

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
DIRECTORATE OF DISTANCE EDUCATION
Programme: Master of Business Administration (MBA)

Course Name: Marketing Management
Code: MBA 201

Semester 2nd
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 Marketing? Explain the Holistic Marketing orientation and how it is applied by telecommunication companies in India?
2. The Telecommunication sector like all other sectors in India is affected by the macro environmental factors, citing specific examples, discuss these factors and show how firms in the sector have responded to them.
3. You have been appointed as a Marketing Manager by an insurance company in India. Describe in details the process you would adopt for developing new products.

ASSIGNMENT-II

1. What do you mean by channel intermediaries? 'Channel intermediaries are essential distribution of a product? Discuss.
2. What is promotion mix? Explain the various techniques of promotion mix.
3. Write short note on the following:
 - Socially Responsible Marketing
 - Green Marketing
 - Network Marketing

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
DIRECTORATE OF DISTANCE EDUCATION
Programme: Master of Business Administration

Course Name: Human Resource Management
Code: MBA 202

Sem: 2nd
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 Human Resource Management? Explain its managerial and operative functions.
2. What do you mean by Job Analysis? Discuss various methods of evaluation of job analysis in organizations.
3. What is Human Resource Planning. Explain objectives and process of human resource planning.

ASSIGNMENT-II

1. Meaning of Performance Appraisal. Discuss various methods of performance appraisal.
2. What is Training? Explain process and methods of training.
3. Define Compensation Management. Also explain various methods of compensation.

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
DIRECTORATE OF DISTANCE EDUCATION
Programme: Master of Business Administration (MBA)

Course Name: Financial Management
Code: MBA 203

Semester 2nd
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 Financial Management? What are its scope? Discuss.
2. How are the working capital requirement is computed? Illustrate.
3. What is a leveraged firm? How the cost of debt is calculated? Explain.

ASSIGNMENT-II

1. What is capital budgeting decision? Out of NPV and IRR methods of capital budgeting decisions, which method is preferred and why?
2. What are the factors affecting dividend policy of a firm? Explain.
3. Explain various sources of working capital finance with suitable examples.

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
DIRECTORATE OF DISTANCE EDUCATION
Programme: Master of Business Administration

Course Name: Production and Operations Management
Code: MBA 204

Sem: 2nd
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 nature and scope of production and operations management.
2. What are the different types of manufacturing system? Explain in details.
3. Give a detailed note on MPS (Master Production Schedule).

ASSIGNMENT-II

1. Explain the different techniques of inventory control.
2. Give a detailed note on Gantt charts.
3. Explain the different techniques for work measurement.

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
DIRECTORATE OF DISTANCE EDUCATION
Programme: Master of Business Administration

Course Name: International Business
Code: MBA 205

Sem: 2nd
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 International Business. Why international business is considered important for economic growth?
2. "International trade depends on some trade concepts and principles." Explain the trade theories.
3. Write a short note on:
 - (a) FDI
 - (b) Foreign Exchange Rate

ASSIGNMENT-II

1. Discuss and illustrate with suitable examples the importance of organisational structure in international business.
2. Define the concept 'Multinational Corporations'. Discuss the role of MNCs in host country and home country.
3. Explain the followings:
 - (a) WTO
 - (b) UNCTAD

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
DIRECTORATE OF DISTANCE EDUCATION
Programme: Master of Business Administration (MBA)

Course Name: Management Science
Code: MBA 206

Semester 2nd
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 do you mean by management science? Discuss its nature, scope, and role in material decision making.
2. Explain the graphical method of linear programming by hypothetical example.
3. Explain the queuing theory in details with hypothetical illustration.

ASSIGNMENT-II

1. What is CPM? How it is applied in Management? Illustrate.
2. What are the simulation techniques? Illustrate with suitable examples.
3. What are transportation Problems? Solve any hypothetical equation for assignment.

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
DIRECTORATE OF DISTANCE EDUCATION
Programme: Master of Business Administration (MBA)

Course Name: Business Research Methods
Code: MBA 207

Semester 2nd
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 Business Research? Explain the Business Research Process in detail.
2. What is variable? Explain the different types of variables.
3. What do you mean by Research Design? What consideration should be made to select appropriate Research Design?

ASSIGNMENT-II

1. What is Sampling Design? Explain the various methods of sampling.
2. What is Measurement Scale? What are the different types of Measurement Scales?
3. What is Data Analysis? Discuss about the different techniques available for Data Analysis.