

Sai Nath University

Assignment For M.B.A^{2nd} Sem.

The Assignment will consist of two parts, A and B. Part A will have 5 short answer questions(40-60 words) of 4 marks each. Part B will have 4 long answer questions of 5 marks each.

All questions are compulsory.

These Assignments should be completed and submitted in written form by the student to his/her respective Faculty/ Examiners. Assignment Submission Dates are:

➤ **June-18**

List Of Suggested Questions

The list of suggested questions is for students to practice. Although optional, we recommend that students solve these questions, as they will help them in preparing for exams as well as in clearing the important concepts of the subject.

List of Practical and suggested practical's

The list of practical's should be done by the students in their Lab Sessions. These are the basic practical's, which each student should be able to do himself independently. While the list of suggested practicals are optional, but it is recommended that students should perform those practical so as to have a thorough knowledge of the subject

Education Delivery Schedule (EDS)

As per University Semester scheme, the minimum contact hours of each paper has been

Divided into two hours theory and practical class.

The faculty will maintain this attendance paper wise for his/her batch.

Subject Code	Subject Name
MBA-210	Marketing management
MBA-220	M.I.S.
MBA-230	Human resource management
MBA-240	Organizational behavior

SAI NATH UNIVERSITY

Cover page of Assignment

ID NUMBER
NAME
COURSE	MBA.....
STREAM
SEM	2 nd
SUBJECT CODE
SUBJECT NAME

Assignments will be completed by the Student in his/her own handwriting.

MBA-210

MARKETING MANAGEMENT

Part-A

Q)-1 State the concept of product life cycle with suitable diagram?

Q)-2 Draw the process of new product development?

Write short note on

Q)-3 Pricing policies?

Q)-4 Concept of customer delight?

Q)-5 Define the marketing management?

Part-B

Q)-1 Give brief description of Branding and packaging decision

Of FMCG CO. as per your choice?

Q)-2 State the concept of promotion mix?

Q)-3 State the analysis of marketing company or sector of your choice and also give suggestions to enhance it?

Q)-4 Give the brief introduction of product mix and product line?

MBA 220

MANAGEMENT INFORMATION SYSTEM

Part-A

Q)-1 Define RDMS?

Q)-2 Define design support system?

Q)-3 What is MIS?

Q)-4 Differentiate between LAN and WAN?

Q)-5 State the concept of information and data?

Part-B

Q)-1 Define the output devices Explain any 5 output
Devices?

Q)-2 State the concept of information and data?

Q)-3 What is data mining differentiate between data warehouses?

Q)-4 Discuss the role of MIS?

MBA-230

HUMAN RESOUCE MANAGEMENT

Part-A

Q)-1 Define human resource management system?

Q)-2 Define potential evaluation?

Q)-3 What is 360 degree performance Appraisal?

Q)-4 Define Salary structure?

Q)-5 what is Industrial relations?

Part-B

Q)-1 Elaborate the perspective human resource Management?

Q)-2 Discuss the various type of grievances?

Q)-3 State the concept of human resource management?

Q)-4 Give your view on wages policies and regulations?

MBA-240

ORGANISATIONAL BEHAVIOUR

Part-A

Q)-1 Define the importance of team and groups in modern

Work place?

Write short note on

Q)-2 Work stress?

Q)-3 Quality of work life?

Q)-4 Creating high performance team?

Q)-5 Define the organizational conflict?

Part-B

Q)-1 Explain the organizational behavior?

Q)-2 Explain process of conflict handling behavior?

Q)-3 Discuss the various type of conflict resolution

Q)-4 Explain Maslow's theory of motivation?
