

INSTRUCTIONS FOR THE ASSIGNMENT

1. Answer all questions from each of the paper.
2. The word limit is 800 for each question.
3. It is also advised to write the assignment answer in A4 size paper using double side (to avoid the wastage of paper) with your own handwriting with black ball point pen.
4. The mark per question will be decided by DDCE during evaluation.
5. The date and mode of submission of assignment will be notified as per the notification of Utkal University.

COVER PAGE

Assignment paper submitted at Directorate of Distance & Continuing Education, Utkal University, Vanivihar.

Submitted By:

Student Name: _____.

University Roll No.: _____

Subject: _____ Semester: _____

Paper Name: _____

Total No. of pages submitted: _____

Declaration: I _____ do hereby declare that the Assignment papers submitted by me for the partial fulfillment of the requirement of MBA/ IMBA/ BBA/ PGD_____ is written by my own handwriting.

(Signature of the Student)

MBA Assignment Test 4th Semester (NC) (Regular)
Examination 2020
CBCS DDCE

Specialization HRM (Spl-Group- I & II)

PAPER-23/26 (HR-HRPD Spl-I & II)

1. “Human Resource Planning is a futile exercise in a fast changing environment.” Do you agree ? Give reason and explain the method of HRP.
2. “An HRD manager must possess behavioural, functional and managerial competencies.” Explain.
3. Discuss the conditions for success if Quality of Working Life in an Organisation.
4. What are the importance of HRD ? Discuss the different model of HRD.
5. Discuss the objectives of HRIS from HRP point of view? Write down the different types of HRIS with its uses in the organization.

PAPER-24/27 (HR-MERRL Spl-I & II)

1. Define Industrial relation examine its scope and the different approaches of Industrial Relation.
2. What do you mean by worker participation in management ? Discuss the objective various modes of participation.
3. Define the term Factory and state the provision relating to working hours of adults workers under the factories act, 1948.
4. State and explain the various benefits available to employees under E.S.I Act, 1948.
5. Define the term Industry. What are the various authorities under the industrial dispute act which help to settle industrial dispute ?

PAPER-25/28 (HR-MTD Spl-I & II)

1. Define Training Need Analysis and the steps in conducting need analysis. Describe the relationship between Need Analysis and Design of Training.
2. How do you align the training function with the organizational goals and strategy ? Explain with an example of a medium size company of your choice.
3. Discuss the different types of training methods relevant applicability considering their advantages and disadvantages. What training methods would be suitable for a project manager being deputed aboard to negotiate a supply order contract ?
4. What are the specific skills required by a trainer ? Can a trainer be trained ? If yes what aspects of the competence required can be trained ?
5. Why is training evaluation difficult ? What are the types of training evaluation data that can be collected ?

Specialization FM (Spl- Group I & II)

PAPER- 23/26 (FM-FMI- Spl-I & II)

1. Discuss the importance of Indian Financial System. Describe the different components of it.
2. Discuss the development of commercial paper as a money market instrument in India. Also discuss its features.

3. Define Book building process and discuss its advantages.
4. Discuss the functions of New Issue Market and also describe why it is essential for economic development.
5. Define Capital market and discuss its recent development with various examples.

PAPER-24/27 (FM-MBFS Spl-I & II)

1. Describe the structure of Indian Financial System.
2. What are the factors determining the real estate financing assistance? Discuss the sources and policies of Housing finance.
3. Explain the features of Venture Capital. Discuss the recent trends of Venture Capitalist in India.
4. Explain the modus operandi, functions and different types of factoring intermediaries.
5. Define Insurance and explain different types of insurance and insurance companies.

PAPER-25/28 (FM-SAPM Spl-I & II)

1. "Higher the Return, Higher will be risk". In this context, describe the various risks associated with an asset.
2. The return on securities X and Y are given below:

| | <u>Probability</u> | <u>Security X</u> | <u>Security Y</u> | |
|-------------------|--------------------|-------------------|-------------------|--|
| Find out | 0.5 | 4 | 0 | security of your preference. The has to be on the basis of risk. |
| security selected | 0.4 | 2 | 3 | |
| return and | 0.1 | 0 | 3 | |

3. Explain the theoretical foundation in Markowitz model, bringing out the concepts of opportunity set of portfolio efficient frontier and limitation with graphical presentation.
4. Explain briefly the concepts of Economic-Industry – Company Analysis.
5. Discuss the Capital Asset Pricing Model and Arbitrage Pricing Model with its utility.

Specialization MM (Spl-Group- I & II)

PAPER-23/26 (MM-CB Spl-I & II)

1. Define Diffusion of Innovation? Briefly explain the Diffusion of Innovation process.
2. "The Howard-Sheth model gives a very comprehensive view of consumer decision making behaviour". Comment and explain the model.
3. Explain the stages involved in the decision making process with reference to the purchase of DVD.
4. Attitude is learned. People tend to know things from the environment in which they interact. "Comment and Explain the tri-Component Attitude Model.
5. Who is an Opinion Leader? Define opinion leadership. Briefly explain the various methods of measuring Opinion Leadership.

PAPER-24/27 (MM-ABM Spl-I & II)

1. What is campaign planning in advertising? Discuss the steps used in creating an Ad campaign
2. What is DAGMAR approach in advertising? Discuss the different pre and post measuring techniques for measuring Ad effectiveness.
3. What is dealer sales promotion? Discuss the different dealer and sales force promotional tools which marketers use for their business with suitable examples.
4. What is significance of brand equity? State the elements and components of Brand Equity. Discuss the steps to calculate and measure Brand Equity.
5. What is Promotion Mix? State the objective and advantages of sales Promotion. Give examples of customer promotional tools which shopping malls use for their business.

PAPER-25/28 (MM-PSDM Spl-I & II)

1. Define product. Explain the product lifecycle in reference to LUX a bathing soap.
2. What do you mean by sales organization? Discuss merits and demerits of any two sales organizations.
3. What do you mean by personal selling? Explain the personal selling process.
4. What do you understand by channel Management? State the importance of channel Management. Explain the different types of Distribution Channel.
5. Explain the process of recruitment and selection as adopted by the sales organization today.

Specialization BIM (Spl-Group- I & II)

PAPER-23/25 (BIM-R& CM Spl-I & II)

1. Elaborate the sources of risk and explain the mechanism of identification and measurement of risk.
2. What do you mean by Agricultural Insurance ? Discuss in detail the provisions of the national Agricultural Insurance Scheme (NAIS) in India.
3. What is meant by credit risk in Banking ? Discuss the means to manage credit risk exposures of banks.
4. Examine the different Marine Insurance Policies related to Hull and Cargo insurance.
5. Classify Motor vehicles in India and discuss forms of Motor insurance policies prevalent in India.

PAPER-24/27 (BIM-B &IL Spl-I & II)

1. Discuss about the structure of the banking system in India in the Organized and unorganized sector.

2. Discuss the main functions of a commercial bank and its role for the development of a nation like India ?
3. Discuss the important financial statements used to assess the financial strength of a banking organization.
4. Explain the norms of IRDA regarding investment of insurance companies?
5. What is General Insurance? Discuss the function and role of General Insurance to undertake the risk factors arising in case of fire and marine.

PAPER-24/27 (BIM-B &IL Spl-I & II)

1. What are the seven P's in service Marketing. Discuss the characteristics of service marketing.
2. Who can be called as customer? Discuss the consumer decision making process and the factor influencing it for buying life insurance product.
3. What is new product development process? Discuss the strategic mix required for banking products and each stage of Product Life Cycle (PLC).
4. Discuss the different stage and consumer promotion techniques used by business for promotion with suitable example.
5. Explain the 5 Gap model of service quality in service marketing. State its advantages and limitations.

Specialization POM (Spl-Group- I & II)

PAPER-23/26 (POM-TQM Spl-I & II)

1. Discuss the various aspects of TQM Programme. Who should be involved in TQM activities.
2. What is Acceptance Sampling ? Explain single and double sampling Plan.
3. What is quality system ? Discuss the elements of a total Quality System.
4. What is meant by "Quality Function Development" ? Discuss the steps involved in the QFD process.
5. What is meant by "Level of Preventive maintenance". Discuss between break-down maintenance and preventive maintenance.

PAPER-24/27 (POM-PMM Spl-I & II)

1. What is the important of material management for the cost control ? Describe the steps adopted in the material management Process.
2. What are the different methods of store verification and what are their advantages and disadvantages.
3. What do you mean by waste wastavity ? Briefly explain its classification and measurement.
4. What is the function of the store and how can you organize the store systems and procedure to achieve the objective of store management ?
5. What is the interrelation between waste management and resources management ? Discuss the significance of each.

PAPER-25/28 (POM-OPC Spl-I & II)

1. What do you mean by operation planning ? Discuss scope of operation planning and control.
2. What do you mean by forecasting ? Describe various techniques of forecasting.
3. Define aggregate planning. Explain strategies in aggregate planning.
4. Solve the following sequencing problem, when passing is not allowed.

| Jobs | Machines | | | | |
|------|----------|---|---|---|----|
| | A | B | C | D | E |
| I | 9 | 7 | 5 | 4 | 11 |
| II | 8 | 8 | 6 | 7 | 12 |
| III | 7 | 6 | 7 | 8 | 10 |
| IV | 10 | 5 | 5 | 4 | 8 |

5. Explain Helgeson-Birries approach with giving suitable example.

Specialization TTM (Spl-II)

PAPER-26 (TTM-TTT Spl- II)

1. Discuss the historical development of Tourism in India.
2. Describe the nature and characteristics of Tourism Industry.
3. Highlight the important tourist sports of India.
4. Give an account on the characteristics of Tourism Products.
5. Make an analysis on the present state of Indian Tourism.

PAPER-27 (TTM-HM Spl-II)

1. Trace the origin and growth of Hotel Industry in India.
2. Describe the various types of room you will find in a hotel.
3. Define the term Hotel. List any ten types of Hotel and write a brief description.
4. Discuss the role of front office in a hotel. What are the qualities to be Present in a front office Personnel ?
5. Discuss the various types of checkout Procedure.

PAPER-28 (TTM-TOTM Spl- II)

1. Highlight the importance of Tour organizations and Travel Management.
2. Make an analysis on Market Research.
3. Give an account on preparing feasibility Report.
4. Discuss the sources of income of a Travel Agency.
5. Discuss the international conventions with reference to Chikago of 1994.

Specialization DNM (Spl-Group- II)

PAPER-26 (DNM-HSM Spl- II)

1. With the help of a diagram Enumerate the structure and function of cell.
2. Discuss about respiratory organs. Explain the function of lungs.
3. Describe briefly how the digestive channel and its associated glands function to aid digestive and absorptive processes.
4. Differentiate between Plasma and Serum Enumerate the functions of Blood.
5. Kidney is the main organ of Excretion. Explain.

PAPER-27 (DNM-TM Spl- II)

1. What is the purpose of diet-therapy ? Classify the various types of modified diet and state the basis of classification.
2. What is routine Hospital diet. Explain with examples.
3. Explain the different types of Diabetes. Write the causes and symptoms of Diabetes.
4. Write the nutritional importance of Preoperative and Post- operative conditions ? Mention the type of diet recommended.
5. Define Hypertension. Explain the causes and dietary management for Hypertension.

PAPER-28 (DNM-MMFI Spl- II)

1. Why are microorganisms a necessary part of our world ? Explain with examples.
2. Describe what is microbial food borne illness is.
3. Discuss the conditions affecting microbial growth.
4. Categories the chemicals used by the food industry to preserve food.
5. What are the Indian standards of food quality control ? Explain .

Specialization ISM (Spl- II)

PAPER-26 (ISM-DBMS Spl- II)

6. Describe the overall database architecture with a block diagram.
7. State the various Armstrong's axioms. Explain with examples.
8. What is normalization? Describe the various normal forms with examples.
9. Write down the SQL queries for creation of a table, selective display in the table, update a table, delete and drop a table.
10. How does DBMS score over file system?

PAPER-27 (ISM-ERP Spl- II)

1. Describe the various trends in ERP Application evolution.
2. List down the guidelines for ERP implementation.
3. Describe the five levels of business process integration.
4. Write short notes on
 - a. MRP

- b. CRM
 - c. ERP Softwares
5. What are the strategic issues involved in the ERP implementation?

PAPER-28 (ISM-SAD Spl-III)

1. What is system model? Discuss the importance of various types of various types of system models.
2. What are the problems associated with the SDLC approach ?
3. Define DFD. Describe the various symbols used in DFD Modeling notation. List down the steps and rules to draw DFD.
4. Enumerate the major steps of cost/benefit analysis.
5. List down and explain the different system characteristics.

Specialization ABM (Spl- II)

Paper-26 Spl-II Agri Rural Marketing:

1. Discuss the Development exercises of rural economy in the last few decades.
2. Briefly describe the Rural Marketing Information System.
3. Describe the components of Product Mix.
4. What is innovative pricing methods for rural markets, explain.
5. Write a note on Logistics Management.

Paper-27 Spl-II Agri Financial Management:

1. Discuss the various financial policies to facilitate Agri Business in India.
2. Write notes on NABARD, Regional Rural Banks.
3. Briefly describe the advantages and disadvantages of Non- Banking Financial Companies.
4. Describe the changing role of finance manager with examples relating to Agri Business.
5. Discuss the Problems, prospects and Challenges in financing of Agri Business in India.

Paper-28 Spl-II Micro Finance Management:

1. Discuss role, scope and importance of micro credit and macro finance in India.
2. Write a note on policy and schemes of NABARD.
3. Describe the concept and objectives of micro finance at small group level.
4. What is state intervention in Rural Credit? Explain.
5. Discuss the role of role of technology in microfinance.