

सत्रीय कार्य / Assignment Work – 2016-17
MBA 1st Semester

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.)

Paper – I (Management Accounting & Financial Control)

1. Define Market Efficiency. Explain the various forms of market efficiency.
2. Write short notes on: (i) Electronic Money; and (ii) The Miller-Modigliani Hypothesis; and (iii) Profitability Ratios.
3. Write in detail the relevance of customer touch points.
4. What do you mean by Break Even Analysis? Explain various advantages of Break Even Analysis.
5. Explain Ratio Analysis. What are the advantages and disadvantages of Ratio Analysis?

Paper – II (Economics Environment: Policy & Analysis)

1. Explain mining and characteristics of monopoly. Explain various types of monopoly.
2. Write short notes on: (i) Balance of Payment; (ii) Inflation; and (iii) Indifference Curve.
3. Explain the role and responsibilities of Managerial Economist.
4. Explain the concept of marginal cost with the help of suitable diagram.
5. What is Trade Cycle? Discuss its various phases.

Paper – III (Organization Behaviour)

1. Discuss the concept of Emotional Intelligence. Explain the different models in brief.
2. What do you mean by Group? Explain the Five-Stage model of Group Development.
3. Write short notes on: (i) Process of Organizational Change; and (ii) Principles of Effective Communication.
4. Explain various steps involved in Negotiation process.
5. Explain the relation between power and authority.

Paper – IV (International Business)

1. What are special drawing rights and how are they issued to fellow member countries?
2. Explain the scope and various challenges involved in international marketing.
3. Write short notes on: (i) Effective Branding; (ii) Foreign Direct Investment; and (iii) Advantages & Disadvantages of Exporting.
4. What are the various modes of entry into the foreign market?
5. Explain the various marketing mix elements in detail.

Paper – V (Business Law)

1. Explain the difference between Memorandum of Association and Article of Association.
2. Explain the rights and duties of Pawnor and Pawnee.
3. What are the general rights of consumer which need to be protected by the councils?
4. Write short notes on: (i) Consumer Disputes Redressal Commission; and (ii) Rights of the Buyer.
5. Explain the Regulation and Management of Foreign Exchange.

Paper – VI (Marketing Management)

1. Describe the process of New Product Development.
2. What is Market Segmentation? Explain different levels of Market segmentation.
3. What do you mean by Packaging? Describe various reasons for the growth of Packaging.
4. What is Channel of Distribution? Explain various factors affecting Channel of Distribution.
5. What is Sales Promotion? Explain the importance of Sales Promotion.

Paper – VII (Quantitative Methods)

1. Explain measures of Central Tendencies.
2. Calculate coefficient of standard deviation and coefficient of variation from the following distribution of marks:

Marks	2 – 5	5 – 7	7 – 9	9 - 11
No. of students	50	40	30	20

3. What is dynamic programming? In what areas of management can it be applied successfully?
4. Write a detailed note on Goal Programming Model Formulation.
5. Write short notes on: (i) Correlation and Range of Correlation; (ii) North West Corner Rule; and (iii) Coefficient of Variation.

Paper – VIII (Business Oriented Computer Application)

1. Explain the phases of the System Development Life Cycle.
2. Write short notes on: (i) Logical Data Flow Diagram; and (ii) Types of Data Structure.
3. Write a note on processing control and data validation.
4. What do you understand by Object Oriented Design? Explain the various types of development activities.
5. Explain the qualities of an effective control system.
