

**UNIVERSITY OF KERALA
SCHOOL OF DISTANCE EDUCATION
2 YEAR MBA (SDE) PROGRAMME**

IV SEMESTER (2019 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 assignment will be evaluated for 15 marks.**
- 4. The course coordinator will publish the assignment marks (15) along with seminars and discussions marks (10) on the 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 with diagram and real world examples (CASE)
4. Porter's Five Force Analysis
5. Strategic Implementation

MBA 40M1 – BUSINESS PROCESS RE-ENGINEERING

Describe the following

1. BPR origin and process. Add an example (case)
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 (case)
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. Choose five companies and find out the fringe benefits provided there (case)

MBA 4H2 - INDUSTRIAL RELATIONS AND LABOUR LAW

Describe the following

1. Industrial Relations
2. Trade Unionism. Identify any two trade unions and find out their contributions to the society(case)
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. Identify a product and find out the pricing policy used at various stages of PLC.(case)
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. Identify any social media and find out how it can be used as a supporting tool for an organisation.(case)

MBA 4F1 - CORPORATE TAXATION

Describe the following

1. Income Tax Act
2. Definition of company.
3. Tax Incentives. Select any two companies and find out the tax incentives availed by them(case)
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. Write one example each.(case)

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 (case)

MBA 4S2 - KNOWLEDGE MANAGEMENT

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

MBA S4 SEMINAR (2019 batch)			
sl No.	Enrollment Number	Name of Candidate	Topic Code
1	872191002	RAHUL KRISHNAN R	SM 1
2	872191004	VARSHA R R	
3	872191007	VINI V NAIR	
4	872191013	ARJUN S	
5	872191014	LAVANYA.B.C	
6	872191016	UNNIKRISHNAN S	
7	872191017	GOKUL G	
8	872191019	SAMEERA. M	
9	872191025	ANUJA MURALI NARAYAN	
10	872191026	ATHIRA SUDHAN	
11	872191027	KARTHIKA B NAIR	
12	872191029	KEERTHI M	
13	872191031	SRUTHY RAJ S	
14	872191033	ANAND BABU M	SM 2
15	872191036	THAHANI H	
16	872191039	AJAY R	
17	872191040	ATHIRA ANIL	
18	872191042	JIGO JAYACHANADRAN	
19	872191043	JAHANA. N.S.	
20	872191046	GREESHMA R	
21	872191047	SHYAMINI S S	
22	872191050	SUMEESKSHA S	
23	872191051	ARJUN RAJ	
24	872191052	SHEELA. R	
25	872191055	SREELEKSHMI B	
26	872191057	MINI T P	
27	872191058	ANJANA V J	
28	872191059	VINEETH.V.S.	

29	872191062	KRISHNANAND G P	SM 3
30	872191068	AKHILA SATHEESH	
31	872191069	KRISHNA PRIYA M NAIR	
32	872191070	AKHILA MOHAN A R	
33	872191071	ANAS S J	
34	872191072	ROHINI H T	
35	872191073	AMAN RASHEED	
36	872191074	HANNA RAHMAN	
37	872191076	RENJINI U R	
38	872191077	SUHANABEEGUM H	
39	872191079	BIBIN C	SM 4
40	872191080	ARUNIMA A S	
41	872191082	SUMY MATHEW	
42	872191090	ANJITHA UNNI	
43	872191092	APARNA SANKAR	
44	872191095	JISHA S J	
45	872191096	ANANDHU R B	
46	872191100	SNEHA BABU	
47	872191102	SHIREEN SHAHABUDEEN	
48	872191103	ARYA A	
49	872191105	ARATHY B. NAIR	
50	872191108	ARYA J	
51	872191109	ASHIMA S	
52	872191112	REJI MATHAI	
53	872191113	LAKSHMI M NAIR	SM 5
54	872191118	KRISHNAPRIYA R B	
55	872191119	ATHULYA T	
56	872191122	HARSHA A	
57	872191123	ATHIRA B	
58	872191124	SUSMITHA L	
59	872191125	GOKULRADHA J	

60	872191128	SINDHU U S	
61	872191133	CHITHRA S	
62	872191136	FATHAL A	
63	872191140	NIKHIL SEBASTIAN	
64	872191142	SHAYAMA SUBAIR	
65	872191143	KRISHNA PRAKASH	
66	872191144	RAHUL DIWAKAR	
67	872191146	SNEHA JOHNSON	
68	872191148	ASWATHY JAYAN	
69	872191149	VIJI KRISHNA R	
70	872191152	SAJITHA N S	SM 6
71	872191154	ASWIN R	
72	872191156	B. GOPIKA	
73	872191157	MAITHRI MOHAN	
74	872191162	RASHEEDA A R	
75	872191165	A R RAHUL	
76	872191168	ARYA CHANDRAN J A	
77	872191177	ALFINA. R	
78	872191178	J RADHA	
79	872191182	ANASWARA PREELA SURENDRAN	SM 7
80	872191187	RIYADH BIN SALIM	
81	872191192	JOEMON JOSEPH	
82	872191195	JEAN VIJAY V M	
83	872191198	SREEJA S	
84	872191201	VISHNU J R	
85	872191203	MALAVIKA ANILKUMAR	
86	872191204	PAVITHRA P S	
87	872191205	ROHINI KRISHNA.P	
88	872191206	PAVITHRA S M	
89	872191208	AMAL M R	
90	872191209	SREEREMYA S R	

91	872191210	POURNAMI S	SM 8
92	872191213	ANANTHU J NAIR	
93	872191218	SUJIN S S	
94	872191219	SUDARSAN V	
95	872191222	SAJITH H S	
96	872191223	STELLA STEPHEN	
97	872191226	DARSANA J S	
98	872191227	ARYA M A	
99	872191230	FATHIMA NAZAR	
100	872191231	DHANYA.P	
101	872191232	PARVATHY T S	
102	872191233	NADESH S	
103	872191234	AISHWARYA L	SM 9
104	872191235	HARIKRISHNAN G G	
105	872191240	SACHIN N S	
106	872191241	M R ANILA	
107	872191244	SHOJID.T	
108	872191249	PUSHPARAJAN J	
109	872191254	AFSAL N	
110	872191255	VINI J	
111	872191257	ANJANA MENON S	
112	872191262	GOKUL CHAND C M	
113	872191264	AKHIL V S	
114	872191268	KRISHNAVENI B NAIR	
115	872191269	SARATHRAJAN S R	
116	872191271	ANJU.P.M.	
117	872191274	SREERENJINI M R	
118	872191275	MEENAKSHI. S	
119	872191276	PRAKASHKUMARPT	
120	872191277	SHEEJA B	
121	872191280	ARJUN GIRISH	

122	872191285	NEENA A B	SM 10
123	872191288	ASHIN C SHAJAN	
124	872191289	R K LEKSHMI PRIYA	
125	872191290	JEEVAN BOBBY NARIMATTOM	
126	872191299	ABHISHEK R	
127	872191303	VIDYA S	
128	872191304	MANJIMA V O	
129	872191309	ABU BIDHA HAREES	
130	872191313	ANJANA DEVI D	SM1
131	872191315	MEGHA M	
132	872191316	ANJANA SATHEESH	
133	872191317	ARUN S	
134	872191318	LEENAKUMARI .V .G	
135	872191319	SUMI M S	

SM1

STRATEGIC MANAGEMENT SEMINAR TOPIC		
SI NO.	Topics	Code
1	Porters 5 force Model	SM 1
2	SWOT Analysis	SM 2
3	McKinseys 7S Framework	SM 3
4	Components of environment	SM 4
5	PESTLE	SM 5
6	Mission Statement & Characteris	SM 6
7	Integration Strategies	SM 7
8	Intensive Strategies	SM 8
9	Diversification Strategies	SM 9
10	Strategic Management process a	SM 10