

INTERNAL ASSIGNMENT QUESTIONS M.B.A. IV SEMESTER

2021 - 2022



PROF. G. RAM REDDY CENTRE FOR DISTANCE EDUCATION

(RECOGNISED BY THE DISTANCE EDUCATION BUREAU, UGC, NEW DELHI)

OSMANIA UNIVERSITY

(A University Accredited by NAAC with "A" + Grade Category – I Graded Autonomy by UGC)

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: 02-11-2022.

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 Examination Branch O.U. for inclusion in the Final marks memo. 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 in the final marks memo 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 EXAMINATION FEE PAYMENT RECEIPT (ONLINE) WILL NOT BE ACCEPTED

Assignments on Printed / Photocopy / Typed / Written will Black Ink Pen papers will not be accepted and will not be valued at any cost. Only hand written Assignments with blue pen 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 NO. | : |
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 **30.11.2022** at the concerned counter at PGRRCDE, OU on any working day and obtain receipt.

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. Explain in detail Technology Life Cycle.
2. Explain with any example, forecasting approaches.
3. Discuss about Technology Transfer.

ASSIGNMENT – II

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

1. Briefly explain the benefits of Technology Absorption.
2. Discuss about Innovation and Entrepreneurship.
3. Discuss about Project Report and Project Appraisal.

**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. Distinguish Strategic Planning, Management Control and Operational Control.
2. What are the factors that shape a Company's Strategy?
3. Explain Strategies of BCG model.

ASSIGNMENT – II

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

1. Explain in detail about Generic Competitive Strategies.
2. Explain the linkages in a Value Chain of a firm.
3. Distinguish between Mergers and Takeovers.

**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. Write the evolution of International Business?
2. Explain Adamsmith Contribution to International Business.
3. Explain Tariff and Non-Tariff barriers its relevance.

ASSIGNMENT – II

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

1. Write the role of ASEAN in promotion of International Business in South Asia.
2. Explain different Contractual mode of entry into International Business.
3. Explain the role of a culture 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. Objective and Function of Supply Chain Management?
2. Explain Logistic Management ?
3. Balanced Business Score Card. Explain in detail.

ASSIGNMENT – II

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

1. Explain Customer Service Strategy Framework.
2. Explain concept of value chain in detail.
3. What is Product Life Cycle and Explain in detail.

**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. Basic concept and philosophy of IR.
2. Collective Bargaining.
3. Trade Union Recognition and Govt. Policy.

ASSIGNMENT – II

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

1. Wage Policy and Regulations.
2. Minimum Wages Act.
3. Employee safety and Welfare programmes.

**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. Explain the use of Performance Appraisal Mechanism in the development of human resources of an organization ?
2. What is Performance Analysis ? What is its role in the performance appraisal process ?.
3. What is the Balanced Scorecard? Explain in detail the modus operandi used for Balanced Scorecard.

ASSIGNMENT – II

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

1. What is primary level of accurate empathy ? Why is it an important skill for the first stage ?
2. Discuss the role of training in inculcating assertive behaviour.
3. Define KPAs ? Explain the procedure of identifying the performance areas of a given role?

**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. Nature of Consumer Behavior and discuss Family Life Cycle.
2. Measurement of Social Class & discuss sub-culture..
3. Discuss the characteristics of adhere and discuss brand equity.

ASSIGNMENT – II

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

1. Define personality. Explain the theories of personality in detail.
2. Explain the group dynamics influence in Consumer Behaviour.
3. Explain Engel-Kollat – Blackwell model with a diagram.

**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. Write about evolution of International Financial System.
2. Explain the growth of multinational enterprises after globalisation.
3. Write about various rates used in foreign exchange markets.

ASSIGNMENT – II

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

1. What is a currency derivatives ? Explain various types of currency derivatives.
2. What is Capital Budgeting ? Explain the evaluation of foreign investment in International Markets.
3. Explain various sources for Finance for International Trade.

**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.