

MBA IV SEM (2012 BATCH) ASSIGNMENT QUESTIONS

INSTRUCTIONS TO THE STUDENTS DIRECTLY ENROLLED THROUGH SDE:

- 1. Assignments shall be hand written in one's own hand writing and the same shall be submitted to the Coordinator (MBA), School of Distance education, University of Kerala on or before 24-07-2015.**
- 2. Each Assignment shall be of 15 pages and the problems need be solved.**
- 3. Total marks for each Assignment is 15.**
- 4. Assignments submitted after the above mentioned date will not be evaluated.**
- 5. Assignments send through speed post/courier will not be accepted.**

Strategic Management

- 1) Describe the process of strategic Management.
- 2) Describe the essential characteristics of a mission statement. In what different ways can a mission statement be formulated.
- 3) Explain comparative cost analysis in strategic management.
- 4) Discuss the implication for structure if organizational growth is viewed in terms of stages of development.
- 5) Describe and explain the application of techniques for strategic control.

Industrial Relations & Labour Laws

- 1) What are the provisions relating to dissolution of a trade Union under the Trade Union Act, 1926.
- 2) What are the different kinds of benefit under ESI Act.
- 3) Who is controlling authority under payment of gratuity Act, 1972? What are his powers? Who can apply to controlling authority.
- 4) Define the following terms. (i) Dispute (ii) Strike (iii) Lockout (iv) Conflicts (v) Workman
- 5) What are the rules for determination and distribution of bonus? How can bonus be recovered by employees.

Performance Management

- 1) Define performance management. Explain its scope.
- 2) Discuss in detail Team Rewards.
- 3) Explain the concept of job family structures.
- 4) Discuss the steps involved in the Performance Management Process.

- 5) Explain the various criteria for measuring the performance of Employees.

Internet Programming and Web Design

- 1) Explain the process of sound and images in animation
- 2) Describe the various issues considered while designing a web page
- 3) Explain the concept of Networking with TCP/IP client sockets.
- 4) State the characteristics of optical fibre
- 5) What are the operators available in Java? Explain each one with example.

Knowledge Management

- 1) Intellectual Capital (IC) and Knowledge Management (KM) as twins. Discuss.
- 2) Elaborate the role of KM in business strategy.
- 3) Explain why cost consideration is important in KM.
- 4) Discuss the emergence of AI and their role in KM.
- 5) Explain any two software tools in data Mining

International Finance

- 1) Discuss the international monetary system
- 2) Discuss the importance of Balance of Payments to a country and outline the adverse effects of BOP crisis.
- 3) Discuss the risk and return profiles of various international financial instruments.
- 4) Critically analyse the role of RBI in monitoring and regulating India's foreign exchange market.
- 5) Discuss the various segments and participants in the foreign exchange markets outlining the role played by each segment and participant.

Management of Financial Services

- 1) Explain the features of a bill of exchange, its types and advantage.
- 2) Discuss the SEBI venture capital funds regulations.
- 3) What are the regulatory and supervisory objectives of the RBI in relation to the NBFC's? Discuss the main elements of the RBI framework of NBFC regulation.
- 4) Define Lease, what are its essential elements?
- 5) Discuss different pricing strategies for financial products in India?

International Marketing

- 1) In international Marketing, it is easier to trade with countries which are almost at the same level of development? Do you agree with the above statement? If so, why?
- 2) What are the important political considerations that an international marketing manager should have in appraising world markets.
- 3) What are the functions of export promotion council? To what extent have they been able to achieve their objectives.
- 4) How would you process an export order. Explain the various steps.
- 5) What are the factors that influence pricing strategy for exportable products in a firm? What is the rationale of differential pricing in exports? To what extent has it been used.

Services Marketing

- 1) What are the elements of customer service? What are the related issues.
- 2) Comment on the importance of price – quality relationships in services marketing.
- 3) What is a service guarantee? What are its qualities? Give examples of ideal guarantees.
- 4) Critically evaluate the impact of consumerism on the hospital services
- 5) Write short notes on segmentation, positioning, differentiation and retention strategies applicable to service marketing.