

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)**  
**CHAUDHARY DEVI LAL UNIVERSITY, SIRSA**  
(From the Academic Session 2020-21)

**MBA 3<sup>rd</sup> Semester**

**SUBJECT: STRATEGIC MANAGEMENT (MBA-231)**

**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) GE Matrix
  - b) Differentiate between Vision and the Mission
  - c) Corporate Governance
  - d) SWOT Analysis
  - e) Strategic Alliance
  - f) Value Chain Analysis

**Unit - I**

2. Explain objectives and process of strategic management.

*Or*

Explain the characteristics of objectives. What are the issues in objective setting?

**Unit - II**

3. Discuss various types of corporate level strategies along with its advantages and disadvantages.

*Or*

Discuss the factors affecting the process of environment appraisal?

**Unit - III**

4. Discuss the important factors that influence the choice of an appropriate strategy from various alternatives.

*Or*

Strategic analysis and choice is very important before closing down any unit. Do you agree? Explain with the help of BCG Matrix and GE nine cell matrixes.

**Unit - IV**

5. What are the barriers in strategy evaluation and control? Suggest suitable ways to overcome these barriers.

*Or*

Explain the structural mechanism needed to implement a strategy.

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)**  
**CHAUDHARY DEVI LAL UNIVERSITY, SIRSA**  
(From the Academic Session 2020-21)

**MBA 3<sup>rd</sup> Semester**

**SUBJECT: STRATEGIC MANAGEMENT (MBA-231)**

**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) Porter's Five Forces Analysis
  - b) Corporate Restructuring
  - c) Strategic Business Unit
  - d) What are core competencies?
  - e) Operational Control
  - f) Contingency Strategy

**Unit - I**

2. What is meant by strategic intent? Explain the process of strategic management.

*Or*

Explain briefly various approaches to strategies decision making. Discuss the likely future developments in the field of strategic management.

**Unit - II**

3. Write a detailed note on the methods and techniques used for organizational appraisal.

*Or*

Explain the different types of strategies under stability, expansion, retrenchment and combination corporate-level strategies.

**Unit - III**

4. Describe the manner in which the process of strategic choice works. Explain SWOT analysis in detail.

*Or*

Describe GE nine cell matrix and BCG matrix techniques used for analyzing corporate portfolio.

**Unit - IV**

5. Discuss the major themes in strategy implementation.

*Or*

Explain the application of the techniques for strategic control.

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)**  
**CHAUDHARY DEVI LAL UNIVERSITY, SIRSA**  
(From the Academic Session 2020-21)

**MBA 3<sup>rd</sup> Semester**

**SUBJECT: BUSINESS ENVIRONMENT (OE-301)**

**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) Macro environment
  - b) Environmental Risk
  - c) Privatization
  - d) SEBI
  - e) Trade unions in India
  - f) Sustainable development

**Unit - I**

2. Explain the Micro and Macro factors of the business environment in detail.

*Or*

What do you mean by business environment? Explain the significance and nature of business environment.

**Unit - II**

3. What do you mean by Fiscal policy? Also explain their Functions and impact of Fiscal policy on markets.

*Or*

Write about the various recent economic reforms in India. Also evaluate their impact on Indian economy.

**Unit - III**

4. Write a note on following:
  - (a) Competition Act
  - (b) Environment protection Act

*Or*

Write a note on following

- (a) Consumer protection Act.
- (b) FEMA

**Unit - IV**

5. Write a detailed note on functions and roles of MNCs in India. Explain the Opportunities and challenges for MNCs in India.

*Or*

What do you mean foreign investment in India? Is foreign direct investment in India necessary? Discuss the merits and demerits of foreign direct investment in India.

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)**  
**CHAUDHARY DEVI LAL UNIVERSITY, SIRSA**  
(From the Academic Session 2020-21)

**MBA 3<sup>rd</sup> Semester**

**SUBJECT: BUSINESS ENVIRONMENT (OE-301)**

**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) Micro environment
  - b) Market economy
  - c) Environmental protection act
  - d) Globalization
  - e) International trade blocks
  - f) Economic reforms

**Unit - I**

2. Explain the concept of internal and external environment. How internal and external factors effects to a business organization?

*Or*

Write a detailed note on changing dimension on business environment. Define environment scanning and also explain its tools and techniques.

**Unit - II**

3. What do you mean by monetary policy? Explain functions and relative measures of monetary policy

*Or*

Write a brief note on following terms:

- a. New Industrial policy resolution. b. Recent economic reforms in India.

**Unit - III**

4. Explain the technological, political and government environment in detail.

*Or*

What is the difference between economic and financial environment? Explain.

**Unit - IV**

5. What do you mean Globalization? Explain the impact of globalization on business environment. Also elucidate the role of MNCs in the economic growth of India.

*Or*

Explain the trends in global trade and economic integration of business environment.

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)**  
**CHAUDHARY DEVI LAL UNIVERSITY, SIRSA**  
(From the Academic Session 2020-21)

**MBA 3<sup>rd</sup> Semester**

**SUBJECT: SERVICE MARKETING (MBA-MM-233)**

**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) Customer Expectation
  - b) Branding
  - c) Role of Intermediaries
  - d) Gap Model
  - e) After Sales Service
  - f) Service Management Trinity

**Unit - I**

2. How can competitive advantage be created in service marketing? Explain with the help of suitable examples.

*Or*

Define the term service. Explain the different classification of service marketing.

**Unit - II**

3. Define branding and explain its benefits. Also state how a brand is developed?

*Or*

What is service pricing? How is it different from product pricing?

**Unit - III**

4. a) Discuss the importance of customers in the successful creation and delivery of service experiences? What are various channels through which services are delivered to end consumer?  
b) Discuss the pros and cons of increasing consumer participation in the service delivery

*Or*

Why do services fail sometimes? Illustrate the importance of service recovery from service failure in keeping customers and building loyalty.

**Unit - IV**

5. Define service quality and discuss its various models in detail.

*Or*

Why do customers complain and what do they expect from the firm?

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)**  
**CHAUDHARY DEVI LAL UNIVERSITY, SIRSA**  
(From the Academic Session 2020-21)

**MBA 3<sup>rd</sup> Semester**

**SUBJECT: SERVICE MARKETING (MBA-MM-233)**

**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) Customer Misbehavior
  - b) Market Segmentation
  - c) Customer Firm Relationship
  - d) Service Failure
  - e) Perceived Risk
  - f) Classification of Service Marketing

**Unit - I**

2. What is service marketing? Explain the steps in service purchase process.  
*Or*  
Discuss the role of positioning in marketing strategy.

**Unit - II**

3. Discuss in detail the stages in new service development process.  
*Or*  
How will you design communication mix for promoting services? Explain.

**Unit - III**

4. What do you mean by service delivery and explain it in cyber space?  
*Or*  
Elaborate the customer-firm relationship. Discuss the role of intermediaries in managing relationship and building loyalty.

**Unit - IV**

5. Discuss the need for measuring service quality. How do we measure and improve service quality?  
*Or*  
Discuss the service quality and productivity. What are integrated gaps model of service quality?

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)**  
**CHAUDHARY DEVI LAL UNIVERSITY, SIRSA**  
(From the Academic Session 2020-21)

**MBA 3<sup>rd</sup> Semester**

**SUBJECT: MARKETING RESEARCH (MBA-MM-234)**

**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) Product Research
  - b) Advertising Research
  - c) International Marketing Research
  - d) Sample Frame
  - e) MRIS
  - f) Problem Statement

**Unit - I**

2. Discuss in detail the process of marketing research. What are the limitations of marketing research?

*Or*

Define marketing research. What are its importance, nature and scope?

**Unit - II**

3. What are the different types of research design? Explain them in detail.

*Or*

Distinguish between primary and secondary data. Under what conditions, it is better to obtain primary data?

**Unit - III**

4. Write a detailed note on different measurement scales.

*Or*

Define sampling. Discuss the various probability and non-probability sampling techniques.

**Unit - IV**

5. Critically estimate the trends and future of marketing research in international scope.

*Or*

“Preparing and presenting the research report is an essential in a good research” – Discuss with mostly occurred and non-occurred facts.

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)**  
**CHAUDHARY DEVI LAL UNIVERSITY, SIRSA**  
(From the Academic Session 2020-21)

**MBA 3<sup>rd</sup> Semester**

**SUBJECT: MARKETING RESEARCH (MBA-MM-234)**

**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) Sample Unit
  - b) Universe
  - c) Online Data Sources
  - d) Survey Method
  - e) Sampling Errors
  - f) Questioning Techniques

**Unit - I**

2. Write a detail note on marketing research.

*Or*

Discuss the ethical issues in marketing research in detail.

**Unit - II**

3. How can you prepare the questionnaire? What factors should be considered while preparing the questionnaire?

*Or*

How can you frame the research proposal? Also explain the problem in identifying the research proposal.

**Unit - III**

4. Differentiate between sampling and non-sampling errors. How these errors can be reduced?

*Or*

Explain the types of scale and its functions engaged in research.

**Unit - IV**

5. What is the rationale of writing a research report? What are the criteria of a good research report?

*Or*

What are the problems faced by researchers while they are conducting research in developing countries?



**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)**  
**CHAUDHARY DEVI LAL UNIVERSITY, SIRSA**  
(From the Academic Session 2020-21)

**MBA 3<sup>rd</sup> Semester**

**SUBJECT: BRAND MANAGEMENT (MBA-MM-235)**

**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) Brand Value
  - b) Brand Revitalization
  - c) Multiple Branding
  - d) Brand Image
  - e) Brand Extension
  - f) Celebrity Endorsement

**Unit - I**

2. What is strategic brand management? What are major branding-related decisions a marketer has to make?

*Or*

“It is not easy to measure the outcomes of brand equity.” Elucidate. What common techniques are used to measure the outcomes of brand equity?

**Unit - II**

3. “Brand product matrix plays a significant role in building and managing brand equity.” Explain. Discuss different growth strategies with the help of brand-product matrix.

*Or*

Define brand personality. How it gets created? What are the dangers of having an unwanted brand personality?

**Unit - III**

4. What is brand extension? Discuss various advantages and disadvantages of brand extension? Explain different categories for Brand Extension.

*Or*

What is co-branding? What are the advantages and limitations of co-branding for customers and company?

**Unit - IV**

5. Describe different qualitative and quantitative research techniques that help in identifying successful branding.

*Or*

Define brand equity. How can it be measured?

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)**  
**CHAUDHARY DEVI LAL UNIVERSITY, SIRSA**  
(From the Academic Session 2020-21)

**MBA 3<sup>rd</sup> Semester**

**SUBJECT: BRAND MANAGEMENT (MBA-MM-235)**

**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) Differentiate between Brand and Product
  - b) Brand Positioning
  - c) Brand Product Matrix
  - d) Line Extension
  - e) Brand Portfolio
  - f) Umbrella Brand

**Unit - I**

2. Define branding. Discuss the challenges and opportunities in branding.

*Or*

Discuss the stages of brand management process.

**Unit - II**

3. a.) What is brand image? How is brand image built?  
b.) What are the guidelines for brand positioning?

*Or*

Discuss the concept of brand portfolio. Is there any link between brand portfolio and market segmentation? Explain with suitable examples.

**Unit - III**

4. Critically examine the branding for global markets. Explain the different branding strategies to be followed when a product is marketed globally.

*Or*

- a.) What do you mean by brand hierarchy? Explain.  
b.) Explain in detail about managing brands over time with suitable examples.

**Unit - IV**

5. What are the criteria for choosing brand elements to build brand equity?

*Or*

How the "Brand equity management" system is established and how sources of "brand-equity" and "customer-mindset" is measured?

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)**  
**CHAUDHARY DEVI LAL UNIVERSITY, SIRSA**  
(From the Academic Session 2020-21)

**MBA 3<sup>rd</sup> Semester**

**SUBJECT: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT (MBA-FM-231)**

**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) Investment
  - b) Mutual Fund
  - c) Debenture
  - d) Simple Moving Average
  - e) Revision of Portfolio
  - f) Risk in Investment

**Unit - I**

2. Examine tax sheltered schemes available in the Indian market.

*Or*

Differentiate between non-negotiable securities and Government securities.

**Unit - II**

3. What is meant by fundamental analysis? How does fundamental analysis differ from technical analysis?

*Or*

Define market efficiency. How weak form of market efficiency can be analyzed? Is Indian stock market efficient?

**Unit - III**

4. Define Markowitz diversification. Explain the statistical methods used by Markowitz to obtain the risk reducing benefits.

*Or*

Explain the CAPM theory and its validity in the Indian stock market. Distinguish between CAPM (Capital Asset Pricing Model) and APT (Arbitrage Pricing Theory).

**Unit - IV**

5. Distinguish between Treynor and Sharpe indices of portfolio performance. Which do you recommend and why?

*Or*

Write briefly on portfolio revision strategies and formula plans.

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)**  
**CHAUDHARY DEVI LAL UNIVERSITY, SIRSA**  
(From the Academic Session 2020-21)

**MBA 3<sup>rd</sup> Semester**

**SUBJECT: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT (MBA-FM-231)**

**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) Security Market Line
  - b) Need for Formula Plans
  - c) Diversification
  - d) Leveraged Portfolio
  - e) Capital Appreciation
  - f) Non Negotiable Securities

**Unit - I**

2. Define investment. Briefly explain the various steps involved in investment process. What are the various forms of investment alternatives?

*Or*

What are the various techniques of risk measurement? Which one is best and why?

**Unit - II**

3. Define debt and equity instruments. Also describe their valuation techniques.

*Or*

Define the various forms of market efficiency. What do they have in common?

**Unit - III**

4. What do you mean by portfolio management? Explain the process of portfolio management.

*Or*

What do you mean by investment styles? Explain contrarian and momentum investment styles.

**Unit - IV**

5. Explain the Sharpe index model. How does it differ from the Markowitz model?

*Or*

What do you understand by portfolio revision? Explain various constraints in portfolio revision.

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)**  
**CHAUDHARY DEVI LAL UNIVERSITY, SIRSA**  
(From the Academic Session 2020-21)

**MBA 3<sup>rd</sup> Semester**

**SUBJECT: MANAGEMENT OF FINANCIAL SERVICES (MBA-FM-232)**

**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) Mutual Funds
  - b) Consumer Credit Services
  - c) Replacement Capital
  - d) Bought-out Deals
  - e) Special Purpose Vehicle
  - f) Merchant Banker

**Unit - I**

2. What do you mean by hire purchase system? Discuss about the conceptual framework of hire-purchase. What are the differences between the leasing and hire-purchase?

*Or*

What is forfeiting services? What are its features? How is it different from factoring and forfaiting?

**Unit - II**

3. Define credit card service and its features. Explain the major guidelines of RBI in this respect.

*Or*

What are functions of international credit rating agencies in India? Discuss in detail process, methodology and factor affecting credit rating and its procedural aspects in India. What are the benefits and limitations of credit rating?

**Unit - III**

4. Explain the significance and mechanism of bought out deals in India. What are its major benefits to the investors? Also explain in brief recent development in this regard.

*Or*

What is securitization? Distinguish between asset backed and mortgage backed securities.

**Unit - IV**

5. What do you mean by depository services? What are the major functions of a depository? Also explain depository system in India with suitable examples.

*Or*

How does a mutual fund work? Discuss the factors affecting selection of mutual fund. What are the major guidelines relating to operations of mutual funds in India?

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)**  
**CHAUDHARY DEVI LAL UNIVERSITY, SIRSA**  
**(From the Academic Session 2020-21)**

**MBA 3<sup>rd</sup> Semester**

**SUBJECT: MANAGEMENT OF FINANCIAL SERVICES (MBA-FM-232)**

**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) Factoring
  - b) Securitization
  - c) Book-building
  - d) Credit Rating Service
  - e) Nomination
  - f) Net Asset Value

**Unit - I**

2. Explain the legal and taxation aspect of hire purchase system from consumer point of view. What are the rights and obligations of the hirer under a hire purchase agreement?

*Or*

What do you understand by financial services? Discuss the challenges of the Indian financial services industry.

**Unit - II**

3. What is credit rating? What are the importance and function of credit rating agencies?

*Or*

Describe the concept of credit cards. Discuss in detail credit process followed by the credit card organizations and factor affecting utilization of credit cards.

**Unit - III**

4. Discuss the mechanism of securitization. Explain the various steps involved in the process of securitization.

*Or*

How does book building works? What are the advantages of book building process? Discuss concept of book building and its mechanism in detail.

**Unit - IV**

5. What is the difference between depository and depository participant? Explain the advantages of depository system over physical trading system?

*Or*

What is merchant banking? What are the major categories of merchant bankers? Discuss services rendered by merchant bankers in India.

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)**  
**CHAUDHARY DEVI LAL UNIVERSITY, SIRSA**  
(From the Academic Session 2020-21)

**MBA 3<sup>rd</sup> Semester**

**SUBJECT: CORPORATE TAXATION (MBA-FM-234)**

**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) 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

**Unit - I**

2. What is the basis of chargeability for income tax in India? What conditions are laid down for determination of residence of an individual, a firm and a company?

*Or*

"The incidence of taxation depends on the residential status of an assessee." Discuss and illustrate. What are the new changes made by the Government in this connection?

**Unit - II**

3. Explain the term 'capital gains' under the income tax act. Distinguish between short term and long term capital gains.

*Or*

Discuss the provisions regarding set-off and carry forward and set-off losses under the income tax act, 1961.

**Unit - III**

4. What kind of tax planning you will make while setting-up a new business particularly about size, location, and investment? Support your answer with examples.

*Or*

Explain tax planning regarding location of undertaking and dividend policy.

**Unit - IV**

5. Define tax considerations in respect of specific managerial decisions like sale in domestic markets or exports.

*Or*

What are capital budgeting decisions? Explain the taxation aspects in these decisions and their implications.

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)**  
**CHAUDHARY DEVI LAL UNIVERSITY, SIRSA**  
(From the Academic Session 2020-21)

**MBA 3<sup>rd</sup> Semester**

**SUBJECT: CORPORATE TAXATION (MBA-FM-234)**

**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) Tax Evasion
  - b) Tax Management
  - c) Principal Officer
  - d) Standard Rent
  - e) Resident Company
  - f) Unabsorbed Depreciation

**Unit - I**

2. How is residence of assesses determined for income tax purpose in case of individuals and company?

*Or*

How would you arrive at annual value of a house let out for residential purposes?

**Unit - II**

3. Explain the capital gains that are exempt partially or wholly under the income tax act.

*Or*

Explain the expenses expressly disallowed under the head 'profit and gains of business or profession'.

**Unit - III**

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.

*Or*

Define tax planning. Point out differences among tax planning, tax-avoidance and tax evasion with suitable illustrations. Discuss the limitations of tax planning.

**Unit - IV**

5. How will you make tax planning for:
  - (a) Make or buy decision
  - (b) Renewal or Replacement of an asset

*Or*

Are foreign collaborations and joint ventures affected by tax considerations? Discuss.



**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)**  
**CHAUDHARY DEVI LAL UNIVERSITY, SIRSA**  
(From the Academic Session 2020-21)

**MBA 3<sup>rd</sup> Semester**

**SUBJECT: COMPENSATION MANAGEMENT (MBA-OBH-233)**

**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) Fringe Benefits
  - b) Job Evaluation
  - c) Competency Based Compensation
  - d) External Parity
  - e) Fair Wage
  - f) Pay for Position

**Unit - I**

2. Write down the various challenges in compensation management in detail.

*Or*

Explain the recent trends in compensation management.

**Unit - II**

3. What do you mean by internal and external equity in compensation? Explain its role and importance in detail.

*Or*

Elucidate the need for compensation management in multinational organizations.

**Unit - III**

4. What do you mean by compensation for Special Groups? What are the compensation policies for special group (CEO and Directors)? Which one is best and why?

*Or*

Write short notes on the following:

- (a) Retirement plans.
- (b) Pay for performance plans.

**Unit - IV**

5. What do you mean by trade unions? Explain their role and importance in compensation.

*Or*

What do you mean by wage boards? Explain the role and importance of wage boards in compensation.

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)**  
**CHAUDHARY DEVI LAL UNIVERSITY, SIRSA**  
(From the Academic Session 2020-21)

**MBA 3<sup>rd</sup> Semester**

**SUBJECT: COMPENSATION MANAGEMENT (MBA-OBH-233)**

**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) Allowances
  - b) VRS
  - c) Collective Bargaining
  - d) 3-P Compensation Concept
  - e) Rowan Plan
  - f) Fixed Pay

**Unit - I**

2. Explain various economic and behavioral theories of compensation.

*Or*

Describe strategic perspectives of compensation giving suitable examples.

**Unit - II**

3. What is meant by inter and intra-industry compensation differentials? Explain.

*Or*

What is meant by internal equity and external equity in compensation systems? Why such parity is important in an organization? Distinguish between 'Internal Equity' and 'External Equity'.

**Unit - III**

4. What do you mean by compensation package? Explain various components of compensation package.

*Or*

What do you mean by VRS? Explain its need and also the cost benefit analysis of VRS to a company.

**Unit - IV**

5. Explain various statutory provision governing different components of reward system.

*Or*

Write notes on:

- a) Pay Commissions
- b) Wage Boards

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)**  
**CHAUDHARY DEVI LAL UNIVERSITY, SIRSA**  
(From the Academic Session 2020-21)

**MBA 3<sup>rd</sup> Semester**

**SUBJECT: HUMAN RESOURCE PLANNING AND DEVELOPMENT (MBA-OBH-234)**

**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) Barriers to HRP
  - b) Macro-level HRP
  - c) Multi-skilling
  - d) Redeployment
  - e) Workforce Analysis
  - f) Advantages of TQM

**Unit - I**

2. Discuss the meaning and role of human resource planning. Explain the importance of macro and organizational level human resource planning.

*Or*

Discuss the role and importance of demand and supply forecasting in human resource planning.

**Unit - II**

3. Critically discuss the behavioral factors in human resource planning. Also discuss significance of wastage analysis in it.

*Or*

Discuss the concept and significance of career planning. Explain different stages of career planning.

**Unit - III**

4. Explain the concept of human resource development. Discuss the different types of strategies in HRD.

*Or*

What is succession planning? Explain the various steps involved in succession planning.

**Unit - IV**

5. Write notes on the following:
  - (a) Six Sigma
  - (b) HR Audit

*Or*

Write notes on the following:

- (a) HR Valuation
- (b) HRIS

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)**  
**CHAUDHARY DEVI LAL UNIVERSITY, SIRSA**  
(From the Academic Session 2020-21)

**MBA 3<sup>rd</sup> Semester**

**SUBJECT: HUMAN RESOURCE PLANNING AND DEVELOPMENT (MBA-OBH-234)**

**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) Process of HRP
  - b) Exit Strategies
  - c) Retention
  - d) Performance Planning
  - e) HRD Climate
  - f) Balanced Scorecard

**Unit - I**

2. What are the role, process and prerequisites of human resource planning? Give examples.

*Or*

What are the models and techniques of manpower demand and supply forecasting?

**Unit - II**

3. What are the major issues in retention? How can retention be improved in organization? Which strategies an organization may apply to retain its best talent?

*Or*

What is difference between performance appraisal and potential appraisal? Give examples.

**Unit - III**

4. What are the goals and challenges of human resource development? Also write about the cultural factors affecting HRD.

*Or*

Examine the process of organizational change. Also discuss the approaches for coping organizational change.

**Unit - IV**

5. Discuss the components of QWL. How the quality of work life can facilitate resistance to change?

*Or*

Discuss in detail the emerging trends and issues in HRPD.

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)**  
**CHAUDHARY DEVI LAL UNIVERSITY, SIRSA**  
(From the Academic Session 2020-21)

**MBA 3<sup>rd</sup> Semester**

**SUBJECT: MANAGING INTERPERSONAL AND GROUP PROCESSES (MBA-OBH-235)**

**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) Group Synergy
  - b) Social Loafing
  - c) Decoding
  - d) Negotiation
  - e) Perceived Conflict
  - f) Distributive Bargaining

**Unit - I**

2. What do you mean by Group and Group cohesiveness? What are the factors affecting group cohesiveness? Explain the relationship between group cohesiveness and productivity.

*Or*

Define group dynamics. State the nature and types of group. Explain the various stages of group development.

**Unit - II**

3. Explain the core concepts of social exchange theory. Do you approve the cost benefit approach to social interaction? Give your reasons.

*Or*

What is interpersonal communication? Explain the barriers to interpersonal communication.

**Unit - III**

4. Explain the Vroom-Yetton model in context of leadership and decision making. Does it make decisions more effective? Give reasons.

*Or*

'Teams often achieve what individuals cannot.' Analyze the statement.

**Unit - IV**

5. Define conflict. What are types of conflicts? Discuss various reasons of conflict in detail.

*Or*

What is the role played by negotiations in managing group conflict? Discuss distributive and integrative negotiation in detail.

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)**  
**CHAUDHARY DEVI LAL UNIVERSITY, SIRSA**  
(From the Academic Session 2020-21)

**MBA 3<sup>rd</sup> Semester**

**SUBJECT: MANAGING INTERPERSONAL AND GROUP PROCESSES (MBA-OBH-235)**

**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) 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

**Unit - I**

2. What is power? How do you get it? How are power and politics related?

*Or*

Briefly explain how the norms of informal groups can be matched with the norms of the formal groups.

**Unit - II**

3. What are the dynamics of Interpersonal Relationship? Discuss the major obstacles to interpersonal trust and interpersonal feedback. How these two phenomenon of trust and feedback can constitute to interpersonal co-operation. Give suitable examples.

*Or*

How does transactional analysis help improve communication at work? Explain the process.

**Unit - III**

4. Difference between team building and team synergy. Discuss the characteristics of team and team behavior. What are the ways to energize the team and keep it going?

*Or*

Differentiate between individual and group decision making. When do groups make better decision than individuals? Discuss the various techniques in group decision-making.

**Unit - IV**

5. Discuss in detail the effect of conflicts on organizational performance.

*Or*

Explain the negotiation process for resolving conflicts in an organization. Do you think conflicts can be resolved through negotiations?