



मैट्स विश्वविद्यालय मुक्त एवं दूरवर्ती शिक्षा कार्यक्रम आरंग, रायपुर (छ0ग0)

MATS UNIVERSITY OPEN & DISTANCE LEARNING CENTRE ARANG, RAIPUR (C.G.)

सत्रीय कार्य / Assignment Work – 2013-14

***M.B.A. (4<sup>th</sup> Sem.)***

Max Marks – 30

Min Marks-12

**निर्देश :** सत्रीय कार्य के प्रत्येक विषय में कुल 30 अंक हैं। सभी प्रश्नों के अंक समान होंगे। सभी प्रश्न हल कीजिए। (Assignment Work of each paper carries 30 Marks. All questions carry equal marks. Attempt all questions.)

***Strategic Marketing***

1. What do you understand by strategic Marketing. Distgruish between strategic Marketing and Marketing management.
2. Write the characteristics of consumer goods Market.
3. Write a note on competitor analysis.

***Products & Services Marketing***

1. What do you mean by service Environment? Focus on the different dimensions of service Environment.
2. What do you mean By 'Bank Marketing'? Explain its origin and growth in Indian perspective.
3. Explain the different types of factoring services.

***Quality & Productivity Management***

1. What is the classical Approaches of Total Quality control.
2. What is ISO System. Explain its limits and fits.
3. What is the element of total Quality Management.

***Strategic Management of Information Technology***

1. What are the various tasks related to IT governance.
2. Discuss IT Strategies for IT companies and non IT companies.
3. What is strategy audit? What is the need for auditing an IT Strategy.

***Corporate Governance***

1. What is the concept of corporate Governance and given its effect on Business Environment.
2. How the corporate Governance effect Business Ethics.
3. How the corporate Governance effect Economic development of developing country.

## **H.R.**

### ***Learning Organization & Industrial Development***

1. Discuss the elements involved in the organizing process.
2. What are the lateral relationship? Discuss the patterns of lateral relationship.
3. What is production planning? Discuss its techniques.

### ***Organizational Culture Change & Development***

1. What do you understand by organizational change. Write its philosophy.
2. Explain the sociological issues in Technology Management.
3. Write a essay on Globalization and organizational change.

### ***HRD Practices & Interventions***

1. Discuss in brief the strategic roles of a human resource manager.
2. What do you understand by job Analysis? What is its importance in the Management of human resources.
3. What is meant by Industrial Psychology? Discuss its features and scope.

\*\*\*\*\*