

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, प्रयागराज
अधिन्यास (Assignment)
Master of Business Administration (MBA)
2022-2023

विषय : प्रबन्धन

Subject : Management

कोर्स शीर्षक

Subject Title: Business Environment

Course Code: MBA-2.1

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What is Business Environment? Discuss its Components.
2. Explain New Industry Policy And Industrial Licensing.
3. Define Technological Environment ? and its impact on business?

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

1. Explain latest EXIM policy?
2. What is FEMA?
3. Highlight the main features of economic environment ?
4. Define legal Environment
5. Explain the procedure of Corporate restructuring?
6. What is Business Ethics?

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विषय : प्रबन्धन

Subject: Management

कोर्स शीर्षक

Subject Title: Production And Operation Management

Course Code: MBA-2.2

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Write a short essay on Production and operations management?
2. What do you mean by Inventory Management? Discuss the objectives of inventory control and the costs associated with it.
3. What do you understand by forecasting? Explain various qualitative and quantitative method of forecasting?

Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

4. What do you mean by logistics management?
5. What are the various steps involved in the facility location?
6. Explain the importance of Delphi method?
7. What is just-in-time method?
8. Explain plant layout?
9. Explain Total Quality Management (TQM)?

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विषय : प्रबन्धन

Subject: Management

कोर्स शीर्षक

Subject Title: Human Resource Management

Course Code: MBA-2.3

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Why human resource management is essential for organizations? Explain the Issues of HRM?
2. Discuss the role and responsibilities of line manager in HRM?
3. What is the Screening? How it is different from selection?

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

4. What do you mean by Job specification and Job Evaluation?
5. Explain Training and Development?
6. What is performance Appraisal?
7. Explain recruitment and selection process?
8. Analysis the role of trade unions?
9. Write the process of counselling?

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विषय : प्रबन्धन

Subject: Management

कोर्स शीर्षक

Subject Title: Marketing Management

Course Code: MBA-2.4

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Discuss in detail various concept of Marketing?
2. Discuss the following:
 - a) Pricing strategies.
 - b) Product life cycle
3. Explain Retailing? Discuss functions and strategic issues of retailing?

.Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

1. Define Marketing mix and its elements?
2. What is logistics and supply chain management?
3. How social media is important for marketing communication?
4. Discuss how selling is different from marketing?
5. Differentiate between advertising and promotion?
6. Write the role of marketing channels?

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विषय : प्रबन्धन

Subject: Management

कोर्स शीर्षक

Subject Title: Financial Management

Course Code: MBA-2.5

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What are the factors that led the Indian Financial Markets into Global Financial Markets?
2. What do you mean by 'leverage'? Explain its various types of leverage?
3. What do you understand by money and capital market and explain its instrument?

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

4. State the factors affecting dividend policy of a company?
5. Describe the functions of Financial Markets.
6. Describe the modern trends in payment business.
7. Define the term stock exchange?
8. What is the difference between fixed and working capital?
9. Distinguish between equity and debt instruments.

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विषय : प्रबन्धन

Subject : Management

कोर्स शीर्षक

Subject Title: Research Methodology

Course Code: MBA-2.6

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each.
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What do you understand by Research Methodology? Explain the process of Research Design.
2. What is research design? Explain its various types?
3. What do you mean by research problem and how you can identify the research problem?

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.
Answer all questions. All questions are compulsory.

4. What is sampling?
5. What is a non-probability and probability sampling method?
6. What do you mean by level of significance and degree of freedom?
7. What are different types of hypothesis explain with example?
8. Explain the various techniques of interview?
9. What is questionnaire? Explain in detail?