

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

**2020 - 2021**



**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. G.B. REDDY**  
**Hyderabad – 7, Telangana State**

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

Dear Students,

Date:

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 / Written with Black Ink Pen 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. MOBILE NUMBER :
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 **31.12.2021** at the concerned counter at PGRRCDE, OU on any working day and obtain receipt.

**Prof. G.B. REDDY  
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. Technology Life Cycle.
2. Technology development – options & Strategies.
3. Methodologies and methods of Technology forecasting.

**ASSIGNMENT – II**

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

1. Models of Technology Transfer.
2. Technology Evaluation, Diffusion ?
3. Basis and challenges of Entrepreneurship & Technology.

**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 strategic management process.
2. How is the BCG Matrix used in strategic analysis? Discuss.
3. Write the Michael Porter Five forces model.

**ASSIGNMENT – II**

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

1. Write various stages involved in Industry Life Cycle.
2. What is turnaround management strategy explain.
3. Write an essay on Balanced Score Card.

**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. What are the strategic various stages in approaches to International Business?
2. Discuss the role of WTO in International Trade.
3. Write a short notes on the major trading blocks in International Business.

**ASSIGNMENT – II**

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

1. What are the different modes of entry into global markets ?
2. Discuss the importance of International Strategic Planning.
3. Discuss the merits and demerits of MNCs 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 role of SCM in business ?
2. What do you understand the Inventory Management in Supply Chain?
3. What are value delivery systems for SCM ? Explain in detail.

**ASSIGNMENT – II**

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

1. Explain the advantages and disadvantages of SCM.
2. What are the functions and advantages of Logistic Management ?
3. Write a note on retail Supply Chain Management.

**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. Describe the importance and growth of services industry.
2. Explain the services of income generating organizations and non-income generating organizations ?
3. Explain the classification of 4 I s of services.

**ASSIGNMENT – II**

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

1. Explain the bases of segmentation.
2. What is market positioning ? What are the strategies for positioning services ?
3. Describe the role of physical evidence in service marketing.

**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. Illustrate the causative and remedial factors of industrial disputes.
2. Exemplify the role of collective bargaining in promoting industrial peace.
3. Explain the machinery for redressal of employee grievances.

**ASSIGNMENT – II**

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

1. Describe the statutory mechanism and frame work under payment of wages Act.
2. Describe and discuss the provisions of Industrial Employment standing orders Act.
3. Enlist the social security Acts in India and identify the flaws in their functioning.



**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. What is the need for clarity of roles and functions in modern organization ?
2. What are the latest appraisal practices in India ?.
3. What is Balance Score Card approach ?

**ASSIGNMENT – II**

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

1. What are the aims and objectives of counseling ?
2. Write a note on primary level of accurate empathy.
3. What is force field analysis approach to problem solving ?

**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 concept of consumer behavior.
2. Role of motivation and attitudes in Consumer Behaviour.
3. Discuss behavioural learning theories.

**ASSIGNMENT – II**

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

1. Explain culture, sub culture and cross culture.
2. Types and Nature of Reference groups.
3. Discuss consumer decision process.

**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 process of expanding abroad by MNCs.
2. Describe Financial Management in a multinational setting.
3. Explain the evolution of the international financial system.

**ASSIGNMENT – II**

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

1. Explain the types of foreign exchange risk.
2. Describe the financing instruments in international markets.
3. Write short notes on
  - i) Letter of credit
  - ii) Forfeiting
  - iii) International bill of exchange

**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. Explain the investment decision process.
2. Describe the concept and types of EMH.
3. Describe the features and types of Bonds.

**ASSIGNMENT – II**

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

1. Explain the Markowitz theory along with assumptions.
2. Describe the concept and classification of mutual funds.
3. Explain the meaning and types of derivatives.