



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

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

सत्रीय कार्य / Assignment Work – 2014-15

M.B.A. (2nd 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.)

Business Auditing

1. Define Audit. Explain its objectives.
2. Explain in brief Internal Audit.
3. Explain the Advantages of Audit.
4. Explain vouching of cash Transition.
5. What are the problems in valuation of Assets?

Consumer Behavior

1. What do you understand by consumer satisfaction and Retention?
2. Define Market segmentation.
3. Which all factors need to be studied for understanding the consumers and their needs?
4. What are attitude? How are they formed.
5. How does Mosley's need hierarchy theory of motivation guides a marketer to design and sell his products?

Human Resource Management

1. What are the classical Approaches of total Quality control?
2. Define Requirement and Selection.
3. Explain the sources of requirement.
4. What are incentives? Bring out the advantages and disadvantages associated with such plans.
5. Describe promotion and its main objectives.

Operation Research

1. What are the various tasks related to IT governance.
2. What is game theory? Explain.
3. What is meant by games with mixed strategies?
4. What are the various types of decision making involved in management?
5. What are the various theories related to probability?

Production & Operations Management

1. What is the concept of corporate Governance and given its effect on Business Environment.
2. How can you plan and control the project with PERT-CPM.
3. What is the difference between manufacturing and service operation?
4. What is meant by operation's management?
5. What are the different types of maintenance? Explain them in detail.

Corporate Strategy

1. What is the meaning of Balance of Payment. How it is effected the International Trade.
2. Explain the Benchmarking?
3. Define competitive advantage giving its concept, nature and significance.
4. What are the emerging trends in the Industry Analysis? Explain
5. What are the important Environment for Industry? Explain each.

Management Information System

1. Discuss the nature of finance function.
2. Describe file and database management system with advantages.
3. Describe Decentralized data processing and distributed data processing?
4. Brief discuss system software and application software?
5. Describe communication systems elements and communication modes?

Entrepreneurship

1. Explain the various phases of Entrepreneurship Development Program(EDP).
2. Give a brief note an Entrepreneurship concept and characteristics, classification in India.
3. How do rural entrepreneurs face the challenge of market?
4. Discuss the advantages and limitations of sole-proprietorship form of organization.
5. How the use of Electronic Media is important in preparing Business Plans.