

Directorate of Distance Education
Swami Vivekanand Subharti University
II Year

MASTER OF BUSINESS ADMINISTRATION

(MBA)

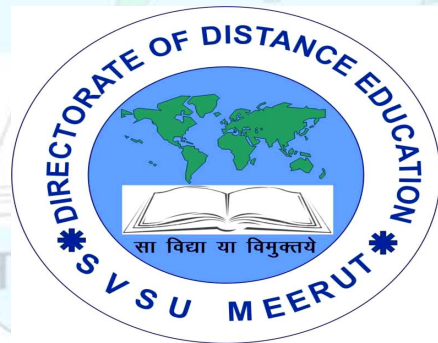
MBA/ASSIGN/ III/SEM/A-2020-21

Assignments

(For JUNE Academic Batch-2020-21)

MBA-301, MBA-302, MBA-03(Specilization), MBA-

04(Specilization)



DIRECTORATE OF DISTANCE EDUCATION
SWAMI VIVEKANAND SUBHARTI UNIVERSITY

Subhartipuram, NH-58, Delhi-Haridwar-Meerut

By-Pass Road, Meerut- 250 005

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Detail of Program

Course Code	Name of the subject	Page No
MBA-301	Strategic Management	3
MBA-302	Retail Management	4
MBA MK-1	Consumer Behavior & Marketing Comm.	5
MBA MK-2	Marketing of Services	6
MBA FM-1	Management of Working Capital	7
MBA FM-2	Security Analysis & Investment Management	8
MBA HR-1	Industrial Relations & Labour Enactments	9
MBA HR-2	Organization Development	10
MBA IT-1	Database Management System	11
MBA IT-2	System Analysis & Design & Software Engineering	12
MBA FD-1	Fashion General Theory	13
MBA FD-2	Fabric Study	14

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Course Code : MBA - 301
Course Title : Strategic Management,
Assignment No. : MBA - 301
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

- Q.1. What do you understand by corporate culture?
Q.2. Explain environmental threat and opportunity profile (ETOP).
Q.3. What are the key elements in the strategic management process?
Q.4. Write the process of M.B.O.
Q.5. Write the process of Strategic Management.

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Course Code : MBA - 2
Course Title : Retail Management,
Assignment No. : MBA - 2/ A-2020-21
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

Q.1. Write a short note on CRM.

Q.2. What are the factors that influence consumer behavior in retail banking?

Q.3. Explain the Customer Relationship Management (CRM) systems.

Q.4. Describe the role of two locational theories and retail market identification in the emerging Indian retail context.

Q.5. Write a short note on Retail Management.

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Course Code : MBA MK-1
Course Title : Consumer Behavior & Marketing Comm
Assignment No. : MBA MK-1/A-2020-21
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

Consumer Behavior & Marketing Comm.

- Q.1. What are the various types of media available for advertising?
Q.2. Describe the advantages and disadvantages of advertising and other promotional tools.
Q.3. Write a short note on Consumer Behavior.
Q.4. Discuss the advantage and disadvantage of Marketing Communication.
Q.5. Explain the concept of social class?

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Course Code : MBA MK-2
Course Title : Marketing of Services
Assignment No. : MBA MK-2/ A-2020-21
SLM Code : M-215
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

Q.1. What are the various modes of service delivery in international trade?

Q.2. Why do customers switch service providers?

Q.3. Can you do anything as a marketer to prevent the customers from switching?

Q.4. Discuss the importance of non-monetary costs in pricing decisions for services taking the example of health services

Q.5. Define the feature of marketing services.

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II Year**

Course Code : MBA FM-1
Course Title : Management of Working Capital
Assignment No. : MBA FM-1/ A-2020-21
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

- Q.1. What is cash flow management?
Q.2. What is financial forecasting?
Q.3. What is inventory control?
Q.4. Write a short note on budgeting.
Q.5. What is inventory control?



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Course Code : MBA FM-2
Course Title : Security Analysis & Investment Management
Assignment No. : MBA FM-2/A-2020-21
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

Q.1 Discuss the role & importance of stock exchange

Q.2 Briefly explain the function dealing of stock exchange.

Q.3 Define a Primary and Secondary Market for securities.

Q.4 The Capital asset Pricing Model (CAPM) contends that there is systematic & unsystematic risk for an individual security.

Q.5 Discuss why the primary market is dependent on the secondary market?

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Course Code : MBA HR-1
Course Title : Industrial Relations & Labour Enactments
Assignment No. : MBA HR-1/ A-2020-21
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

Q.1 What are the laws enacted to address the issues of industrial dispute and conflicts among workers and unions?

Q.2 What is meant by industrial relations?

Q.3 Explain the nature and scope of industrial relations system in India?

Q.4 Write a short note on Labour Enactments.

Q.5 What are the characteristics of India Labour and how has that changed over the time?

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Course Code : MBA HR-2
Course Title : Organization Development
Assignment No. : MBA HR-2/ A-2020-21
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

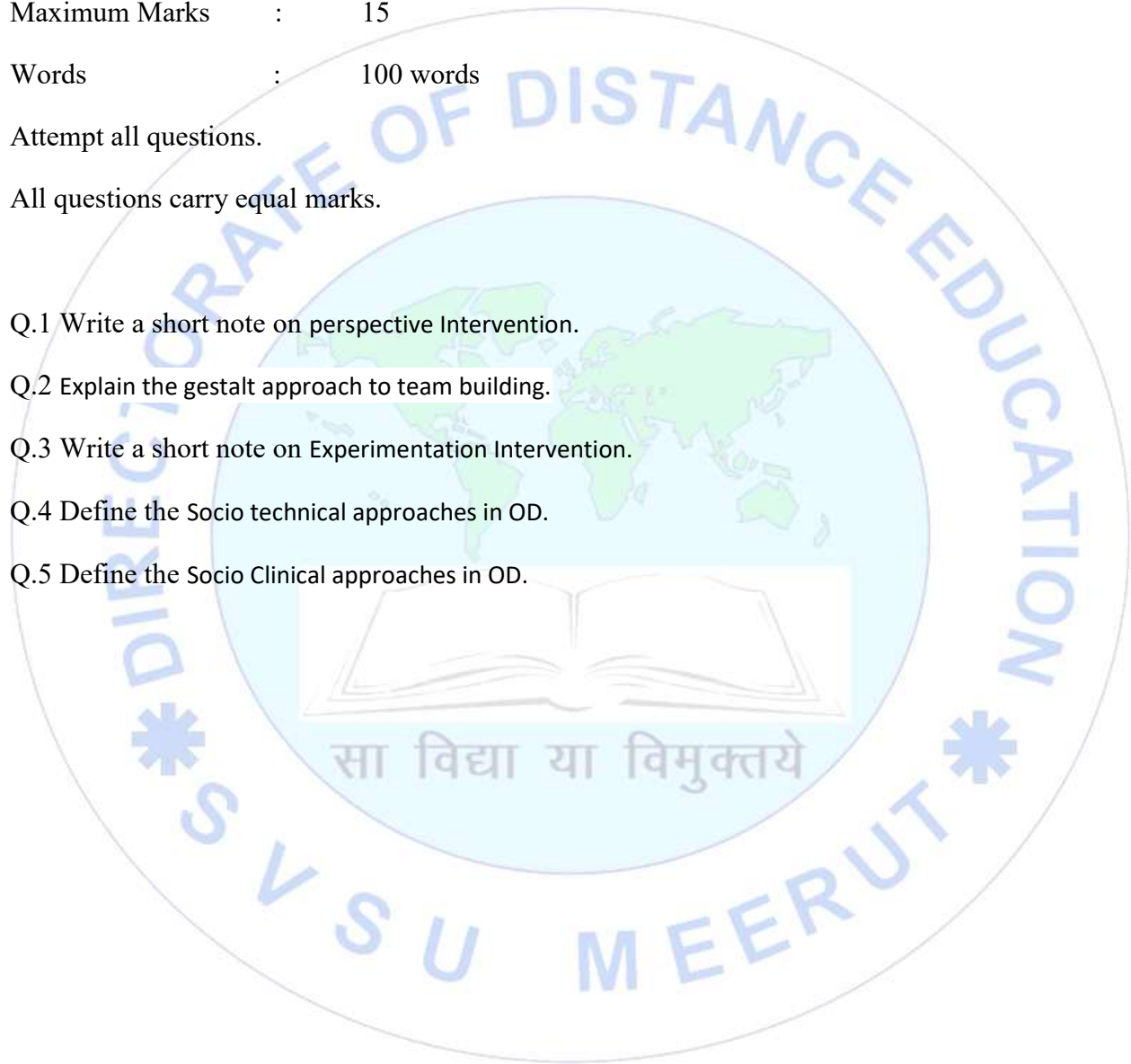
Q.1 Write a short note on perspective Intervention.

Q.2 Explain the gestalt approach to team building.

Q.3 Write a short note on Experimentation Intervention.

Q.4 Define the Socio technical approaches in OD.

Q.5 Define the Socio Clinical approaches in OD.



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Course Code : MBA IT-1
Course Title : Database Management System
Assignment No. : MBA IT-1/ A-2020-21
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

Q.1 Explain Relational Database Model.

Q.2 What is an entity type?

Q.3 What is an entity set?

Q.4 Explain the importance of Database models.

Q.5 Explain the difference among an entity, an entity type and an entity set.



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Course Code : MBA IT-2
Course Title : System Analysis & Design & Software Engineering
Assignment No. : MBA IT-2/ A-2020-21
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

- Q.1 Write a short note on system analysis.
Q.2 Explain the Fact-Finding Techniques.
Q.3 Describe the Benefits of Computer-Assisted Tools.
Q.4 Define the Software Engineering.
Q.5 Write and essay on Data Flow Diagram.



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Course Code : MBA FD-1
Course Title : Fashion General Theory
Assignment No. : MBA FD-1/ A-2020-21
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

Q.1 Write a short note on Yarns.

Q.2 Define the types of Yarns.

Q.3 Explain the uses of textiles in our daily life with reference to apparel, household, industrial and medical fields.

Q.4 Define the Fashion general theory.

Q.5 Describe the Twill weave and its variations

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Course Code : MBA FD-2
Course Title : Fabric Study
Assignment No. : MBA FD-2/ A-2020-21
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

Q.1 Write a short note on Stencil printing.

Q.2 Give a detailed comparison on the properties of cellulosic and protein fibre.

Q.3 Write a short note on Roller printing.

Q.4 Write a short note on Fashion designing.

Q.5 Enlist the different types of shuttleless looms.

