

UNIVERSITY OF KERALA

SCHOOL OF DISTANCE EDUCATION

2 YEAR MBA (SDE) PROGRAMME

IV SEMESTER (2018 BATCH) ASSIGNMENT QUESTIONS

INSTRUCTIONS TO THE STUDENTS

- 1. Assignments should be written in own hand writing and submit the same to the Coordinator, MBA –SDE programme, SDE, Karyavattom, University of Kerala.**
- 2. Each assignment should be written in about 15 pages and the problems need to be solved as per the procedure.**
- 3. Each subject assignments will be evaluated for 15 marks.**
- 4. The course coordinator will publish the assignment marks (15) along with seminars and discussions marks (10) in SDE website.**
- 5. Date of submission will be informed through the website**

MGT 401 STRATEGIC MANAGEMENT

Describe the following

1. Porter's Generic Strategies
2. Types of Strategies
3. McKinsey 7S Framework
4. Porter's Five Force Analysis
5. Strategic Implementation

MBA 40M1 – BUSINESS PROCESS REENGINEERING

Describe the following

1. BPR origin and process
2. Steps BPR implementation

3. Business Process audit
4. ERP

MBA 4OM5 - INNOVATION MANAGEMENT AND NEW PRODUCT DEVELOPMENT

Describe the following

1. Models of innovation
2. Innovation theories
3. Models for new product development.
4. Organization structures for new product development

MBA 4H1 - COMPENSATION MANAGEMENT

Describe the following

1. Theories of Wages
2. Law relating to payment of wages and bonus in India
3. Reward strategies
4. Fringe benefits

MBA 4H2 - INDUSTRIAL RELATIONS AND LABOUR LAW

Describe the following

1. Industrial Relations
2. Trade Unionism
3. Labour protective legislations
4. Social Security Legislations

MBA 4M1 - INTERNATIONAL MARKETING

Describe the following

1. International marketing
2. Segmentation and Positioning in International market
3. International pricing process and policies
4. International distribution decisions

MBA 4M5 - DIGITAL MARKETING

Describe the following

1. Traditional and Digital Marketing
2. Viral Marketing
3. Crowd Sourcing
4. Data Mining and Social Media

MBA 4F1 - CORPORATE TAXATION

Describe the following

1. Income Tax Act
2. Definition of company
3. Tax Incentives
4. Tax evasion

MBA 4F3 - FINANCIAL DERIVATIVES

1. Forward, Futures, Options and Swaps
2. Stock index futures and pricing

3. Option Pricing Models
4. Currency Forwards, Currency Futures, Currency Options, Currency Swaps

MBA 4S1 ARTIFICIAL INTELLIGENCE - APPLICATIONS IN BUSINESS

Describe the following

1. TPS, MIS, DSS, ESS
2. Data Warehousing, Data Mining, Data visualization
3. MRP, MRP II, ERP, ERP II, SCM
4. Knowledge Acquisition and validation

MBA 4S2 - KNOWLEDGE MANAGEMENT

- a. Drivers of knowledge management
- b. Steps in Knowledge Management implementation
- c. bench marking and balanced scorecard technique
- d. Knowledge Management and its relationship with Artificial Intelligence