

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)
CHAUDHARY DEVI LAL UNIVERSITY, SIRSA
(From the Academic Session 2016-17)**

MBA/PGDBM 4th Semester

BUSINESS LEGISLATION (C411) (Compulsory Subject)

Max. Marks: 15

Assignment – 1

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short notes on the following:
 - a) Void Contract
 - b) Reciprocal Promises
 - c) Quasi Contract
 - d) Doctrine of Caveat Emptor
 - e) Holding Company
 - f) Capital Subscription
2. Define contract. Explain the essentials of a valid contract.
3. What remedies are available to an aggrieved party on the breach of contract?
4. Who is an unpaid seller? What are his rights against the goods and buyer personally?
5. What is negotiable instrument? Distinguish between discharge of instrument and discharge of a party.
6. Explain various kinds of companies which can be registered under the Companies Act, 1956.
7. Write a detailed note on Consumer Protection Act, 1986.
8. What are the objectives of cyber law? Explain.

Assignment – 2

Max. Marks: 15

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short notes on the following:
 - a) Statutory Meeting
 - b) Digital Signature
 - c) Arbitration
 - d) Statement in Lieu of Prospectus
 - e) Cyber Law
 - f) Bill of Exchange
2. 'An agreement enforceable by law is a contract.' Discuss the statement explaining the essentials of a valid contract.
3. Discuss the law relating to validity of contracts by minors with the help of illustrations.
4. What do you understand by Memorandum of Association? Explain its clauses and its importance.
5. Explain the features of promissory note, bills of exchange and cheque.
6. Explain implied conditions and warranties in a contract of sale of goods.
7. Explain different steps involved in the formation of a company.
8. Explain the provisions of Company Act regarding winding up of a company.

Specialization – Finance

CORPORATE TAX PLANNING (F411)

Max. Marks: 15

Assignment – 1

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short notes on the following:
 - a) Tax Avoidance in Un-organized Business Sector
 - b) Sale of Assets used for Scientific Research
 - c) Tax Planning and Tax Avoidance
 - d) Tax Incentives for Exporters
 - e) Limitations of Tax Planning
 - f) Inter-corporate Dividend Tax
2. Discuss the significance and problems of Tax Management. How is it different from tax planning? Also illustrate the recognized methods of tax planning.
3. Define agriculture income. Explain in detail the exempted status of agriculture income.
4. What tax incentives are available to a new businessperson who establishes his business in backward areas? Explain other types of business location from tax-planning point of view.
5. Explain the term 'capital gains' under the income tax act. Distinguish between short term and long term capital gains.
6. Discuss the provisions regarding set-off and carry forward and set-off losses under the income tax act, 1961.
7. Define tax considerations in respect of specific managerial decisions like sale in domestic markets or exports.
8. What are the provisions of income tax regarding:
 - (a) Leave travel concession
 - (b) Medical facility

Assignment – 2

Max. Marks: 15

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short notes on the following:
 - a) Tax Evasion
 - b) Tax Management
 - c) Principal Officer
 - d) Standard Rent
 - e) Resident Company
 - f) Unabsorbed Depreciation
2. How is residence of assesses determined for income tax purpose in case of individuals and company?
3. How would you arrive at annual value of a house let out for residential purposes?
4. Explain tax planning regarding location of undertaking and dividend policy.
5. How will you make tax planning for:
 - (a) Make or buy decision
 - (b) Renewal or Replacement of an asset
6. Explain the capital gains that are exempt partially or wholly under the income tax act.
7. Explain the expenses expressly disallowed under the head 'profit and gains of business or profession'.
8. Name the incomes which are specifically charged to tax under the head 'income from other sources'.

PROJECT PLANNING, ANALYSIS AND MANAGEMENT (F412)

Max. Marks: 15

Assignment – 1

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

- Write short notes on the following:
 - Debentures
 - Venture Capital
 - Factoring
 - Demand Analysis
 - Cost and Time Over-run
 - Technical Analysis
- How would you examine the appropriateness of Technology? Discuss.
- How would you characterize a market?
 - Explain any three methods of Demand forecasting.
- What are components of Project Cost?
 - What are elements of Cost of Production?
 - How would you make profitability projections of a new project?
- List the techniques of risk analysis
 - Discuss sensitivity analysis
 - What is simulation?
- Write notes on the following:
 - Social Cost and Benefit Analysis
 - Project Review and Administration
- Describe means of financing a new project by giving its merits and demerits.
- Define and distinguish between PERT and CPM?
 - Discuss the rules of network construction.

Assignment – 2

Max. Marks: 15

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

- Write short notes on the following:
 - Project Idea
 - Financial Analysis
 - Public Sector
 - Market Demand
 - Capital Expenditure
 - Environmental Appraisal
- What can a firm do to stimulate the flow of project ideas? Discuss the suggestions helping in scouting for project ideas.
- What are the sources of uncertainties in demand forecasting? How can one cope with these uncertainties?
- What aspects are considered in technical analysis? What factors have a bearing on the choice of technology?
- Discuss the procedure for analyzing the project risk.
- What are the similarities and differences between the UNIDO approach and the Little-Mirrlees Approach of social cost and benefit analysis?
- “The optimal capital budget for the firm as a whole can be drawn up only when capital investment decisions are completely centralized.” Comment.
- Discuss and illustrate the issues involved in the assessment of environmental feasibility of a project.

FINANCIAL DERIVATIVES (F413)

Max. Marks: 15

Assignment – 1

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short notes on the following:
 - a) Financial Derivative
 - b) Forward Contract
 - c) Stock Index Future
 - d) Derivative Exposure
 - e) Difference between Swap and Option
 - f) NIBOR and LIBOR
2. Give the important features of financial derivatives. Discuss different types of financial derivatives in brief.
3. Explain various traders involved in derivative market and discuss the accounting and tax treatment of derivative transactions.
4. What do you mean by the term forward contract? Explain in detail the pricing and trading mechanism of forward contract.
5. Write notes on the following:
 - (a) Foreign Currency Forwards
 - (b) Currency Options
6. What is Swap and Swap contract? Give the various types of swaps and their features.
7. What do you understand by option and option market? Discuss the factors influencing the option pricing.
8. Define hedging and explain the various hedging strategy using futures.

Assignment – 2

Max. Marks: 15

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short notes on the following:
 - a) Index Future
 - b) Open Interest
 - c) American Option
 - d) Cross Hedge
 - e) Credit Risk
 - f) Speculator and Investor
2. Explain the following:
 - (a) Put-call Parity Theory
 - (b) Different Types of Option Spreads.
3. Explain the following with examples:
 - (a) Payoffs to put option from a buyer's perspective
 - (b) Payoffs of futures from buyer as well as seller's viewpoint.
4. Explain the factors affecting the pricing of option. Also discuss the Black-Scholes model of option pricing.
5. Explain the following with examples:
 - (a) Cost and carry model for future pricing
 - (b) Interest rate derivatives
6. Critically examine the financial derivative market in India.
7. Explain the various risk management trading strategies based on options with the help of suitable examples.
8. Differentiate between stock index future and interest rate futures.

INTERNATIONAL FINANCIAL MANAGEMENT (F414)

Max. Marks: 15

Assignment – 1

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

- Write short notes on the following:
 - Euro Currency
 - Lead and Lags
 - Parallel Loans
 - Probability Tree
 - Stock Split
 - Exchange Rate Risk
- “International financial flows are easily available, but their cost is comparatively high.” Comment.
- What are the various international financial instruments? Which one is better from India’s point of view and why?
- What do you mean by receivables management? Discuss the complications involved in international receivables management.
- Explain and illustrate the procedure for evaluating the investment proposal in a multinational firm.
- What do you mean by portfolio risk? Explain and illustrate the procedure of measuring the risk in an international portfolio.
- “Securitization is a financial boon to commercial banks.” Comment. What suggestions do you offer to make it popular in India?
- Write short notes on the following:
 - Financial Choice of MNC
 - Assessing and Managing Political Risk

Assignment – 2

Max. Marks: 15

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

- Write short notes on the following:
 - Currency Hedging
 - European Monetary System
 - International CAPM
 - Multinational Firm
 - International Political Risk
 - FDI
- Discuss the concept and procedure in international capital budgeting for MNCs. Would it be different in case of foreign subsidiaries?
- What is the country risk element in budgeting for FDI? How such risk can be minimized through diversification?
- Explain and illustrate the main feature of international financial instruments. Give some practical examples.
- Discuss the role of globalization on the dynamics of international financial management. In this context, indicate the directions of change in international monetary management.
- Explain and illustrate the following:
 - Working Capital Management
 - International Capital Management
- Distinguish between the international financial management and international financial markets. Briefly discuss the main procedure in foreign exchange futures and options.
- How do you determine the financial structure of foreign subsidiaries of MNCs?

Specialization – Marketing

SALES MANAGEMENT (M411)

Max. Marks: 15

Assignment – 1

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short notes on the following:
 - a) Personal Selling
 - b) Sales Territories
 - c) Sales Quotas
 - d) Sales Budget
 - e) Team Selling
 - f) Piggy-back Arrangement
2. Discuss the steps involved in a personal selling process.
3. Compare and contrast various organizational structures that are available for organizing sales department.
4. What sources of recruitment will you tap for attracting experienced sales people? How will they be selected?
5. What kind of training is required for newly recruited salesmen? What methods are used for imparting sales training to them?
6. Which method of compensation will you recommend for salesmen selling FMCG products? What fringe benefits may be offered to them?
7. Discuss the functions of various intermediaries that help salespeople to take goods and services to final customers.
8. Throw light on the use of IT in distribution process citing suitable examples in Indian context.

Assignment – 2

Max. Marks: 15

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short notes on the following:
 - a) AIDAS Concept
 - b) Value Addition through Distribution
 - c) Sales Related Marketing Activities
 - d) Distribution Efficiency
 - e) Integrated Selling
 - f) Integrated Distribution Strategy
2. Discuss in detail objectives of sales management. What activities sales department needs to perform in order to accomplish these objectives?
3. Discuss various selling theories. How selling function is one of the most important aspects of overall marketing activities?
4. What challenges are faced in managing sales force? Also discuss different techniques of training which can be helpful in sales department.
5. What do you mean by multi-channel marketing channel? Does it lead to saturation in the sense that new channel members are difficult to find and cultivate?
6. How distributor loyalty is built? To what extent, winning distributors are more relevant than winning customers? What are the consequences if distributors of a company are not loyal to it?
7. Discuss in detail how distribution strategy of a company can be made more effective? What role can information technology play in this context?
8. What do you mean by motivation? How can sales staff be motivated? Discuss financial and non-financial incentives in this context.

RURAL MARKETING (M412)

Max. Marks: 15

Assignment – 1

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short notes on the following:
 - a) Non-durable Goods
 - b) Agricultural Price Commission
 - c) Attitude
 - d) Seasonal Products
 - e) Media Planning
 - f) Rural Market
2. Briefly enlist certain characteristic of rural consumers. Why is it important for the marketers to study the same?
3. Write a detailed note on the marketing of agricultural inputs. If you are the marketing head of a fertilizer company, how will you ensure the timely supply to the farmers?
4. If you wish to enter into rural market, how will you assess the different factors of environment and why? Elaborate.
5. Why is there a need for the regulation of agricultural prices in India?
6. Elaborate the main functions performed by the co-operative marketing societies.
7. What are the problems of agricultural marketing in India?
8. Write notes on the following:
 - (a) Commodity Markets
 - (b) Role of Warehousing

Assignment – 2

Max. Marks: 15

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short notes on the following:
 - a) Rural Marketing
 - b) NABARD
 - c) Reference Group
 - d) Agricultural Inputs
 - e) Marketing Margins
 - f) Co-operative Organization
2. Explain the socio-cultural environment of rural consumers in India.
3. Write a detailed note on the importance of marketing research in rural areas.
4. Do you think that different media planning is required for tapping rural consumers?
5. Does personal selling influence more in rural markets? Why or why not?
6. What do you mean by agricultural marketing? Explain the problems in marketing of agricultural products.
7. Describe the role of agricultural price commission in India.
8. Critically evaluate the contribution of co-operatives in rural India.

BRAND MANAGEMENT (M413)

Max. Marks: 15

Assignment – 1

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short notes on the following:
 - a) Brand Value
 - b) Brand Revitalization
 - c) Multiple Branding
 - d) Brand Image
 - e) Brand Extension
 - f) Celebrity Endorsement
2. What is strategic brand management? What are major branding-related decisions a marketer has to make?
3. Define brand equity. How can it be measured?
4. What is brand extension? Discuss various advantages and disadvantages of brand extension?
5. What do you mean by integrated marketing communication? How it helps in adding value to a brand?
6. Discuss different growth strategies with the help of brand-product matrix.
7. Describe different quantitative research techniques that help in identifying successful branding.
8. Define brand personality. How it gets created? What are the dangers of having an unwanted brand personality?

Assignment – 2

Max. Marks: 15

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short notes on the following:
 - a) Differentiate between Brand And Product
 - b) Sources of Brand Equity
 - c) Brand Product Matrix
 - d) Line Extension
 - e) Brand Portfolio
 - f) Umbrella Brand
2. Define branding. Discuss the challenges and opportunities in branding.
3. What is brand image? How is brand image built?
4. Discuss the concept of brand portfolio. Is there any link between brand portfolio and market segmentation? Explain with suitable examples.
5. What are the guidelines for brand positioning?
6. What is co-branding? What are the advantages and limitations of co-branding for customers and company?
7. "Brand product matrix plays a significant role in building and managing brand equity." Discuss.
8. "It is not easy to measure the outcomes of brand equity." Elucidate. What common techniques are used to measure the outcomes of brand equity?

INTERNATIONAL MARKETING (M414)

Max. Marks: 15

Assignment – 1

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short notes on the following:
 - a) Licensing
 - b) Proforma Invoice
 - c) Cargo Insurance
 - d) Transfer Pricing
 - e) Bill of Lading
 - f) Letter of Credit
2. Clarify the concept of international marketing and discuss the risks and benefits attached with it.
3. With the help of suitable examples, explain how the changes in international marketing environment influence a firm's decision.
4. Explain the types and objectives of various tariff and non-tariff barriers.
5. Discuss various geographical pricing methods that are suitable for international marketing operations. What factors affect pricing?
6. Discuss the steps involved in exporting products from India.
7. Explain the self-reference criterion (SRC). Explain examples of product failures that might have been avoided through the application of the SRC.
8. Write note on the following:
 - (a) International Branding Decisions
 - (b) Instruments of Trade Financing.

Assignment – 2

Max. Marks: 15

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short notes on the following:
 - a) Trade Embargo
 - b) MFN Status
 - c) Product Standardization
 - d) Global Brand
 - e) Export Promotion Councils
 - f) Market skimming
2. Compare and contrast domestic marketing and international marketing highlighting their respective characteristics, advantages and limitations.
3. Describe in detail the various reasons for a firm to enter International Marketing.
4. Discuss various market entry strategies that may be used to enter into the markets of foreign countries.
5. Provide a detailed account of export procedure and documentation.
6. Discuss some of the challenges exporters face while promoting their products overseas. How will you successfully overcome these challenges?
7. Discuss the methods and instruments of international trade financing.
8. Write notes on the following:
 - (a) International Product Life-Cycle
 - (b) Geographical Pricing

Specialization – Human Resource

MANAGEMENT TRAINING AND DEVELOPMENT (H411)

Max. Marks: 15

Assignment – 1

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short notes on the following:
 - a) Competency Mapping
 - b) Learning Cycle
 - c) In-basket Training
 - d) Simulation
 - e) Grid Training
 - f) Difference between Training and Development
2. What is rationale of training? Explain the steps involved in training process.
3. Explain how training needs can be assessed in the organization?
4. What is concept of learning? Explain the principles and conditions for better learning in an organization.
5. Give a comprehensive note on various methods and techniques of training.
6. Elaborate on cost benefit analysis and the role of trainer in evaluation.
7. What is cross cultural training? Explain contents and process of cross cultural training.
8. Explain the following:
 - (a) Government Agencies and Training
 - (b) Central Board of Workers Education.

Assignment – 2

Max. Marks: 15

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short notes on the following:
 - a) Apprenticeship Training
 - b) Fish-bowl Exercise
 - c) Advantages of Ice-breaker
 - d) Mind Mapping
 - e) E-learning
 - f) ILO
2. Discuss with examples, the various types of training costs that are considered while calculating the ROI of the training programs.
3. Write a detailed note on effectiveness of training. Explain various models and stages of evaluation of training effectiveness.
4. Why is cross cultural training needed in organization? Explain giving suitable examples.
5. Describe the role of government agencies governing training programmes.
6. Differentiate between demonstration and laboratory training.
7. Discuss the imbalances in training and their effects during the post training phase.
8. Write notes on: (a) Grid Training (b) Vestibule Training

MANAGING INTER-PERSONAL AND GROUP PROCESS (H412)

Max. Marks: 15

Assignment – 1

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short notes on the following:
 - a) Group Synergy
 - b) Social Loafing
 - c) Decoding
 - d) Negotiation
 - e) Perceived Conflict
 - f) Distributive Bargaining
2. Group cohesion ensures group productivity. Substantiate the statement taking the positive aspects into consideration.
3. State the nature and types of group. Explain the various stages of group development.
4. Differentiate between individual and group decision making. When do groups make better decision than individuals?
5. Discuss the characteristics of leadership and briefly describe its main theories.
6. What is power? How do you get it? How are power and politics related?
7. 'Teams often achieve what individuals cannot.' Analyze the statement.
8. Write notes on the following:
 - (a) Leadership Styles
 - (b) Reasons of Conflict

Assignment – 2

Max. Marks: 15

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short notes on the following:
 - a) Differentiate between Power and Politics
 - b) Interpersonal Communication
 - c) Differentiate between Transactional and Transformational Leader
 - d) Differentiate a Team from a Group
 - e) Delphi Technique
 - f) Quality Circle
2. Define group dynamics. What are the various stages of group building?
3. What is communication gap? How does communication play an important role in an organization? Explain in detail the concept of interpersonal communication.
4. Differentiate between leadership and management. Discuss various leadership styles. Comment on the statement "Leaders are born not made."
5. Define conflict. How will you explain the inter-group conflict? Discuss various reasons of conflict in detail. What is the role played by negotiations in managing interpersonal conflict?
6. What is interpersonal communication? Explain the barriers to interpersonal communication.
7. Briefly explain how the norms of informal groups can be matched with the norms of the formal groups.
8. Explain in detail the factors that increase group cohesiveness.

HUMAN RESOURCE PLANNING AND DEVELOPMENT (H413)

Max. Marks: 15

Assignment – 1

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short notes on the following:
 - a) Barriers to HRP
 - b) Macro-level HRP
 - c) Wastage Analysis
 - d) Redeployment
 - e) Sin-sigma
 - f) Advantages of TQM
2. What are the role, process and prerequisites of human resource planning? Give examples.
3. How can retention be improved in organization? What are the major issues in retention?
4. What is difference between performance appraisal and potential appraisal? Give examples.
5. Discuss quality of work life giving suitable examples.
6. What are the goals and challenges of human resource development. Also write about the cultural factors affecting HRD.
7. Discuss the emerging trends and issues in HRPD.
8. Write notes on the following:
 - (a) HR Valuation
 - (b) HRIS

Assignment – 2

Max. Marks: 15

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short notes on the following:
 - a) Process of HRP
 - b) Exit Strategies
 - c) Retention
 - d) Performance Planning
 - e) HRD Climate
 - f) Balanced Scorecard
2. Discuss the meaning and role of human resource planning. Explain the importance of macro and organizational level human resource planning.
3. Critically discuss the behavioral factors in human resource planning. Also discuss significance of wastage analysis in it.
4. Discuss the concept and significance of career planning. Explain different stages of career planning.
5. Explain the concept of human resource development. Discuss the different types of strategies in HRD.
6. Write notes on the following:
 - (a) Six Sigma
 - (b) HR Audit
7. What is succession management? Explain the various steps involved in succession management.
8. Discuss the role and importance of demand and supply forecasting in human resource planning.

GLOBAL HUMAN RESOURCE MANAGEMENT (H414)

Max. Marks: 15

Assignment – 1

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short notes on the following:
 - a) Social Dumping
 - b) Global Human Resource Management
 - c) Cross Cultural Communication in MNCs
 - d) Merger and Acquisition
 - e) International Recruitments
 - f) Performance Appraisal
2. Define global organizations. Do different societies have different cultures? Explain managerial implications of cultural differences.
3. Give a comprehensive note on various cultural dimensions explained by Hofstede.
4. What is effective communication? Comment on cultural and perceptual barriers to communication.
5. Compare and contrast HRM practices in Japanese and American organizations.
6. Write a detailed note on international industrial relations.
7. Evaluate the mechanism of fixation of compensation for managers in India and Japan.
8. Explain the following:
 - (a) Woman Expatriates
 - (b) Future of GHRM

Assignment – 2

Max. Marks: 15

Note: Attempt five questions in all. First question is compulsory. All questions carry equal marks.

1. Write short notes on the following:
 - a) Importance of Cultural Sensitivity
 - b) Global Projects
 - c) Expatriate's Adjustment Process
 - d) Cross-cultural Training
 - e) Global Business Ethics
 - f) Cross-cultural Commutation
2. What do you mean by international human resource management? Bring out challenges to International HRM and discuss the future of global human resource management.
3. What do you mean by the term cross-culture? Explain from cross-cultural perspective the difference between high-context and low-context cultures. Distinguish between monochronic and polychronic time with the help of suitable examples.
4. What do you mean by leadership across cultures? How can the leaders be developed in an organization to lead the team working across-nations? Discuss.
5. What do you mean by international staffing policies? Describe in detail the expatriate assignment and out-sourcing.
6. What selection criteria might companies use in determining which individuals to send on global assignment and also discuss what type of pre-assignment adjustment does an individual going on a global assignment has to make? Discuss.
7. Describe the components of compensation in international human resource management. Discuss in detail compensation practices in MNCs with the help of suitable examples.
8. Write detailed notes on the following:
 - (a) Cross-cultural Communication and Negotiation
 - (b) International Performance Management System.