

**ASSIGNMENTS**  
**ON**  
**Master in Business Administration (MBA) 2<sup>nd</sup> Semester**



**Session 2023-24**  
**Centre for Distance and Online Education**  
**Guru Jambheshwar University of Science & Technology**  
**Hisar-125001**

**Compiled by:-**  
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**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**CENTRE FOR DISTANCE AND ONLINE EDUCATION**  
**Programme: Master of Business Administration**

Course Name: Marketing Management  
Code: MBA 201

Sem.: 2<sup>nd</sup>  
Total Marks=30

**Important Instructions**

- i. Attempt all questions from each assignment given below.
- ii. Each assignment carries 15 marks.
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of the assignments on student's portal.

**ASSIGNMENT-I**

1. Discuss the nature, scope and importance of Marketing Management.
2. Write a brief note on Marketing Mix.
3. Explain Product life cycle with suitable examples.

**ASSIGNMENT-II**

1. Discuss and illustrate with suitable examples the pricing strategies and methods.
2. Write a brief note on the nature, type and roles of Intermediaries.
3. Explain the following:
  - a) Green marketing
  - b) Direct Marketing

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**CENTRE FOR DISTANCE AND ONLINE EDUCATION**  
**Programme: Master of Business Administration**

Course Name: Human Resource Management  
Code: MBA 202

Sem.: 2<sup>nd</sup>  
Total Marks=30

**Important Instructions**

- i. Attempt all questions from each assignment given below.
- ii. Each assignment carries 15 marks.
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of the assignments on student's portal.

**ASSIGNMENT-I**

1. What is HRM? Explain Managerial and Operative Functions of HRM.
2. What do you mean by Recruitment? Discuss external and internal sources of recruitment.
3. Write a short note on-
  - (1) Induction and Socialization
  - (2) Talent Management

**ASSIGNMENT-II**

1. What is the difference between training and development? Discuss various method of Training.
2. Define the term Compensation Management. Explain various methods of compensation management.
3. Write a short note on-
  - (1) HR Accounting and Audit
  - (2) Job Evaluation.

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**CENTRE FOR DISTANCE AND ONLINE EDUCATION**  
**Programme: Master of Business Administration**

Course Name: Financial Management  
Code: MBA 203

Sem.: 2<sup>nd</sup>  
Total Marks=30

**Important Instructions**

- i. Attempt all questions from each assignment given below.
- ii. Each assignment carries 15 marks.
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**ASSIGNMENT-I**

1. What do you mean by Financial Management? Briefly explain about objectives and scope of financial Management.
2. Explain the concept of time value of money with a suitable example.
3. Write short note on the following:
  - (a) Risk-Return framework for financial decision making
  - (b) Techniques of evaluating capital budgeting decisions

**ASSIGNMENT-II**

1. What is capital structure decision? What are the different theories of capital structure decisions?
2. What do you mean by concept of cost of capital? How you will calculate the cost of various sources of finance?
3. Write short note on the following:
  - (a) Concept of working capital and its determinants
  - (b) Overview of corporate restructuring

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**CENTRE FOR DISTANCE AND ONLINE EDUCATION**  
**Programme: Master of Business Administration**

**Course Name: Production and Operations Management**  
**Code: MBA 204**

**Sem.: 2<sup>nd</sup>**  
**Total Marks=30**

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
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**ASSIGNMENT-I**

1. Explain the factors to be considered while selecting the location for the new organization.
2. Discuss the factors to be considered while selecting material handling equipment.
3. What is inventory management? Explain the reasons for keeping inventories.

**ASSIGNMENT-II**

1. Why do you need production planning and control? Discuss the phases of production planning and control.
2. Explain the objectives of quality control. Also discuss the seven tools for quality control.
3. What do you understand by 'Plant Design'? Discuss the various factors to be considered in deciding the location of a plant.

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**CENTRE FOR DISTANCE AND ONLINE EDUCATION**  
**Programme: Master of Business Administration**

Course Name: International Business  
Code: MBA 205

Sem.: 2<sup>nd</sup>  
Total Marks=30

**Important Instructions**

- i. Attempt all questions from each assignment given below.
- ii. Each assignment carries 15 marks.
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**ASSIGNMENT-I**

1. Why do you study international business? Why has studying it become more important today than ever before?
2. Do you agree with the view that a country is in a better position if it experiences a balance of payments deficit rather than a surplus?
3. What is the difference between a free-trade area and a customs union?

**ASSIGNMENT-II**

1. What difficulties does international financial accounting diversity cause?
2. What is operations management? Why is good management of operations important for a company that engages in international business?
3. (a) Which are the forces that compose the business macro-environment?  
(b) How do these differ in the industrialized countries?

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**CENTRE FOR DISTANCE AND ONLINE EDUCATION**  
**Programme: Master of Business Administration**

Course Name: Management Science  
Code: MBA 206

Sem.: 2<sup>nd</sup>  
Total Marks=30

**Important Instructions**

- i. Attempt all questions from each assignment given below.
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**ASSIGNMENT-I**

1. Explain the basic concept of Management science with the role of management science in decision making.
2. What do you mean by Linear Programming? Explain the different methods for solving the linear programme.
3. Write a short note on-
  - (1) Degeneracy in Transportation Models
  - (2) Sensitivity Analysis

**ASSIGNMENT-II**

1. What do you mean by Inventory Management? Explain the special techniques for inventory management.
2. Explain PERT/CPM in detail.
3. Write a short note on-
  - (1) Queuing Theory
  - (2) Game Theory
  - (3) Goal Programming

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**CENTRE FOR DISTANCE AND ONLINE EDUCATION**  
**Programme: Master of Business Administration**

**Course Name: Business Research Methods**  
**Code: MBA 207**

**Sem.: 2<sup>nd</sup>**  
**Total Marks=30**

**Important Instructions**

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**ASSIGNMENT-I**

1. Differentiate between Pre-Experimental, True- Experimental and Quasi- Experimental designs.
2. Differentiate between Inductive and Deductive reasoning approaches in Research?
3. Explain Research Process?

**ASSIGNMENT-II**

1. Elaborate the classification of measurement scales.
2. Describe the hierarchy of Questions?
3. What are Components of the layout of a research report? Explain the various sections and its contents in Detail.