

ASSIGNMENTS
ON
Master of Business Administration (MBA) 4th Semester



Batch 2023-25
Centre for Distance and Online Education
Guru Jambheshwar University of Science & Technology
Hisar-125001

Compiled by:-

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Programme Coordinator

MBA- Programme

CDOE, GJUS&T

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

Course Name: Labour Laws
Code: HRM 401

Sem.: 4th
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 are the key objectives of labor laws in modern economies?
2. Discuss the impact of trade union activities on industrial harmony and productivity.
3. Explain the principles of minimum wage laws and their impact on the labor market.

ASSIGNMENT-II

1. How do labor laws regulate employee benefits, such as pensions and insurance?
2. How do employment contracts affect the legal obligations of both employers and employees?
3. Explain the employee's provident fund and the Miscellaneous Provisions act, 1952.

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

Course Name: Human Resource Development
Code: HRM 402

Sem.: 4th
Total Marks=30

Important Instructions

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ASSIGNMENT-I

1. Discuss the key components of HRD. How do these components contribute to organizational growth?
2. Explain the importance of HRD in enhancing employee performance and organizational effectiveness.
3. How do cultural differences impact HRD practices in multinational organizations?

ASSIGNMENT-II

1. Discuss the role of e-learning and digital platforms in modern HRD strategies.
2. Describe the process of change management and its role in HRD.
3. How does performance management contribute to HRD? Explain with examples.

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

Course Name: Organizational Change and Intervention Strategies
Code: HRM 404

Sem.: 4th
Total Marks=30

Important Instructions

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ASSIGNMENT-I

1. Define organizational change. What are the key drivers of change in modern organizations?
2. Explain the difference between planned and unplanned organizational change. Provide examples of each.
3. Explain the following-
 - a. Change and transition management
 - b. System model of change

ASSIGNMENT-II

1. Identify and discuss different types of organizational change interventions. How do they impact organizational performance?
2. What is the role of leadership in facilitating effective change interventions? Provide real-world examples.
3. Choose a company that has undergone significant organizational change. Analyze the change process, including the strategies used and the outcomes achieved.

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

Course Name: Global Marketing
Code: MM 401

Sem.: 4th
Total Marks=30

Important Instructions

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

1. What is global marketing, and how does it differ from domestic marketing?
2. Discuss the importance of understanding cultural differences in global marketing.
3. How should a company determine which market entry strategy is the most suitable for its business and goals in a particular foreign market?

ASSIGNMENT-II

1. What factors should companies consider when setting prices for products in international markets?
2. What are the unique challenges and opportunities of marketing in emerging markets?
3. Discuss the logistics challenges of global distribution. How do companies overcome these challenges to ensure their products reach international customers efficiently?

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

Course Name: Rural Marketing
Code: MM 403

Sem.: 4th
Total Marks=30

Important Instructions

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

1. Examine the environmental factors that influence rural marketing in India. How do these factors differ from urban markets, and what implications do they have for marketers?
2. Describe the demographic and psychographic profile of the rural consumer. How do these characteristics impact product positioning and promotional strategies in rural areas?
3. Evaluate the role of agriculture in India's economic development. How does it contribute to GDP, employment, and rural income generation?

ASSIGNMENT-II

1. What is Cooperative Marketing? Trace its history and functions in the Indian context. Why has the cooperative sector shown slow progress?
2. What is the role of financial institutions in rural marketing? Discuss their importance in facilitating rural credit and improving market access.
3. Discuss the role of innovative distribution channels in rural marketing with reference to ITC e-Choupal, Godrej Adhar, and HUL Shakti. How have these initiatives transformed rural outreach?

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

Course Name: Retail Management
Code: MM 405

Sem.: 4th
Total Marks=30

Important Instructions

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

1. What do you mean by Retail Management? Explain the need and objectives of Retail Management.
2. Explain the concept of Retail mix with a suitable example.
3. Write short note on the following:
 - (a) Types of Retailers
 - (b) Planned and Unplanned Retail site Characteristics

ASSIGNMENT-II

1. Describe about Merchandising Planning Process.
2. What is retail pricing? How you will set the retail price.
3. Write short note on the following:
 - (a) Future of E-Retailing
 - (b) FDI in Retail

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

Course Name: Portfolio Management
Code: FM 401

Sem.: 4th
Total Marks=30

Important Instructions

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

1. Explain the process of constructing a well-diversified investment portfolio.
2. Define and differentiate between systematic and unsystematic risk.
3. What is the Capital Asset Pricing Model (CAPM)? How can it be used to evaluate the expected return of an asset or a portfolio?

ASSIGNMENT-II

1. Compare and contrast passive bond portfolio management with active bond portfolio management. What are the benefits and drawbacks of each approach?
2. How can portfolio performance be evaluated? Discuss the Sharpe ratio and Treynor ratio, including how they are calculated and what they measure.
3. Discuss the role of alternative investments in portfolio diversification.

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

Course Name: International Financial Management
Code: FM 404

Sem.: 4th
Total Marks=30

Important Instructions

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

1. Describe the evolution and current state of the international monetary system. How does it impact the international financial environment?
2. Discuss the importance, rewards, and risks associated with international finance. How do these factors influence the operations and decision-making of multinational corporations (MNCs)?
3. Evaluate the role and utility of futures and options in foreign exchange risk management. How do they help in hedging foreign exchange exposure?

ASSIGNMENT-II

1. Analyze the features and functioning of international bond and equity markets. What are the key instruments used in these markets (e.g., ADRs, GDRs, ECBs), and how do they facilitate global capital raising?
2. Examine the role of Foreign Direct Investment (FDI) and cross-border acquisitions in global business expansion. What are the financial and strategic implications of such activities?
3. What is interest rate and currency swaps? Discuss their importance and application in managing risks associated with international financial transactions.

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

Course Name: Financial and Commodity Derivatives
Code: FM 406

Sem.: 4th
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 do you mean by Financial Derivatives? Explain the need and types of Financial Derivatives.
2. What do you mean by Future Market? What are the uses of future for Hedging?
3. Write short note on the following:
 - (a) Long and Short Future Payoff
 - (b) Meaning and Uses of Currency Futures

ASSIGNMENT-II

1. What do you mean by Stock Option? What are the various types and uses of stock option?
2. What do you mean by Swaps? What are the various types of Swaps?
3. Write short note on the following:
 - (a) Option based Investment Strategies
 - (b) Contemporary Issues of Indian Derivative Market

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

Course Name: Foreign Exchange Management
Code: IB 401

Sem.: 4th
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. Explain the key objectives of foreign exchange management.
2. What are the different types of foreign exchange rates? Describe each with examples.
3. Write short note on the following:
 - a. Types of transactions and Settlement Dates
 - b. Factors effecting foreign exchange rate

ASSIGNMENT-II

1. Discuss the role of hedging strategies in foreign exchange risk management. Provide examples.
2. Explain the concept of foreign exchange risk. How can businesses manage this risk?
3. Write short note on the following:
 - a. Interest rate Parity and Purchasing Power Parity
 - 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: Management of International Finance
Code: IB 403

Sem.: 4th
Total Marks=30

Important Instructions

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

1. Define international finance and explain its importance in the global economy.
2. Discuss the key differences between domestic finance and international finance.
3. Write short note on the following:
 - a. Various aspects of international cash management
 - b. Capital budgeting for foreign direct investment

ASSIGNMENT-II

1. How do multinational companies decide on the optimal capital structure for their international operations?
2. Analyze the financial strategies of a multinational company (e.g., Apple, Toyota, or Unilever) in managing its international operations.
3. Write short note on the following:
 - a. Assessment and Management of Political Risk
 - b. Cost and Risk of Financing

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

Course Name: Global Strategic Management
Code: IB 404

Sem.: 4th
Total Marks=30

Important Instructions

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

1. Differentiate between International and Global Strategies.
2. What are the various drivers of global Strategies?
3. Write short note on the following:
 - (a) Global Strategic Analysis
 - (b) Stages of International Product Life Cycle

ASSIGNMENT-II

1. What do you mean by Internalization? What are the various steps involved in Internationalization Process?
2. Describe about International Strategic alliance through partnership and cooperation.
3. Write short note on the following:
 - (a) Global structures and design
 - (b) Managing Change in Global Context

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

Course Name: Operations Research
Code: POM 401

Sem.: 4th
Total Marks=30

Important Instructions

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

1. What are the key functions of operations management, and how do they align with a company's overall strategic objectives?
2. Give a brief account of various types of Operations Research models and indicate their application to Production – inventory – distribution system.
3. Define the key components of a linear programming model.

ASSIGNMENT-II

1. What is decision theory, and how does it guide decision-making in uncertain and risky environments?
2. Explain the difference between zero-sum games and non-zero-sum games. Provide examples for both.
3. List out the differences and similarities between Resource allocation model and Transportation model in linear programming.

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

Course Name: Warehouse Management and Inventory Control
Code: POM 405

Sem.: 4th
Total Marks=30

Important Instructions

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

1. Explain the factors that have a bearing on Site selection in Warehouse location. Discuss also in detail macro, micro approached in WH selection and acquisition.
2. Discuss the important components involved in warehouse management system
3. Write a short note on the followings:
 - a) Requisitions and Replenishment of material
 - b) Receipt and Inspection of Material
 - c) Define various warehouse activities

ASSIGNMENT-II

1. Write a short note on the followings:
 - a) Define the concept of inventory and its type
 - b) Types of Inventory
 - c) Inventory Control System
2. Define the EOQ model for inventory control with its application in business.
3. Describe the various traditional and modern techniques of inventory management.

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

Course Name: Project Management
Code: POM 406

Sem.: 4th
Total Marks=30

Important Instructions

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ASSIGNMENT-I

1. Describe the various structure of Project financing with their merits and demerits.
2. Define the concept of project valuation. Explain the various techniques of project valuation.
3. Give the details of complexities faced in project valuation of emerging market.

ASSIGNMENT-II

4. Write a detail note on the followings:
 - a) BOT
 - b) BOLT
 - c) BOOT
 - d) BOO
5. Explain the political risk faced during the evaluation of project.
6. Define the process of project financing. Also give light on loan syndication facility for project.

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

Course Name: Data Warehousing and Data Mining
Code: ITM 401

Sem.: 4th
Total Marks=30

Important Instructions

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ASSIGNMENT-I

1. What are the key characteristics of a modern data warehouse? What are the challenges organizations face while developing a data warehouse in today's environment?
2. Define data mining. Why is data mining important in today's business and scientific environments?
3. What is a data cube? Explain its structure with an example.

ASSIGNMENT-II

1. What is data preprocessing? Why is it essential before applying data mining techniques?
2. What are descriptive statistical measures? Why are they useful in data mining?
3. Define association rule mining. What are support and confidence?

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

Course Name: System Analysis and Design
Code: ITM 403

Sem.: 4th
Total Marks=30

Important Instructions

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ASSIGNMENT-I

1. What is the concept of system? Explain different types of business information systems.
2. Discuss the role of systems analyst in detail.
3. Discuss the various approaches/models to system development life cycle (SDLC), evaluate the usefulness and limitation of each approach.

ASSIGNMENT-II

1. Define CASE tools and explain why you think the use of CASE tools may lead to high quality system documentation.
2. What are Distributed Systems? Define Architecture types, key components and give with suitable examples.
3. What is the development process of a distributed system? What are the characteristics of distributed systems?

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

Course Name: Principles of Programming Language
Code: ITM 404

Sem.: 4th
Total Marks=30

Important Instructions

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ASSIGNMENT-I

1. Explain the different categories of programming languages and discuss the trade-offs involved in their design.
2. What are the differences between procedural and object-oriented programming languages? Provide examples of each type and explain the evolution from procedural to object-oriented paradigms.
3. Explain the concept of variable initialization. What are the advantages of dynamic scoping over static scoping?

ASSIGNMENT-II

1. What is operator precedence, and how does it affect the evaluation of relational and arithmetic expressions? Provide examples.
2. What are subprograms, and why are they important in programming? Explain the different types of parameters passing methods used in subprograms.
3. What is exception handling in Object-Oriented Programming? How does it contribute to writing robust and error-free programs?