



**Yashwantrao Chavan Maharashtra Open University**

Dnyangangotri, Near Gangapur Dam, Govardhan

Nashik-422222

**P79**

**MBA**

**SEMESTER -3<sup>rd</sup>**

**HOME ASSIGNMENT BOOKLET**

**(YEAR 2018-2019)**

MBA (P79) Semester 3<sup>rd</sup> Home Assignment: 1

## General Instruction:

- 1) Home assignment is useful for self-analysis of your preparation of the final examination and progress.
- 2) Read all the questions and their marks in the home assignment carefully understand the definitions and concepts properly.
- 3) Read carefully the text, syllabus and summary related home assignment.
- 4) Do not copy the points, matter from the text while writing home assignment mentions your one point / opinions whenever necessary.
- 5) Your answer should include how you would apply the knowledge in real life situations.
- 6) Use full-scape lined papers for writing home assignment.

Name of student .....	Syllabus / sub .....	
P.R.N n No .....	Date of completion H A .....	
Name of the study centre		
.....		
.....		
.....		
Marks obtained .....	Total marks – 20	sign of the H A supervisor .....

- 7) Leave margin of 4 cm on the left side of the page. Write each new answer on a different page.
- 8) Printed or typed answers are not allowed.
- 9) The marks of Home assignment and corrective instructions will be sent after checking home assignment.
- 10) Present the Home Assignment by following the instructions and rules. Read carefully all the instructions and rules before any correspondence or communication with the university.
- 11) Every home assignment is of twenty marks and each question carries five marks.

**Prof. Pramod D. Wagh**  
**Academic Coordinator, Evaluation Division**  
**Yashwantarao Chavan Maharashtra Open University**

### **MBA 301- Strategic management.**

- Q.01 Write the definition Strategic Management and explain the Nature of Strategic management. 5Marks
- Q.02 writes the critical Assessment of SWOT Analysis. 5Marks
- Q.03 Discusses the mode for strategy Implementation. 5Marks
- Q.04 Explain the technique of Strategic control. 5Marks

### **MBA 302 - International Business and International Trade**

- Q.01 Explain the concept of Globalization? 5Marks
- Q.02 Explain the varies Furthers that attract FDI. 5Marks
- Q.03 Explain the types of International Bonds. 5Marks
- Q.04 Write the Components of the Balance of payment Account? 5Marks

## MARKETING GROUP

### MKG- 301- MARKETING RESEARCH.

- Q.01 Write the classification of marketing Research. 5Marks
- Q.02 Explain the types of sample Design. 5Marks
- Q.03 Discusses the characteristics of good questionnaire and write the steps  
Preceding questionnaire design. 5Marks
- Q.04 Explain the types of Report Notes. 5Mark

### MKG 302:- Advertising and sales Promotion

- Q.01 Write the various determinants of Promotional mix? 5Marks
- Q.02 Explain the characteristics of direct marketing and write Benefits of  
Direct marketing. 5Marks
- Q.03 Explain the types of Advertising Agency. 5Marks
- Q.04 Discusses the tools trade Promotion? 5Marks

### MKG 303:- Industrial Marketing.

- Q.01 Write the difference between industrial and consumer marketing. 5Marks
- Q.02 How would you use the internet as a tool for industrial marketing research? 5Marks
- Q.03 Explain the total cost Approach. 5Marks
- Q.04 Discusses the objectives of Industrial Advertising. 5Marks

### MKG 304:- Services marketing

- Q.01 Explain the characteristics of Services. 5Marks
- Q.02 Discusses the concept of Service Product. 5Marks
- Q.03 Write the major Service blue print components. 5Marks
- Q.04 Explain the customer complaint Behavior. 5Marks

## HUMAN RESOURCES MANAGEMENT GROUP

### HRM 301 Organizational Changes and Development

- Q.01 Write the nature and scope of organizational development. 5Marks
- Q.02 Explain the characteristics of successful change agents. 5Marks
- Q.03 Discuss the Socio-technical systems theory. 5Marks
- Q.04 Describe the future of OD and write the transformative change in OD. 5Mark

### HRM 302 Human Resource Planning

- Q.01 Explain the need of human resource planning. 5Marks
- Q.02 Explain the HRD concept and philosophy. 5Marks
- Q.03 Write the need of HRD modern organizations. 5Marks
- Q.04 Discuss the methods of performance appraisal. 5Marks

### HRM 303 Managing Interpersonal and Group Process

- Q.01 Write the factors impacting communication effectiveness in organizations. 5Marks
- Q.02 Describe the concept of organizational futures with example. 5Marks
- Q.03 Explain the two major consequences of conflict in an organizations. 5Marks
- Q.04 Write the main technique of managing diversity. 5Marks

### HRM 304 International Human Resource Management

- Q.01 Write the different approaches of international human resource management. 5Marks
- Q.02 Explain the process of selecting expatriates. 5Marks
- Q.03 Discuss the approaches to international compensation 5Marks
- Q.04 Explain the competencies required in HR professionals in large organizations 5Marks

## FINANCE GROUP

### FMG 301- Corporate Finance

Q.01. Mr. X is evaluating an investment that will provide the following returns at the end of each of the following years: year 1, Rs.12, 500; year 2, Rs.10, 000; year 3, Rs.7, 500; year 4, Rs. 5,000; year 5, Rs.2, 500; year 6, Rs 0; and year 7, RS. 12,500. Mr. believes that he should earn an annual rate of 9 percent on this investment. How much should he pay for this investment? 5Marks

Q.02 The following table gives an analyst's expected return on the two stocks for particular market returns. 5Marks

Market Return	Aggress Stock	Defensive stock
5%	-5%	8%
25%	40%	18%

Calculate the following –

- Beta for the two stocks
- Expected return on each stock if the market return is equally likely to be 5% and 25%.
- If the risk free return is 8% what is the SML?

Q.03 Explain the Capital Asset Pricing Model (CAPM) 5Marks

Q.04 Write the Importance of Working Capital 5Marks

### FMG302- Indian Financial System and Management of Financial Institutions

Q.01 Explain the structure of Indian Financial System. 5Marks

Q.02 Explain the function of Deposit Insurance and Credit Guarantee operation (DICGC). 5Marks

Q.03 Differentiate between traditional ALM and Modern ALM. 5Marks

Q.04 What is Market Risk? Explain it. 5Marks

### FMG303 - Management of Financial Services

Q.01 Write the Characteristics of Financial Services. 5Marks

Q.02 Discuss the Historical Development of Insurance Sector in India. 5Marks

Q.03 Explain the Book Building Mechanism in India. 5Marks

Q.04 Describe the Credit Card Market in India.

5Marks

**FMG304 -SECURITY ANALYSIS & PORTFOLIO MANAGEMENT**

Q.01 Explain the Venture Capital as an Investment Avenue.

5Marks

Q.02 Write the Application of Company Analysis: The Study of  
Financial Statements.

5Marks

Q.03 Explain the Components of Debt Market.

5Marks

Q.04 Write the Bottom of Form Classification of Mutual Funds.

5Marks

## MANUFACTURING MANAGEMENT GROUP

### MMG301- MANUFACTURING STRATEGY

- Q.01 Write the Bargaining Power of Buyers. 5Marks
- Q.02 Explain the Job Shop System. 5Marks
- Q.03 Discuss the Strategic Fit vs. Strategic Intent. 5Marks
- Q.04 Explain the Types of Global Companies. 5Marks

### MMG302 - SUPPLY CHAIN MANAGEMENT

- Q.01 Explain the Timing of Planning. 5Marks
- Q.02 Elaborate importance of intermediaries in service supply chain. 5Marks
- Q.03 Discuss the evolution of ERP? 5Marks
- Q.04 Write the Impact of Internet on Sourcing Strategy. 5Marks

### MMG303 - WORLD CLASS MANUFACTURING

- Q.01 Explain the Automobile industry. 5Marks
- Q.02 Write the Importance of HR in all areas of manufacturing. 5Marks
- Q.03 Write about the Manufacturing Strategy Content AND Strategy Formulation Findings. 5Marks
- Q.04 Elaborate the Employee role and HR policies associated with business strategies based on quality. 5Marks

### MMG304 - PRODUCTION PLANNING AND CONTROL

- Q.01 Explain the various types of cost of quality. 5Marks
- Q.02 Write in brief about (a) Job training, (b) Cross training, (c) Job enrichment. 5Marks
- Q.03 Explain the Characteristics of framework. 5Marks
- Q.04 Write the Future of Supply Chain Management. 5Marks