

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

**IV SEMESTER (2020 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 40M5 - 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