

उत्तर प्रदेश राजर्षि टण्डन मुक्त विष्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2019-2020

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 1.1
Subject Title	: Management functions & Behaviour	Course Code	: MBA- 1.1

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. Describe the responsibilities of a professional manager.
2. Identify the phases in decision making process.
3. Analyse the dimensions and determinants of organizational culture.

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. Explain the sources of conflict.
5. What factors influence the choice of structure?
6. Write the qualities of a successful and effective leader.
7. How groups play constructive role in the organization?
8. Why strategies of control are essential?
9. What are the modes of conflict management?

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विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 1.2
Subject Title	: Managing Men	Course Code	: MBA- 1.2

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. Analyse the changing role of personnel management in India.
2. How you will develop a manpower strategy?
3. Describe the grievance handling procedure.

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. How good industrial relations are ensured in organizations?
5. Write a short note on industrial democracy.
6. Explain the pre requisites of collective bargaining.
7. What is Judicial Approach to discipline?
8. Discuss the problems of validity.
9. Why rational wage policy is needed?

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Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 1.3 (एन)/ 1.3 (सी)/
Subject Title	: Economic and Social Environment	Course Code	: MBA- 1.3 (N)/ 1.3 (C)/

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 environment? How you will define economic & social environment of business.
2. Explain various factures of political environment in India which affect the business.
3. Explain sociological environment?

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. Write a note on industrial policy of 1980.
5. What are external debts?
6. Explain privatization.
7. What is the impact of liberalization is the economy of India.
8. What are financial sector reforms?
9. Discuss fiscal sector reforms?

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विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 1.4 (एन)/ 1.4 (ओ)/
Subject Title	: Quantitative Analysis 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 each.  
Answer all questions. All questions are compulsory.

Section- A

खण्ड—अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Find the Index Number of prices with average price as a base

Commodities	2014	2015	2016
A	5	5	7
B	5	4	6
C	6	6	7

2. Calculate Rank correlation?

A	44	46	48	52	54	56	72	21
B	36	40	42	51	44	66	71	48

3. What do you mean by mode and mean?

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. Explain the relationship between arithmetic mean, median & mode?  
5. Explain the various measures of skewness?  
6. Describe the significant dimensions of Institution building.  
7. What are components of time series?  
8. What is student “t-test”  
9. Write a note on degree of freedom?

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Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 1.5 (एन)
Subject Title	: Organizational Design, Development and change	Course Code	: MBA- 1.5 (N)

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. Briefly explain the classical and Modern theories of organization.
2. Describe the basic parts of an organization.
3. Discuss the characteristics and features of organizational development.

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 skills are required in a change agent?
5. Write the process of change implementation.
6. How you will analyze and use interview data?
7. Explain the purpose of organizational analysis.
8. What factors influence choice of on intervention?
9. Analyse the system approaches to work design.

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2019-2020

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए. पीजीडीएमएम-01
Subject	: Management	Subject Code	: MBA 1.6
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 1.6
Subject Title	: Marketing for Managers	Course Code	: MBA- 1.6 (N)

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 the concept of marketing? Define marketing management and its organization.
2. What is product? Discuss various steps of new product development?
3. Differentiate between marketing and selling?

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 the concept of services?
5. Define the concept of product mix
6. Define various steps of Buyer Decision process?
7. What do you understand by corporate marketing?
8. What is product also define steps of new product development?
9. Define various methods of promotion?

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2019-2020

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए. 2.1
Subject	: Management	Subject Code	: MBA- 2.1
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 2.1

Subject Title : Information Management and Computer 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. Discuss the application ICT in current business scenario in India?
2. What is a MIS? Discuss its various components.
3. Differentiate between hardware and software?

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 understand data flow diagram?
5. What is the objective of maintaining data dictionary?
6. Describe various important component of financial management software?
7. Differentiate between simplex and graphic method of linear programming?
8. What is DBMS? List its various advantages.
9. List the classification of computer's according to various business models?

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Subject : Management

विषय कोड : एम.बी.ए.  
Subject Code : MBA

कोर्स शीर्षक : प्रबन्धकीय अर्थशास्त्र  
Subject Title : Managerial Economics

कोर्स कोड : एम.बी.ए. 2.2  
Course Code : MBA- 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. Discuss the objectives of Managerial Economics. How far the study of managerial Economics is useful in the Decision making process?
2. What is demand forecasting? Give the methods of forecasting demand for new product.
3. Define price elasticity of demand. Discuss its objective and importance in detail?

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. Differentiate between risk and uncertainty.
5. Define Opportunity Cost
6. What do you mean by production function?
7. State the important theories of
8. Write a note on 'Returns to Scale.'
9. Define monopoly. How is it different from perfect competition?

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2019-2020

**Master of Business Administration (MBA)**

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

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 the role of accountants in modern business organizations.
2. Examine the role of accounting concepts in the preparation of financial statements.
3. What do you mean by Balance Sheet? How does it differ from profit and loss Account?

**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 are the objectives of accounting information?
5. What do you mean by working capital?
6. Distinguish between management accounting and financial accounting?
7. Explain the different elements of cost?
8. What is cash cycle?
9. Distinguish between trail balance and balance sheet.

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2019-2020

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 2.4
Subject Title	: Management of Machines and Materials.	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. What is production? Define production management, its objectives with its importance?
2. What do you understand by the concept of inventory? Define EOQ. (Economic Order Quality)
3. Why the concept of value engineering is gaining popularity in now a days? Also define its various benefits in detail.

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 continues flow production technique?
5. What is batch production process?
6. What is job design? How it is different from job description.
7. Differentiate between PERT & CPM?
8. What is job-rotation concept?
9. List various conditions of job-shop production technique. Implementation?

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अधिन्यास (Assignment)

2019-2020

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	: विक्रय प्रबंधन	कोर्स कोड	: एम.बी.ए. 2.5 (एन)

Subject Title : Sales Management

Course Code : MBA- 2.5 (N)/

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 different selling and buying styles?
2. How body language plays a role in explain the strength of the sales person?
3. Explain different levels of listening skills and identify the most important stage for a sales person?

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. Discuss various theories of sales?
5. Differentiate between advertising and personnel selling?
6. What is verbal communication? List its various advantages.
7. What do you understand by the term 'sales quota'?
8. Discuss various important objectives of sales negotiations?
9. What are different strategies of sales presentation?

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अधिन्यास (Assignment)

2019-2020

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए.2.6 (एन)
Subject Title	: Management Control System	Course Code	: MBA-2.6 (N)

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. Explain the process of designing a management control system?
2. What are expense centers?
3. Explain transfer pricing?

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. Explain MCS in service organization.
5. What is performance evaluation?
6. Explain the meaning and significance of a report?
7. How is budget prepared?
8. What is investment center?
9. What are responsibility centers?

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2019-2020

Master of Business Administration (MBA)

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

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 the meaning of corporate? Discuss various functions of top level management?
2. What is strategic management process?
3. Explain 7's framework for strategy?

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. Explain the role of board of directors?
5. Highlight the skill needed for top management?
6. Explain competitive analysis?
7. Explain SWOT analysis?
8. Discuss BCG's growth share matrix?
9. Explain objectives of break even analysis?

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अधिन्यास (Assignment)

2019-2020

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 3.2 (एन) पीजीडीपीएम-04
Subject Title	: Management of new And Small Enterprises	Course Code	: MBA- 3.2 (N)/

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. Explain the main characteristics of SSE's in U.P.
2. What is MUDRA BANK? How it is helpful for small entrepreneurs?
3. What are the implications of 'marketing orientation' on the process of product selection? Discuss.

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. Why SSE's are important in make in U.P economy?
5. List various promotional schemes launched by UP Government for SSE's?
6. What is SIDBI? List its various functions.
7. How you will define break even analysis?
8. Explain the role of SSE & MSE in creating jobs
9. List various sources of finance for SSE's?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विष्वविद्यालय, इलाहाबाद  
अधिन्यास (Assignment) 2016-2017  
Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	: मानव संसाधन विकास	कोर्स कोड	: एम.बी.ए. 3.11(एन)
Subject Title	: Human Resource Development	Course Code	: MBA- 3.11 (N)

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 development is essential for organizations? Explain the issues of HRD.
2. Discuss about the frame work of work motivation.
3. What is the rationale of HRD for workers?

**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 development approach to industrial relations?
5. Explain the nature and role of the service sector.
6. What are organizational outcomes of HRM systems?
7. Explain the concept of developmental supervision.
8. Analysis the role of trade unions.
9. Write the process of counseling.

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अधिन्यास (Assignment)

2019-2020

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	: मानव संसाधन नियोजन	कोर्स कोड	: एम.बी.ए. 3.12

Subject Title : Human Resource Planning Course Code : MBA- 3.12

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. Analyse the qualitative dimensions of human resource planning.
2. Why rational and equitable pay structure is needed in the organizations?
3. What are the linkages of job description and job specifications with job analysis?

**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. Explain the recent development in job evaluation.
5. How induction is an integrated part of training?
6. Identify training needs.
7. What is the purpose of human resource audit?
8. Write the essentials of recruitment policy.
9. Write a short note on computer applications in HRM.

उत्तर प्रदेश राजर्षि टण्डन मुक्त विष्वविद्यालय, इलाहाबाद  
अधिन्यास (Assignment) 2016-2017  
Master of Business Administration (MBA)

विषय : प्रबन्धन विषय कोड : एम.बी.ए.  
Subject : Management Subject Code : MBA  
कोर्स शीर्षक : श्रम संघ प्रबन्धन सम्बन्ध कोर्स कोड : एम.बी.ए. 3.13

Subject Title : Union Management Relations Course Code : MBA- 3.13 (N)

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. Describe the factors affecting union management relations.
2. Evaluate the strategic for interpersonal conflict resolution.
3. Analyse the context and climate for collecting bargaining.

**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. Discuss the role of state in industrial relations.
5. What do you understand by workers participation in management?
6. How negotiation works for conflict resolution?
7. Write the benefits of external leadership in unions.
8. Explain the strategies making workers participation more effective.
9. What is industrial conflict resolution?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विष्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2019-2020

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:संगठनात्मक परिवर्तन प्रबन्ध	कोर्स कोड	: एम.बी.ए. 3.14

Subject Title : Managing Change in Organization  
Course Code : MBA- 3.14

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. Describe the process of organizational change.
2. Explain the frame work of organizational diagnosis.
3. Discuss the environmental changes affecting organizations.

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. Write the characteristics of successful change agent.
5. What are the sources of resistance?
6. Explain the Kurt Lewin Principle of organizational change.
7. What are the instruments of data collection?
8. What do you understand by internal resource development?
9. Discuss the issues in planning and conducting an evaluation.

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अधिन्यास (Assignment)

2019-2020

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 3.21 (एन)
Subject Title	: Project Management		MBA- 3.21

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. How can computers help in monitoring and controlling of projects? Take any network and develop the computer inputs required for its computerization.
2. “Management of materials and equipment forms the core of project management” Comment
3. Discuss the methods of financial evaluation of the projects. What according to you are the critical success factors in project management?

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. Write a note on human resource management in projects.
5. What can be sources of long-term funding for an infrastructure project? Discuss any two.
6. Briefly explain the concept of an integrated project management system.
7. What are the phases of project life cycle? Give the salient task under each phase.
8. What quality control methods are prevalent in project management?
9. What role does computer software play in control of projects? Name some software packages used in project management.

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अधिन्यास (Assignment)

2019-2020

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 3.22(एन)
Subject Title	: Security Analysis and Portfolio management	Course Code	: MBA- 3.22 (N)

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. Distinguish between saving, investment and speculation
2. What do you mean by investment process? Describe the steps involved in investment process.
3. Write a detailed note on the Efficient Market Hypothesis

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 the meaning of portfolio turnover?
5. Explain briefly any one type of chart used in technical analysis.
6. Define investment.
7. What are the main functions of SEBI?
8. What is the importance of 'margin of safety'?
9. How do you evaluate the preference shares?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विष्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2019-2020

Master of Business Administration (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 (एन)
Subject Title	: International Financial Management	Course Code	: MBA- 3.23 (N)

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. “With the increasing opening up of the world economies the role of the state is fast diminishing” comments.
2. “Free trade is beneficial to all” critically examine.
3. Briefly explain different methods of exchange rate forecasting. Discuss their suitability in the Indian context.

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 foreign exchange rate?
5. Write short note on increasing role of MNCs.
6. What are the major benefits arising from internationalization of the financial system?
7. What is meant by forward contracts?
8. Write a brief note on EXIM Bank.
9. How does international financial system differ from domestic financial system?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विष्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2016-2017

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	: वित्तीय सेवाओं का प्रबन्धन	कोर्स कोड	: एम.बी.ए. 3.24
Subject Title	: Management of Financial Services.	Course Code	: MBA- 3.24

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. Define risk and state the types of risk. Explain the sources of each kind of risk.
2. What do you mean by 'Financial System'? Explain its various components
3. What do you understand by Debt Trading in India?

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 benefits of Securitization.
5. Describe the functions of Financial Markets.
6. Describe the modern trends in payment business.
7. Define the term stock exchange?
8. Write a brief note on Commercial Papers.
9. Briefly discuss the various components of financial system.

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अधिन्यास (Assignment)

2019-2020

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 3.31 (एन)
Subject Title	: Operation Research	Course Code	: MBA- 5.31 (O)

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 operations research? Explain its techniques and approaches
2. What is Probability? Explain Bayes Theorem
3. What is linear programming?

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 are the reasons of using simulation?
5. Explain characteristics of queuing model?
6. Explain essential requirement for inventory control?
7. Write a note on simplex method.
8. Elucidate game theory?
9. Explain goal programming?

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अधिन्यास (Assignment)

2019-2020

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 3.32 (एन)
Subject Title	: Production/Operation Management	Course Code	: MBA- 3.32 (N)

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 operations management?
2. Explain the relevance of production management?
3. What is total quality management?

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. Why is forecasting done in production management?
5. What is judgmental forecasting?
6. Explain the importance of Delphi method?
7. What is just-in-time method?
8. Explain plant layout?
9. What is material requirement planning?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विष्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2019-2020

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 3.33 (एन)
Subject Title	: Management Information System	Course Code	: MBA- 3.33 (N)

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. Explain the relevance of MIS in organization?
2. What is system analysis? Discuss the stages in system analysis?
3. Explain any one system development model?

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 enterprise resource planning (ERP)?
5. Explain supply chain management
6. What is knowledge management
7. Write a note on e-governance
8. Discuss the ethical responsibilities of business professionals
9. What is ergonomics?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विष्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2019-2020

Master of Business Administration (MBA)

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

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 quality management needed in any organization?
2. Explain Zuran Trilogy?
3. Explain ISO?

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 statistical quality control?
5. Explain elements of leadership behaviors?
6. Write a note of cost leadership
7. What are benefit of quality function deployment (QFD)
8. Explain the characteristics of quality circles?
9. Write a note on reward and punishment?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विष्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2019-2020

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 3.41

Subject Title : Consumer Behaviour Course Code : MBA- 3-41

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 the concept of consumer behavior? Also discuss its application in advertising decisions
2. Who is customer? Discuss different kinds of customer's also define its characteristics.
3. Explain important models of buying behavior? Which one is most relevant in current make in its Indian scenario?

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 understand by VALS system of classification?
5. Why consumer behavior is important in selling decisions?
6. Differentiate between consumer attitude and perception?
7. How you will analyze influences of children in family buying?
8. What is "Howard Sheth model" of decision making?
9. What are consumer motivational conflicts?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विष्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2019-2020

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 3.42 (एन)
Subject Title	: Management of Marketing Communication and Advertising	Course Code	: MBA- 3-42 (N)

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 "Management of Marketing Communication"? Discuss elements of the communication mix.
2. Differentiate between down word and up word communication?
3. Discuss any model of communication in detail?

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 media mix?
5. Differentiate between electronic media and print media.
6. How social media is important for marketing communication?
7. Discuss the elements of mix promotional
8. Differentiate between advertising and promotion?
9. Discuss various applications of advertising research?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विष्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2019-2020

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 3.43 (एन)
Subject Title	: International Marketing	Course Code	: MBA- 3-43 (N)

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 the role of CRM in international marketing
2. Explain various entry mode to international markets?
3. Throw light on communication mix for International marketing?

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. Differentiate between global marketing and domestic marketing?
5. Briefly define international product life cycle?
6. How you will plan the “product Mix” for international market?
7. List various functions of international marketing department of an business organization
8. How political risk or political factor will closely associated with international marketing decisions?
9. How qualitative research is important for international marketing approach?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2019-2020

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 3.44
Subject Title	: Marketing Research	Course Code	: MBA- 3.44

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 marketing research? Discuss its various applications?
2. Differentiate between qualitative and quantitative marketing research?
3. How MR is useful in sales promotion decisions?

**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 are the elements of international marketing?
5. What is the concept of motivational research?
6. List various application areas of marketing research?
7. How you will define questionnaire in research?
8. Differentiate between primary & secondary data?
9. Discuss “Research Design”?

## उत्तर प्रदेश राजर्षि टण्डन मुक्त विष्वविद्यालय, इलाहाबाद

### अधिन्यास (Assignment)

2019-2020

#### Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	: अन्तर्राष्ट्रीय व्यापार	कोर्स कोड	: एम.बी.ए. 4.1 (एन)
Subject Title	: International Business	Course Code	: MBA- 4.1 (N)

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. Explain Raymond Vernon's PLC theory in international trade?
2. What do you understand by the export assistance? Discuss the main documents used in export trade.
3. Discuss the political legal, Social and economic factors in the internal environment?

#### 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. List various entry modes for international business?
5. Briefly discuss the factors which motivate for of international business?
6. Write a short note on transfer pricing?
7. What are the major pitfalls of planning?
8. Explain various ownership strategies for international business?
9. Why TQM is important in international trade?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2019-2020

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 4.2 (एन)
Subject Title	: Research Methodology	Course Code	: MBA- 4.2 (N)

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 research? How it is helpful in day to day business?
2. What is research design? Explain its various types?
3. What are advantages of sampling over census?

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 issues in attitude measurement were considering while doing research.
5. What is a non-probability sampling method?
6. Discuss role of model in managerial decision making?
7. How is date process?
8. Explain the various techniques of interview?
9. How is analysis of covariance done?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विष्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2019-2020

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 4.3 (एन)

Subject Title : Strategic Management Course Code : MBA- 4.3 (N)

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 the concept of Strategic Management? Also discuss various levels of strategy for business organization.
2. Discuss various parameters on which you evaluated the strategy also point out the process of strategic management?
3. Explain various sources of external & internal environmental information?

**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. List various forms of business organization?
5. What do you understand by “CSR”?
6. How leadership styles effect the strategy?
7. How you will define that feed back system in strategic management is important?
8. What is strategic choice?
9. What is the model of strategic management process?

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अधिन्यास (Assignment)

2019-2020

Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 4.4 (एन)
Subject Title	: Technology Management	Course Code	: MBA- 4.4 (N)

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 technology Management? Discuss its importance for day to day business?
2. It is explain the concept of technology diffusion? Why it is important in current make in Indian business scenario?
3. Discuss the importance of technology in new product development process?

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 the importance of forecasting in acquisition?
5. Enlist the macro effects of technological change.
6. Technology search strategy.
7. Technology transfer.
8. Sources of technology information?
9. Describe the organization and management of technology assessment?