

**ASSIGNMENT**  
**J.S. UNIVERSITY**  
**MBA- Semester II**  
**Business Environment & Legal Aspect of Business**

**PART-A**

1. What is the meaning and types of business environment?
2. What are the four types of business organizations?
3. What is SWOT analysis and examples? What is the meaning of Companies Act in India?
4. What is the difference between micro and macro demography?
5. What are the types of internal environment in business environment?

**Section-B**

1. What is the LPG policy and its objectives? What is LPG in international business?
2. What is contract and its essential according to law of contract?

**ASSIGNMENT**  
**J.S. UNIVERSITY**  
**MBA- Semester II**  
**HUMAN RESOURCE MANAGEMENT**

**PART-A**

1. What are the functions of human resource management? What is the difference between HRM and HRD?
2. What are barriers to strategic human resource management?
3. How is HRM linked with TQM and productivity?
4. How does human resource planning affect recruitment? What is the difference between HR planning and recruitment?
5. What is the definition of training? What is the importance of training and methods of training?

**Section-B**

1. What is the compensation management? Why is compensation important to the employees and to the organizations?
2. What is employee health and safety in HRM? What are the legal provisions for employee safety?

**ASSIGNMENT**  
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**MBA- Semester II**  
**BUSINESS RESEARCH METHODS**

**PART-A**

1. What is research and its types? What are the application of research in functional areas of business?
2. What is scientific method of research and its characteristics? What are the four basic of sampling?
3. What are the steps in research process? What is scientific inquiry and why is it important?
4. What is research proposal and its elements? What is the basic structure of a research proposal?
5. What are qualitative and quantitative approaches? What is the difference between qualitative and quantitative approach in research?

**Section-B**

1. What is descriptive research design and example? What are the 3 types of descriptive research?
2. What are measurement and scaling techniques? What are the measurement scales with examples?

**ASSIGNMENT**  
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**MBA- Semester II**  
**FINANCIAL MANAGEMENT AND CORPORATE FINANCE**

**PART-A**

1. What is corporate finance? What is the difference between finance and corporate finance?
2. What is asset-based valuation model? What is cash flow based model?
3. What is time and value of money? What is time value of money in financial decision making?
4. What is a financing decision? What is the difference between investment decisions and financing decisions with examples?
5. How are NPV calculated? How do I calculate NPV and IRR in Excel?

**Section-B**

1. What is capital structure irrelevancy theory? How is capital structure decision relevant for financial management?
2. What is Modigliani and Miller hypothesis of approach? How do you calculate EPS in merger and acquisition?

**ASSIGNMENT**  
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**MBA- Semester II**  
**OPERATIONS MANAGEMENT**

**PART-A**

1. What is meant by production management and operations management?
2. What are the types of manufacturing processes? What is plant location and plant layout?
3. What is the SERVQUAL scale of service quality? How is the SERVQUAL model used for measuring service quality?
4. What is HML technique of inventory control? What is ABC and VED analysis for inventory management?
5. What is JIT and kanban? How do you differentiate JIT from Kanban system?

**Section-B**

1. What are the three models of supply chain management? What are the four pillars of SCM?
2. How do you calculate simple moving average? What is the difference between linear regression and exponential regression?

**ASSIGNMENT**  
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**MBA- Semester II**  
**QUANTITATIVE TECHNIQUES FOR MANAGER**

**PART-A**

1. What are the applications of operations research? What is the role and importance of operations research in managerial decision?
2. What is transportation programming problem? What is the difference between transportation problem and assignment problem?
3. What is application of assignment model? What is the basic principle of Hungarian algorithm?
4. What is a zero-sum game in game theory? What are the two types of games in game theory?
5. What is the concept of queuing theory? What are the three types of queuing systems?

**Section-B**

1. What is MMN queuing model? What is the main characteristic of finite population queuing process?
2. What is the replacement problem? What is replacement policy in operation management?

**ASSIGNMENT**  
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**MBA- Semester II**  
**DIGITALMARKETING AND E COMMERCE**

**PART-A**

1. What is Traditional Marketing? What is the major difference between traditional marketing and digital marketing?
2. What are the types of websites? Do anyone need a domain and web hosting?
3. What is SEO and email marketing? How to use SEO in email marketing?
4. What is email marketing? What is considered as most significant in email marketing?
5. What is SEM in social media marketing? What is SEO vs SEM vs SMO?

**Section-B**

1. What is online reputation management? What is online public relation and reputation management?
2. What is e-commerce and explain the application of e-commerce? What are applications and advantages of e-commerce?

**ASSIGNMENT**  
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**MBA- Semester II**  
**MANAGEMENT INFORMATION SYSTEMS**

**PART-A**

1. What is MIS? What are the main types of management information systems?





