

**INTERNAL ASSIGNMENT QUESTIONS
M.B.A. IV SEMESTER**

2023 - 2024



PROF. G. RAM REDDY CENTRE FOR DISTANCE EDUCATION
(RECOGNISED BY THE DISTANCE EDUCATION BUREAU, UGC, NEW DELHI)
OSMANIA UNIVERSITY
(A University Accredited by NAAC with "A" + Grade Category – I Graded Autonomy by UGC)

DIRECTOR
Prof. G.B. REDDY
Hyderabad – 7, Telangana State

**PROF.G.RAM REDDY CENTRE FOR DISTANCE EDUCATION
OSMANIA UNIVERSITY, HYDERABAD – 500 007**

Dear Students,

Date:

Every student of MBA IV Semester has to write and submit Two Assignments for each paper compulsorily. Each assignment carries 15 marks and for two assignments it is 30 marks. University Examinations will be held for 70 marks. The marks awarded to you will be forwarded to the Examination Branch O.U. for inclusion in the Final marks memo. The candidates have to pay the examination fee and submit the Internal Assignment in the same academic year. If a candidate fails to submit the Internal Assignment after payment of the examination fee he will not be given an opportunity to submit the Internal Assignment afterwards, if you fail to submit Internal Assignments before the stipulated date the Internal marks will not be added in the final marks memo under any circumstances.

You are required to **pay Rs.500/-** towards the Internal Assignment Fee through Online along with Examination fee and submit the Internal Assignments along with the Fee payment receipt at the concerned counter.

ASSIGNMENT WITHOUT EXAMINATION FEE PAYMENT RECEIPT (ONLINE) WILL NOT BE ACCEPTED

Assignments on Printed / Photocopy / Typed / Written will Black Ink Pen papers will not be accepted and will not be valued at any cost. Only hand written Assignments with blue pen will be accepted and valued.

Methodology for writing the Assignments:

1. First read the subject matter in the course material that is supplied to you.
2. If possible read the subject matter in the books suggested for further reading.
3. You are welcome to use the PGRRCDE Library on all working days including Sunday for collecting information on the topic of your assignments.
(10.30 am to 5.00 pm).
4. Give a final reading to the answer you have written and see whether you can delete unimportant or repetitive words.
5. The cover page of the each theory assignments must have information as given in FORMAT below.

FORMAT

- | | |
|------------------------|---|
| 1. NAME OF THE COURSE | : |
| 2. NAME OF THE STUDENT | : |
| 3. ENROLLMENT NUMBER | : |
| 4. NAME OF THE PAPER | : |
| 5. DATE OF SUBMISSION | : |
| 6. MOBILE NO. | : |
6. Write the above said details clearly on every assignments paper, otherwise your paper will not be valued.
 7. Tag all the assignments paper-wise and submit
 8. Submit the assignments on or before **20.09.2024** at the concerned counter at PGRRCDE, OU on any working day and obtain receipt.

DIRECTOR

**MBA IV SEMESTER
MBA CDE- 401
INTERNAL ASSIGNMENT**

PAPER – I : TECHNOLOGY MANAGEMENT & ENTREPREURSHIP (TME)

ASSIGNMENT - I

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

1. Define Technology Management and list its types.
2. Write a note on TLC.
3. Discuss the various technology forecasting methods.

ASSIGNMENT – II

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

1. Explain the modes and channels of technology transfer.
2. What is Entrepreneur ? What he does ? List the components for Entrepreneurship ?
3. Explain various phases of Project Management.

**MBA IV SEMESTER
MBA CDE- 402**

INTERNAL ASSIGNMENT

PAPER – II : STRATEGIC MANAGEMENT (SM)

ASSIGNMENT - I

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

1. Explain strategic management roles and importance.
2. What is Strategic Vision & Mission ?
3. Value chain. Explain in detail.

ASSIGNMENT – II

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

1. Explain Portor's Generic Strategies.
2. BCG Model in detail.
3. Explain framework of competitor analysis.

**MBA IV SEMESTER
MBA CDE- 403**

INTERNAL ASSIGNMENT

PAPER – III : INTERNATIONAL BUSINESS (IB)

ASSIGNMENT - I

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

1. Discuss two theories of international trade.
2. Explain various levels of Economic Integration.
3. Describe the agreements undertaken by WTO.

ASSIGNMENT – II

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

1. Discuss Various entry strategies.
2. Explain the concept of inter cultural communication.
3. Discuss the functions of major trading blocks.

**MBA IV SEMESTER
MBA CDE- 404**

INTERNAL ASSIGNMENT

PAPER – IV : SUPPLY CHAIN MANAGEMENT (SCM)

ASSIGNMENT - I

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

1. Discuss about the functions and strategies of SCM.
2. Explain value chain and value delivery systems for SCM.
3. What is integrated logistics management ? Explain the process to develop integrated logistics strategy.

ASSIGNMENT – II

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

1. List and discuss various modes of transport in SCM.
2. Explain the best practices of Bench Marking of JIT.
3. Discuss the issues and problems in Retail SCM.

**MBA IV SEMESTER
MBA CDE – 406 : MARKETING
INTERNAL ASSIGNMENT**

**(ELECTIVE) : MARKETING
SERVICES MARKETING (SM)**

ASSIGNMENT – I

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

1. Describe the categorization of Goods and Services.
2. Explain in detail the model of Consumer Behaviour.
3. Explain dimensions of service Quality Management.

ASSIGNMENT – II

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

1. How to evaluate the customer role in service generating organizations ?
2. Explain various strategies for internal marketing.
3. Define the CRM. Explain various essentials of Relationship Marketing.

**MBA IV SEMESTER
MBA CDE – 406 : HRM
INTERNAL ASSIGNMENT**

**(ELECTIVE): HRM
INDUSTRIAL RELATIONS AND LABOUR LAWS**

ASSIGNMENT – I

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

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

ASSIGNMENT – II

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

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

**MBA IV SEMESTER
MBA CDE – 405 : HRM
INTERNAL ASSIGNMENT**

**(ELECTIVE): HRM
PERFORMANCE APPRAISAL & COUNSELLING (PAC)**

ASSIGNMENT – I

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

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

ASSIGNMENT – II

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

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

**MBA IV SEMESTER
MBA CDE – 405 : MARKETING
INTERNAL ASSIGNMENT**

**(ELECTIVE) : MARKETING
CONSUMER BEHAVIOUR (CB)**

ASSIGNMENT – I

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

1. Explain various perspectives on Consumer Behaviour. What are its limitations ?
2. What is perception? Explain the major factors that influence the way people perceive.
3. Explain any ONE theory and model of Attitude.

ASSIGNMENT – II

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

1. Explain Consumer Research process.
2. Define limited and Extensive Information Processing.
3. Discuss about Mass Communication. Explain AIDA model.

**MBA IV SEMESTER
MBA CDE – 405: FINANCIAL AREA
INTERNAL ASSIGNMENT**

**ELECTIVE (FINANCIAL AREA)
INTERNATIONAL FINANCE**

ASSIGNMENT - I

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

1. What are MNCs ? and What economic roles do they play?
2. Describe the Bretton Woods Agreement ?
3. What do you understand by Currency future? How is it different from currency forward contract ?

ASSIGNMENT – II

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

1. What do you mean by hedge ? What parameters do you consider before designing a hedging Strategy?
2. Discuss about popular Foreign Investment theories.
3. What are the different constituents of International Capital Markets ?

**MBA IV SEMESTER
MBA CDE – 406: FINANCIAL AREA
INTERNAL ASSIGNMENT**

**ELECTIVE (FINANCIAL AREA)
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

ASSIGNMENT - I

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

1. What is an Investment ? Explain the steps in the investment decision process.
2. Explain fundamental and technical analysis.
3. Describe Markowitz Portfolio model.

ASSIGNMENT – II

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

1. Describe CAPM, SML and the Arbitrage pricing theory.
2. Explain concept of mutual funds and advantages and types of MFs.
3. What are derivatives ? Describe the features of forwards, futures, options and swaps.