

J.S.UNIVERSITY

Assignment For Diploma in MBA 3rd 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 3 long answer questions of 10 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

List Of Suggested Questions

The list of suggested questions are 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.

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ID NUMBER

NAME

COURSE MBA

SEM 3rd

SUBJECT CODE

SUBJECT NAME

ASSIGNMENT

J.S. UNIVERSITY

MBA—3RD SEMESTER

STRATEGIC MANAGEMENT

PART—A

- 1) What is strategic management &What do you mean by strategic myopia?**
- 2) Define joint venture &What is conglomerate diversification?**
- 3) Define strategic Group &Distinguish between programs and procedures.**
- 4) Establish a relationship between ‘Strategic Directions’ and ‘Vision’ of a company.**
- 5) Discuss the concepts of centralization and decentralization and how their relationship to strategic implementation?**

PART- B

- 1) Explain the process of Strategic Audit & Discuss about GE Model.**
- 2) Give an account on Environmental Scanning & Explain the levels of strategy formulation.**
- 3) What is Corporate Strategy? Bring out its features. (Or) Outline the need for Corporate Strategy.**

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MBA—3RD SEMESTER

INNOVATION & ENTREPRENEURSHIP

PART—A

- 1) What are the Characteristics of the Creative Personality?**
- 2) What is the link between creativity and entrepreneurship?**
- 3) What is Entrepreneurship & Who is an entrepreneur?**
- 4) What are the Roles of an Entrepreneur?**
- 5) What are the elements of innovation & What are the types of Innovation?**

PART—B

- 1) What are the challenges of Family Business & What are the advantages of a Family Business?**
- 2) What are the characteristics of Women Entrepreneurs & What are the Barriers to Women Entrepreneurship?**
- 3) What is Social Entrepreneurship & How Can Government Support Social Entrepreneurship?**

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MBA—3RD SEMESTER

UNIVERSAL HUMAN VALUES AND PROFESSIONAL ETHICS

PART—A

- 1) What do you mean by values or human values .**
- 2) What is the meaning of prosperity? How can you say that you are prosperous .**
- 3) What is the difference between prosperity and wealth? What is more acceptable to us and why.**
- 4) What are the requirements to fulfil basic human aspirations?**
- 5) Define harmony in nature& What do you mean by co-existence?**

PART—B

- 1) What do you mean by 'innateness'? What is the innateness in the four orders?**
- 2) What is meaning of justice in human relationships? How does it follow from family to world family.**
- 3) Explain the problems faced due to differentiation in relationship.**

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MBA—3RD SEMESTER

SPECIALIZATION

HUMAN RESOURCE MANAGEMENT (HR)

TALENT MANAGEMENT

PART—A

- 1) Gives Meaning & objectives of Talent Management.**
- 2) What are roles of Talent management in building sustainable competitive Advantages to a firm.**
- 3) What are the different methods of recruiting employees ?**
- 4) Difference between job description and job specification?**
- 5) What Is Job Specification & Components of Job Specification ?**

PART—B

- 1) What are Processes of Talent Management . Explain in Details?**
- 2) Differentiate Between Talent vs. Knowledge.**
- 3) Briefly explain the importance of discipline.**

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MBA—3RD SEMESTER

SPECIALIZATION

HUMAN RESOURCE MANAGEMENT (HR)

EMPLOYEE RELATIONS AND LABOUR LAWS

PART—A

- 1) Define Industrial Relations & some important objectives of Industrial Relation?
- 2) What is the scope of Industrial Relation & causes of poor industrial relations?
- 3) What do you mean by Trade Union & Objectives of Code of Conduct?
- 4) What is collective bargaining & Who can participate in collective bargaining?
- 5) How can a trade union and an employer receive assistance in settling a grievance?

PART—B

- 1) Explain the objects and characteristics of Industrial Disputes Act, 1947.
- 2) Powers of the appropriate Government regarding the transfer of proceedings under the Industrial Disputes Act, 1947?
- 3) What are the various authorities under the Industrial dispute Act, 1947 ? Discuss the constitution and function of the authorities.

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MBA—3RD SEMESTER

SPECIALIZATION

MARKETING (MK)

CONSUMER BEHAVIOUR & MARKETING COMMUNICATION

PART—A

- 1) What is sales promotion? Discuss its types.
- 2) What do you understand by consumer promotions? What are its aims?
- 3) Explain the delivery formats of coupons as used widely by marketers.
- 4) what are the advantages offered by trade promotions?
- 5) What are the objectives of marketing communication?

PART—B

- 1) Describe the methods of advertising budget.
- 2) Discuss the methods used to measure the effectiveness of advertisement.
Why is the avail of advertising effectiveness necessary?
- 3) What are the various types of media? Explain each of them with their characteristics.

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MBA—3RD SEMESTER

SPECIALIZATION

MARKETING (MK)

MARKETING ANALYTICS

PART—A

- 1) Define market segmentation & What do you mean by marketing mix?
- 2) Briefly describe various stages of product life cycle & What is meant by product line?
- 3) What are buy phases of the buying process & What is full market coverage?
- 4) What are the two basic types of Distribution Channels and the advantages and disadvantages of each.
- 5) What are nonlinear pricing strategies with examples & What is the difference between linear and nonlinear pricing?

PART-B

- 1) What are the challenges and opportunities of advertising?
- 2) What are the benefits of an ad message?
- 3) What are the steps needed to conduct a market analysis?

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MBA—3RD SEMESTER

SPECIALIZATION

FINANCE (FM)

INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT

PART—A

- 1) What is the Portfolio Management Process & Explain the Types of Asset Allocation.**
- 2) Explain the Structure of SEBI & What are the functions of SEBI?**
- 3) Define the term Active Portfolio Management & How Does Passive Portfolio Management Differ from Active?**
- 4) Who is a Custodian & What are the advantages of investing in a mutual fund?**
- 5) What is CAPM & What does WACC mean?**

PART—B

- 1) Gives Differences In Investment & Speculation?**
- 2) What is APT, and what is the difference with CAPM?**
- 3) What is the purpose of diversification?**

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MBA—3RD SEMESTER
SPECIALIZATION
FINANCE (FM)
FINANCIAL PLANNING & TAX MANAGEMENT

PART—A

- 1) Distinguish between 'tax evasion' and 'tax avoidance'.
- 2) Distinguish between tax planning and tax evasion.
- 3) Differentiate between the diversion of income and application of income in context of Income Tax Act.
- 4) Differentiate between the diversion of income and application of income in context of Income Tax Act.
- 5) What is General Anti Avoidance Rules 'GAAR' and its applicability?

PART—B

- 6) What is TDS? What are the provisions for deduction of tax at source from various incomes?
- 7) What is meant by inter-corporate dividend? How is it taxed?
- 8) What are the types of tax planning. Explain in details.

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MBA—3RD SEMESTER
SPECIALIZATION
INFORMATION TECHNOLOGY (IT)
DATA ANALYTICS FOR BUSINESS DECISIONS

PART—A

- 1) What Is Presenting Data&What Is Qualitative Data?**
- 2) Gives Differences Between Data Scientist & Data Engineer.**
- 3) Explain in Detail Applications of Data Science.**
- 4) Gives Role & Responsibilities of Data Scientists.**
- 5) What is Business Analytics & what is Data Science.**

PART—B

- 1) Explain Applications of Business Analysis in Retail Sectors.**
- 2) Gives Importance of Data Quality.**
- 3) Gives Application of Business Analysis in Supply Chain Analytics.**

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MBA—3RD SEMESTER

SPECIALIZATION

INFORMATION TECHNOLOGY (IT)

AI AND MACHINE LEARNING FOR BUSINESS

PART—A

- 1) What do you understand by Artificial Intelligence & Why do we need Artificial Intelligence.**
- 2) Give some real-world applications of AI.**
- 3) What are the types of AI?**
- 4) What are the types of Machine Learning & Explain the term "Q-Learning."**
- 5) What is Markov's Decision process & What do you understand by the reward maximization?**

PART—B

- 1) What is overfitting? How can it be overcome in Machine Learning.**
- 2) What is NLP? What are the various components of NLP?**
- 3) What is reinforcement learning & What are the different software platforms for AI development?**