

ASSIGNMENT
J.S. UNIVERSITY
MBA-FIRST SEMESTER
MANAGEMENT CONCEPTS AND ORGANISATIONAL BEHAVIOUR

PART-A

1. What are the fundamentals of the management? Discuss different levels of management.
2. What is planning and defining planning premises?
3. Explain in brief about the two approaches in which the hierarchy of objectives can be explained?
4. What are the fundamentals of individual behavior? What is personality and individual behavior?
5. What are the three stages of transactional analysis? Is CBT a Transactional Analysis?

Section-B

1. What is Maslow and Herzberg's theory of motivation? What is the contemporary theory of motivation self-determination?
2. What is the definition of leadership? What are the four main types of leadership styles?

ASSIGNMENT
J.S. UNIVERSITY
MBA-FIRST SEMESTER
MANAGERIAL ECONOMICS

PART-A

1. What is the relevance of managerial economics in business decisions? How is managerial economics used in decision-making?
2. What is demand? What are the three concepts of demand?
3. What is the difference between advertising elasticity and cross elasticity?
4. What is production analysis? Why do we need cost and production analysis?
5. What is the relationship between average revenue and marginal revenue and total revenue?

Section-B

1. What is an Oligopoly Market? What are the characteristics of an oligopoly?
2. What is national income? What are the various methods of measurement of national income?

**ASSIGNMENT
J.S. UNIVERSITY
MBA-FIRST SEMESTER
FINANCIAL ACCOUNTING AND ANALYSIS**

PART-A

1. What is the meaning and definition of accounting? What are the basic terminology of accounting?
2. What is the accounting equation for depreciation? What are the ten accounting concepts and conventions?
3. What is the difference between Indian accounting standards and IFRS?
4. What is the format of journal ledger and trial balance?
5. What are the types of financial analysis?

Section-B

1. What is preparation and presentation of financial statement? What are the five components of financial statements?
2. What is human resource accounting with example? What is the role of human resource accounting?

ASSIGNMENT
J.S. UNIVERSITY
MBA-FIRST SEMESTER
BUSINESS STATISTICS & ANALYTICS

PART-A

1. What is the meaning and functions of statistics?
2. What is mean, mode and median? How mode is calculated?
3. What is difference between skewness and kurtosis? What is the formula for skewness and kurtosis?
4. What are additive and multiplicative models in time series analysis? How is the nonlinear equation formed?
5. What is fixed based and chain based method?

Section-B

1. How do you distinguish between Karl Pearson's coefficient of correlation and Spearman's rank correlation coefficient?
2. What is null hypothesis and alternative hypothesis with examples?

**ASSIGNMENT
J.S. UNIVERSITY
MBA-FIRST SEMESTER
MARKETING MANAGEMENT**

PART-A

1. What do you mean by marketing management? What are the 4 types of marketing management?
2. What are the elements of customer value driven marketing strategy and mix?
3. Define market segmentation with appropriate example. What are the three main types of segmentation?
4. What is branding concept in marketing and its three concept of branding?
5. What are 5 purposes of packaging? Why is packaging an important tool in marketing?

Section-B

1. What is AIDA model and its steps?
2. What is the difference between customer relationship management and customer relationship management system?

ASSIGNMENT
J.S. UNIVERSITY
MBA-FIRST SEMESTER
DESIGN THINKING

PART-A

1. What is creativity and innovation with examples?
2. How can I generate creativity and innovation?
- 3 What is different between innovation and creativity?
4. What is the dynamics of creative thinking? What are the elements of creative thinking?
5. What is Design Thinking? What are five stages of design thinking?

Section-B

1. What is design thinking in health sector? What is the importance of design thinking in education sector?
2. What is case study in design thinking? Which problems can design thinking help us solve?

ASSIGNMENT
J.S. UNIVERSITY
MBA-FIRST SEMESTER
BUSINESS COMMUNICATION

PART-A

1. How do you define and classify communication formal and informal?
2. What is the process of communication?
3. What is the importance of communication in management?
4. What are the barriers to effective communication during disaster?
5. What is oral Communication? What are the principles of successful oral communication?

Section-B

1. What is group communication with example? What are the types of communication in groups?
2. What is meant by employment communication? What are the five importance of communication in an organization?

