

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



**Batch 2024-26**  
**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**

**Sem.: 2<sup>nd</sup>**

**Code: MBA 201**

**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**

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**ASSIGNMENT-I**

1. "The profit maximization is not an operationally feasible criterion". Do you agree? Illustrate your views.
2. Explain the major theories of Capital Structure.
3. Differentiate short term source of finance and long term source of finance.

**ASSIGNMENT-II**

1. What is meant by working capital? How would you determine the working capital requirements?
2. Discuss the techniques that can be used to accelerate the firm's collections?
3. How theories of dividend do helpful to determine the firm's value?

**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. List and explain all the factors that affect the location of a plant. Further explain the factors which could affect the locational decision to set up a hospital in your city.
2. List and explain the various costs of quality. Give examples.
3. How do routing and scheduling help in optimizing production?

**ASSIGNMENT-II**

1. Write short notes on:
  - a) Capacity Planning
  - b) Process Layouts.
2. Discuss in detail the different types of layouts, giving examples.
3. What is Supply Chain Management? How does it optimize operations of a company?

**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.**
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**ASSIGNMENT-I**

1. Define International Business. What are various factors that lead to growth in International Business?
2. Briefly explain the various theories of international trade in International Business. What are the various modes of International Business?
3. Write short note on the following:
  - Balance of Payment Account
  - Tariff and Non-Tariff measures and their impact
  - Foreign exchange rates and markets

**ASSIGNMENT-II**

1. What is Foreign Direct Investment (FDI)? What are the various types of Foreign Direct Investment (FDI)?
2. Briefly explain the recent development and issues of International Business (IB).
3. Write short note on the following:
  - Conceptual framework of Multinational corporation
  - Regional Economic Cooperation
  - IMF and World Bank

**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**

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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**

4. What do you mean by Inventory Management? Explain the special techniques for inventory management.
5. Explain PERT/CPM in detail.
6. 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 (MBA)**

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

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

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**ASSIGNMENT-I**

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

**ASSIGNMENT-II**

1. What are four different types of scales? Compare them based on characteristics and mathematical operations.
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.