



सत्रीय कार्य / Assignment Work – 2019 - 20

MBA First 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. What is CRM? Explain the need to adopt CRM model.
2. Explain the concept of risk & return. Also explain the various types of return.
3. What is mutual fund? How many types of mutual funds are there in the market?
4. Explain Leasing and Hire purchase agreements.
5. Write short notes on: (i) Profitability Ratios; (ii) The Miller-Modigliani Hypothesis; and (iii) Weak form of Efficiency.

Paper - II (Economic Environment: Policy & Analysis)

1. Explain in detail the Law of Demand.
2. Explain the nature and characteristics of Monopoly. Explain various types of Monopoly.
3. Explain the short-run and long-run equilibrium of a firm under monopolistic competition.
4. Explain the major issues of Development of Indian Economy.
5. What is Trade Cycle? Discuss its various phases.

Paper - III (Organization Behaviour)

1. What essential elements are required for a sound or ideal and result-oriented organization? Explain.
2. Define Emotional Intelligence. Explain the different models of Emotional Intelligence in brief.
3. Explain the relation between power and authority.
4. Explain the procedure for resolution of conflict.
5. What is Organizational Development Intervention? Explain.

Paper - IV (International Business)

1. Explain the scope and various challenges involved in international marketing.
2. Explain the various advantages and disadvantages of Exporting.
3. Define Branding. What are the various requisites of effective branding?
4. Explain the various marketing mix elements in detail.
5. Explain the key activities of International Finance Corporation.

Paper - V (Business Law)

1. Define Contract. What are the essential elements of a valid contract?
2. Explain the difference between Memorandum of Association and Article of Association.
3. Define Agency. Explain different kinds of agent.
4. What is the difference between cheque and bill of exchange?
5. Explain the regulation and management of Foreign Exchange.

Paper - VI (Marketing Management)

1. What is Market Segmentation? Explain different levels of Market Segmentation.
2. What do you mean by Packaging? Describe various reasons for the growth of Packaging.
3. What is Sales Promotion? Explain the importance of Sales Promotion.
4. Write short notes on: (i) Factors affecting Channel of Distribution; (ii) Black-Box Model of Consumer Behaviour; (iii) Product Life Cycle; and (iv) Strategies of Sales Promotion.
5. Explain various drivers of Globalization.

Paper - VII (Quantitative Methods)

1. Explain following terms in brief:
(i) Percentiles (ii) Deciles (iii) Quartiles
2. Explain the methods of constructing unweighted index numbers.
3. Calculate median from the following data:

Group	60 - 64	65 - 69	70 - 74	75 - 79	80 - 84	85 - 89
Frequency	1	5	9	12	7	2

4. Define PERT and discuss its relationship with CPM.
5. Write short notes on: (i) North West Corner Rule; (ii) Hungarian method of Assignment Problem; and (iii) Correlation and Range of Correlation.

Paper - VIII (Business Oriented Computer Application)

1. Briefly explain the characteristics and elements of system?
2. Explain qualities of effective control system.
3. Explain the steps taken to design an MIS.
4. Differentiate between direct and sequential access storage.
5. What do you understand by Object Oriented Design? Explain the various types of development activities.
