J S University

Assignment For Diploma in MBA 4TH 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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Cover page of Assignment

ID NUMBER ……………………………………

NAME ……………………………………

COURSE MBA

SEM 4 TH ……………………………………

SUBJECT CODE ……………………………………

SUBJECT NAME ……………………………………

ASSIGNMENT

J.S. UNIVERSITY

MBA—4TH SEMESTER

EMERGING TECHNOLOGIES IN GLOBAL BUSINESS ENVIRONMENT

PART—A

1) What are the challenges of emerging technology & How can the emerging technology help to solve business challenges?
2) How can technology be used to increase business productivity & What are the barriers to adopting emerging technologies?
3) How does emerging technology affect business?
4) Differences Between Linear and Circular Economy Explain.
5) Explain the Role of Circular Economy in Sustainable Business and Innovation.

PART—B

1) Explain The Rise of China and its impact on Global trade.
2) Gives Differences between Platforms and Traditional Bussiness Models.
3) Gives Different Types of Platforms and its implications on Future work.

ASSIGNMENT

J.S. UNIVERSITY

MBA—4TH SEMESTER

SPECIALIZATION
HUMAN RESOURCE MANAGEMENT (HR)

HR   ANALYTICS
PART—A

1) **What is Analytics .**

2) **What's the difference between reporting and Analytics?**

3) **What's the benefit of HR analytics?**

4) **How can we reduce employee absenteeism?**

5) **How can we reduce fraud/theft at a certain location?**

PART—B

1) **Explain Analyzing and Classifying Training need.**

2) **What are the Factors affecting compensation & Benefits.**

3) **Gives Types of HR Metrics in details.**

ASSIGNMENT

J.S. UNIVERSITY

MBA—4TH SEMESTER

SPECIALIZATION
HUMAN RESOURCE MANAGEMENT (HR)

PERFORMANCE AND REWARD MANAGEMENT

PART—A

1) What types of rewards and recognition does your organization offer?

2) Explain the process of performance management and analyse the role of a manager in making the process effective.

3) What are the different methods of performance appraisal? Also explain the rationale of the 360 degree appraisal process.

4) What are fringe benefits & List the conditions which are necessary for successfully introducing Performance Related Pay(PRP).

5) Differentiate between performance appraisal and potential appraisal.

PART—B

1) Employees motivation is affected by an effective compensation management'. Elucidate.

2) Distinguish between Performance Management and Human Resource Management. Explain the process of Performance Management System.

3) Discuss the concept of learning organization. Elaborate how performance management is a source of learning.

ASSIGNMENT

J.S. UNIVERSITY

MBA—4ᵀᴴ SEMESTER

SPECIALIZATION
HUMAN RESOURCE MANAGEMENT (HR)
INTERNATIONAL HUMAN RESOURCE MANAGEMENT

PART—A

1) Define International Human Resource Management & What is ethical relativity ?

2) Define Human Resource Planning& Why the study of cultural differences is important?

3) Define Human Resource Planning & What is polycentric staffing policy?

4) List four important factors affecting multinational compensation systems.

5) What are the factors behind failure of expatriates & What are the needs of expatriates?

PART—B

1) Explain the cross cultural study of Hofstede.

2) Discuss the main issues in managing human resource in a foreign subsidiary.

3) what are the challenges faced in training in multinational companies?

ASSIGNMENT

J.S. UNIVERSITY

MBA—4TH SEMESTER

SPECIALIZATION
MARKETING (MK)
B2B & SERVICES MARKETING
PART—A

1) What is a B2B Content Marketing Strategy?

2) What are the challenges of B2B marketing?
3) What are the types of B2B marketing ?
4) Explain Roles of sales Force in Pricing.
5) Differenciate Between Consumer Market v/s Business Market.

PART—B

1) Roles of Employees and Customers in Service Delivery.
2) Gives differences between Personal Selling, Sales Promotion, Publicity and Public Relations.
3) Explain CRM Process.

ASSIGNMENT

J.S. UNIVERSITY

MBA—4TH SEMESTER

SPECIALIZATION
MARKETING (MK)
SALES AND RETAIL MANAGEMENT
PART—A

1) What are the forms of retailing &What are the 4 P's in retail?
2) What are the stages of retailing & What are the pillars of retail?
3) What are the steps of retail selling. Explain in detail.
4) Explains Factors Influencing Retailing.
5) Gives Types of Layouts & Describes it.

PART—B

1) Gives Functions and Responsibilities of Sales Persons ?
2) Describes Types of Sales Organizations & their Structures?
3) Explain Responsibilities of Stores Manager?

ASSIGNMENT

J.S. UNIVERSITY

MBA—4TH SEMESTER

SPECIALIZATION
MARKETING (MK)
SOCIAL MEDIA AND WEB ANALYTICS

PART—A
1) What is web analytics for social media?
2) What are the types of analytics available in social media analytics?
3) What is the difference between Web analytics and social analytics?
4) Why do you need social media analytics?
5) What are the major phases of data analytics?

PART—B
1) What is the role of web analytics in social media marketing?
2) What are the main challenges of social media analytics?
3) What are two skills required for web analytics?

ASSIGNMENT

J.S. UNIVERSITY

MBA—4TH SEMESTER

SPECIALIZATION
FINANCE (FM)
FINANCIAL DERIVATIVES

PART—A

1) What are the differences between trade with commodity futures and the cash markets?
2) What is the general definition of a commodity futures contract (futures)?
3) What is the relationship between the IPO and the cash market price?
4) What is meant by premium shops (EFP transactions / against actuals)?
5) Which functions do commodity futures exchanges fulfill?

PART---B

1) What are the types of swap. Explain in details.
2) What are the sources of interest rate risk? Explain.
3) Explain the types of risks in swap.

ASSIGNMENT

J.S. UNIVERSITY

MBA—4TH SEMESTER

SPECIALIZATION
FINANCE (FM)

FOREIGN EXCHANGE & RISK MANAGEMENT

PART—A

1) What are sources of foreign exchange risk exposure?

2) What are the types of risk involved in foreign exchange trading?

3) What are the factors that affect foreign exchange rate?

4) What are the principles of risk management?

5) *Why Capital budgeting decisions are more important?.*

PART—B

1) What is Forex Management & What are the Functions of Currency?

2) What is Forex Exchange Market & Difference between Balance of Trade and Balance of Payments?

3) How to Manage Foreign Exchange Rate Risk?

ASSIGNMENT

J.S. UNIVERSITY

MBA—4TH SEMESTER

SPECIALIZATION
FINANCE (FM)

FINANCIAL & CREDIT RISK ANALYTICS

PART—A

1) What are the key components of credit risk management?

2) What are the major factors to consider for credit scoring?

3) How to improve correspondence with clients?

4) How to onboard customers faster?

5) What are the categories of credit risk exposures?

PART—B
1) Gives types of Performance and Financial Guarantees.
2) Describes Advantages of Non Fund Facilities.
3) Gives Importance of credit Analysis.

SPECIALIZATION
INFORMATION TECHNOLOGY (IT)
DATABASE MANAGEMENT SYSTEMS

PART—A

1) **What are the disadvantages of File processing?**
2) **What is DBMS? Explain advantages and disadvantages of DBMS.**
3) **What are the different components of DBMS?**
4) **Explain different types of databases.**
5) **Explain Data anomalies.**

PART—B

1) **What are the functions of DBMS?**
2) **Explain the importance of Database models?**
3) **Explain Hierarchical Data Model.**

ASSIGNMENT

J.S. UNIVERSITY

MBA—4TH SEMESTER

SPECIALIZATION
INFORMATION TECHNOLOGY (IT)
CLOUD COMPUTING FOR BUSINESS
PART—A

1) What is cloud computing & How do I develop a cloud strategy?
2) What is cloud computing used for in business?
3) Why cloud computing is important for business growth?
4) What are the types of cloud computing?
5) How to implement cloud computing in business?

PART—B

1) What is the difference between cloud and cloud computing?
2) What are the essential characteristics of cloud computing?
3) Which are the Principles for cloud computing?

ASSIGNMENT

J.S. UNIVERSITY

MBA—4TH SEMESTER

SPECIALIZATION
INFORMATION TECHNOLOGY (IT)

BUSINESS DATA WARE HOUSING & DATA MINING

PART—A

1) What are the uses of multifeature cubes & Compare OLTP and OLAP Systems
2) List the characteristics of a data ware house & What are the various sources for data warehouse?
3) How is a data warehouse different from a database? How are they similar?
4) Differentiate data mining and data warehousing.
5) Explain the types of OLAP server in detail.

PART—B

1) What is Data Mining & What are the different functions of data mining?
2) What is Data Aggregation and Generalization & What do you mean by Analytical characterization?
3) Explain Applications of Data Mining in today World.