

सत्रीय कार्य / Assignment Work – 2013-14

MBA – 3RD 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.)

SALES AND DISTRIBUTION MANAGEMENT – I

1. Salesmanship is both an art as well as a science. Comment.
2. Define recruitment and discuss in brief the process of recruitment.
3. Discuss the factors influencing compensation plan for sales force.
4. Why is it necessary to establish sales territories that are equal?
5. What do you mean by sales- analysis? Explain with suitable example.

MARKETING COMMUNICATION – II

1. Why has a mass communication basis for marketing communication passed out of currency?
2. What constitutes effective and efficient marketing communication?
3. Which brands are apparently consistent across intercultural divides? Why is this so?
4. If there were no brands, how would your life be affected?
5. How do you distinguish the concepts of identity, image, and reputation?

BUSINESS TAXATION – III

1. Write a short note on national & international double taxation
2. Explain controlled foreign corporations.
3. Explain separate accounts and the arm's length fiction.
4. Write a note about the political campaign against WUT.
5. What is information exchange under tax treaties.

VENTURE CAPITAL FINANCING - IV

1. EBV is considering an investment in south Africa. Problem what is the cost of VC for this investment?
2. Write short note on-
(1) Market (2) Technology (3) Competition
3. For the 12 months ended on September 30, 2009 Amgen, a publicly traded biotechnology company (NASDAQ: AMGN, had \$ 14.6B in revenue, an operating margin of 38.31 percent, and \$29.6B in assets (net of goodwill). Amgen's enterprise value (on January 30, 2010) was approximately \$55B. It had no significant net debt or interest costs. Problem perform a reality check DCF for Amgen. What assumptions would be necessary to justify Amgen's current valuation?
4. True, False, or Uncertain: The harmonic mean will always provide a lower valuation than the geometric mean, Which in turn will always provide a lower valuation had the median.
5. Explain how to avoid valuation confusion?

TREASURY & FUND MANAGEMENT - V

1. Explain enterprise risk management.
2. What are the advantages and disadvantages of bank finance.
3. What is credit ratings.
4. Why do exchange rates move?
5. Write a definition of Interest rate swaps. With

FINANCIAL SERVICES & MARKETS-VI

1. Discuss the regulatory framework for mutual funds in India.
2. Explain the investor's protection measures taken by the regulatory authorities in the primary market.
3. How is the performance of an industry to be assessed for investment purposes.
4. Explain the nature and scope of Financial Services.
5. Explain the various steps involved in Stock broking and Trading.

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT - VII

1. Explain Indian Financial system from the regulator's point of view.
2. What are the differences between Fundamental analysis & Technical Analysis?
3. Briefly discuss three disadvantages of the constant growth dividend discount model in its application to investment analysis.
4. When is the right time to buy life insurance?
5. What's on the credit cards?

INDUSTRIAL RELATIONS- VIII

1. How has the weakened role of Australian industrial tribunals impacted upon relations between the parties?
2. What should the state do in the following instance of industrial relations conflict?
3. What do you think of the employee voice arrangements in the SPC Ardmona enterprise agreement you studied?
4. What are the strengths and weaknesses of enterprise bargaining – for employers and employees?
5. Is the Australian workplace becoming a more fair place? Can we go backwards in these areas?

LABOUR LAW -IX

1. Is workplace conflict declining or is it simply being expressed in different ways?
2. Does the student have a history of previous applications for special consideration? A history of previous applications may preclude a student from being granted special consideration.
3. Workplace regulation is often portrayed as 'red tape' that will hamstring business profitability. Do you agree?
4. Is broadening the scope of matters discussed in enterprise bargaining a positive step?
5. Declining trade union membership suggests workers no longer need collective representation. Do you agree that this is true?

INTERNATIONAL HRM - X

1. What distinguishes domestic and international HRM?
2. What are the consequences of multinational enterprises adopting English as a corporate language?
3. How should the company select the project engineer and surveyor for the Indian project?
4. What factors could prevent Jacko from getting Günter and Jingjing on his project team?
5. Research the country of your choice. Discuss at least five of the aspects you should know as an HRM professional about doing business in that country.
