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उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2014-2015

परास्नातक व्यापार प्रबन्धन कार्यक्रम (एम०बी०ए०)

Master of Business Administration Programme (MBA)

विषय : प्रबन्धन विषय कोड : एम.बी.ए..  
Subject : Management Subject Code : MBA  
कोर्स शीर्षक : प्रबन्धन कार्य एवं व्यवहार कोर्स कोड : एम.बी.ए.-1.1(N)  
Course Title : Management Function Course Code : MBA-1.1(N)/1.1(O)  
and Behaviour

अधिकतम अंक : 30  
Maximum Marks : 30

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

Section 'A'

अधिकतम अंक : 18  
Maximum Marks : 18

1. Discuss professionalism in management? Also explain various task and responsibilities of a professional manager. 6
2. Explain management Information System? Also Discuss nature of MIS for various levels of management in an organisation? 6
3. Define various characteristics of control? Also discuss various techniques of controlling. 6

Section - B

अधिकतम अंक : 12

Maximum Marks : 12

**Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. Explain process of communication? 2
5. Differentiate between long term planning & short term planning? 2
6. What do you understand by decision making skills? 2
7. Discuss various skills for top management? 2
8. Define advantages and disadvantages of group decision making? 2
9. Differentiate between Programmes and Schedules? 2

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Master of Business Administration Programme (MBA)

विषय : विषय कोड : एम.बी.ए.  
Subject : Subject Code : MBA  
कोर्स शीर्षक : कोर्स कोड : एम.बी.ए.-1.2(N)/  
Course Title : Managing Men पी.जी.डी.एच.आर.डी.-01  
Course Code : MBA-1.2N/  
PGDHRD-01

अधिकतम अंक : 30  
Maximum Marks : 30

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

Section 'A'

अधिकतम अंक : 18  
Maximum Marks : 18

1. What do you understand by Human Resource development?  
Discuss the Principles designing in HRD System. 6
2. Describe the Need Hierarchy Theory of Motivation. 6
3. Discuss the concept and process of Collective Bargaining. 6

Section - B

अधिकतम अंक : 12  
Maximum Marks : 12

**Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. What are the success factors of manpower planning? 2
5. Write the steps in grievance handling procedure. 2
6. How you can Evaluate a training programme? 2
7. Describe the characteristics underlying Job Enrichment. 2
8. What are the components of salary administration? 2
9. How the workers participation is important for Industrial democracy? 2

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Master of Business Administration Programme (MBA)

विषय : विषय कोड : एम.बी.ए..  
Subject : Subject Code : MBA  
कोर्स शीर्षक : कोर्स कोड : एम.बी.ए.-1.3(N)/  
Course Title : Economic and Social एम.बी.ए.-1.3(O)  
Environment Course Code : MBA-1.3(N)  
MBA 1.3(O)

अधिकतम अंक : 30  
Maximum Marks : 30

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

Section 'A'

अधिकतम अंक : 18  
Maximum Marks : 18

1. What do you understand by Economic Environment of business? Explain critical elements of Economics Environment too with the help of suitable examples. 6
2. Write on explanatory note on today's Economic Environment of India. 6
3. What do you understand by the Interaction Matrix of Economic and Non-Economic Environment. 6

Section - B

अधिकतम अंक : 12  
Maximum Marks : 12

**Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. What do you understand by Trade Union Movement? 2
5. Explain Shareholders movement in brief. 2
6. Critically evaluate Social Responsibility of Business. 2
7. What kind of structural changes have taken place in Indian Industries? Explain with examples. 2
8. What are the objectives and scope of public sector in India? 2
9. Write an explanatory note on Growth and Structure of private sector in India. 2

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Master of Business Administration Programme (MBA)

विषय : प्रबन्धन विषय कोड : एम.बी.ए.  
 Subject : Management Subject Code : MBA  
 कोर्स शीर्षक : कोर्स कोड : एम.बी.ए.-1.4(N)/  
 Course Title : Quantitative Analysis 1.4 (O)  
 for Managerial Application Course Code : MBA-1.4(N)/1.4(O)

अधिकतम अंक : 30  
 Maximum Marks : 30

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

### Section 'A'

अधिकतम अंक : 18  
 Maximum Marks : 18

1. The following data relate to the marks obtained by 10 students of a class in Statistics and Costing. 6

**Marks in Statistics :** 30 38 28 27 28 23 30 33 28 35

**Marks in Costing :** 29 27 22 29 20 29 18 21 27 22

Calculate spearman's rank correlation coefficient.

2. (a) What do you mean by mean deviation? How is it differ from standard deviation? 3  
 (b) Define correlation. Explain various types of correlation with suitable examples. 3  
 3.(a) What are index numbers? Why are they called economic barometers? 3  
 (b) On the basis of the following information calculate Fisher' Ideal Index Number. 3

Commodity	Base year		Current year	
	Price	Quantity	Price	Quantity
A	2	40	6	50
B	4	50	8	40
C	6	20	9	30
D	8	10	6	20
E	10	10	5	20

### Section - B

अधिकतम अंक : 12  
 Maximum Marks : 12

**Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. What is student 't' test? 2  
 5. Find the value of the following. 2

$$\text{Det A} = \begin{vmatrix} 1 & 20 & 20 \\ 3 & 10 & 11 \\ 4 & 11 & 11 \end{vmatrix}$$

6. Distinguish between skewness and kurtosis. Explain the different ways of measuring kurtosis. 2  
 7. A dice is tossed 500 times, what is the probabioity of '1' coming up 100 times? 2  
 8. Differentiate between standard deviation and standard error? 2  
 9. Discuss the retative merits of 'Mode' and 'Median'? 2

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2014-2015

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Master of Business Administration Programme (M.B.A.)

विषय : विषय कोड : एम.बी.ए.  
Subject : Subject Code : MBA  
कोर्स शीर्षक : कोर्स कोड : एम.बी.ए.-3.2(O)/  
Course Title : Organisational Design एम.बी.ए.-1.5(N)  
Development and पी.जी.डी.एच.आर.डी.-02  
change Course Code: MBA-3.2(O)/  
MBA 1.5(N)/  
PGDHRD-02

अधिकतम अंक : 30  
Maximum Marks : 30

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

Section 'A'

अधिकतम अंक : 18  
Maximum Marks : 18

1. What are the strengths and limitations of the traditional approaches to work organisation? 6
2. Explain what is organisational analysis and organisational diagnosis? 6
3. Examine the Nature and scope of organisation development. 6

Section - B

अधिकतम अंक : 12  
Maximum Marks : 12

**Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. Discuss the role of a change agent. 2
5. What do you understand by Consolidation and standardisation? 2
6. Describe the significant dimensions of Institution building. 2
7. Explain the major aspects of neoclassical view point. 2
8. Discuss about quality of work life in Indian context. 2
9. What are the dimensions of Organisational Design? 2

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(Assignment)

2014-2015

Master of Business Administration Programme (MBA)

Subject : Management

Subject Code: MBA

Course Title: Marketing for Managers Course Code: MBA-1.6(N)/2.2(O)

Maximum Marks: 30

**Section -A**

Maximum Marks: 18

**Note:** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

1. How you will define marketing mix? Discuss it's various elements in detail.
2. What is marketing? Discuss its nature scope and importance.
3. Describe the concept of social marketing in Indian Scenario?

**Section - B**

Maximum Marks: 12

**Note:** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. Comment on optimum marketing mix concept?
5. How marketing help our citizens for economic upliftment?
6. Discuss various elements of marketing strategies?
7. What is marketing services?
8. Is marketing outer function of organization?
9. Comment the significance of marketing for developing economy?

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Master of Business Administration Programme (M.B.A.)

विषय : प्रबन्धन

विषय कोड : एम.बी.ए..

Subject : Management

Subject Code : MBA

कोर्स शीर्षक :

कोर्स कोड : एम.बी.ए.-2.1(N)

Course Title : Information

Course Code: MBA-2.1(N)

Management &amp;

Computer

अधिकतम अंक : 30  
Maximum Marks : 30

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

### Section 'A'

अधिकतम अंक : 18  
Maximum Marks : 18

1. Discuss the role of MIS (Management Information System) at different levels of management. Suggest a suitable structure for MIS clearly giving the desirable characteristics of MIS. 6
2. (a) Describe the role of Linear Programming in managerial decision making. What are its limitations? 6
- (b) Solve graphically the following LPP :

$$\text{Minimize } Z = 4X_1 - 2X_2$$

Subject to :

$$X_1 + X_2 \leq 14$$

$$3X_1 + 2X_2 \geq 36$$

$$2X_1 + X_2 \leq 24$$

$$X_1, X_2 \geq 0$$

- 3.(a) Why is PERT important in network analysis? Explain the concept of slack and float in a project. 6
- (b) Find the initial basic feasible solution of the given transportation problem by using Vogel's approximation method.

	D	E	F	Supply
A	6	4	1	50
B	3	8	7	40
C	4	4	2	60
Demand	20	95	35	150

### Section - B

अधिकतम अंक : 12  
Maximum Marks : 12

**Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. What do you mean by data flow diagram? Discuss its use in system design. 2
5. "O.R. is no more than a quantitative analysis of the problem." Comment. 2
6. Differentiate between system software and application software clearly. 2
7. What is computer based information system? Discuss its different stages. 2
8. Explain inventory. What is the purpose of maintaining inventory? 2
9. Write short notes on the following : 2
  - (a) Sub programs
  - (b) Structure of COBOL programs.

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2014-2015

परास्नातक व्यापार प्रबन्धन कार्यक्रम (एम०बी०ए०)

Master of Business Administration Programme (M.B.A.)

विषय : प्रबन्धन विषय कोड : एम.बी.ए.  
Subject : Management Subject Code : MBA  
कोर्स शीर्षक : प्रबन्धकीय अर्थशास्त्र कोर्स कोड : एम.बी.ए.-3.1(O)2.2(N)  
Course Title : Managerial Course Code: MBA-3.1(O)/2.2(N)  
Economics

अधिकतम अंक : 30  
Maximum Marks : 30

**नोट :** दीर्घ उत्तरीय प्रश्न। प्रश्नों के अपने उत्तर 800 से 1000 शब्दों में लिखें। सभी प्रश्न अनिवार्य हैं।

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

खण्ड - 'अ'

Section 'A'

अधिकतम अंक : 18  
Maximum Marks : 18

1. "माँग वक्र नीचे दाहिनी ओर गिरता हुआ होता है।" कथन का परीक्षण कीजिए। 6  
"Demand curve has a downward trend towards right". Examine the statement.
2. माँग की कीमत लोच से आप क्या समझते हैं? इसे कैसे मापा जा सकता है? 6  
What is price elasticity of demand? How it can be measured?
3. उदासीन वक्र विश्लेषण विधि पर एक विस्तृत टिप्पणी लिखिये। 6  
Write a detail note on the indifference curve analysis technique.

खण्ड - ब

Section - B

अधिकतम अंक : 12  
Maximum Marks : 12

**नोट :** लघु उत्तरीय प्रश्न। प्रश्नों के उत्तर 200 से 300 शब्दों में लिखें। सभी प्रश्न अनिवार्य हैं।

**Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. 'प्रबन्धकीय अर्थशास्त्र' शब्द से आप क्या समझते हैं? 2  
What do you mean by the term 'Managerial economic'.
5. मौद्रिक लागत एवं अवसर लागत में विभेद कीजिये। 2  
Distinguish between money cost and opportunity cost.
6. उत्पादन मात्रा एवं परिवर्तनशील लागत के बीच सम्बन्ध की विवेचना कीजिए। 2  
Discuss the relationship between production quantity and variable cost.
7. प्रत्यक्ष एवं व्युत्पन्न माँग में विभेद कीजिये। 2  
Distinguish between Direct and Derived demand.
8. माँग पूर्वानुमान के संदर्भ में समय तत्व की भूमिका की परीक्षण कीजिये। 2  
What is the role of time elements in the context of demand forecasting.
9. सीमान्त उपयोगिता ह्रास नियम की व्याख्या कीजिये। 2  
Explain the law of diminishing marginal utility.



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2014-2015

परास्नातक व्यापार प्रबन्धन कार्यक्रम (एम०बी०ए०)

Master of Business Administration Programme (M.B.A.)

विषय : प्रबन्धन विषय कोड : एम.बी.ए.  
Subject : Management Subject Code : MBA  
कोर्स शीर्षक : कोर्स कोड : एम.बी.ए.-2.3(N)  
Course Title : Accounting & finance for Managers Course Code : MBA-2.3(N)

अधिकतम अंक : 30  
Maximum Marks : 30

**नोट :** दीर्घ उत्तरीय प्रश्न। प्रश्नों के अपने उत्तर 800 से 1000 शब्दों में लिखें। सभी प्रश्न अनिवार्य हैं।

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

खण्ड - 'अ'

Section 'A'

अधिकतम अंक : 18  
Maximum Marks : 18

1. एक बड़े वाणिज्यिक संगठन के नियोजन एवं नियंत्रण प्रक्रिया में लेखाकार कैसे सहायता करता है? विवेचना कीजिये। 6  
How does the accountant help in the planning and control process of a large commercial organisation? Discuss.
2. विभिन्न लेखांकन विचारधाराओं की व्याख्या कीजिये। क्या आपको लगता है कि कोई विचारधारा किसी दूसरे विचारधारा की विरोधी है? उदाहरण दीजिये। 6  
Discuss the various accounting concepts. Do you find any of the accounting concepts conflicting with each other? Give examples.

3. कार्यशील पूँजी क्या है? एक उपक्रम में कार्यशील पूँजी के आकार को प्रभावित करने वाले घटक कौन-कौन से हैं? 6

What is working capital? What factors affect the size of working capital in an enterprise.

खण्ड - ब

Section - B

अधिकतम अंक : 12  
Maximum Marks : 12

**नोट :** लघु उत्तरीय प्रश्न। प्रश्नों के उत्तर 200 से 300 शब्दों में लिखें। सभी प्रश्न अनिवार्य हैं।

**Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. प्रबन्धकीय लेखांकन का वित्तीय लेखांकन से विभेद कीजिये। 2  
Distinguish between management accounting from financial accounting.
5. लेखांकन व्यवहारों को क्यों प्रमापीकृत होना चाहिए? 2  
Why accounting practices should be standardised?
6. चालू सम्पत्तियों से आप क्या समझते हैं? उदाहरण भी दीजिये। 2  
What do you mean by current assets? Also give examples.
7. लेखांकन सूचनाओं के क्या उद्देश्य हैं? 2  
What are the purposes of accounting information?
8. समता एवं पूर्वाधिकारी अंशों में विभेद कीजिये। 2  
Distinguish between equity and preference shares?
9. अशुद्ध ऋण क्या हैं? लेखांकन में इसका व्यवहार कैसे किया जाता है? 2  
What are bad debts? In what way do we deal it in accounting?

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2014-2015

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Master of Business Administration Programme (M.B.A.)

विषय : प्रबन्धन विषय कोड : एम.बी.ए.  
 Subject : Management Subject Code : MBA  
 कोर्स शीर्षक : कोर्स कोड : एम.बी.ए.-2.4(N)/  
 Course Title : Management of पी.जी.डी.पी.एम.-03/  
 Machines of Materials एम.बी.ए. 2.4(O)  
 Course Code : MBA-2.4(N) /  
 PGDPM-03/  
 MBA 2.4(O)

अधिकतम अंक : 30  
 Maximum Marks : 30

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

### Section 'A'

अधिकतम अंक : 18  
 Maximum Marks : 18

1. Explain system concept of operation management? Explain objectives of Production Management too. 6
2. What are various kinds of production system? Explain with suitable examples. 6
3. What do you understand by product Design? Explain various product design related concepts with suitable examples. 6

### Section - B

अधिकतम अंक : 12

Maximum Marks : 12

**Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. What are in characteristics of project process? Explain. 2
5. How will you go in for selection of process? 2
6. What are the various steps involved in the facility location? 2
7. What are the various types of layout problems? 2
8. Explain computerized layout planning in brief. 2
9. Explain about various materials handling equipment. 2

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2014-2015

परास्नातक व्यापार प्रबन्धन कार्यक्रम (एम.बी.ए.)

Master of Business Administration Programme (M.B.A.)

विषय : प्रबन्धन विषय कोड : एम.बी.ए..  
 Subject : Management Subject Code : MBA  
 कोर्स शीर्षक : विक्रय प्रबन्धन कोर्स कोड : एम.बी.ए.-2.5(N)/4.3(O)/  
 पी.जी.डी.आई.एम.बी.-05  
 Course Title : Sale Management. Course Code : MBA-2.5(N)/4.3(O)/  
 PGDIMB-05

अधिकतम अंक : 30  
 Maximum Marks : 30

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

### Section 'A'

अधिकतम अंक : 18  
 Maximum Marks : 18

1. Describe the key decision areas in sales and distribution management? 6
2. What do you understand from the "Structure of a presentation"? Do you need it in a sales presentation. Discuss. 6
3. Why do sales trainers rely so much on role-play in teaching sales techniques. Discuss its advantages over other training methods. 6

### Section - B

अधिकतम अंक : 12

Maximum Marks : 12

**Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. What do you understand by sales territory design? 2
5. List various operating and planning functions of sales executive. 2
6. Differentiate between Patterned, Interview and Unstructured. Interview? 2
7. Differentiate between test validity and text reliability? 2
8. Explain various factors influencing design of compensation schemes? 2
9. What do you understand by Body of Presentation? 2
10. List and defined various types of rates presentations.

## उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2014-2015

परास्नातक व्यापार प्रबन्धन कार्यक्रम (एम.बी.ए.)

Master of Business Administration Programme (M.B.A.)

विषय : प्रबन्धन विषय कोड : एम.बी.ए.  
 Subject : Management Subject Code : MBA  
 कोर्स शीर्षक : कोर्स कोड : एम.बी.ए.-3.4(O)/2.6(N)/  
 पी.जी.डी.एफ.एम.-02  
 Course Title : Management Control System  
 Course Code: MBA-3.4(O)/2.6(N)/  
 PGDFM-02

अधिकतम अंक : 30  
 Maximum Marks : 30

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

### Section 'A'

अधिकतम अंक : 18  
 Maximum Marks : 18

1. What is organisational control. Distinguish between management control and operational control. 6
2. Write a note on profit centers? 6
3. Explain Transfer pricing? 6

### Section - B

अधिकतम अंक : 12  
 Maximum Marks : 12

**Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. What is distinction between expense centre and responsibility centre? 2
5. Explain the meaning, significance and type of reports? 2
6. How is performance evaluation report design? 2
7. Explain the process of measuring the investment base? 2
8. Discuss management control in multinational corporation. 2
9. What are the different types of responsibility centers? 2

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उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2014-2015

परास्नातक व्यापार प्रबन्धन कार्यक्रम (एम०बी०ए०)

Master of Business Administration Programme (M.B.A.)

विषय : प्रबन्धन विषय कोड : एम.बी.ए.  
Subject : Management Subject Code : MBA  
कोर्स शीर्षक : कोर्स कोड : एम.बी.ए.-3.1(N)/3.3(O)  
Course Title : Corporate Policies and Practices Course Code: MBA-3.1(N)/3.3(O)

अधिकतम अंक : 30  
Maximum Marks : 30

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

Section 'A'

अधिकतम अंक : 18  
Maximum Marks : 18

1. Define strategy? Explain its importance and process of strategic management? 6
2. Explain the role and functions of Board of Directors? 6
3. What is corporate planning? What are main reasons of its failure? 6

Section - B

अधिकतम अंक : 12

Maximum Marks : 12

**Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. Discuss the responsibilities of Board of Directors? 2
5. What is the role of top management in corporate policies & practices. 2
6. Elucidate Mckinsey's 7S framework? 2
7. What are environmental threats and opportunities? 2
8. Explain cost analysis? 2
9. What is portfolio Analysis? 2

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2014-2015

परास्नातक व्यापार प्रबन्धन कार्यक्रम (एम०बी०ए०)

Master of Business Administration Programme (MBA)

विषय : प्रबन्धन विषय कोड : एम.बी.ए.  
 Subject : Management Subject Code : MBA  
 कोर्स शीर्षक : कोर्स कोड : एम.बी.ए.-3.2(N)/  
 पी.जी.डी.पी.एम. -04/  
 Course Title : Management of New एम.बी.ए. 4.2(O)  
 and Small Enterprises  
 Course Code : MBA-3.2 (N)/  
 PGDPM-04/  
 MBA 4.2(O)

अधिकतम अंक : 30  
 Maximum Marks : 30

**नोट :** दीर्घ उत्तरीय प्रश्न। प्रश्नों के अपने उत्तर 800 से 1000 शब्दों में लिखें। सभी प्रश्न अनिवार्य हैं।

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

खण्ड - 'अ'

Section 'A'

अधिकतम अंक : 18  
 Maximum Marks : 18

1. देश के आर्थिक विकास में लघुस्तरीय उपक्रमों की भूमिका एवं प्रासंगिकता का परीक्षण कीजिये। 6  
 Examine the role and relevance of small scale enterprises in the economic development of the country.
2. लघुस्तरीय उपक्रमों/स्वरोजगार के अवसरों की पहचान करने के लिए स्वाट विश्लेषण का प्रयोग आप कैसे करेंगे? उदाहरण सहित विवेचना कीजिये। 6

How would you use SWOT analysis to identify opportunities for small scale enterprises/self employment. Discuss with examples.

3. एक उत्पाद/सेवा के विचार को अन्तिम उत्पाद/सेवा तक लाने की प्रणाली के मुख्य कदम क्या हैं? 6

What are the basic steps in system of bringing a product/service from an idea to a finished product/service?

खण्ड - ब

Section - B

अधिकतम अंक : 12  
 Maximum Marks : 12

**नोट :** लघु उत्तरीय प्रश्न। प्रश्नों के उत्तर 200 से 300 शब्दों में लिखें। सभी प्रश्न अनिवार्य हैं।

**Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. लघु स्तरीय उपक्रमों की विशेषताओं की विवेचना कीजिये। 2  
 Discuss the characteristics of small scale enterprises.
5. साहसिक योग्यताओं के विकास की प्रक्रिया का संक्षेप में वर्णन कीजिये। 2  
 Describe in brief the process of development of entrepreneurial competencies.
6. सिडबी की क्या भूमिका है? 2  
 What is the role of SIDBI?
7. अवसर परीक्षण की प्रमुख तकनीकें कौन-कौन सी हैं? 2  
 What are the main techniques of opportunities scanning?
8. बाजार माँग विश्लेषण से आप क्या समझते हैं? 2  
 What do you mean by the market demand analysis?
9. एक छोटे व्यवसाय के स्थान की चुनाव करते समय ध्यान में रखे जाने वाले प्रमुख कारक कौन-कौन से हैं? 2  
 What are the main considerations to be kept in mind while selecting the site of a small business?

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अधिन्यास (Assignment)

2014-2015

परास्नातक व्यापार प्रबन्धन कार्यक्रम (एम०बी०ए०)

Master of Business Administration Programme (MBA)

विषय : प्रबन्धन विषय कोड : एम.बी.ए.  
 Subject : Management Subject Code : MBA  
 कोर्स शीर्षक : कोर्स कोड : एम.बी.ए.-3.11(N)/  
 पी.जी.डी.एच.आर.डी./03/  
 Course Title : Human Resource Development एम.बी.ए.-5.11(O)  
 Course Code : MBA-3.11(N)/  
 PGDHRD-03/  
 MBA 5.11 (O)

अधिकतम अंक : 30  
 Maximum Marks : 30

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

### Section 'A'

अधिकतम अंक : 18  
 Maximum Marks : 18

1. What is Human Resource Development? Explain HRD mechanism process and outcomes? 6
2. State the nature and role of HRD in service Industry. 6
3. What are the various forms of HRD organisation? 6

### Section - B

अधिकतम अंक : 12

Maximum Marks : 12

**Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. How do you compare National versus International HRD? 2
5. Explain Line manager and self renewal system? 2
6. Write short notes on 2  
 (a) Task Delincation (b) Competency Analysis
7. Explain the process of mentioning? 2
8. What do you mean by organisational climate? Explain its elements. 2
9. Define Industrial Relations. What is the need for integration of HRD and IR. 2

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अधिन्यास (Assignment)

2014-2015

परास्नातक व्यापार प्रबन्धन कार्यक्रम (एम०बी०ए०)

Master of Business Administration Programme (MBA)

विषय : प्रबन्धन विषय कोड : एम.बी.ए..  
Subject : Management Subject Code : MBA  
कोर्स शीर्षक : कोर्स कोड : एम.बी.ए.-5.12/  
Course Title : Human Resource एम.बी.ए.-3.12(N)  
Planning Course Code : MBA-5.12/  
MBA 3.12(N)

अधिकतम अंक : 30  
Maximum Marks : 30

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

Section 'A'

अधिकतम अंक : 18  
Maximum Marks : 18

1. Describe the quantitative dimension of human resource planning. 6
2. What are the recent Developments in Job Evaluation? 6
3. Discuss the essential steps in Human Resource auditing process. 6

Section - B

अधिकतम अंक : 12

Maximum Marks : 12

**Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. What is Human Resource cost? 2
5. Write the uses of a job description. 2
6. Describe the objectives of job evaluation. 2
7. Discuss the dimensions of Manpower supply. 2
8. What are the essentials of recruitment policy? 2
9. How the Induction is an Integrated part of training? 2



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अधिन्यास (Assignment)

2014-2015

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Master of Business Administration Programme (MBA)

विषय : प्रबन्धन विषय कोड : एम.बी.ए.  
Subject : Management Subject Code : MBA  
कोर्स शीर्षक : कोर्स कोड : एम.बी.ए.-3.13(N)/  
Course Title : Union Management एम.बी.ए.-5.13(O)/  
Relations पी.जी.डी.एच.आर.डी.-04  
Course Code : MBA-3.13(N)/  
MBA-5.13(O)/  
PGDHRD-04

अधिकतम अंक : 30  
Maximum Marks : 30

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

**Section 'A'**

अधिकतम अंक : 18  
Maximum Marks : 18

1. Discuss the three determinants of union management relations. 6
2. What do you understand by External and Internal leadership in unions. 6
3. Describe the strategies for interpersonal conflict resolution. 6

**Section - B**

अधिकतम अंक : 12

Maximum Marks : 12

**Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. What do you understand by cultural diversity within a Nation? 2
5. How you can make the workers participation more effective? 2
6. What do you understand by Code of discipline for trade unions? 2
7. Write the role of state in union management relations? 2
8. What are the emerging concerns in Bargaining? 2
9. What do you understand by information sharing and employee participation? 2

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अधिन्यास (Assignment)

2014-2015

परास्नातक व्यापार प्रबन्धन कार्यक्रम (एम०बी०ए०)

Master of Business Administration Programme (M.B.A.)

विषय : प्रबन्धन विषय कोड : एम.बी.ए..  
Subject : Management Subject Code : MBA  
कोर्स शीर्षक : कोर्स कोड : एम.बी.ए.-3.14(N)  
Course Title : Managing Change in Organisation Course Code : MBA-3.14(N)/  
MBA 5.14 (O)

अधिकतम अंक : 30  
Maximum Marks : 30

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

Section 'A'

अधिकतम अंक : 18  
Maximum Marks : 18

1. Explain the process of organisational change? 6
2. What is resistance to change? How it can be managed. 6
3. Discuss the issues and concept of organisational diagnosis. 6

Section - B

अधिकतम अंक : 12  
Maximum Marks : 12

**Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. How is data collected by structural observational method?  
Explain by the help of a suitable example. 2
5. What are the types of intervention in an organisation? 2
6. Explain the concept and rationale for evaluation of organisational change programme? 2
7. With the help of a suitable example explain why changes fail? 2
8. Why is manager called agent of change? 2
9. What are the main characteristics of successful change agent? 2

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अधिन्यास (Assignment)

2014-2015

परास्नातक व्यापार प्रबन्धन कार्यक्रम (एम०बी०ए०)

Master of Business Administration Programme (M.B.A.)

विषय : प्रबन्धन विषय कोड : एम.बी.ए.  
 Subject : Management Subject Code : MBA  
 कोर्स शीर्षक : कोर्स कोड : एम.बी.ए.-3.21(N)/  
 Course Title : Project Formation and 5.21 (O)  
 Appraisal Course Code : MBA-3.21(N)/  
 5.21 (O)

अधिकतम अंक : 30  
 Maximum Marks : 30

**नोट :** दीर्घ उत्तरीय प्रश्न। प्रश्नों के अपने उत्तर 800 से 1000 शब्दों में लिखें। सभी प्रश्न अनिवार्य हैं।

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

### Section 'A'

अधिकतम अंक : 18  
 Maximum Marks : 18

1. Discuss in detail Feasibility and Technical Analysis of the Project Development. 6
2. Explain costing of projects and discuss various sources of projects financing. 6
3. Discuss in detail Project Management Information System and discuss its components. 6

### Section - B

अधिकतम अंक : 12

Maximum Marks : 12

**नोट :** लघु उत्तरीय प्रश्न। प्रश्नों के उत्तर 200 से 300 शब्दों में लिखें। सभी प्रश्न अनिवार्य हैं।

**Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. Explain techniques of Demand Forecasting with the help of suitable examples. 2
5. Explain Network Analysis with the help of network flowcharts and diagrams of projects. 2
6. Prepare a layout of a project and discuss its components. 2
7. Discuss Success factors in project management. 2
8. What are the factors affecting control of project cost and explain briefly Approaches to cost control. 2
9. Explain the procedures for project co-ordination. 2

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अधिन्यास (Assignment)

2014-2015

परास्नातक व्यापार प्रबन्धन कार्यक्रम (एम०बी०ए०)

Master of Business Administration Programme (M.B.A.)

विषय : दर्शनशास्त्र विषय कोड : एम.बी.ए.  
 Subject : Philosophy Subject Code : MBA  
 कोर्स शीर्षक : कोर्स कोड : एम.बी.ए.-3.22(N)/?  
 Course Title : Security Analysis and एम.बी.ए. 5.22(O)/  
 Portfolio management पी.जी.डी.एफ.एम.-03  
 Course Code : MBA-3.22(N)/  
 MBA 5.22(O)/  
 PGDFM-03

अधिकतम अंक : 30  
 Maximum Marks : 30

**नोट :** दीर्घ उत्तरीय प्रश्न। प्रश्नों के अपने उत्तर 800 से 1000 शब्दों में लिखें। सभी प्रश्न अनिवार्य हैं।

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

खण्ड - 'अ'

Section 'A'

अधिकतम अंक : 18  
 Maximum Marks : 18

- निवेश प्रक्रिया में निहित चरणों की विवेचना कीजिये। 6  
Describe the steps involved in the investment process.
- 'निवेश जोखिम' शब्द को परिभाषित कीजिये। ब्याज दर जोखिम एवं बाजार जोखिम के प्रत्याय को परिभाषित कीजिये। 6  
Define the term 'Investment Risk'. Explain the concept of interest rate risk and market risk.

- प्रतिभूति बाजारों के विभिन्न प्रकार क्या हैं? उनकी भूमिका एवं कार्य क्या हैं? 6

What are the different types of securities markets? What are their role and functions?

खण्ड - ब

Section - B

अधिकतम अंक : 12  
 Maximum Marks : 12

**नोट :** लघु उत्तरीय प्रश्न। प्रश्नों के उत्तर 200 से 300 शब्दों में लिखें। सभी प्रश्न अनिवार्य हैं।

**Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

- डिपोजिटरी के कार्य की विवेचना कीजिये। 2  
Describe the functions of depository.
- वित्तीय सम्पत्ति एवं वास्तविक सम्पत्ति में विभेद कीजिये। 2  
Distinguish between financial asset and real asset.
- सुरक्षा की सीमा के अवधारणा की व्याख्या कीजिये। 2  
Explain the concept of margin of safety.
- भारतीय प्रतिभूति विपणियों की प्रमुख कमजोरियाँ क्या हैं? 2  
What are the principal weaknesses of Indian Stock Exchanges?
- सेबी पर एक संक्षिप्त टिप्पणी लिखिये। 2  
Write a brief note on SEBI.
- वित्तीय मध्यस्थों की क्या भूमिका है? 2  
What is the role of financial intermediaries?

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अधिन्यास (Assignment)

2014-2015

परास्नातक व्यापार प्रबन्धन कार्यक्रम (एम०बी०ए०)

Master of Business Administration Programme (MBA)

विषय : प्रबन्धन विषय कोड : एम.बी.ए.  
 Subject : Management Subject Code : MBA  
 कोर्स शीर्षक : अन्तर्राष्ट्रीय वित्तीय प्रबन्धन कोर्स कोड : एम.बी.ए.-3.23(N)/  
 एम.बी.ए.-5.23(O)/  
 Course Title : International Financial Management पी.जी.डी.एफ.एम.-04  
 Course Code : MBA-3.23(N)/  
 MBA-5.23(O)/  
 PGDFM-04

अधिकतम अंक : 30  
 Maximum Marks : 30

**नोट :** दीर्घ उत्तरीय प्रश्न। प्रश्नों के अपने उत्तर 800 से 1000 शब्दों में लिखें। सभी प्रश्न अनिवार्य हैं।

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

खण्ड - 'अ'

Section 'A'

अधिकतम अंक : 18  
 Maximum Marks : 18

1. अन्तर्राष्ट्रीय व्यापार के स्टेण्डर्ड एवं मॉडर्न सिद्धान्तों को बताइये। 6  
 Discuss the Standard and Modern Theories of International Trade.
2. अन्तर्राष्ट्रीय वित्तीय प्रवाह के विभिन्न कारणों एवं स्रोतों को बताइये। 6  
 Discuss the various sources and causes of Internal Financial flows.

3. विदेशी विनिमय दर का निर्धारण एवं पूर्वानुमान की विधि समझाइये। 6

Discuss the foreign exchange rate determination and forecasting method.

खण्ड - ब

Section - B

अधिकतम अंक : 12  
 Maximum Marks : 12

**नोट :** लघु उत्तरीय प्रश्न। प्रश्नों के उत्तर 200 से 300 शब्दों में लिखें। सभी प्रश्न अनिवार्य हैं।

**Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. बहुराष्ट्रीय निगमों की बढ़ती भूमिका पर टिप्पणी लिखिये। 2

Write short note on increasing rate of MNCs.

5. अन्तर्राष्ट्रीय वित्तीय संस्थाओं के बारे में संक्षेप में बताइये। 2

Briefly discuss the International Financial Institutions.

6. विदेशी विनिमय जोखिम को कैसे नियंत्रित किया जाता है। बताइये। 2

How foreign exchange risk is managed? Discuss.

7. विदेशी व्यापार का वित्तीय कैसे होता है? बताइये। 2

How foreign trade is financed? Discuss.

8. अन्तर्राष्ट्रीय निवेश रणनीति क्या है? समझाइये। 2

What is International Investment strategy? Discuss.

9. अन्तर्राष्ट्रीय वित्तीय रणनीति पर संक्षेप में प्रकाश डालिये। 2

Briefly discuss the International Financial strategy.

## उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2014-2015

परास्नातक व्यापार प्रबन्धन कार्यक्रम (एम०बी०ए०)

Master of Business Administration Programme (MBA)

विषय : प्रबन्धन विषय कोड : एम.बी.ए.  
 Subject : Management Subject Code : MBA  
 कोर्स शीर्षक : कोर्स कोड : एम.बी.ए.-3.24N/  
 Course Title : Management of 5.24(O)/  
 Financial Services पी.जी.डी.एफ.एम.-05  
 Course Code: MBA-3.24N/5.24(O)/  
 PGDFM-05

अधिकतम अंक : 30  
 Maximum Marks : 30

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

### Section 'A'

अधिकतम अंक : 18  
 Maximum Marks : 18

1. What are the factors that led the Indian Financial Markets into Global Financial Markets? 6
2. Suggest a suitable system for the banks and others financial institutions offering fund-based services to manage their credit risk. 6
3. Explain the organisation structure of a recognised stock exchange in India. 6

### Section - B

अधिकतम अंक : 12  
 Maximum Marks : 12

**Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. What do you mean by 'Financial System'? 2
5. Briefly describe the role of Central Bank in Financial Market Operations. 2
6. How are financial services different as compared to other services? 2
7. Write a brief note on SEBI. 2
8. Write a brief note on Money Mutual Funds. 2
9. Distinguish between equity and debt instruments. 2

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## उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2014-2015

परास्नातक व्यापार प्रबन्धन कार्यक्रम (एम०बी०ए०)

Master of Business Administration Programme (MBA)

विषय : प्रबन्धन विषय कोड : एम.बी.ए.  
Subject : Management Subject Code : MBA  
कोर्स शीर्षक : कोर्स कोड : एम.बी.ए.-3.31(N)/  
Course Title : Operations Research 5.31 (O)/  
पी.जी.डी.पी.एम.-01  
Course Code : MBA-3.31N/5.31(O)/  
PGDPM-01

अधिकतम अंक : 30  
Maximum Marks : 30

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

### Section 'A'

अधिकतम अंक : 18  
Maximum Marks : 18

1. (a) Describe the role of Linear Programming in managerial decision making. Discuss its benefits and shortcomings.
- (b) Solve the following LPP using Simplex method :  
Maximize  $Z = 16X_1 + 17X_2 + 10X_3$   
Subject to :  
 $X_1 + X_2 + 4X_3 \leq 2000$   
 $2X_1 + X_2 + X_3 \leq 3600$   
 $X_1 + 2X_2 + 2X_3 \leq 0$
- 2.(a) State a transportation problem in general terms and explain the problem of degeneracy.
- (b) Solve the following transportation problem :

	D <sub>1</sub>	D <sub>2</sub>	D <sub>3</sub>	D <sub>4</sub>	Supply
S <sub>1</sub>	19	30	50	10	7
S <sub>2</sub>	70	30	40	60	9
S <sub>3</sub>	40	8	70	20	18
Demand	5	8	7	14	34

- 3.(a) Explain in detail what constitute the ordering cost and carrying cost in inventory control.
- (b) A consumable item has a demand of 12000 units per year. The cost of procurement is Rs. 200 and the holding cost is Rs. 4 per unit per year. The replacement is immediate on requirement. Determine the following :  
(i) Economic Order Quantity (EOQ)  
(ii) Number of orders per year.

### Section - B

अधिकतम अंक : 12  
Maximum Marks : 12

- Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.
4. With the help of sketches, define unbounded region and infeasible region. Why do we consider only first quadrant for the solution of LPP?
  5. State the assumptions of goal programming. Why are all goal programming problems minimization type problems?
  6. What is queuing theory? Give two examples to illustrate the application of queuing theory in business.
  7. Discuss the advantages and limitations of simulation modes.
  8. Explain the concept of dynamic programming with suitable examples.
  9. Write short notes :  
(a) Saddle point  
(b) Convex and Concave functions

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अधिन्यास (Assignment)

2014-2015

परास्नातक व्यापार प्रबन्धन कार्यक्रम (एम०बी०ए०)

Master of Business Administration Programme (MBA)

विषय : प्रबन्धन

विषय कोड : एम.बी.ए.

Subject : Management

Subject Code : MBA

कोर्स शीर्षक :

कोर्स कोड : एम.बी.ए.-3.32N/

Course Title : Production/Operations

5.32(O)

Management

Course Code: MBA-3.32N/5.32(O)/

PGDPM-05

अधिकतम अंक : 30

Maximum Marks : 30

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

Section 'A'

अधिकतम अंक : 18

Maximum Marks : 18

1. Explain the scope and significance of production and operations management? 6
2. What is TQM? Discuss the International Quality System Standard. 6
3. What are qualitative methods of forecasting? Explain in your own words. 6

Section - B

अधिकतम अंक : 12

Maximum Marks : 12

**Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. Explain various factors of production? 2
5. Discuss the various aspect of capacity planning? 2
6. Write a short note on JIT system? 2
7. Elucidate with examples about the different types of layout in production management? 2
8. Explain the linkage between long term and short term planning? 2
9. How is management information system helps production system? 2



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अधिन्यास (Assignment)

2014-2015

परास्नातक व्यापार प्रबन्धन कार्यक्रम (एम०बी०ए०)

Master of Business Administration Programme (MBA)

विषय : प्रबन्धन विषय कोड : एम.बी.ए.  
Subject : Management Subject Code : MBA  
कोर्स शीर्षक : प्रबन्धकीय सूचना पद्धति कोर्स कोड : एम.बी.ए.-5.31(O)/  
Course Title : Management 3.33(N)  
Information System Course Code : MBA-5.31(O)/  
3.33(N)

अधिकतम अंक : 30  
Maximum Marks : 30

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

Section 'A'

अधिकतम अंक : 18  
Maximum Marks : 18

1. Write a short note on effort distribution in system development life cycle? 6
2. Explain the types of information? 6
3. Give the short notes on followings points : 6
  - (a) Traditional approach to application system development.
  - (b) Relation data model.
  - (c) System Analysis.

Section - B

अधिकतम अंक : 12  
Maximum Marks : 12

**Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. Define a Local Area Network? 2
5. Give the Examples of relation data base. 2
6. What do you understand by virus detection and virus removal. 2
7. What is microprocessor based system. 2
8. What are the important factors of management Information system? Discuss. 2
9. Explain the on-line system Analysis and Design Considerations. 2

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अधिन्यास (Assignment)

2014-2015

परास्नातक व्यापार प्रबन्धन कार्यक्रम (एमबीए)

Master of Business Administration Programme (MBA)

विषय : प्रबन्धन विषय कोड : एम.बी.ए.  
Subject : Management Subject Code : MBA  
कोर्स शीर्षक : कोर्स कोड : एम.बी.ए.-3.34N/5.31(O)  
Course Title : Total Quality Management Course Code : MBA-3.34N/5.31(O)

अधिकतम अंक : 30  
Maximum Marks : 30

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

Section 'A'

अधिकतम अंक : 18  
Maximum Marks : 18

1. Describe the Total Quality Management and corporate strategic process. 6
2. Explain the role and functions of top management in Quality Improvement. 6
3. How you can develop an Environmental management system? 6

Section - B

अधिकतम अंक : 12  
Maximum Marks : 12

**Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. Discuss the fundamental concepts of Excellence. 2
5. Identify the need for safety and health in Industry. 2
6. Explain six actions of leaders. 2
7. What are the essential characteristics of quality circles? 2
8. Write the uses of quality cost information. 2
9. What are total quality management cornerstones? 2

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अधिन्यास (Assignment)

2014-2015

परास्नातक व्यापार प्रबन्धन कार्यक्रम (एम०बी०ए०)

Master of Business Administration Programme (MBA)

विषय : प्रबन्धन विषय कोड : एम.बी.ए.  
Subject : Management Subject Code : MBA  
कोर्स शीर्षक : कोर्स कोड : एम.बी.ए.-3.41/5.41(O)/  
Course Title : Consumer Behaviour पी.जी.डी.एम.एम.-04  
Course Code : MBA-3.41/5.41(O)/  
PGDMM-04

अधिकतम अंक : 30  
Maximum Marks : 30

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

Section 'A'

अधिकतम अंक : 18  
Maximum Marks : 18

1. What are various individual determinants of consumer behaviour? Explain. 6
2. Explain applications of Consumer Behaviour in marketing with suitable examples. 6
3. Explain constituents and functions of consumer attitude with suitable examples. 6

Section - B

अधिकतम अंक : 12  
Maximum Marks : 12

**Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. Explain marketing response to the consumer attitude. 2
5. Explain structure and functioning of memory. 2
6. Explain Psychoanalytical theory of Freud. 2
7. How consumption and self concepts are related to each others. 2
8. Explain characters and influence of life style on consumer behaviour. 2
9. Who are organisational customers? Explain. 2

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अधिन्यास (Assignment)

2014-2015

परास्नातक व्यापार प्रबन्धन कार्यक्रम (एम०बी०ए०)

Master of Business Administration Programme (MBA)

विषय : प्रबन्धन विषय कोड : एम.बी.ए.  
Subject : Management Subject Code : MBA  
कोर्स शीर्षक : कोर्स कोड : एम.बी.ए.-3.42N/  
Course Title : Management of 5.42(O)/  
Marketing पी.जी.डी.एम.एम.-02  
Communications and Course Code : MBA-3.42N/  
Advertising 5.42(O)/  
PGDMM-02

अधिकतम अंक : 30  
Maximum Marks : 30

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

Section 'A'

अधिकतम अंक : 18  
Maximum Marks : 18

1. What do you understand by occurrence of marketing communication? Explain with the help of diagrams. 6
2. What is role and relevance of Media in advertising? Explain various types of media with their merits and demerits. 6
3. How will you plan promotional strategic framework? Explain with the help of suitable examples. 6

Section - B

अधिकतम अंक : 12  
Maximum Marks : 12

**Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. Explain Decision Sequence Analysis for promotional planning. 2
5. How size and shape are important for print ads. 2
6. How will you correlate message design with marketing objectives. 2
7. What do you understand by Illustration? Explain with example 2
8. How message and creativity are interrelated? 2
9. Explain various creative Associations with suitable examples. 2

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अधिन्यास (Assignment)

2014-2015

परास्नातक अन्तर्राष्ट्रीय व्यापार प्रबन्धन कार्यक्रम

Post Graduate International Marketing Management Programme

विषय : प्रबन्धन विषय कोड : एम.बी.ए.  
Subject : Management Subject Code: MBA  
कोर्स शीर्षक : अन्तर्राष्ट्रीय व्यापार प्रबन्धन कोर्स कोड : एम.बी.ए.-3.43N/  
5.43(O)/  
Course Title : International Marketing पी.जी.डी.एम.बी.-01  
Management Course Code : MBA-3.43N/5.43(O)/  
PGDMB-01

अधिकतम अंक : 30  
Maximum Marks : 30

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

Section 'A'

अधिकतम अंक : 18  
Maximum Marks : 18

1. What are the reasons that promote International business concerns to invest in foreign lands? 6
2. The EPRG frame work has implications on the strategy formulation process. Explain with help of example in the Indian context? 6
3. What do you understand by the term political risk. In your opinion is it country specific or firm specific or both, Elaborate giving examples? 6

Section - B

अधिकतम अंक : 12  
Maximum Marks : 12

**Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. Explain the role of Government in foreign trade? 2
5. Differentiate between global marketing from domestic marketing? 2
6. Define use and objective of letter of credit? 2
7. List various functions performed by an export house? 2
8. Write short note on International product life cycle? 2
9. How you will plan the 'Product Mix' for international market? 2

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अधिन्यास (Assignment)

2014-2015

परास्नातक व्यापार प्रबन्धन कार्यक्रम (एम०बी०ए०)

Master of Business Administration Programme (MBA)

विषय : प्रबन्धन विषय कोड : एम.बी.ए.  
 Subject : Management Subject Code : MBA  
 कोर्स शीर्षक : विपणन अनुसंधान कोर्स कोड : एम.बी.ए.-3.44N/  
 Course Title : Marketing Research 5.44(O)/  
 पी.जी.डी.एम.बी.-04  
 Course Code: MBA-3.44N/5.44(O)/  
 PGDMB-04

अधिकतम अंक : 30  
 Maximum Marks : 30

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

### Section 'A'

अधिकतम अंक : 18  
 Maximum Marks : 18

1. Marketing Research is a systematic gathering recording and analysing of data about problems relating to marketing of goods & services." Examine this statement and discuss the process of marketing research. 6
2. What is data? Why is it collected for any research? What are the various methods of data collection. 6
3. What do you mean by Research Design? What is the basis for classification of various types of research design? How is research conducted under descriptive design of research. 6

### Section - B

अधिकतम अंक : 12  
 Maximum Marks : 12

**Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. Discuss various steps involved in the sampling process? 2
5. Differentiate between market research and marketing research? 2
6. What is non-parametric test? 2
7. Define steps involved in designing a questionnaire? 2
8. Differentiate between sampling and non-sampling error? 2
9. What do you mean by qualitative research? 2

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अधिन्यास (Assignment)

2014-2015

परास्नातक व्यापार प्रबन्धन कार्यक्रम (एम०बी०ए०)

Master of Business Administration Programme (MBA)

विषय : प्रबन्धन विषय कोड : एम.बी.ए.  
Subject : Management Subject Code : MBA  
कोर्स शीर्षक : अन्तर्राष्ट्रीय व्यापार कोर्स कोड : एम.बी.ए.-4.1/4.1(O)/  
Course Title : International Business पी.जी.डी.आई.एम.बी.-04  
Course Code : MBA-4.1/4.1(O)/  
PGDIMB-04

अधिकतम अंक : 30  
Maximum Marks : 30

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

Section 'A'

अधिकतम अंक : 18  
Maximum Marks : 18

1. Discuss the International Trade Theories in detail. What are the factors influencing foreign investment decision? Explain. 6
2. Explain strategic planning and strategic considerations of Multi National Enterprises in brief. 6
3. What are the various International Intervention for International Business. Discuss in detail. 6

Section - B

अधिकतम अंक : 12  
Maximum Marks : 12

**Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. What are the factors responsible for development of the modern multinational enterprises. 2
5. Write a brief note on transfer pricing in Multi National organisations. 2
6. What are the objectives and approaches to control in Multinational Organisation. 2
7. Explain cross cultural perspectives of Human Resource Management in MNEs. 2
8. Discuss the framework of multi-lateral Negotiations. 2
9. Explain 'Total Quality Management' and 'Flexible Manufacturing System' in brief. 2

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अधिन्यास (Assignment)

2014-2015

परास्नातक व्यापार प्रबन्धन कार्यक्रम (एम०बी०ए०)

Master of Business Administration Programme (MBA)

विषय : प्रबन्धन विषय कोड : एम.बी.ए.  
 Subject : Management Subject Code : MBA  
 कोर्स शीर्षक : कोर्स कोड : एम.बी.ए.-4.2N/  
 Course Title : Research Methodology एम.बी.ए.-4.4(O)  
 for Management Course Code : MBA-4.2(N)/  
 Decisions MBA 4.4(O)

अधिकतम अंक : 30  
 Maximum Marks : 30

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

### Section 'A'

अधिकतम अंक : 18  
 Maximum Marks : 18

1. What do you understand by Research Methodology? Explain various kinds of Research Design and research process. 6
2. Explain different types of sampling techniques with examples. 6
3. What are the various techniques of data collection methods, explain questionnaire in detail? 6

### Section - B

अधिकतम अंक : 12  
 Maximum Marks : 12

**Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. Differentiate in between primary and secondary data. 2
5. Explain analysis of covariance. 2
6. Explain Research problem as Hypothesis testing. 2
7. Explain any one attitude measurement model. 2
8. How will you select an appropriate attitude measurement scale. 2
9. What are the issues and limitations in using attitude measurement scale. 2



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अधिन्यास (Assignment)

2014-2015

परास्नातक व्यापार प्रबन्धन कार्यक्रम (एम०बी०ए०)

Master of Business Administration Programme (MBA)

विषय : प्रबन्धन विषय कोड : एम.बी.ए.  
 Subject : Management Subject Code : MBA  
 कोर्स शीर्षक : रणनीति प्रबन्धन कोर्स कोड : एम.बी.ए.-4.3N/  
 Course Title : Strategic Management एम.बी.ए.-6.1(O)/  
 पी.जी.डी.एम.एम.-03  
 Course Code : MBA-4.3N/  
 MBA 6.1(O)/  
 PGDMM-03

अधिकतम अंक : 30  
 Maximum Marks : 30

**नोट :** दीर्घ उत्तरीय प्रश्न। प्रश्नों के अपने उत्तर 800 से 1000 शब्दों में लिखें। सभी प्रश्न अनिवार्य हैं।

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

खण्ड - 'अ'

Section 'A'

अधिकतम अंक : 18  
 Maximum Marks : 18

- 1 Define strategy in 'traditional' and 'modern' way and which you will prefer and why? 6  
कार्यनीति को 'परम्परागत' तथा 'आधुनिक' रूप में परिभाषित कीजिए। उनमें से आप किसे महत्व देंगे और क्यों?
2. What is industry environment? What are the components that make the industry environment? 6  
औद्योगिक पर्यावरण क्या है? ऐसे कौन से तत्व हैं जो औद्योगिक पर्यावरण का निर्माण करते हैं?

3. What is price mix? What are its variables? What policies and strategies are useful in this case?

मूल्य मिश्रण क्या है? इसके विभिन्न घटक कौन से हैं? इस संदर्भ में कौन सी नीतियां तथा कार्यनीतियाँ उपयोगी हैं?

खण्ड - ब

Section - B

अधिकतम अंक : 12  
 Maximum Marks : 12

**नोट :** लघु उत्तरीय प्रश्न। प्रश्नों के उत्तर 200 से 300 शब्दों में लिखें। सभी प्रश्न अनिवार्य हैं।

**Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. What is a model of strategic management process? 2  
कार्यनीतिक प्रबन्ध प्रक्रिया का माडल क्या है?
5. What is SWOT analysis? Explain its importance. 2  
SWOT विश्लेषण क्या है? इसकी महत्ता बताइए।
6. What is R and D? What are the area of it? 2  
शोध एवं अनुसन्धान क्या है? इसका क्षेत्र क्या है?
7. What are the change barriers? How leader overcome them? 2  
परिवर्तन में कौन सी बाधाएं आती हैं? नेता इन बाधाओं को कैसे दूर करते हैं?
8. What is strategic evaluation? Who does the performance evaluation? 2  
कार्यनीतिक मूल्यांकन क्या है? निष्पादन मूल्यांकन कौन करता है?
9. What is a strategic choice? What factors influence strategic choice? 2  
कार्यनीतिक चुनाव क्या है? कौन से तत्व कार्यनीतिक चुनाव को प्रभावित करते हैं?

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उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2014-2015

परास्नातक व्यापार प्रबन्धन कार्यक्रम (एम०बी०ए०)

Master of Business Administration Programme (MBA)

विषय : प्रबन्धन

विषय कोड : एम.बी.ए.

Subject : Management

Subject Code : MBA

कोर्स शीर्षक : तकनीकी प्रबन्धन

कोर्स कोड : एम.बी.ए.-4.4N/6.2(O)

Course Title : Technology  
Management

Course Code: MBA-4.4N/6.2(O)

अधिकतम अंक : 30

Maximum Marks : 30

**Note :** Long Answer Questions. Answer should be given in 800 to 1000 Words. Answer All questions. All questions are compulsory.

Section 'A'

अधिकतम अंक : 18

Maximum Marks : 18

1. What do you understand by Technology Management?

Describe the role and importance of Technology

Management.

6

2. Explain the various dimensions of technology transfer? Also

describe the code of conduct for technology transfer?

6

3. Describe the major diffusion activities and importance of

diffusion?

6

Section - B

अधिकतम अंक : 12

Maximum Marks : 12

**Note :** Short Answer Questions. Answer should be given in 200 to 300 Words. All Questions are compulsory.

4. List various features of science and technology policies in India? 2

5. Discuss various technology strategy? 2

6. What do you understand by technology transfer process? 2

7. List common mistakes and pitfalls in technology forecasting? 2

8. Write short note on technological alternatives? 2

9. What its technology upgradation? 2