

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

**MBA/PGDBM 2<sup>nd</sup> Semester**

**BUSINESS COMMUNICATION (C221)**

**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) Oral Communication
  - b) Office Order
  - c) Minutes of a Meeting
  - d) Resume
  - e) Communication Barrier
  - f) Business Proposal
2. Discuss the need and importance of communication. What are the steps in communication process?
3. What is the importance of 'listening' in communication? Write about the principles of effective listening.
4. (a) Briefly describe the layout of a business letter.  
(b) Analyze in brief different stages of negotiation process.
5. How technology has improved the business communication? Explain taking examples.
6. What is the impact of 'body language' and 'voice quality' of a person in oral presentation?
7. Explain ethical and legal aspects of Business communication.
8. What are the barriers to communication? How these barriers can be overcome?

**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) Grapevine Communication
  - b) Communication Media
  - c) Group Discussion
  - d) Business Negotiation
  - e) Bibliography
  - f) Business Etiquettes
2. What is report? What are essentials for writing a good report? Write down the steps to be followed in writing a business report.
3. Write a job application for the post of Executive Officer in response to the advertisement which was published in 'Times of India' dated 2<sup>nd</sup> January, 2017.
4. What do you understand by business negotiation? State its importance and explain how the business negotiation is carried out.
5. Discuss the cross-cultural dimensions of business communication.
6. Define and distinguish between formal and informal communication.
7. Write a brief note on preparation of agenda and minutes of meeting.
8. What should be the strategy for effective group discussion?

## RESEARCH METHODOLOGY (C222)

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) Objectives of Research Report
  - b) Attitude Measurement
  - c) Interval Estimation
  - d) Ethics in Business Research
  - e) Kruskal-Wallis Test
  - f) Sampling and Non-Sampling Errors
2. Define research. Discuss the significance of research in decision making process. Discuss the steps involved in research process.
3. Explain the meaning and significance of a research design. Explain important research designs.
4. Discuss the need of measurement in research.
5. Explain the significance of a research report. What points will you keep in mind while preparing a research report? Explain the different forms in which research work may be reported.
6. What is hypothesis? Discuss the various steps used to test the hypothesis. Also discuss the errors in testing the hypothesis with example.
7. What is the objective of data analysis? Describe briefly the significance of various parametric tests used for data analysis.
8. How does exploratory research differ from descriptive research?

### 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) Ex-post Facto Research
  - b) Confounded Relationship
  - c) Wilcoxon Test
  - d) F-Test
  - e) Measurement in Research
  - f) Null Hypothesis
2. "Research is concerned with proper fact finding analysis and evaluation." Do you agree with this statement? Discuss.
3. "Research design in exploratory studies must be flexible but in descriptive studies, it must minimize bias and maximize reliability." Discuss
4. Discuss the different methods of scale construction pointing out the merits and demerits of each.
5. What is factor analysis? Discuss various steps involved in factor analysis.
6. What is meant by analysis of variance? Describe the technique of analysis of variance for one-way and two-way classification.
7. What is Chi-square test? Explain its significance in statistical analysis.
8. Explain the significance of a research report and narrate the various steps involved in writing such a report.

## STATISTICAL ANALYSIS (C223)

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:
  - Arithmetic Mean
  - Additional Theorem
  - Time Reversal Test
  - Irregular Variation
  - Normal Distribution
  - Census Survey
- Explain the following with the help of suitable examples:
  - Bayes' Theorem
  - Conditional Probability
- Explain the need of sampling. Discuss the non-probability sampling methods with their merits and demerits.
- What is a time series? Discuss its components and usefulness in decision making.
- Explain the following:
  - Quality Control Charts
  - Observation and interview method of data collection.
- What is correlation analysis? What are its various kinds? How it differs from regression?
- Define index numbers. Explain the various methods of index numbers with suitable examples.
- Discuss the various methods of non-probability sampling.

### 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:
  - Characteristics of a Good Average
  - Limitations of Correlation Analysis
  - Non-Sampling Errors
  - Properties of Binomial Distribution
  - Purpose of Index Numbers
  - Differentiate between Variables and Attributes
- What are the merits and demerits of questionnaire method? How can a good questionnaire be designed?
- Differentiate between Poisson and Binomial Distribution. Also discuss the applications of Poisson distribution.
- Discuss the components of a time series and the need for studying them.
- Write notes on the following:
  - Fraction Defective Charts
  - Acceptance Sampling
- Mention any three methods for calculation of coefficient of correlation. Which one of them is best and why?
- What is sampling? Describe various non-probability techniques of sampling in detail.
- What do you mean by central tendency? What are the essential qualities of a measure of central tendency?

## FINANCIAL MANAGEMENT (C224)

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
  - Cost of Retained Earnings
  - Internal Financing
  - Working Capital
  - Optimum Capital Structure
  - Time Value of Money
- Explain the utility of public deposits as a source of corporate finance in India.
- Critically examine the different approach for computing the cost of equity. Also state the merits and demerits of each.
- Give a critical appraisal to the NI and NOI approaches to capital structure.
- “Efficient cash management aims at maximizing the cash inflows and slowing cash outflows.” Discuss.
- What do you mean by stable dividend policy? Why should it be followed?
- Discuss the concept of capital budgeting and also discuss various modern techniques of capital budgeting.
- What do you mean by financial management? What are the objectives of financial management?

### 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:
  - EOQ Technique
  - Operating and Financial Leverages
  - Inflation and Capital Budgeting
  - Working Capital Forecasting
  - Walter Model of Dividend
  - Organization of Finance Function
- “Maximization of wealth is more vital than profit maximization as an objective of Financial Management.” Give your observations along with an example of Indian company.
- Display with examples the different methods of project evaluation in capital budgeting. Which method is superior and why? Also discuss the decision tree analysis in detail.
- “WACC is an aggregate of different costs of capital.” Explain the statement with suitable examples. Thrash out the relevance of WACC. What has been the impact of declining interest rates on WACC?
- “MM approach to capital structure is the superior model over the operating approach.” Do you agree? If yes, give reasons
- Write short notes on the following:
  - EBIT-EPS Analysis
  - Takeover and Privatization
- What is working capital? What are the sources and determinants of working capital?
- What is investment decision? Discuss the importance and difficulties in taking investment decision.

## MARKETING MANAGEMENT (C225)

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:
  - Brand Image
  - Creative Marketing
  - Event Marketing
  - Relationship Marketing
  - Price Skimming
  - Publicity
- “Marketing orientation goes beyond selling.” Examine the statement and highlight the major differences between marketing and selling orientation.
- What are the determinants of marketing environment of a firm? Why study of marketing environment is essential for preparing successful marketing strategy?
- Discuss various pricing strategies. Point out the reasons for such pricing strategies. What are their advantages?
- What are the constituents of a promotion mix of a firm selling consumer goods? What is the importance of having such a promotion mix?
- What is Product Life Cycle? Take the case of passenger cars and explain different strategies adopted at each of the stage in PLC.
- How are the innovations diffused in marketing? Describe the steps involved in launching a programme. Discuss various product launching strategies.
- How can the study of consumer behaviour assist the marketers in segmenting markets and positioning products? Explain.

### 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:
  - Green Marketing
  - Marketing Myopia
  - Limitations of Personal Selling
  - Price Penetration Strategy
  - Reasons for Branding
  - Promotion Mix
  - Marketing Information System
- “The terms ‘Selling’ and ‘Marketing’ are frequently used in an interchangeable manner. However, selling is merely a tip of the iceberg called as Marketing.” Comment. Briefly explain various functions of Marketing.”
- The brand is the symbol of the product’s personality. Explain the various steps which are undertaken in the formation of a brand with examples.
- Explain the nature and importance of Pricing Decisions with suitable illustrations from Indian consumer market.
- What is market segmentation? Explain the relationship between market segmentation, targeting and positioning.
- What is packaging? How packaging supplants marketing? What are the benefits of packaging in increasing the sale of the product?
- Discuss in detail the role of ethics in marketing.
- What factors you take into account while deciding the promotion mix for your product?

## HUMAN RESOURCE MANAGEMENT (C226)

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) Difference between Career Planning and Succession Planning
  - b) Distinction between Placement and Induction
  - c) Model Grievance Procedure
  - d) Performance Appraisal System
  - e) Interview
  - f) Works Committee.
2. What do you understand by the term 'HRM'? Describe the nature and need for HRM.
3. What do you mean by human resource planning? How would you access the human resource requirements of your organization?
4. Job description and job specification are two products of job analysis. Discuss.
5. How to identify the training needs of the employees? What criteria would you use to evaluate a training programme?
6. What is job evaluation? Should job evaluation depend upon an appraisal of the job holder's performance?
7. Define empowerment. Illustrate how and why employee empowerment enhances employee satisfaction and organizational performance.
8. Discuss the main approaches to the study of industrial relations.

### 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) Individual Goals and Organizational Goals
  - b) Sensitivity Training
  - c) Graphic Scale Rating Method
  - d) Approaches to Labour Welfare
  - e) Functions of Job Management Councils
  - f) Job Enrichment
2. Explain the barriers of human resource planning. Bring out the requisites for effective HRD.
3. Describe the uses of job evaluation in practice. Why is there such a difference between theory and practice?
4. Define the term training and development. How is a training and development programme designed?
5. What is grievance procedure? Bring out its merits and demerits.
6. Define industrial relations. Discuss the parties and their roles in human resource.
7. Write short note on the following:
  - (a) Employee Empowerment
  - (b) Compensation
8. What are the different methods of performance appraisal? Which one of them is best in Indian conditions and why?