

**INTERNAL ASSIGNMENT QUESTIONS  
M.B.A. IV SEMESTER**

**OCTOBER / NOVEMBER, 2018**



**PROF. G. RAM REDDY CENTRE FOR DISTANCE EDUCATION**  
(RECOGNISED BY THE DISTANCE EDUCATION BUREAU, UGC, NEW DELHI)

**OSMANIA UNIVERSITY**

(A University with Potential for Excellence and Re-Accredited by NAAC with "A" + Grade)

**DIRECTOR**  
**Prof. C. GANESH**  
**Hyderabad – 7, Telangana State**

**PROF.G.RAM REDDY CENTRE FOR DISTANCE EDUCATION  
OSMANIA UNIVERSITY, HYDERABAD – 500 007**

Dear Students,

Every student of MBA IV Semester has to write and submit Two Assignments for each paper compulsorily Each assignment carries 15 marks and for two assignments it is 30 marks. University Examinations will be held for 70 marks. The marks awarded to you will be forwarded to the Controller of Examination, OU for inclusion in the University Examination marks. The candidates have to pay the examination fee and submit the Internal Assignment in the same academic year. If a candidate fails to submit the Internal Assignment after payment of the examination fee he will not be given an opportunity to submit the Internal Assignment afterwards, if you fail to submit Internal Assignments before the stipulated date the Internal marks will not be added to University examination marks under any circumstances.

You are required to **pay Rs.500/-** towards the Internal Assignment Fee through Online along with Examination fee and submit the Internal Assignments along with the Fee payment receipt at the concerned counter.

**ASSIGNMENT WITHOUT ON-LINE PAYMENT RECEIPT WILL NOT BE ACCEPTED**

**Assignments on Printed / Photocopy / Typed papers will not be accepted and will not be valued at any cost. Only hand written Assignments will be accepted and valued.**

**Methodology for writing the Assignments:**

1. First read the subject matter in the course material that is supplied to you.
2. If possible read the subject matter in the books suggested for further reading.
3. You are welcome to use the PGRRCDE Library on all working days including Sunday for collecting information on the topic of your assignments. (10.30 am to 5.00 pm).
4. Give a final reading to the answer you have written and see whether you can delete unimportant or repetitive words.
5. The cover page of the each theory assignments must have information as given in FORMAT below.

**FORMAT**

1. NAME OF THE COURSE :
2. NAME OF THE STUDENT :
3. ENROLLMENT NUMBER :
4. NAME OF THE PAPER :
5. DATE OF SUBMISSION :
6. Write the above said details clearly on every assignments paper, otherwise your paper will not be valued.
7. Tag all the assignments paper-wise and submit
8. Submit the assignments on or before **31-10-2018** at the concerned counter at PGRRCDE, OU on any working day and obtain receipt.

**Prof. C. GANESH  
DIRECTOR**

**MBA IV SEMESTER  
MBA CDE- 401  
INTERNAL ASSIGNMENT**

**PAPER – I : TECHNOLOGY MANAGEMENT & ENTREPREURSHIP (TME)**

**ASSIGNMENT - I**

**I Answer the following 3 Questions. Each Question carries 5 Marks :**

1. Define technology Transformation. Discuss the various steps in the technology transformation.
2. Differentiate between Innovation and Invention. Explain about Technology Innovation Chain.
3. Define Diffusion. Explain the various stages in Complete Diffusion..

**ASSIGNMENT – II**

**II Answer the following 3 Questions. Each Question carries 5 Marks :**

1. Explain the Characteristics of a Techno Entrepreneur.
2. Explain about entrepreneurial development Process.
3. Explain the importance of a Project Report and explain about the items typically included in the report.

**MBA IV SEMESTER  
MBA CDE- 402**

**INTERNAL ASSIGNMENT**

**PAPER – II : STRATEGIC MANAGEMENT (SM)**

**ASSIGNMENT - I**

**I Answer the following 3 Questions. Each Question carries 5 Marks :**

1. What is strategy? Explain nature and scope of strategic management.
2. Explain strategic management planning process.
3. Why we do Environmental Scanning ? Explain.

**ASSIGNMENT – II**

**II Answer the following 3 Questions. Each Question carries 5 Marks :**

1. Write the method for strategy formulation.
2. What is outsourcing, Explain its benefits.
3. Strategic Alliance is an alternate strategy? Discuss.

**MBA IV SEMESTER  
MBA CDE- 403**

**INTERNAL ASSIGNMENT**

**PAPER – III : INTERNATIONAL BUSINESS (IB)**

**ASSIGNMENT - I**

**I Answer the following 3 Questions. Each Question carries 5 Marks :**

1. Explain the evolution of International Business.
2. Write briefly about any two International trade theories.
3. Explain the objectives and functions of W.T.O.

**ASSIGNMENT – II**

**II Answer the following 3 Questions. Each Question carries 5 Marks :**

1. Write the differences between Franchising and Licensing.
2. Write the Advantages and Disadvantages of Exporting.
3. Explain how culture is important in International Business.

**MBA IV SEMESTER  
MBA CDE- 404**

**INTERNAL ASSIGNMENT**

**PAPER – IV : SUPPLY CHAIN MANAGEMENT (SCM)**

**ASSIGNMENT - I**

**I Answer the following 3 Questions. Each Question carries 5 Marks :**

1. Explain the concept , Objectives and functions of supply chain management.
2. Explain the conceptual framework of Supply Chain Management. Bring out the significance of Global Supply Chain Management in today's competitive world.
3. Discuss the significance of inbound and outbound logistics. Write about logistic planning and strategy.

**ASSIGNMENT – II**

**II Answer the following 3 Questions. Each Question carries 5 Marks :**

1. Discuss the various modes and formats of transportations in supply chain. What are the factors influencing the selection of transporter?
2. Describe the significance and role of information technology in SCM. Explain current IT trends in SCM with suitable examples.
3. Explain the role and significance of Distribution Network in SCM. What are the factors influencing channel design?

**MBA IV SEMESTER  
MBA CDE – 406 : HRM  
INTERNAL ASSIGNMENT**

**(ELECTIVE): HRM  
INDUSTRIAL RELATIONS AND LABOUR LAWS**

**ASSIGNMENT – I**

**I Answer the following 3 Questions. Each Question carries 5 Marks :**

1. Factors influencing Industrial relations.
2. Role of collective bargaining in promoting industrial Peace.
3. Discuss the components and determinants of wage and explain wage administration in India.

**ASSIGNMENT – II**

**II Answer the following 3 Questions. Each Questions carries 5 Marks :**

1. Explain the machinery for the prevention and settlement of industrial disputes.
2. Evolution of labour administration in India.
3. Explain the legal and regulatory influences on employee benefit practices.

**MBA IV SEMESTER  
MBA CDE – 405 : HRM  
INTERNAL ASSIGNMENT**

**(ELECTIVE): HRM  
PERFORMANCE APPRAISAL & COUNSELLING (PAC)**

**ASSIGNMENT – I**

**I Answer the following 3 Questions. Each Question carries 5 Marks :**

1. Define KPAS ? Explain the procedure of identifying the performance areas of a given role.
2. What are the various types of Facilitating Factors ?
3. Explain Counseling process in detail.

**ASSIGNMENT – II**

**II Answer the following 3 Questions. Each Questions carries 5 Marks :**

1. What are the steps in identification of training needs?
2. Discuss and explain the sequential process of performance counseling.
3. Discuss the role of training in inculcating assertive behaviour.



**MBA IV SEMESTER  
MBA CDE – 405 : MARKETING  
INTERNAL ASSIGNMENT**

**(ELECTIVE) : MARKETING  
CONSUMER BEHAVIOUR (CB)**

**ASSIGNMENT – I**

**I Answer the following 3 Questions. Each Question carries 5 Marks :**

1. Explain various perspectives on consumer behavior. What are its limitations?
2. Define any two types of behavioral learning theories?
3. What do you understand by the term 'personality' ? Explain different theories in personality? Briefly explain ?

**ASSIGNMENT – II**

**II Answer the following 3 Questions. Each Questions carries 5 Marks :**

1. What do you understand by the sub culture and cross culture ? Briefly explain ?
2. What is buying decision process ? List out the steps in buying decision process ?
3. Discuss the Engel Kollat & Blackwell (E.K.B.) model of consumer decision making ?

**MBA IV SEMESTER  
MBA CDE – 406 : MARKETING  
INTERNAL ASSIGNMENT**

**(ELECTIVE) : MARKETING  
SERVICES MARKETING (SM)**

**ASSIGNMENT – I**

**I Answer the following 3 Questions. Each Question carries 5 Marks :**

1. Explain the meaning and nature of service marketing.
2. Discuss the decisions involved in product mix.
3. Define the CRM in marketing campaign.

**ASSIGNMENT – II**

**II Answer the following 3 Questions. Each Questions carries 5 Marks :**

1. Explain in detail the model of consumer behaviour.
2. Describe the importance of service marketing.
3. Explain consumer orientation and marketing strategy.

**MBA IV SEMESTER  
MBA CDE – 405: FINANCIAL AREA  
INTERNAL ASSIGNMENT**

**ELECTIVE (FINANCIAL AREA)  
INTERNATIONAL FINANCE**

**ASSIGNMENT - I**

**I Answer the following 3 Questions. Each Question carries 5 Marks :**

1. Explain the evolution of the International Financial System.
2. Describe MNCs and explain their process of expanding abroad.
3. Explain the types of foreign exchange risk.

**ASSIGNMENT – II**

**II Answer the following 3 Questions. Each Question carries 5 Marks :**

1. Explain the internal and external methods of hedging.
2. Explain the parity theories.
3. Describe the various instruments traded in international markets.

**MBA IV SEMESTER  
MBA CDE – 406: FINANCIAL AREA  
INTERNAL ASSIGNMENT**

**ELECTIVE (FINANCIAL AREA)  
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

**ASSIGNMENT - I**

**I Answer the following 3 Questions. Each Question carries 5 Marks :**

1. Describe the sources of investment information.
2. Define and explain the types of Bonds.
3. Explain the various forms of Efficient Market Hypothesis.

**ASSIGNMENT – II**

**II Answer the following 3 Questions. Each Question carries 5 Marks :**

1. Explain the Markowitz theory.
2. Describe Fundamental analysis.
3. Differentiate between APT and CAPM.