

INTERNAL ASSIGNMENT QUESTIONS M.B.A. IV SEMESTER

2022 - 2023



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: 29.09.23.

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 **29.09.2023** 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 : 3x5=15

1. What do you mean by Technology ? How do we clarify the Technology ?
2. Define Technological change and list the various categories of technological changes.
3. List the various stages in Technology Life Cycle and Explain at length.

ASSIGNMENT – II

II Answer the following 3 Questions. Each Question carries 5 Marks : 3x5=15

1. List the various approaches to Technology Development.
2. Discuss at length the Technological Forecasting.
3. What is Entrepreneurship ? List the theories of Entrepreneurship.

**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 : 3x5=15

1. What is strategy and explain elements of Strategic Management ?
2. What is Strategic Planning and explain importance of Strategic Planning
3. Diversification and reasons for Diversification.

ASSIGNMENT – II

II Answer the following 3 Questions. Each Question carries 5 Marks : 3x5=15

1. Explain value chain and its importance.
2. Explain Core Competence theory.
3. Portor five tasks theory.

**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 : 3x5=15

1. Explain Theory of Mercantilism and Theory of Absolute Cost Advantage.
2. Discuss the significance of Regional Integration.
3. Discuss salient features and functions of WTO.

ASSIGNMENT – II

II Answer the following 3 Questions. Each Question carries 5 Marks : 3x5=15

1. Discuss Various Global Market Entry Strategies.
2. Explain various types of Strategic Alliances.
3. Discuss the role of Intercultural Communication in Global 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 : 3x5=15

1. What is Supply Chain Management? Explain objectives and functions of SCM.
2. Explain conceptual framework of SCM.
3. Describe brief the strategies involved in SCM.

ASSIGNMENT – II

II Answer the following 3 Questions. Each Question carries 5 Marks : 3x5=15

1. What is Supply Chain Alignment theory ?
2. Explain key factors that decide the success and failure of SCM.
3. How to develop a customer service strategy ?

**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 : 3x5=15

1. Definition of Service Marketing and Nature of Service Marketing.
2. Explain in detail the model of Consumer Behaviour.
3. Explain the basis of Segmentation.

ASSIGNMENT – II

II Answer the following 3 Questions. Each Questions carries 5 Marks : 3x5=15

1. Explain dimensions of service quality management.
2. Explain the strategies in dealing with Inventory services.
3. What are the various essential of relationship 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 : 3x5=15

1. Write about the evolution of Industrial Relations in India.
2. What is Collective Bargaining ? What are the characteristics of Collective Bargaining ?
3. Define a trade union. Why are trade unions formed.

ASSIGNMENT – II

II Answer the following 3 Questions. Each Questions carries 5 Marks : 3x5=15

1. What is meant by discipline ? Discuss the objectives of maintaining discipline in an organization.
2. Explain the major provisions of standing orders.
3. Define workers participation in management & Explain the objectives of workers participation in management.

**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 : 3x5=15

1. Explain the objectives of Performance Appraisal.
2. Define Key Performance Areas (KPAs).
3. Explain the Performance Appraisal methods and techniques.

ASSIGNMENT – II

II Answer the following 3 Questions. Each Questions carries 5 Marks : 3x5=15

1. Balance Score Card approach.
2. Explain the physical and psychological presence.
3. Explain the developmental action of goals.

**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 : 3x5=15

1. Discuss the scope and importance of Consumer Behaviour.
2. Describe the Tri-component Attitude model.
3. Discuss about Cognitive Learning Theory.

ASSIGNMENT – II

II Answer the following 3 Questions. Each Questions carries 5 Marks : 3x5=15

1. Discuss the influence of social class on the behavior of consumer.
2. Define Culture, sub-culture ? Explain the need for cross-cultural understanding.
3. What is a Model ? Explain Howard-Sheth Model.

**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 : 3x5=15

1. What are MNCs ? and What economic roles do they play?
2. Describe the Bresson woods Agreement ?
3. Explain International Fisher effect.

ASSIGNMENT – II

II Answer the following 3 Questions. Each Question carries 5 Marks : 3x5=15

1. Explain the BoP in determination of exchange rate.
2. What do you mean by hedge ? What parameters do you consider before designing a hedging Strategy?
3. Write the difficulties in evaluation of foreign investment.

**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 : 3x5=15

1. What is an investment ? Describe the steps in the Investment Decision Process.
2. List the various measures of bond returns.
3. What is the EIC approach used by the fundamental analysis ?

ASSIGNMENT – II

II Answer the following 3 Questions. Each Question carries 5 Marks : 3x5=15

1. What is efficient Market Hypothesis ?
2. What is Mutual Funds ? Discuss the classification and advantages.
3. What are derivatives ? Describe the features of forwards, futures, options and swaps.