

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

**Course Name: Entrepreneurship Development**  
**Code: CP 401**

**Sem: 4th**  
**Total Marks=20**

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 10 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 the significance of entrepreneurship in economic development?
2. Explain the function of the Entrepreneur in Economic Development of a Country.

**ASSIGNMENT-II**

1. Explain the financial and managerial feasibility of project.
2. Explain the role of Government and Promotional agencies in Entrepreneurship Development.

# **FINANCE**

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

Course Name: Management of Financial Services  
Code: FM 404

Sem: 4 Sem  
Total Marks=20

**Important Instructions**

- i. Attempt all questions from each assignment given below.
- ii. Each assignment carries 10 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 understand by the term "Financial Services"? What are the various kinds of financial services provided by banks and financial institutions?
2. What do you mean by Factoring? What are the various types of factoring arrangements in India?

**ASSIGNMENT-II**

1. What is Credit Rating? Explain the types and benefits of Credit Rating to investors and companies.
2. What do you mean by Venture capital? Explain the various modes of financing the venture capital in India.

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

**Course Name: Project Management**  
**Code: MBA FM 405**

**Sem: 4 Sem**  
**Total Marks=20**

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 10 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 project analysis? Explain the process for selecting the project.
2. What is Feasibility report? How it is prepared and what aspects are included in it.

**ASSIGNMENT-II**

1. Write a detailed note on social cost and benefit analysis of project.
2. Write a detailed note on project planning and control.

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

**Course Name: International Financial Management**  
**Code: FM 406**

**Semester 4th**  
**Total Marks=20**

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 10 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 Multinational Financial Management (MFM)? Explain the objective of Multinational Financial Management (MFM).
2. Explain the case of Indian scenario in terms of political and country risk with suitable illustrations?

**ASSIGNMENT-II**

1. Distinguish between Foreign Direct Investment (FDI) and Portfolio Investment (PI) and discuss the different strategies of portfolio investment.
2. What factors should be considered in deciding whether the cost of capital for a foreign affiliate should be higher, lower, or the same as the cost of capital for a comparable domestic operation?

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

Course Name: Financial Derivatives  
Code: FM 407

Sem: 4th  
Total Marks=20

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 10 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 understand by financial derivatives? Discuss uses and factors driving the growth of financial derivatives.
2. Differentiate the following:
  - (a) Future contracts and Forward contracts
  - (b) Hedging and Speculation

**ASSIGNMENT-II**

1. Discuss and illustrate with suitable examples the stock option price. Also explain the factors affecting stock option price.
2. Define the concept 'Commodity Derivatives'. Discuss the essentials of commodity derivatives in Indian Derivative Market.

**MARKETING**

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

**Course Name: Product and Brand Management**  
**Code: MM 408**

**Sem: 4th**  
**Total Marks=20**

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 10 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. "New product development is a long process but should be completed within a time limit".  
Comment.
2. Explain the following:
  - (a) PLC
  - (b) Test Marketing

**ASSIGNMENT-II**

1. What is Brand? Explain the different branding strategies used by marketer.
2. Define the concept 'Multiple Branding'. Differentiate between Private Branding and National Branding.



**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**PROGRAMME: MASTER OF BUSINESS ADMINISTRATION (MBA)**

**Course Name: E-Commerce**

**Semester – 4<sup>th</sup> Sem.**

**Code: MM-409**

**Total Marks – 20**

**Important Instructions**

- i. All questions are compulsory.**
- ii. Each assignment carries 10 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of assignments on student's portal.**

**ASSIGNMENT-I**

1. What is E-commerce? Differentiate E-commerce and E-business.
2. Describe some of the marketing strategies for attracting and maintaining the customers in e-banking.

**ASSIGNMENT-II**

1. Define the term M-Commerce. What are the key drivers for M-Commerce? Also explain its attributes.
2. Highlight the major provisions of IT Act with respect to e-governance and e-commerce in India.

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

**Course Name: International Marketing**  
**Code: MM 410**

**Sem: 4th**  
**Total Marks=20**

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 10 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 International Marketing? Explain the concept of it.
2. Discuss the role of IMF in International Marketing.

**ASSIGNMENT-II**

1. What are the different instruments used for payments in International Marketing?
2. How can fiscal and non fiscal barriers are the main constraints on International Marketing?  
Explain the various forms of International Business.

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

**Course Name: Marketing of Services**  
**Code: MM 411**

**Semester 4th**  
**Total Marks=20**

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
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**ASSIGNMENT-I**

1. What are the characteristics of services? How we can classify the services?
2. What is new service development? Discuss the process of new service development.

**ASSIGNMENT-II**

1. Highlight the customer citizenship behaviour. Discuss the channels for delivering services through intermediaries and electronic channels.
2. What factors should be kept in mind while deciding about the price of a service. Suggest alternative pricing strategies, with examples.

**ORGANISATION  
BEHAVIOUR AND HRD**

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

**Course Name: Training and Development**  
**Code: OBH 412**

**Sem: 4th**  
**Total Marks=20**

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 10 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 training? Explain the difference between training and development.
2. Explain the responsibilities and challenges of training manager.

**ASSIGNMENT-II**

1. What is the role of technology in training? Explain in detail.
2. What is the concept of training evaluation? Explain the process of training evaluation.

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

**Course Name: Organizational Change and Intervention Strategies**  
**Code: OBH 413**

**Sem: 4th**  
**Total Marks=20**

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 10 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 organizational change? Explain the models of organizational change.
2. What is the meaning and importance of organizational diagnosis? Explain the Weisbord's model of organizational diagnosis.

**ASSIGNMENT-II**

1. Explain the general OD Competencies, OD Skills, Values, Assumption and Beliefs in OD.
2. Explain the formal and informal components of organizational culture.

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

Course Name: Human Resource development  
Code: OBH - 414

Sem: 4th  
Total Marks=20

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 10 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 Development? Explain roles and competencies of HRD professionals.
2. Explain in detail effective framework for HRD. Also, discuss ethical issues to be followed in evaluating effectiveness of HRD programs.

**ASSIGNMENT-II**

1. What do you mean by Succession Planning? Critically examine the term succession planning with the help of example.
2. Explain various HRD practices in Indian and International organizations.

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

**Course Name: Global Human Resource Management**  
**Code: OBH 415**

**Semester 4th**  
**Total Marks=20**

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 10 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 Global Human Resource Management (GHRM)? Explain the Ethnocentric, Regio centric, Geocentric, and Polycentric approaches to GHRM.
2. Do you think that culture makes an organisation sensitive to operate in international environment? Justify giving example.

**ASSIGNMENT-II**

1. You are the HR manager in an Indian firm. Give a detail plan of the changes in the policy and procedures as your firm will go for process of Internationalisation.
2. What is Expatriate planning? Critically examine the factors that lead to the failures of the expatriates in the international assignments.



# **INTERNATIONAL BUSINESS**

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

**Course Name: International Financial Management**  
**Code: IB 416**

**Semester 4th**  
**Total Marks=20**

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 10 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 International financial Management? Explain the factors responsible for growing importance of international financial management.
2. Why is it important to study International Finance? What are the various sources of long term financing? Explain.

**ASSIGNMENT-II**

1. What is Country Risk? In what ways can India reduce the country risk if it wants invest in steel industry in South Africa? Explain.
2. Explain some of the issues that deserve consideration in multinational capital budgeting which are normally not relevant in case of a domestic project.

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR  
DIRECTORATE OF DISTANCE EDUCATION**

**Programme: Master of Business Administration (MBA)**

**Course Name: International Marketing**

**Sem: 4th**

**Code: IB 417**

**Total Marks=20**

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 10 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 International Marketing? Discuss economic environment of international marketing.
2. Explain working and objectives of World Bank.

**ASSIGNMENT-II**

1. What do you mean by International Marketing Mix? Explain pricing strategy of international marketing.
2. Explain various forms of International Marketing. Discuss marketing of joint ventures and turnkey projects with the help of illustration.

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

**Course Name: Global HRM**  
**Code: IB 418**

**Sem: 4th**  
**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. Discuss cross cultural differences in organizations. Explain how to adapt these differences for smooth working in organization.
2. Define culture and value. How culture of a nation can affect working of an organization.

**ASSIGNMENT-II**

1. What do you mean by compensation? Explain various methods of compensation at global level.
2. What is leadership? How can an effective leadership effect on competitive advantage of an organization.

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR  
DIRECTORATE OF DISTANCE EDUCATION**

**PROGRAMME: Master of Business Administration (MBA)**

**Course Name: E-Commerce**

**Semester – 4<sup>th</sup>**

**Code: IB-419**

**Total Marks – 20**

**Important Instructions**

- i. All questions are compulsory.**
- ii. Each assignment carries 1 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of assignments on student's portal.**

**ASSIGNMENT-I**

1. What is internet? Discuss major applications of internet.
2. Describe some of the marketing strategies for attracting and maintaining the customers in e-banking.

**ASSIGNMENT-II**

1. How web as a media is different from television for online advertising?
2. Describe some of the marketing strategies for attracting and maintaining the customers in e-banking.

**INFORMATION TECHNOLOGY  
MANAGEMENT**

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**PROGRAMME: MASTER OF BUSINESS ADMINISTRATION (MBA)**

**Course Name: ERP**  
**Code: ITM-420**

**Semester – 4<sup>th</sup> Sem.**  
**Total Marks – 20**

**Important Instructions**

- i. All questions are compulsory.**
- ii. Each assignment carries 10 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of assignments on student's portal.**

**ASSIGNMENT-I**

1. What is ERP? Discuss the evolution of ERP.
2. Explain in detail the different phases of BPR.

**ASSIGNMENT-II**

1. What is DSS and how is it different and MIS?
2. What are the main functions of Production Module?

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

Course Name: RDBMS

Code: ITM-421

Sem: 4<sup>th</sup>

Total Marks=20

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 10 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 DBMS? Discuss three layered architecture in detail.
2. Define Boyce-codd normal form (BCNF). How does it differ from 3NF? Why is it considered a stronger form of 3NF?

**ASSIGNMENT-II**

1. Describe DML commands with suitable examples.
2. What do you understand by concurrency? Describe in detail various concurrency control techniques.



**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**Programme: MASTER OF BUSINESS ADMINISTRATION (MBA)**

Course Name: Multimedia And Web Development  
Code:ITM-422

Sem: 4th  
Total Marks=20

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 10 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 Multimedia and also explain different devices used for multimedia.
2. What do you mean by data compression? Write detailed notes on the techniques used for data compression.

**ASSIGNMENT-II**

1. Explain web development process architecture with neat and clean diagram.
2. Describe various web designing tools in detail.

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**Programme: MASTER OF BUSINESS ADMINISTRATION (MBA)**

**Course Name: E-CRM**  
**Code: ITM-423**

**Sem: 4th**  
**Total Marks=20**

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 10 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 knowledge management? Discuss e-business and knowledge management in detail.
2. Describe customer relationship management in detail.

**ASSIGNMENT-II**

1. What is audit and explain different audit method in detail.
2. Write note on KCRM and e-CRM.

**PRODUCTION AND OPERATION  
MANAGEMENT**

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

**Course Name: R & D Management**  
**Code: POM 424**

**Sem: 4th**  
**Total Marks=20**

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 10 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 research and development management? Explain the role of R & D management in an organisation.
2. Explain the major factors affecting research and development management.

**ASSIGNMENT-II**

1. Explain the role of different institution in sponsoring resources and development of tools.
2. Explain the following:
  - (a) Technology Scanning
  - (b) Test Facilities

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

Course Name: Service Operation Management  
Code: POM 425

Sem: 4th  
Total Marks=20

**Important Instructions**

- i. Attempt all questions from each assignment given below.
- ii. Each assignment carries 10 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 Service Operation Management. Explain the challenges in operations management of services.
2. "Automation in operation service management had positive as well as negative effects in organisation." Comment.

**ASSIGNMENT-II**

1. Discuss the methods for measurement and control of quality of services.
2. Write a short note on:
  - (a) Waiting Line Analysis
  - (b) Dynamics of Service Deliver

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

Course Name: Project Management  
Code: POM 426

Sem: 4 sem  
Total Marks=20

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 10 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. Difference between project finance and corporate finance? Discuss objectives of project management.
2. Critically examine a project entity as special purpose vehicle with contractual building.

**ASSIGNMENT-II**

1. Explain the techniques for managing risky projects.
2. Meaning of project financing. Explain process and various ways to financing the project.

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

**Course Name: Technology Acquisition and Diffusion**  
**Code: POM 427**

**Sem: 4th**  
**Total Marks=20**

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 10 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 Assessment & Evaluation of Technology (TA & TE).
2. Write a short note on IDBI and ICICI.

**ASSIGNMENT-II**

1. What are the constraints in Technology Absorption? Explain in details.
2. What are the importance of technology diffusion?