



**सत्रीय कार्य / Assignment Work – 2017 - 18**

***MBA Third 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 (Sales And Distribution Management)***

1. Elaborate various steps involved in sales process with suitable example.
2. How to improve sales force productivity? Explain.
3. Discuss the factors influencing compensation plan for sales force.
4. What do you understand by sales territory? Discuss the procedure of setting sales territories?
5. What do you mean by sales- analysis? Explain with suitable example.

***Paper - II (Marketing Communication)***

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. How does marketing communication impact upon brand name.
5. How affinity cards add value for the co-branders and for customers who use them?

***Paper - III (Business Taxation)***

1. Write a short note on national & international double taxation
2. What do you know about International Oil Taxation?
3. Explain separate accounts and the arm's length fiction.
4. What are Tax Havens?
5. What is information exchange under tax treaties?

***Paper - IV (Venture Capital Financing)***

1. What do Capitalists do? Write a history of Venture Capital.
2. Write short note on-  
(1) Market (2) Technology (3) Competition
3. Briefly discuss the main topics for a due diligence investigation.
4. Explain mechanics of DCF Analysis
5. What is the value of a European call option with a strike price of \$100 and expiration in 10 year?

## **Finance**

### ***Paper - V (Treasury & Fund Management )***

1. Explain enterprise risk management.
2. What is a Bond markets? What are different types of Bonds?
3. What is credit rating?
4. Why do exchange rates move?
5. What are long terms gross currency swaps?

### ***Paper - VI (Financial Services & Markets)***

1. Discuss the importance of marketing to non-profit organization.
2. Explain the concepts of marketing in brief. Describe the different levels of a product.
3. How is the performance of an industry to be assessed for investment purposes?
4. What are the various financial products available in the service sector?
5. Explain the various steps involved in Stock broking and Trading.

### ***Paper - VII (Security Analysis And Portfolio Management)***

1. What do you understand by Investment planning?
2. What are the differences between Fundamental Analysis & Technical Analysis?
3. Write down the five principles of Insurance.
4. When is the right time to buy life insurance?
5. Write in detail about Modern Portfolio theory.

## **HR**

### ***Paper - VIII (Industrial Relations)***

1. Describe the employment of young people in Italy with example.
2. Explain the pillars of the big reforms of the labour market.
3. Write detailed notes on Economic and Normative incentives.
4. are the strengths and weaknesses of enterprise bargaining – for employers and employees?
5. Is the Australian workplace becoming a fairer place? Can we go backwards in these areas?

### ***Paper - IX (Labour Law)***

1. What distinguishes domestic and international HRM?
2. Write notes on: (i) Employment Services (ii) Private-sector services
3. How should the company select the project engineer and surveyor for the Indian project?
4. Write a short notes certification of employment contracts.
5. Explain the new approach to health and safety culture.

***Paper - X (International HRM)***

1. Explain The Emergence of Organization Theory.
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. Write short notes on: (i) 'Mechanistic' work systems (ii) 'Concretive' work system
5. Explain Team-based Performance and Multilevel Issues.

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