

Course Code: **CO-2 21**
Title: **E-Business and Cyber Laws**
Assignment Code: **CO-2 21/SDE-C/2017-18**
Assignment Coverage: **All Modules**
Maximum Marks: **15**

Attempt any 3 topics each in not less than 5 pages

1. Discuss the important models of E-business.
2. What is E-marketing? Discuss the strategies of E-marketing.
3. Discuss computer fraud and forgery.
4. Discuss IT Act 2000.
5. Discuss E-taxation.

Course Code: **CO-2 21**
Title: **E-Business and Cyber Laws**
Case Analysis Code: **CO-2 21/SDE-C/2017-18**
Case Analysis Coverage: **All Modules**
Maximum Marks: **10**

Read the case and answer the questions given below

Fraud is rampant in the banking sector. Banks mobilize public savings and facilitate investments. The liberalization of banking services by the government and the Reserve Bank of India has accelerated the growth of the banking sector in India. Since 1990 banks have started to invest more in technology in order to convert the branch based banking system into a customer-oriented banking system. The revolution of information technology in banking has redefined banking strategies and approaches. The effective use of information technology by credit institutions helps them provide banking services of higher quality to its customers, which further facilitate the adoption of transparent systems, reduction of costs and provision of high-speed services. Advertising, online banking and customer care services have become a recent trend. Further, banks have adopted Internet-based communication systems, allowing the online transfer of funds and electronic commerce systems that facilitate online client interactions. Telecommunication technologies and the computerization of administrative services allow online trading of shares and mutual funds. Credit and debit cards payment systems can be used to book road, rail and air tickets pay various service utility bills and shop online.

1. What are the security concerns due to instances of frauds and cyber attacks in the banking sector?
2. Explain the use of constructive technology defensive mechanisms that protect customers against duplication of debit and credit cards.
3. State the security mechanisms adopted by banks in India.
4. What are the solutions for criminal damage to computer resources, hacking, tampering with computer documents, breach of confidentiality, fraudulent digital certificates under the provisions of IT Act, 2000?
5. How the provisions of IPC 1860 protect the customer?

Course Code: **CO- CO224**
Title: **International Business**
Assignment Code: **CO224/SDE-C/2017-18**
Assignment Coverage: **All Modules**
Maximum Marks: **15**

Attempt all the Questions.

Give answers to each question in 2 to 3 pages.

1. Discuss the impact of global environments on international business decisions.
2. What are the positive and negative impacts of Foreign Direct Investment on the home and host countries?
3. What is globalisation? What risks do firms encounter from the globalisation of production and markets?
4. Evaluate the functioning of the different types of regional economic integration.
5. Discuss the scope of international human resource management.

Course Code: **CO- CO224**
Title: **International Business**
Case analysis Code: **CO224/SDE-C/2017-18**
Maximum Marks: **10**

Attempt all the Cases. Each case carries 5 marks.

Answers to each case must be limited to no more than one page.

I. General Motors (GM) made a deal with France-based automobile company PSA in 2017 to sell its Opel brand for a hefty sum. The deal would also see PSA become Europe's second-largest carmaker behind Volkswagen AG. For GM, this deal would free it from continuous losses in Europe and help to improve its overall profit margins and increase returns to shareholders. GM was facing tough times since 2000 in Europe with the failure of the Chevrolet and Opel brands. In addition to this, the changing European market conditions and excess and idle production capacities forced GM to consider the strategy of divestment from Europe. Brexit too led to GM incurring extra tariffs for exports from the UK. GM's CEO Mary Barra said GM's decision was aimed at reshaping the company through disciplined capital allocation to its higher-return investments. While some analysts said this was a good move, others felt that exiting a market like Europe would leave GM less diversified and more dependent on its performance in the US and China markets, and expose it to potential risks.

1. Examine the nature of problems faced by GM in Europe and the reasons that prompted General Motors to exit Europe.
2. Study and analyze GM's divestment strategy in Europe and the implications of leaving a key market.
3. Explain the nature of problems faced by foreign companies like GM in saturated markets like Europe.

4. Analyse the issues and challenges in managing the corporate portfolio and value creation as the corporate parent.

II. The case discusses in detail Sweden-based furniture retailer, IKEA's re-entry into the Japanese market and the strategies it adopted on its re-entry. IKEA first entered Japan in 1974 through a joint venture with a Japanese company as a part of its plans to expand globally. It exited from the country in 1986, after failing to develop a significant presence. IKEA decided to re-enter the market in 2002, and the second time around, it conducted a thorough study of the markets and visited several Japanese homes to understand their requirements better. IKEA then formulated its strategy for the Japanese market based on 'small space living', and brought in products that were suitable to the Japanese -storage boxes, sofa beds, two-seater sofas, etc.

1. Discuss the uniqueness of furniture retail market in Japan.
2. List out the reasons for IKEA's exit from Japan.
3. Analyze the factors that shaped IKEA's re-entry into Japan.
4. Evaluate some of IKEA's strategies in Japan.

Course Code: **CO2 25**
Title: **Strategic Management**
Assignment Code: **CO2 25/SDE-C/2017-18**
Assignment Coverage: **All Modules**
Maximum Marks: **15**

Attempt any 3 topics each in not less than 5 pages

1. Discuss the scope and significance of strategic management.
2. Discuss the strategic management practices of India Inc.
3. Discuss the corporate, business and functional strategies of a multinational national company of your choice.
4. Discuss the scope and significance of environmental analysis.

Course Code: **CO2 25**
Title: **Strategic Management**
Case Analysis Code: **CO2 25/SDE-C/2017-18**
Maximum Marks: **10**

Attempt the case in not less than 10 pages

Jai Hind Manufacturing Company was established in 1958, located in Calcutta. The Company employs 5000 full-time staff, a majority of whom are engineers. There are 2000 other staff. The company manufactures small automobile parts for passenger cars. The company enjoys a monopoly in its field of operations. It has captured 50% of market share all over the country. It is known for its quality of products. Due to rising competitive market ambience ever since the entry of MNCs into the Indian market since the beginning of the 21st century, the company is facing financial crunch to meet its expansion programme. The company loves its staff and will not resort to downsizing methods to reduce the staff strength, as a measure of its cost-cutting drive. As such, managers share the responsibility to cut down the wastages of materials at all stages but maintain the standard quality of the product.

1. Do you think the company can maintain the same reputation for long without changing the existing strategy? If yes then how?
2. What will happen if the company downsizes the employees and appoint contract employees to save cost?
3. Do you think the variables which are not static viz. competition, drop in demand, the rise in price etc are really roadblocks for the company in the attainment of its objectives. If yes how would it be maintained the existing status?
4. What is your opinion on the statement that strategies are fundamental in nature, having long-term implications?