of production management. Also write the role and challenges facing by operations managers.
- b. What do you mean by Productivity? Explain the measures of Productivity and its uses.
- c. What are the various Types of Maintenance? Elaborate.

**Q. 2. Write Short Notes any Four**

**20Marks**

- a. Objectives of work study.
- b. Work Sampling.
- c. Method Study.
- d. Layout and Computers.
- e. Automation.
- f. Six Sigma Theme.

---

**Specialization Group (A) – Financial Management**

**Paper 1- Financial Management & Decision Making**

---

**Q. 1. Write any Two**

**20 Marks**

- a. Discuss Risk and return of portfolio with example and explain the relation between Risk and Return?
- b. What is Cost of Equity? Discuss the Factors affecting weighted average cost of capital.

- c. Explain the Nature of Investment Decision? Write down the Types of Investment Decision.

**Q. 2. Write Short Notes any Four**

**20 Marks**

- a. Issues in Dividend Policy.
- b. Operating Ratios.
- c. Cost of Equity.
- d. Guidelines for capital structure analysis.
- e. Time Line & Notation.
- f. ROI & ROE analysis.

---

**Paper 2- Security Analysis & Portfolio Management**

---

**Q. 1. Write any Two**

**20 Marks**

- a. What are the basics of company analysis? Explain?
- b. State the difference between Macro level and Micro level Bond analysis. Give the advantages of bonds in India.
- c. What is Fundamental and Technical Analysis? Discuss how to pickup Growth stocks with the help of fundamental as well as technical Analysis.

**Q. 2. Write Short Notes any Four**

**20 Marks**

- a. Security analysis.
- b. Components of return.
- c. Advantages of Bonds.
- d. Tools of Technical Analysis.
- e. Risk on portfolio.
- f. Objectives of Investors.

---

**Paper 3- Indian Financial System**

---

**Q. 1. Write any Two**

**20 Marks**

- a. Write detail note on Bombay stock Exchange and National stock Exchange of India
- b. "Economic growth is the outcome of prevalence of healthy financial system" justify the statements.
- c. Write forwards and future contracts in derivative markets with suitable examples.

**Q. 2. Write Short Notes any Four**

**20 Marks**

- a. Debt market in India.
  - b. Call & put option.
  - c. Indian capital market.
  - d. National income accounts.
  - e. Functions of financial system.
  - f. Swap option.
- 

**Paper 4 – Financial Services & Instrument**

---

**Q. 1. Write any Two**

**20 Marks**

- a. What is the importance of credit rating agency? Discuss in detail any one credit rating agency in India.
- b. What is factoring? Explain different types of factoring.
- c. Write about depository and custodian in secondary market? Write note on National Securities Depository Limited NSDL .

**Q. 2. Write Short Notes any Four**

**20 Marks**

- a. Forfeiting.
  - b. Types of issue.
  - c. Insurance Regulatory and Development Authority.
  - d. Central Depository Service (India) Limited.
  - e. Importance of the rate of credit Rating Agencies.
  - f. Retail Banking Products.
- 

**Paper 5- International Financial Management**

---

**Q. 1. Write any Two**

**20 Marks**

- a. Give importance of International Finance and Distinguish between International Financial Management and Domestic Financial Management.
- b. Explain the Distinctive features of Foreign Exchange Market.
- c. What do you mean by Foreign Direct Investment (FDI)? Explain its Importance.

**Q. 2. Write Short Notes any Four**

**20 Marks**

- a. Goals of IFM.
  - b. Sterilization.
  - c. Factors affecting Exchange Rate.
  - d. Types of Exposure.
  - e. Pricing of Currency Future.
  - f. Multi-Currency Bonds.
-

---

**Specialization Group B – Marketing Management**  
**Paper 1- Promotional & Brand Management**

---

**Q. 1. Write any Two**

**20 Marks**

- a. Discuss in detail scope of Advertising.
- b. Explain the fundamental of media planning?
- c. Define & explain creativity advertising & the Brand.

**Q. 2. Write Short Notes any Four**

**20 Mark**

- a. Types of advertising.
- b. Electronic media.
- c. Copywriting for cyberspace.
- d. Advantages of internet Advertising.
- e. Message strategy.
- f. Media choices.

---

**Paper 2- Sales & Distribution Management**

---

**Q. 1. Write any Two**

**20 Marks**

- a. Explain role of effective communication & marketing communication system
- b. What is Sales Management? Discuss its services, strategy & role of sales management in marketing.
- c. Write objectives, Transporting function, Planning of Physical Distribution

**Q. 2. Write Short Notes any Four**

**20 Marks**

- a. Types of Intermediaries.
- b. Basic functions of sales management.
- c. Role of salesmanship.
- d. Concept of marketing.
- e. Effective selling process.
- f. Sales Training.

---

## Paper 3- Marketing Research & Consumer Behaviour

---

**Q. 1. Write any Two**

**20 Marks**

- a. Explain types of research design.
- b. Write consumer behavior & its influences .
- c. Discuss organizational buyer behavior.

**Q. 2. Write Short Notes any Four**

**20 Marks**

- a. Customer commitment.
- b. Self-concept.
- c. Consumer behavior.
- d. Correlation.
- e. Marketing Strategy.
- f. Measurement & scaling.

---

## Paper 4 – Marketing Strategies & Competitive Positioning

---

**Q. 1. Write any Two**

**20 Marks**

- a. What is concept, fundamentals of Marketing? Discuss strategic marketing planning?
- b. Write on consumer relationship, internal marketing & Corporate Social responsibility.
- c. Clarity the concept of competitors portfolio analysis.

**Q. 2. Write Short Notes any Four**

**20 Marks**

- a. Role of Marketing Strategies of organization.
- b. Resource Portfolios.
- c. Innovation.
- d. Rural markets.
- e. Sustainable competitive advantage.
- f. Dynamic Marketing capabilities.

---

## Paper 5- Retail Marketing

---

**Q. 1. Write any Two** **20 Marks**

- a. Write an overviews of Strategic Retail Management.
- b. Discuss retail organization & Human Resource Management.
- c. Write in detail Laws & Ethics in Retailing.

**Q. 2. Write Short Notes any Four** **20 Marks**

- a. Promotional Strategy.
- b. Pricing in Retailing.
- c. Financial Dimension.
- d. Site Selection.
- e. Processing in retailing.
- f. Understanding retail customers.

---

### Specialization Group C – Human Resource Management

#### Paper 1- H.R. Administration & Labour Welfare

---

**Q. 1. Write any Two** **20 Marks**

- a. Explain scope & nature of Personnel Administration in India.
- b. What are the techniques, maintenance methods of documents & records of employees
- c. Clarify the concept, scope, types need of social security measures.

**Q. 2. Write Short Notes any Four** **20 Marks**

- a. Occupational Risks.
- b. Stress Management Techniques.
- c. Role of Modern H R Managers.
- d. Concept of Personnel file.
- e. Essentials of link Management.
- f. Types of Welfare Services.

---

#### Paper 2- Modern H R Practices & OD

---

**Q. 1. Write any Two** **20 Marks**

- a. What is Modern H R Management? Discuss its Challenges & Talent.
- b. Explain Concept of OD & Theories by MC Gregor for OD.
- c. How to Maintain Client Consultant relationship & relations Management in alliances.



**Q. 2. Write Short Notes any Four**

**20 Marks**

- a. Spiritual Quotient.
- b. Survey feedback.
- c. HRA need.
- d. Designing of Jobs.
- e. Types of change & its impacts on HR Audit Instruments.
- f. Client Consultant

---

**Paper 3- Industrial Relations & Trade Unions**

---

**Q. 1. Write any Two**

**20 Marks**

- a. Write a brief on psychological & sociological approaches to study of Industrial Relations.
- b. What are characteristics, need, importance & essential conditions for Success of collective Bargaining?
- c. Write in detail Industrial Employment Act 1946.

**Q. 2. Write Short Notes any Four**

**20 Marks**

- a. Objectives of ILO.
- b. Nature of Standing Order.
- c. Benefits of workers Participation in Management.
- d. Meaning of Collective Bargaining.
- e. Work Committee.
- f. Role of HRD in Developing Industrial Relations.

---

**Paper 4 – Industrial Legislation & Labour Laws**

---

**Q. 1. Write any Two**

**20 Marks**

- a. What is Trade Union Act 1926? Discuss in brief.
- b. Which things are included in workmen's Compensation Act, 1923. Explain.
- c. Write in brief on Object, Scope, Benefits & Penalties of Employees State Insurance Act, 1948.

**Q. 2. Write Short Notes any Four**

**20 Marks**

- a. Prohibition of Contract Labour.

- b. Objectives of Factories Act 1948.
- c. Functions of Trade Unions.
- d. Provisions in payment of Wages Act 1936.
- e. Welfare of Contract Labour.
- f. Factory Inspectorate.

---

## Paper 5- Labour Economics & International HRM

---

**Q. 1. Write any Two**

**20 Marks**

- a. According to current global scenario what are the challenges for HRM.
- b. Describe the types of virtual Organizations & the Problems in Managing HR in virtual Organizations in detail.
- c. Explain in detail causes & extent of industrial sickness in India.

**Q. 2. Write Short Notes any Four**

**20 Marks**

- a. Importance of Industrial Economics.
- b. Treatment of Overtime.
- c. Provisions of WTO.
- d. Domestic HRM.
- e. Barriers to effective Global HRM.
- f. Small scale Industries.