

Assignment
MBA(CC)
Paper 401, Business Policy & Strategic Management

- Q1. Write detailed note on the followings –
 - a. GE nine cell matrix
 - b. Critical Success Factors

- Q2. Why are values & Ethics especially important to strategies?

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School of Management Studies, Punjabi University, Patiala

MBA-CC (3- Year Programme)

404 - Consumer Behaviour

Note : Attempt any two questions. Each question will carry 10 marks.

Q.1 "Demographics shift puts a noticeable impact on the market in the last 10 years." Justify the statement with illustration.

Q.2 How important are reference groups to the purchase of fast moving consumer goods? Do you think their influence affect the brand? Justify your answer.

Q.3 Discuss any model of consumer behavior in the present scenario? What characteristics of a purchase situation are likely to contribute to post purchase dissonance.

B.Singh

10.1.2012

Assignment 1**Export Marketing (405)**

- Q1. How export marketing is different from domestic marketing?
- Q2. Write notes on –
- (1) Commodity boards
 - (2) Trade fairs for promotion of exports

Assignment 2**Export Marketing**

- Q1. Who are India's main trading partners at global level?
- Q2. SEZs are vital for Indian exports. Comment on the statement

ASSIGNMENT I Marketing of Services (406)

Q.1 Explain the concept of service quality information system.

Q2. Differentiate marketing of services and marketing of physical goods
(concept of 7 P)

ASSIGNMENT II Marketing of Services

Q1. How do we target customers, manage relationships and build loyalty in services marketing.

Q2. How would you go about positioning a service in marketplace.



INDUSTRIAL PSYCHOLOGY (411)

Assignment I

1. How are human beings different from each other? What plays a more important role in creating these differences, heredity or environment? Also write about the implications of these differences for an organization.
2. Write in detail about Job Satisfaction. How can employees be made satisfied with their jobs and what are the implications of low satisfaction. Discuss this in view of Herzberg's two factor theory.

stay job

MB-CC

Paper code-413

CROSS CULTURAL AND GLOBAL MANAGEMENT

ASSIGNMENT -1

- 1. Define culture. Discuss the major findings of an international survey conducted by Hofstede's Hermes in respect of individual behaviour.

OR

- 2. Discuss the following :
 - (a) Cross Cultural Communication and negotiation.
 - (b) Structural evolution of global organisation.

ASSIGNMENT -2

- 1. Define International Human Resource Management. How it is different from domestic human resource management? Of what importance it is to manager.

OR

- 2. Discuss the following:
 - (a) Ethical dilemmas faced by an international manager
 - (b) Distinction between Multinational and Transnational Corporation.

Sehkar
17/1/2012

School Of Management Studies
Punjabi University Patiala
Management of Training & Development (413)
MBA-CC 4th Semester

Assignment 1. Critical evaluation of methods for training assessment needs (10 Marks).

Assignment 2. Measurement of effectiveness of training and error we face in measurement (10 marks)

Dr. Ran Singh

Assignments -MBA-CC, 4th Semester (2012)
Management Control System-416

Max. Marks=20

Assignment I. "Transfer pricing is confined to profit centers." Do you agree?
Explain. (10 marks)

Assignment II. Compare and contrast ROI and EVA as performance measures. (10 marks)





ASSIGNMENTS FOR MBA CC PART-II

(SEMESTER - 4th)

CORPORATE TAX PLANNING (CTP 418)

Note: All questions are compulsory and carry 10 marks each.

Assignment No. 1

Describe the Taxation System in India in detail.

Assignment No. 2

Discuss the major Tax Planning Areas for a corporate entity.

MBA-CC Part –II (Semester-IV)

Purchasing Management – 419

Attempt any two questions. Each question is of 10 marks

1. What is purchasing management? Discuss the interdepartmental role of purchasing management to make it effective.
2. Sourcing reliable suppliers is a crucial part of purchasing management. Explain by giving examples where a purchase manager has to source material globally.
3. Larger companies usually have a more well-defined purchase order process than smaller businesses. Explain.

MBA-CC Part –II (Semester-IV)

Management of Logistics - 420

Attempt any two questions. Each question is of 10 marks

1. What are the functions of logistics management? Explain the growing importance of Logistics management in India in today's context.
2. Explain Objectives, Types and Principles of Material Handling.
3. (a) Discuss Importance/Functions and Role of Transportation.
(b) Types of Transportation costs.

MBA-CC Part –II (Semester-IV)

Plant Design & Layout - 421

Attempt any two questions. Each question is of 10 marks

1. What principles are to be followed in deciding a plant layout? Explain the factors in determining Layout and Design
2. Explain by giving example differences between office and factory layouts.
3. Method to be adopted and choice of equipment for a materials handling system primarily depends on the type of material/s to be handled. Explain.

Strategic Information System

Code-424

Each assignment carries 10 marks

Total Marks-20

Assignment 1

Q1 Explain the contribution of Information system strategy to the organizations

Assignment 2

Q1 Discuss various competitive strategies. How Strategic Information system help organizations to pursue each of these strategies



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System Analysis and Design

Code-425

Each assignment carries 10 marks

Total Marks-20

Assignment 1

Q1 Explain various methods for selection of appropriate hardware and software for a project

Assignment 2

Q1 Describe, with the help of a suitable example, the concept and procedure used in constructing Data Flow Diagram's (DFD)

Software Engineering

Code-426

Each assignment carries 10 marks

Total Marks-20

Assignment 1

Q1 What is the importance of planning in development of a software project. Explain various issues that should be taken into consideration in project planning

Assignment 2

Q1 What is the need of software requirement specification. Explain various methods of problem analysis.

Assignment 1

Regional Blocks (429)

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- Q1. What do you mean by Regional Economic Integration? Discuss with the help of examples.
- Q2. What are the steps involved in the formation of a regional economic integration? ?

Assignment 2

Regional Blocks

- Q1. Regional economic integrations are obstacles in free trade. Comment on the statement.
- Q2. Evaluate the functioning of European Union.

Assignment

MBA(CC)

Paper 430, International Economic Organizations

- Q1. Write detailed note on the growth in world trade after WTO.
- Q2. What are the roles and responsibilities of ILO?

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Assignment 1

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Export Import Procedure & Documentation (431)

- Q1. What is Role of Clearing & Forwarding agent in exports through sea and air shipment?
- Q2. Write detailed notes on the followings:
- (1) CIF Pricing
 - (2) Duty drawback scheme
 - (3) International dispute settlement mechanism.

Assignment 2

Export Import Procedure & Documentation

- Q1. What are the steps involved in processing an export order?
- Q2. Write detailed notes on the followings:
- (1) Freight structure
 - (2) Pre-shipment & post shipment finance

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MBA-CC (3- Year Programme)

434 - Supply Chain Management

Note : Attempt any two questions. Each question will carry 10 marks.

Q.1 Explain the concept of logistics and its role in supply chain management.

Q.2 Compare & Contrast Pull v/s Push strategies in logistics. Also discuss the strategic advantages of information system in logistics.

Q.3 Discuss SCOR model and its relevance in the supply chain performance.

BBSingla
10.1.2012

School of Management Studies, Punjabi University, Patiala

MBA-CC (3- Year Programme)

436 - Retail Strategies

Note : Attempt any two questions. Each question will carry 10 marks.

Q.1 What is Retail market strategy? Discuss the drivers of changing face of retail structures in the developing economies, particularly in the context of India.

Q.2 What are the factors that a large department store like shoppers' stop should consider in retail strategic planning.

Q.3 Discuss the elements of financial strategies to measure the performance of retail organizations

BBSingla
10.1.2012

438- Customer Relationship Essentials in Retailing

Note : Attempt any two questions. Each question will carry 10 marks.

Q.1 Discuss the role of CRM in managing relationship & retaining the customers. Give some suitable methods of CRM adopted in Banking & Telecom.

Q.2 Explain the retail promotion-mix. Also discuss the steps involved in designing Retail communication Program.

Q.3 "Competitive advertisements are in limelight now a days." Justify the statement with example. Also discuss the methods of evaluating the effectiveness of advertisements.

Rob Singh

10.1.2012

Assignments -MBA-CC, 4th Semester (2012)
Security Analysis & Portfolio Management-414

Max. Marks=20

Assignment I. What do you mean by valuation? Explain briefly different equity valuation models. (10 marks)

Assignment II. Define Arbitrage Pricing Theory. As an investor, how do you use the APT? (10 marks)

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