

Directorate of Distance Education
Swami Vivekanand Subharti University
II Year

**MASTER OF BUSINESS ADMINISTRATION
(MBA)**

MBA/ASSIGN/ IV/SEM/C-2020

Assignments

(For December Calendar Batch-2020)

MBA-401, 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

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Course Code : MBA - 401
Course Title : Entrepreneurship and Small Business Management,
Assignment No. : MBA - 401
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

- Q.1 Define the term entrepreneurship in your own words.
- Q.2 What is Entrepreneurial Competence?
- Q3. What are the salient features of New Small Enterprise Policy, 1991.
- Q4. What are the components of working environment in which women entrepreneurs operate?
- Q5. Explain the advantages and disadvantages of different forms of business organization.

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Course Code : MBA MK-3
Course Title : Consumer Behavior & Marketing Comm
Assignment No. : MBA MK-3/C-2020
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

Sales and Distribution Management

- Q.1. Explain various functional elements of sales management?
Q.2. Describe the advantages and disadvantages of marketing.
Q.3. Explain various functional elements of sales management?
Q.4. Write a short note on Marketing Communication.
Q.5. Describe the financial tools for measuring channel performance.

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Course Code : MBA MK-4
Course Title : E-Marketing and analytics
Assignment No. : MBA MK-4/ C-2020
SLM Code : M-215
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

- Q.1. What is e-marketing?
Q.2. What is e-security?
Q.3. Explain in detail changing trends in consumer behaviors?
Q.4. Explain the Network and Website Security.
Q.5. Define the main features of e-marketing.

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Course Code : MBA FM-3
Course Title : Management of Financial Institutions & Services
Assignment No. : MBA FM-3/ C-2020
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

- Q.1. What do you mean by financial system?
Q.2. What is financial forecasting?
Q.3. What is the significance of merchant banking in Indian context?
Q.4. Write a short not on Financial Institutions.
Q.5. What are the different types of securitized debt?

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Course Code : MBA FM-4
Course Title : Corporate Financial Restructuring
Assignment No. : MBA FM-4/C-2020
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

Q.1 What are the differences between merger and acquisition?

Q.2 Briefly explain the function of CORPORATE FINANCIAL.

Q.3 Discuss the Interpretation of Arbitrage Spreads?

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

Q.5 What are the three methods of valuation?

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Course Code : MBA HR-3
Course Title : Global HRM
Assignment No. : MBA HR-3/ C-2020
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

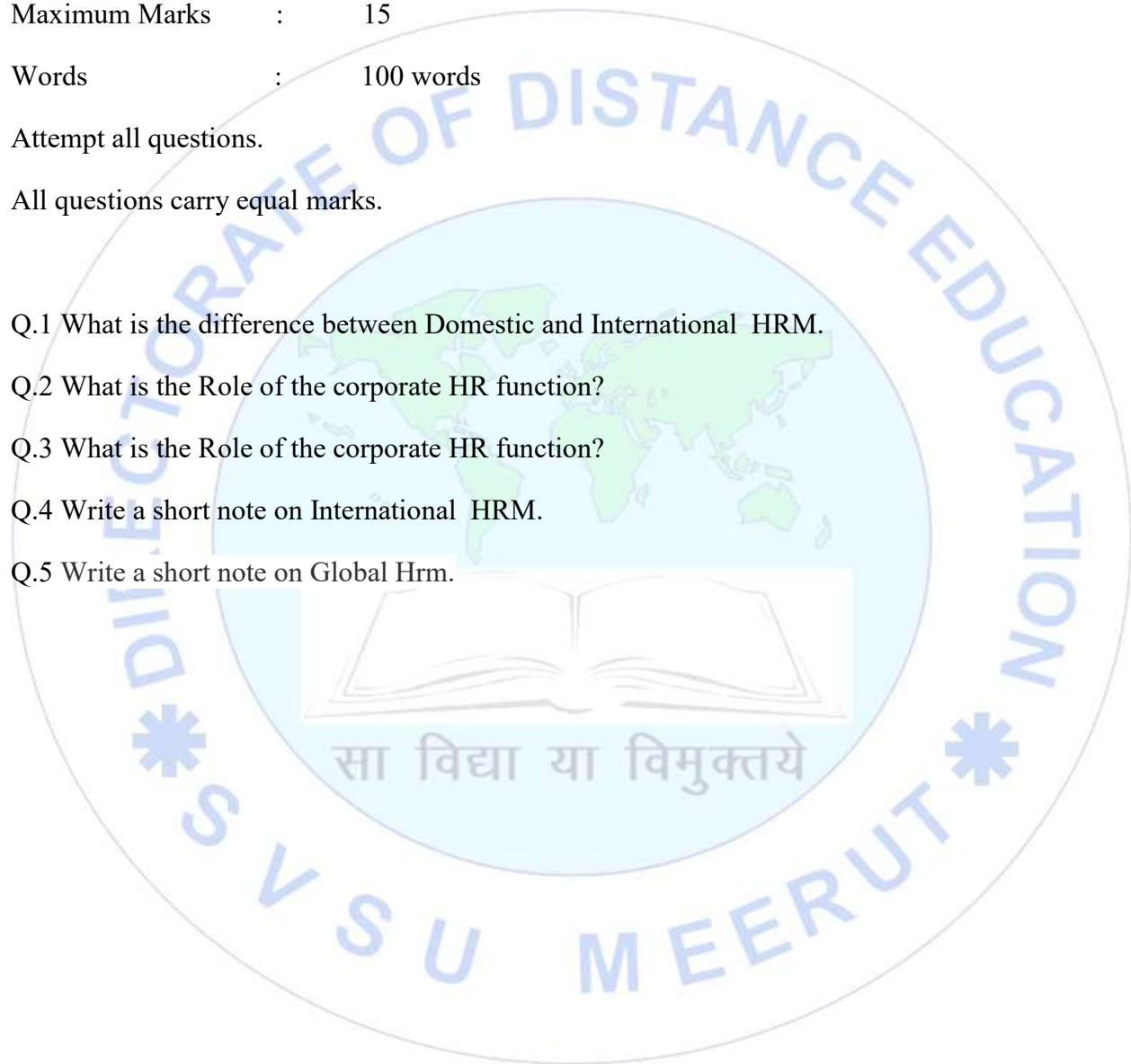
Q.1 What is the difference between Domestic and International HRM.

Q.2 What is the Role of the corporate HR function?

Q.3 What is the Role of the corporate HR function?

Q.4 Write a short note on International HRM.

Q.5 Write a short note on Global Hrm.



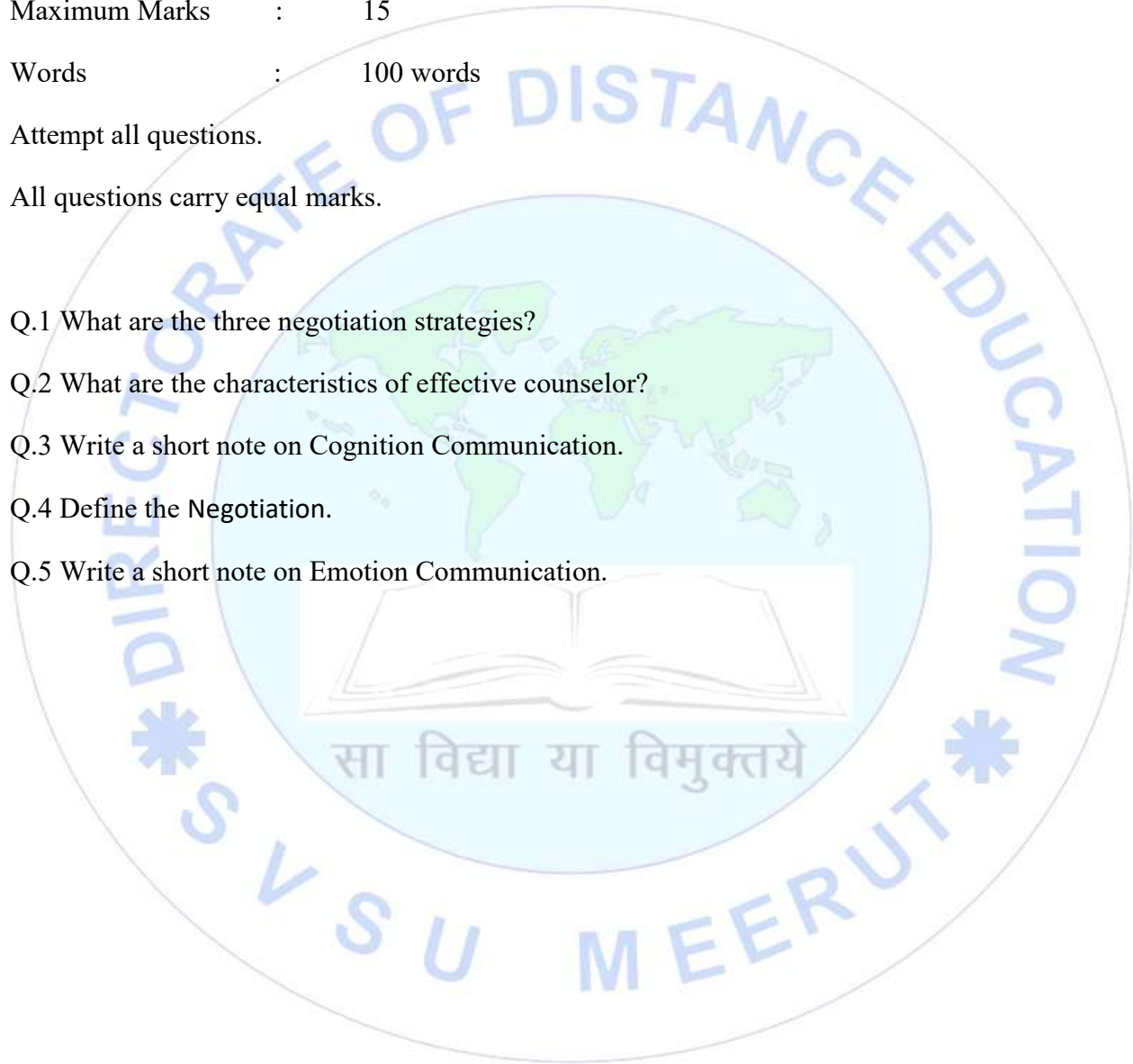
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Course Code : MBA HR-4
Course Title : Negotiation & Counseling
Assignment No. : MBA HR-4/ C-2020
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

- Q.1 What are the three negotiation strategies?
Q.2 What are the characteristics of effective counselor?
Q.3 Write a short note on Cognition Communication.
Q.4 Define the Negotiation.
Q.5 Write a short note on Emotion Communication.



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Course Code : MBA IT-3
Course Title : Data communication & Network
Assignment No. : MBA IT-3/ C-2020
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

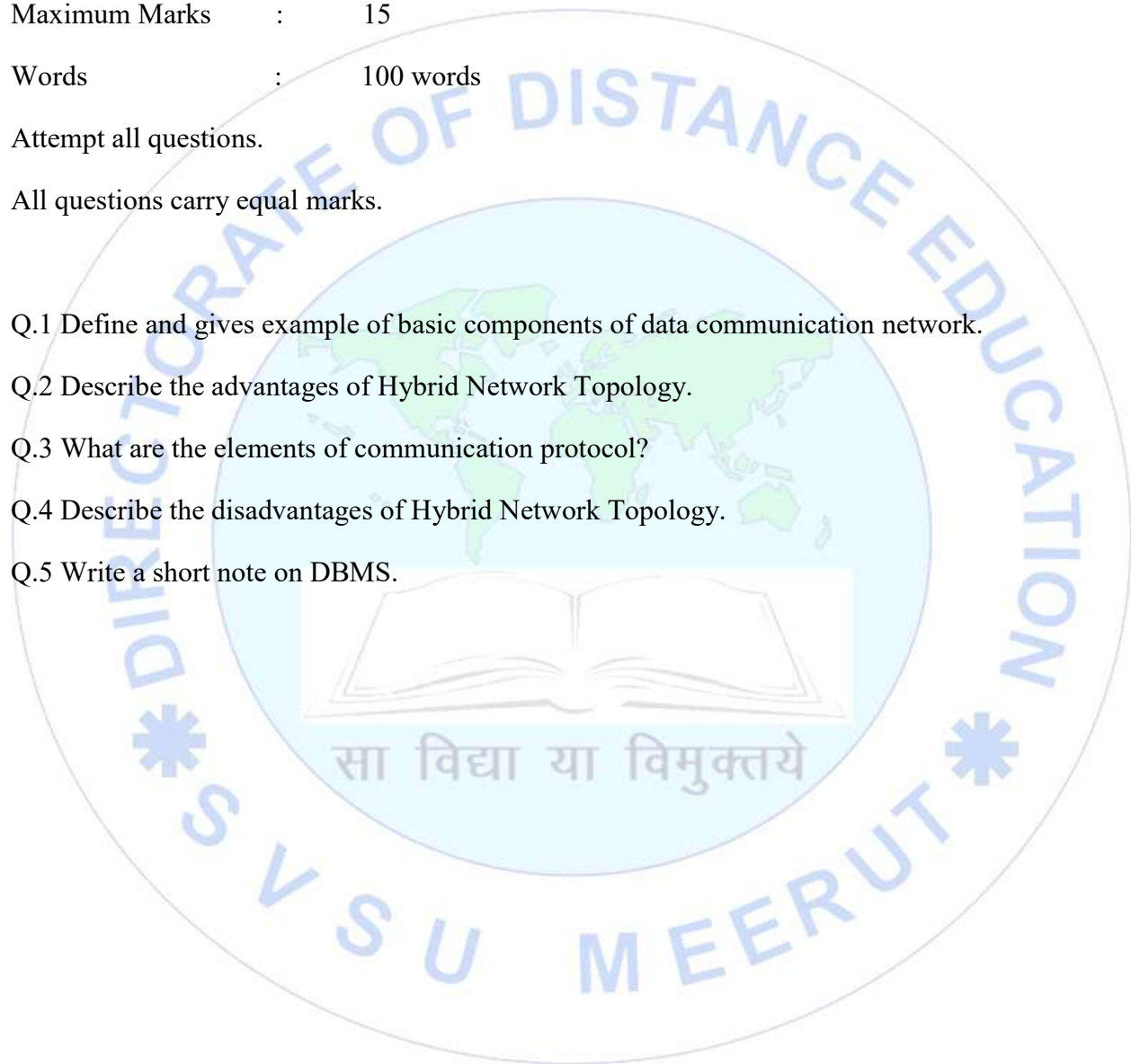
Q.1 Define and gives example of basic components of data communication network.

Q.2 Describe the advantages of Hybrid Network Topology.

Q.3 What are the elements of communication protocol?

Q.4 Describe the disadvantages of Hybrid Network Topology.

Q.5 Write a short note on DBMS.



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Course Code : MBA IT-4
Course Title : Electronic Commerce
Assignment No. : MBA IT-4/ C-2020
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

- Q.1 What are the advantages of transacting business online?
Q.2 Write a short note on bricks-and-clicks.
Q.3 What do you understand by the “Content Management” and “Content Preparation ?
Q.4 What are the disadvantages of transacting business online?
Q.5 Write a short note on pure business models.

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Course Code : MBA FD-3
Course Title : Fashion Illustration
Assignment No. : MBA FD-3/ C-2020
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

Q.1 How to illustrate fashion illustration?

Q.2 Describe the feature of FD.

Q.3 Write a short note of fashion designing .

Q.4 Define the Fashion Illustration.

Q.5 Write a short note of sketching.



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Course Code : MBA FD-4
Course Title : Apparel Manufacturing Technology
Assignment No. : MBA FD-4/ C-2020
Maximum Marks : 15
Words : 100 words

Attempt all questions.

All questions carry equal marks.

- Q.1 What is the role of the marketing division in apparel firm ?
- Q.2 Give a detailed comparison on the properties of cellulosic and protein fibre.
- Q.3 What is the product standard which used in the apparel manufacturing industry?
- Q.4 Write a short note on Apparel Manufacturing Technology.
- Q.5 What is the product standard which used in the apparel manufacturing industry?