

UNIVERSITY

Directorate of Distance Education (DDE)
KUPPAM – 517 426:: A.P.
Course: II year MBA
Paper – I ENTREPRENERSHIP
Question Paper for Assignment

Answer any **THREE** of the following **FIVE** Questions.

- 1. What is Entrepreneurship? Explain its Scope and Importance?
- 2. What are the components of Entrepreneurial development process? Describe them in detail with example?
- 3. Discuss the various phases involved in EDP?
- 4. "Entrepreneurs are made, not born". Discuss?
- 5. Write a note on Small business as a seed bed of entrepreneurship?



Directorate of Distance Education (DDE)

KUPPAM – 517 426:: A.P.

Course : II year MBA

Paper – II INTERNATIONAL BUSINESS

Question Paper for Assignment

Answer any **THREE** of the following **FIVE** Questions.

- 1. Discuss in detail the arguments for and against the protectionist international trade practices?
- 2. Define the concept of disequilibrium in Balance of Payments?
- 3. Explain the functions of WTO, TRIPS?
- 4. Explain the International strategic Management Process?
- 5. What is meant by International Strategic Planning? Discuss its objectives?



Directorate of Distance Education (DDE)

KUPPAM – 517 426:: A.P.

Course: II year MBA

Paper – III E-COMMERCE

Question Paper for Assignment

Answer any **THREE** of the following **FIVE** Questions.

DRAVIDIAN

- 1. What is E-Commerce? Explain its advantages and limitations?
- 2. Write about web-site components and web-site building life cycle?
- 3. Discus M-Commerce present Scenario?
- 4. Write about Supply Chain Management and B2B Model?
- 5. What is Biometrics security? Explain its advantages and disadvantages?



Directorate of Distance Education (DDE) KUPPAM – 517 426:: A.P. Course: II year MBA Paper – IV STRATEGIC MANAGEMENT Question Paper for Assignment

Answer any **THREE** of the following **FIVE** Questions.

- 1. Define Strategic Management? Enumerate some characteristics of Strategic Management?
- 2. What is meant by SWOT Analysis? Explain strategy and competitive advantage?
- 3. Explain various aspects of Strategy formulation?
- 4. What are the critical factors of strategic alliances?
- 5. Explain the strategy and corporate evaluation and feedback in the Indian and International context?



Directorate of Distance Education (DDE) KUPPAM – 517 426:: A.P.

Course: II year MBA

Paper – V CORPORATE GOVERNANCE AND BUSINESS ETHICS Question Paper for Assignment

Answer any **THREE** of the following **FIVE** Questions.

DRAVIDIAN

- 1. What is meant by contract? Explain the essential elements of a valid contract?
- 2. Define Quasi Contracts? Explain various kinds of quasi contracts?
- 3. Explain the rights and duties of Bailor and Bailee?
- 4. What is meant by Sale of Goods Act,1930? Explain the salient features and characteristics of Sale of Goods Act.
- 5. Define business ethics? Explain various principles of business ethics?



UNIVERSITY

Directorate of Distance Education (DDE)

KUPPAM – 517 426:: A.P.

Course: II year MBA

Paper – (HR) VI

HUMAN RESOURCE DEVELOPMENT

Question Paper for Assignment

Answer any **THREE** of the following **FIVE** Questions.

- 1. What are the objectives of Human Resource Development in the era of globalization?
- 2. Explain the nature and purpose of management development?
- 3. Explain various techniques of organizational development?
- 4. Define counseling? Explain the concept and objectives of counseling?
- 5. Define performance appraisal? Explain the methods of performance appraisal?



UNIVERSITY

Directorate of Distance Education (DDE)

KUPPAM – 517 426:: A.P.

Course : II year MBA

Paper – VII(HR)

KNOWLEDGE MANAGEMENT

Question Paper for Assignment

Answer any **THREE** of the following **FIVE** Questions.

- 1. Define Knowledge Society? Explain the Knowledge vision and organization strategy?
- 2. What are the measure for meeting the challenges of implementing knowledge management programmes?
- 3. What are the challenges and futures of Knowledge management?
- 4. Explain various stages of Knowledge management process?
- 5. Explain the role of net banking in India?



Directorate of Distance Education (DDE)

KUPPAM – 517 426:: A.P.

Course: II year MBA

Paper – VIII(HR)

HUMAN RESOURCE PLANNING

Question Paper for Assignment

Answer any **THREE** of the following **FIVE** Questions.

- 1. Explain the functions and objectives of Human Resources Planning Strategies?
- 2. Explain the models of Strategic Human Resource Planning?
- 3. Elaborate the Human Resource Planning Policies?
- 4. Define Succession Planning? Explain its role and significance of Indian Business Organizations?
- 5. Explain Human Resource Information System?



UNIVERSITY

Directorate of Distance Education (DDE) KUPPAM – 517 426:: A.P. Course : II year MBA Paper – IX (HR)

INTERNATIONAL HUMAN RESOURCE MANAGEMENT Question Paper for Assignment

Answer any **THREE** of the following **FIVE** Questions.

- 1. Explain the challenges of International Human Resource Management?
- 2. Discuss various cross cultural theories?
- 3. Explain current scenario in International training and development?
- 4. What are the approaches to international compensation?
- 5. Explain trade unions at International Level?



Directorate of Distance Education (DDE) KUPPAM – 517 426:: A.P. Course: II year MBA

Paper –X (HR)

STRATEGIC HUMAN RESORUCE MANAGEMENT

Question Paper for Assignment

Answer any **THREE** of the following **FIVE** Questions.

- 1. Explain investment perspectives of Strategic Human Resource Management?
- 2. What is OD? Explain the total quality management programmes with suitable examples?
- 3. Explain the various approaches and issues to International Compensation?
- 4. Elaborate management global human resources?
- 5. Explain the multinational, global and transitional strategies of Strategic Human Resource Management?



Directorate of Distance Education (DDE) KUPPAM – 517 426:: A.P. Course: II year MBA

Paper –XI (HR)

INDUSTRIAL RELATIONS AND LABOUR LAWS

Question Paper for Assignment

Answer any **THREE** of the following **FIVE** Questions.

- 1. Define Industrial Disputes Act, 1947? Explain its salient features?
- 2. What is Trade Union? Explain its role and significance in the present scenario?
- 3. What is meant by collective bargaining? Explain its advantages and limitations?
- 4. Explain the workers' participation in management?
- 5. What is the Indian Factories Act, 1948? Explain its objectives?



UNIVERSITY

Directorate of Distance Education (DDE) KUPPAM – 517 426:: A.P. Course : II year MBA Paper –VI (MM)

CONSUMER BEHAVIOUR AND MARKETING RESEARCH Question Paper for Assignment

Answer any **THREE** of the following **FIVE** Questions.

- 1. What factors influencing consumer behavior?
- 2. Define Attitude? Explain various theories of attitudes?
- 3. What is decision? Explain various types of decision making on consumer behavior?
- 4. Explain Marketing information system?
- 5. What is meant by marketing research? Explain its importance in the present scenario?



UNIVERSITY

Directorate of Distance Education (DDE)

KUPPAM – 517 426:: A.P.

Course : II year MBA

Paper –VII (MM)

ADVERTISING AND SALES PROMOTION

Question Paper for Assignment

3x10=30

1. Explain the nature and scope of advertising?

Answer any **THREE** of the following **FIVE** Questions.

- 2. What is concept of advertising budget and its objectives?
- 3. What is meant advertising agency? Explain its features?
- 4. What are the elements of sales promotion?
- 5. Elaborate the consumer promotion?



UNIVERSITY

Directorate of Distance Education (DDE)

KUPPAM – 517 426:: A.P.

Course: II year MBA

Paper –VIII (MM)

PRODUCT AND NRAND MANAGEMENT

Question Paper for Assignment

Answer any **THREE** of the following **FIVE** Questions.

- 1. Define product? Explain the concept of product in marketing strategy?
- 2. What is brand loyalty? Explain its objectives and functions?
- 3. Explain the following: a) Brand Extension b) Brand Product Relationship c)Brand Portfolio.
- 4. What are the financial aspects of Brand?
- 5. Explain the branding in different sectors?



UNIVERSITY

Directorate of Distance Education (DDE)

KUPPAM – 517 426:: A.P.

Course : II year MBA

Paper –IX (MM)

RURAL MARKETING

Question Paper for Assignment

Answer any **THREE** of the following **FIVE** Questions.

- 1. What factors influencing rural marketing?
- 2. What factors affecting consumer behavior on rural marketing?
- 3. Explain the prerequisites for effective segmentation?
- 4. What are the different models of FMCG Companies?
- 5. Explain the importance of the two –step flow of communication media typology?



Directorate of Distance Education (DDE)

KUPPAM – 517 426:: A.P.

Course: II year MBA

Paper –X (MM)

SERVICES MARKETING

Question Paper for Assignment

Answer any **THREE** of the following **FIVE** Questions.

DRAVIDIAN

- 1. Explain the concept and scope of services marketing?
- 2. What are the strategies for marketing and positioning?
- 3. Define service marketing? Explain various dimensions of quality?
- 4. Explain the customer behaviours in service sectors with suitable examples?
- 5. Distinguish between external marketing and internal marketing?



DRAVIDIAN UNIVERSITY

Directorate of Distance Education (DDE) KUPPAM - 517 426:: A.P. Course: II year MBA Paper -XI (MM) **RETAIL MANAGEMENT Question Paper for Assignment**

Answer any **THREE** of the following **FIVE** Questions.

- 1. Explain various types and functions of retail management?
- 2. Elaborate retail market segmentation and positioning?
- 3. What are the elements of internet sales?
- 4. Distinguish between retiling and electronic tailing?
- 5. What is Internationalization of retailing? Explain the impact if globalization on Indian retailing?



UNIVERSITY

Directorate of Distance Education (DDE)

KUPPAM – 517 426:: A.P.

Course : II year MBA

Paper –VI (FM)

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Question Paper for Assignment

Answer any **THREE** of the following **FIVE** Questions.

- 1. Define investment? Explain the investment decision process?
- 2. What is meant by bond? Explain various theorems of bond valuation?
- 3. Elaborate the Capital Asset Pricing Model?
- 4. What is mutual fund? Explain various types and schemes of mutual funds?
- 5. What is meant by derivatives? Explain its concept and types?



Directorate of Distance Education (DDE) KUPPAM – 517 426:: A.P. Course : II year MBA Paper –VII (FM) MANAGEMENT OF FINANCIAL SERVICES

Question Paper for Assignment

Answer any **THREE** of the following **FIVE** Questions.

DRAVIDIAN

- 1. Explain the features and importance of financial services?
- 2. What is meant by merchant banking? Explain the origin and growth of merchant banking in India?
- 3. Explain the growth of mutual funds in India?
- 4. What is lease financing? Distinguish between Leasing and Hire purchasing?
- 5. Define factoring? Explain various types of factoring?



Directorate of Distance Education (DDE)

KUPPAM – 517 426:: A.P.

Course : II year MBA

Paper –VIII (FM)

FINANCIAL DERVATIVES

Question Paper for Assignment

Answer any **THREE** of the following **FIVE** Questions.

DRAVIDIAN

- 1. What are derivatives? Explain the types and classification of derivatives in India?
- 2. What are basic principles of Options?
- 3. Explain various models of Option Pricing?
- 4. Explain the advantages and limitations of forwards and Futures?
- 5. Explain the interest rate swaps?



UNIVERSITY

Directorate of Distance Education (DDE)

KUPPAM – 517 426:: A.P.

Course: II year MBA

Paper –IX (FM)

STRATEGIC FINANCIAL MANAGEMENT

Question Paper for Assignment

Answer any **THREE** of the following **FIVE** Questions.

- 1. Explain the nature and characteristics of management control system?
- 2. What is standard costing? Explain its concept and features?
- 3. Define responsibility accounting? Explain various types of responsibility centres?
- 4. What is CAP analysis? Explain the managing customer profitability?
- 5. Explain the concept and importance of strategic decision for product life cycle?



UNIVERSITY

Directorate of Distance Education (DDE)

KUPPAM – 517 426:: A.P.

Course: II year MBA

Paper –X (FM)

PNATIONAL FINANCIAL MANACEM

INTERNATIONAL FINANCIAL MANAGEMENT Question Paper for Assignment

Answer any **THREE** of the following **FIVE** Questions.

- 1. What is International Business? Explain International Business Methods?
- 2. Write a brief note on International Financial Management and recent challenges in flow of funds?
- 3. Define foreign exchange market?
- 4. Explain the Function and Structure of the Forex markets?
- 5. Explain in brief about Foreign Direct Investment?



UNIVERSITY

Directorate of Distance Education (DDE)

KUPPAM – 517 426:: A.P.

Course: II year MBA

Paper –XI (FM)

CORPORATE TAXATION AND PLANNING

Question Paper for Assignment

Answer any **THREE** of the following **FIVE** Questions.

- 1. Explain the concept and significance of the tax planning?
- 2. Explain appropriate form of organization for tax savings?
- 3. What are the tax considerations in specific managerial decisions?
- 4. Explain the tax considerations in special areas: a) Capital Structure and Dividend Policy b) New Industrial Undertaking and tax relief personnel Compensation plans?
- 5. Explain rebates and tax free sources of Income?