

UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)
CHAUDHARY DEVI LAL UNIVERSITY, SIRSA
(From the Academic Session 2019-20)

MBA 2nd Semester

SUBJECT: RESEARCH METHODOLOGY (MBA-221)

Max. Marks: 15

Assignment – 1

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

1. Write short note 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

Unit - I

2. Define research. Discuss the significance of research in decision making process. Discuss the steps involved in research process.

Or

“Research is concerned with proper fact finding analysis and evaluation.” Do you agree with this statement? Discuss

Unit - II

3. Explain the meaning and significance of a research design. Explain important research designs.

Or

How does exploratory research differ from descriptive research?

Unit - III

4. Discuss the need of measurement in research.

Or

Explain the term scaling? Discuss the various techniques of scaling pointing out the merits and demerits of each.

Unit - IV

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.

Or

What is hypothesis? Discuss the various steps used to test the hypothesis. Also discuss the errors in testing the hypothesis with example.

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SUBJECT: RESEARCH METHODOLOGY (MBA-221)

Max. Marks: 15

Assignment – 2

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

1. Write short note on the following:
 - a) Ex-post Facto Research
 - b) Confounded Relationship
 - c) Wilcoxon Test
 - d) F-Test
 - e) Measurement in Research
 - f) Null Hypothesis

Unit - I

2. Define research. How research methods differ from research methodology? Discuss the essentials of a good research.

Or

What is the role and importance of research in management decision making? Illustrate your answer with examples.

Unit - II

3. "Research design in exploratory studies must be flexible but in descriptive studies, it must minimize bias and maximize reliability." Discuss

Or

Explain the different methods of sampling in detail.

Unit - III

4. Discuss the techniques of developing measurement tools.

Or

What are the various techniques for measurement of attitudes in research?

Unit - IV

5. What is Chi-square test? Explain its significance in statistical analysis.

Or

What is meant by analysis of variance? Describe the technique of analysis of variance for one-way and two-way classification.

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MBA 2nd Semester

SUBJECT: QUANTITATIVE TECHNIQUES (MBA-222)

Max. Marks: 15

Assignment – 1

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

1. Write short note on the following:
 - a) Management Science
 - b) Feasible Solution
 - c) Degeneracy
 - d) Random Numbers
 - e) PERT
 - f) Finite Population

Unit - I

2. Discuss the methods to solve a game with pure and mixed strategies. What is rule of dominance? Discuss how and when to use it.

Or

Write different components of an LP model. Also explain the limitations of Linear Programming Problem.

Unit - II

3. Discuss the steps of Hungarian algorithm in detail.

Or

Discuss the steps involved in determining optimal solution to a transportation problem.

Unit - III

4. Differentiate between PERT and CPM.

Or

Discuss the deterministic and single server probabilistic queuing models.

Unit - IV

5. What is the purpose of replacement models? How to determine the replacement time?

Or

What is EOQ model? What managerial information can be obtained by analyzing the EOQ model? State the major assumptions of the EOQ model.

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MBA 2nd Semester

SUBJECT: QUANTITATIVE TECHNIQUES (MBA-222)

Max. Marks: 15

Assignment – 2

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

1. Write short note on the following:
 - a) ABC Analysis
 - b) Artificial Variables
 - c) Saddle Point
 - d) Extreme Points
 - e) Shadow Price
 - f) Convex Set

Unit - I

2. What is a business game? Enlist the properties of the game. What assumptions are made in game theory?

Or

Discuss all the decision making environments along with all methods.

Unit - II

3. What do you mean by balancing an assignment problem? What steps you take to solve maximization case in assignment problem? Explain.

Or

Explain the problem of degeneracy in transportation problem. How to overcome it at initial solution and at further iterations?

Unit - III

4. Outline the difference and similarities between PERT and CPM. Write in detail the rules to construct a network under CPM model.

Or

Describe the objectives of queuing model. Elaborate in detail the serve mechanism or subsystems for queuing model.

Unit - IV

5. What is meant by inventory control system? Write in detail some selected inventory control techniques with merits and demerits of each technique.

Or

Discuss at length the replacement model and its importance in business world.

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MBA 2nd Semester

SUBJECT: MARKETING MANAGEMENT (MBA-224)

Max. Marks: 15

Assignment – 1

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

1. Write short note on the following:
 - a) Green Marketing
 - b) Marketing Myopia
 - c) Limitations of Personal Selling
 - d) Brand Image
 - e) Event Marketing
 - f) Price Penetration Strategy

Unit - I

2. What are the determinants of marketing environment of a firm? Why study of marketing environment is essential for preparing successful marketing strategy?

Or

“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.”

Unit - II

3. Discuss various pricing strategies. Point out the reasons for such pricing strategies. What are their advantages?

Or

What is Product Life Cycle? Take the case of passenger cars and explain different strategies adopted at each of the stage in PLC.

Unit - III

4. What are the constituents of a promotion mix of a firm selling consumer goods? What is the importance of having such a promotion mix?

Or

What factors you take into account while deciding the promotion mix for your product?

Unit - IV

5. Discuss in detail the role of ethics in marketing.

Or

Write short notes on the following:

- (a) Consumerism
- (b) Impact of Globalization on Marketing

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MBA 2nd Semester

SUBJECT: MARKETING MANAGEMENT (MBA-224)

Max. Marks: 15

Assignment – 2

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

1. Write short note on the following:

- a) Online Marketing
- b) Promotion Mix
- c) Relationship Marketing
- d) Price Skimming
- e) Publicity
- f) Customer Relationship Management

Unit - I

2. What is analyzing marketing environment? Discuss the purpose of scanning immediate and macro environment factors.

Or

Explain consumer decision process and discuss factors influencing consumer decision process.

Unit - II

3. How can the study of consumer behavior assist the marketers in segmenting markets and positioning products? Explain

Or

How service marketing is different than product marketing? Discuss challenges of service marketing.

Unit - III

4. What are the elements of Promotion Mix? Discuss every tool with its objectives and importance in the communication.

Or

Explain importance of distribution channels in supply chain management. Discuss role of intermediaries in value delivery.

Unit - IV

5. What is the concept of Customer Relationship Marketing? Explain relationship marketing strategies for retention of consumer.

Or

What is the concept of Green marketing? Why it is required today and also discusses Holistic marketing approach?

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MBA 2nd Semester

SUBJECT: HUMAN RESOURCE MANAGEMENT (MBA-225)

Max. Marks: 15

Assignment – 1

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

1. Write short note on the following:
 - a) Distinction between Placement and Induction
 - b) Job Rotation
 - c) Difference between Career Planning and Succession Planning
 - d) Collective Bargaining
 - e) Employee Discipline
 - f) Sensitivity Training

Unit - I

2. What do you understand by the term 'HRM'? Describe the nature and need for HRM.

Or

What are the important roles played by HR practitioners? Also discuss the future of HRM in India.

Unit - II

3. What do you mean by human resource planning? Explain the barriers of human resource planning. How would you assess the human resource requirements of your organization?

Or

Job description and job specification are two products of job analysis. Discuss.

Unit - III

4. What are the different methods of performance appraisal? Explain the methods with their limitations. Which one of them is best in Indian conditions and why?

Or

What is the objective of incentives and reward? Give an account of perquisites and incentives given to employees in Indian Organizations.

Unit - IV

5. Discuss the main approaches to the study of industrial relations.

Or

What is grievance management and its procedure? Bring out its merits and demerits.

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MBA 2nd Semester

SUBJECT: HUMAN RESOURCE MANAGEMENT (MBA-225)

Max. Marks: 15

Assignment – 2

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

1. Write short note on the following:
 - a) Job Description
 - b) Industrial Relations
 - c) Exit policy and its implications
 - d) Job Enrichment
 - e) Factors affecting employee morale
 - f) Internal Mobility

Unit - I

2. Write a detailed note on Strategic Human Resource Management.

Or

Explain how HRM has evolved over a period of time and the challenges faced by it in today's scenario.

Unit - II

3. Differentiate training from development. Explain modern methods of development. What criteria would you use to evaluate a training program?

Or

What is recruitment? Explain various sources of recruitment.

Unit - III

4. What is job evaluation? Should job evaluation depend upon an appraisal of the job holder's performance?

Or

Write short note on the following:

- (a) Employee Welfare
- (b) Compensation

Unit - IV

5. Why do employees join trade unions? Explain the roles and relevance of trade unions in today's business environment.

Or

What is the process and purpose of collective bargaining?

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MBA 2nd Semester

SUBJECT: CORPORATE FINANCE (MBA-226)

Max. Marks: 15

Assignment – 1

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

1. Write short note on the following:
 - a) NBFC
 - b) Capitalization
 - c) Global Depository Receipt
 - d) Time Value of Money
 - e) Interim Dividend
 - f) Operating Leverage

Unit - I

2. What do you mean by financial management? What are the objectives and scope of financial management?

Or

Define Financial Planning. What factors should be considered while formulating financial plan. Discuss principles of sound financial planning.

Unit - II

3. Explain with the help of an example how financial leverage acts as a double edged sword.

Or

Discuss importance of capital structure. Explain Net operating income approach and MM approach of capital structure.

Unit - III

4. Discuss the concept of capital budgeting and various methods of capital budgeting. Which method is superior and why?

Or

What do you mean by dividend policy and dividend models? Why should it be followed? What are the various factors to be kept in mind while framing dividend policy?

Unit - IV

5. Discuss the role of banking and non-banking financial companies.

Or

Write short notes on the following:

- (a) EBIT-EPS Analysis
- (b) Takeover and Privatization

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MBA 2nd Semester

SUBJECT: CORPORATE FINANCE (MBA-226)

Max. Marks: 15

Assignment – 2

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

1. Write short note on the following:
 - a) Optimum Capital Structure
 - b) Marginal Cost of Capital
 - c) Ageing Schedule
 - d) Business Risk
 - e) Permanent and variable Working Capital
 - f) Trade Credit

Unit - I

2. "The whole of financial management revolves around risk-return trade-offs". Explain the statement in light of the various decision making areas of financial management.

Or

What is Financial Management? Describe the principles and objectives of sound financial planning.

Unit - II

3. "MM approach to capital structure is the superior model over the operating approach." Do you agree? If yes, give reasons.

Or

"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?

Unit - III

4. "Efficient cash management aims at maximizing the cash inflows and slowing cash outflows." Discuss.

Or

What is working capital? What is the need, sources and determinants of working capital? Explain the factors influencing working capital requirements in any business.

Unit - IV

5. What is the difference between merger and acquisition? Why mergers and acquisitions are common now days? Explain the process of mergers and acquisitions in corporate sector.

Or

Differentiate between money market and capital market. Discuss various components of money market in India.

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MBA 2nd Semester

SUBJECT: COMPUTER FUNDAMENTALS (MBA-229)

Max. Marks: 15

Assignment – 1

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

1. Write short note on the following:
 - a) RAM
 - b) ROM
 - c) Positional and Non-positional number system
 - d) World Wide Web
 - e) Functions of Operating system
 - f) Primary storage

Unit - I

2. What is computer? Discuss its various characteristics.

Or

Discuss the history and generations of computer in detail. Discuss their features.

Unit - II

3. a. Discuss the various hardware and software of computer system.
b. Explain binary to decimal and decimal to binary conversions with examples.

Or

- a. Differentiate between mainframe and super-computer.
b. What is the difference between positional and non-positional number systems?

Unit - III

4. a. What is floating point representation?
b. Discuss the data storage options available in computers.

Or

- a. Discuss the concept of data communication and network topology.
b. What is impact printer? Explain any one of them.

Unit - IV

5. a. What is the meaning and need of of operating system? What are its types?
b. What is a wizard? How is it different from template?

Or

- a. What do you understand by the term Internet? Discuss the applications of the internet.
b. Describe the complete process of mail merge.

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MBA 2nd Semester

SUBJECT: COMPUTER FUNDAMENTALS (MBA-229)

Max. Marks: 15

Assignment – 2

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

1. Write short note on the following:
 - a) Octal Number System
 - b) Web Browser
 - c) Analog Computer
 - d) Advantages of Computer Network
 - e) Input Devices
 - f) CPU

Unit - I

2. a. Define Computer. What are the various types of computer?
b. Explain the components of Computer using block diagram.

Or

- a. What is ROM? Describe its various types.
- b. Differentiate between primary and secondary memory.

Unit - II

3. a. Define computer languages.
b. What is the basic difference between Binary, Octal and Hexadecimal system?

Or

- c. What is number system in computers? Discuss their inter-conversions.
- d. What is driver software? Discuss.

Unit - III

4. What do you mean by topology? What are popularly used topologies in computer networks? Explain the features, merits and demerits of each.

Or

Explain the different Input-Output Devices.

Unit - IV

5. What do you mean by slides in a presentation? Which software can be used to prepare these slides? Also discuss step involved in running a slideshow.

Or

- a. Discuss in detail the advantages of MS Word by discussing the various important features of MS Word
- b. Why we need to study MS Excel? What are its applications?