

**UTTAR PRADESH RAJARSHI TANDON OPEN UNIVERSITY**

**SCHOOL OF MANAGEMENT STUDIES**

**MBA 3<sup>RD</sup> SEM**

**ASSIGNMENT PAPERS**



<b>Session: 2024-25</b>		<b>Max. Marks: 30</b>		
<b>Program Name: Master of Business Administration (MBA)</b>			<b>Semester: 3<sup>rd</sup> (Compulsory)</b>	
<b>Course Code: MBA 3.1</b>		<b>Course Name: Organizational Effectiveness &amp; Change</b>		
<b>SECTION -A</b>				<b>2*6=12 marks</b>
<b>Q. No.</b>	<b>Short answer type question (approx. 200 -300 words)</b>	<b>Marks</b>	<b>Mapped CO</b>	<b>Category</b>
<b>1</b>	Why is organizational change important?	<b>2</b>	<b>CO-1</b>	<b>Understanding and evaluating</b>
<b>2</b>	What is the role of top management in communicating change?	<b>2</b>	<b>CO-1</b>	<b>Understanding and evaluating</b>
<b>3</b>	How organizational change can affect individual behavior?	<b>2</b>	<b>CO-2</b>	<b>Remembering &amp; analyzing</b>
<b>4</b>	Write a note on Transactional and Transformational Change?	<b>2</b>	<b>CO-4</b>	<b>Understanding and evaluating</b>
<b>5</b>	What is the role of culture in managing change?	<b>2</b>	<b>CO-5</b>	<b>Understanding and evaluating</b>
<b>6</b>	What is the process of Organizational Learning?	<b>2</b>	<b>CO-5</b>	<b>Understanding</b>
<b>SECTION -B</b>				<b>6*3=18 Marks</b>
	<b>Long answer type question (approx. 500 - 800 words)</b>	<b>Marks</b>	<b>CO mapped/</b>	<b>Specify Category</b>
<b>7</b>	Explain in detail the various components involved in understanding organizational culture.	<b>6</b>	<b>CO-1</b>	<b>Understanding &amp; applying</b>
<b>8</b>	What are the various sources of resistance to change in an organization? What are the techniques to overcome resistance?	<b>6</b>	<b>CO-3</b>	<b>Understanding &amp; applying</b>
<b>9</b>	Write a note on concept of Monitoring and Evaluation. What are the methods of Evaluation?	<b>6</b>	<b>CO-5</b>	<b>Understanding &amp; analyzing</b>

<b>Session: 2024-25</b>		<b>Max. Marks: 30</b>		
<b>Program Name: Master of Business Administration (MBA)</b>			<b>Semester: 1<sup>st</sup> (Compulsory)</b>	
<b>Course Code: MBA 3.2</b>		<b>Course Name: Project Management</b>		
<b>SECTION -A</b>				<b>2*6=12 marks</b>
<b>Q. No.</b>	<b>Short answer type question (approx. 200 -300 words)</b>	<b>Marks</b>	<b>Mapped CO</b>	<b>Category</b>
<b>1</b>	Define a Project. What are the characteristics of a Project?	<b>2</b>	<b>CO-1</b>	<b>Understanding and evaluating</b>
<b>2</b>	What are the technical aspects to be considered in analysis of a project?	<b>2</b>	<b>CO-1</b>	<b>Understanding and evaluating</b>
<b>3</b>	Define total float of an activity. State its uses in resource allocation.	<b>2</b>	<b>CO-4</b>	<b>Remembering &amp; analyzing</b>
<b>4</b>	Differentiate between Project monitoring and Project Control.	<b>2</b>	<b>CO-4</b>	<b>Understanding and evaluating</b>
<b>5</b>	What are the sources of long-term funding for an infrastructure project? Discuss any two.	<b>2</b>	<b>CO-2</b>	<b>Understanding and evaluating</b>
<b>6</b>	Differentiate between PERT and CPM.	<b>2</b>	<b>CO-5</b>	<b>Understanding</b>
<b>SECTION -B</b>				<b>h6*3=18 Marks</b>
	<b>Long answer type question (approx. 500 -800 words)</b>	<b>Marks</b>	<b>CO mapped/</b>	<b>Specify Category</b>
<b>7</b>	What is project appraisal? Explain various types of appraisal criteria used before execution of project.	<b>6</b>	<b>CO-1</b>	<b>Understanding &amp; applying</b>
<b>8</b>	Discuss Roles and Responsibilities of Project Manager in detail.	<b>6</b>	<b>CO-1/CO-2</b>	<b>Understanding &amp; applying</b>
<b>9</b>	When do you judge a project to be a failure? What are the possible causes of project failures?	<b>6</b>	<b>CO-3</b>	<b>Understanding &amp; analyzing</b>

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<b>Program Name: Master of Business Administration (MBA)</b>			<b>Semester: 3<sup>rd</sup></b> <b>Optional Group: (Human Resource Management)</b>	
<b>Course Code: 3.11</b>		<b>Course Name: Human Resource Development</b>		
<b>SECTION -A</b>				<b>2*6=12 marks</b>
<b>Q. No.</b>	<b>Short answer type question (approx. 200 -300 words)</b>	<b>Marks</b>	<b>Mapped CO</b>	<b>Category</b>
<b>1</b>	What are the functions of HRD managers?	<b>2</b>	<b>CO-1</b>	<b>Understanding and evaluating</b>
<b>2</b>	What are the phases of HRD intervention?	<b>2</b>	<b>CO-1</b>	<b>Understanding and evaluating</b>
<b>3</b>	Discuss the various financial and non-financial rewards in motivating employees.	<b>2</b>	<b>CO-4</b>	<b>Remembering &amp; analyzing</b>
<b>4</b>	What is the difference between Job rotation and Job enrichment?	<b>2</b>	<b>CO-4</b>	<b>Understanding and evaluating</b>
<b>5</b>	What is 360-degree feedback?	<b>2</b>	<b>CO-2</b>	<b>Understanding and evaluating</b>
<b>6</b>	What are the dimensions of globalized HRM?	<b>2</b>	<b>CO-5</b>	<b>Understanding</b>
<b>SECTION -B</b>				<b>h6*3=18 Marks</b>
	<b>Long answer type question (approx. 500 -800 words)</b>	<b>Marks</b>	<b>CO mapped/</b>	<b>Specify Category</b>
<b>7</b>	What is Human Resource Development? Describe its salient features in the Indian Context.	<b>6</b>	<b>CO-1</b>	<b>Understanding &amp; applying</b>
<b>8</b>	Discuss the barriers to the implementation of HR strategies. How can you overcome these barriers?	<b>6</b>	<b>CO-1/CO-2</b>	<b>Understanding &amp; applying</b>
<b>9</b>	Why is HRD needed in an organisation? Explain briefly the sub-systems of HRD and their importance in organisational context.	<b>6</b>	<b>CO-3</b>	<b>Understanding &amp; analyzing</b>

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<b>Program Name: Master of Business Administration (MBA)</b>			<b>Semester: 3<sup>rd</sup></b> <b>Optional Group: (Human Resource Management)</b>	
<b>Course Code: 3.12</b>		<b>Course Name: Labor Relations &amp; Legislation</b>		
<b>SECTION -A</b>				<b>2*6=12 marks</b>
<b>Q. No.</b>	<b>Short answer type question (approx. 200 -300 words)</b>	<b>Marks</b>	<b>Mapped CO</b>	<b>Category</b>
1	What are the causes for Industrial disputes.	2	CO-1	Understanding and evaluating
2	Define labor welfare officer. State the qualification and the duties of labor welfare officer.	2	CO-1	Understanding and evaluating
3	Write any four principles of code of conduct.	2	CO-4	Remembering & analyzing
4	Write down the various factors for the causes of absenteeism.	2	CO-4	Understanding and evaluating
5	Difference between retrenchment and lay-off.	2	CO-2	Understanding and evaluating
6	How does collective bargaining begin? Who can participate in collective bargaining?	2	CO-5	Understanding
<b>SECTION -B</b>				<b>h6*3=18 Marks</b>
	<b>Long answer type question (approx. 500 -800 words)</b>	<b>Marks</b>	<b>CO mapped/</b>	<b>Specify Category</b>
7	Discuss the types of disputes? Explain the role of Trade Unions and judiciary in resolving Disputes?	6	CO-1	Understanding & applying
8	Describe different types of strike in detail?	6	CO-1/CO-2	Understanding & applying
9	Write down in detail some important benefits provided for the benefits of women workers in India?	6	CO-3	Understanding & analyzing

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<b>Program Name: Master of Business Administration (MBA)</b>			<b>Semester: 3<sup>rd</sup></b> <b>Optional Group: (Human Resource Management)</b>	
<b>Course Code: 3.13</b>		<b>Course Name: Wages &amp; Salary Administration</b>		
<b>SECTION -A</b>				<b>2*6=12 marks</b>
<b>Q. No.</b>	<b>Short answer type question (approx. 200 -300 words)</b>	<b>Marks</b>	<b>Mapped CO</b>	<b>Category</b>
1	Explain the concept of wages and salary with the help of Minimum Wages Act.	2	CO-1	Understanding and evaluating
2	What are the various components of wages?	2	CO-1	Understanding and evaluating
3	What factors go into the determination of pay in an organization?	2	CO-4	Remembering & analyzing
4	Discuss role of ILO in protection of wages.	2	CO-4	Understanding and evaluating
5	Write short notes on: (a) Wage survey (b) Fringe benefits	2	CO-2	Understanding and evaluating
6	What are merits and demerits of performance linked reward system?	2	CO-5	Understanding
<b>SECTION -B</b>				<b>h6*3=18 Marks</b>
	<b>Long answer type question (approx. 500 -800 words)</b>	<b>Marks</b>	<b>CO mapped/</b>	<b>Specify Category</b>
7	Discuss the systems of wages & salary payment which stimulates production and productivity in an organization.	6	CO-1	Understanding & applying
8	What are the salient features of the Employees' Provident Fund Scheme under the Employees' Provident Fund and Miscellaneous Provisions Act, 1952?	6	CO-1/CO-2	Understanding & applying
9	What is international compensation? What competitive strategies are important for international compensation?	6	CO-3	Understanding & analyzing

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<b>Program Name: Master of Business Administration (MBA)</b>			<b>Semester: 3<sup>rd</sup></b> <b>Optional Group: (Human Resource Management)</b>	
<b>Course Code: 3.14</b>		<b>Course Name: Strategies &amp; Practices Of HRM</b>		
<b>SECTION -A</b>				<b>2*6=12 marks</b>
<b>Q. No.</b>	<b>Short answer type question (approx. 200 -300 words)</b>	<b>Marks</b>	<b>Mapped CO</b>	<b>Category</b>
1	State the objectives of Human Resource Management.	2	CO-1	Understanding and evaluating
2	Explain the line and staff role of HR manager.	2	CO-1	Understanding and evaluating
3	What are the various ways of improving business performance through strategic HRM.	2	CO-4	Remembering & analyzing
4	How the various forecasting techniques are being used in human resource planning?	2	CO-4	Understanding and evaluating
5	What is MBO? What advantage does it have over traditional method?	2	CO-2	Understanding and evaluating
6	Discuss the role of HR Manager in strategic planning.	2	CO-5	Understanding
<b>SECTION -B</b>				<b>h6*3=18 Marks</b>
	<b>Long answer type question (approx. 500 -800 words)</b>	<b>Marks</b>	<b>CO mapped/</b>	<b>Specify Category</b>
7	Explain the importance of Strategic Human Resource Management. Examine the issues in evaluating strategic contributions in emerging areas.	6	CO-1	Understanding & applying
8	What are the sources of grievances? Explain the grievance handling procedure.	6	CO-1/CO-2	Understanding & applying
9	Why performance Appraisal (PA) is required in any organization? Briefly explain different methods of PA. Which one you prefer and why?	6	CO-3	Understanding & analyzing

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<b>Program Name: Master of Business Administration (MBA)</b>			<b>Semester: 3<sup>rd</sup> Optional Group: ( Financial Management)</b>	
<b>Course Code: MBA 3.21</b>		<b>Course Name: Financial Derivatives And Services</b>		
<b>SECTION -A</b>				<b>2*6=12 marks</b>
<b>Q. No.</b>	<b>Short answer type question (approx. 200 -300 words)</b>	<b>Marks</b>	<b>Mapped CO</b>	<b>Category</b>
1	Define a derivative and give two examples.	2	CO-1	Understanding & analyzing
2	What is the difference between a futures contract and an option contract?	2	CO-5	Understanding & analyzing
3	Explain the concept of interest rate swaps.	2	CO-3	Understanding & analyzing
4	What are the main factors affecting future prices?	2	CO-3	Understanding & analyzing
5	What do you mean by Speculation And Arbitragers?	2	CO-3	Understanding & analyzing
6	Explain the term – call option and put option?	2	CO-4	Understanding & analyzing
<b>SECTION -B</b>				<b>6*3=18 Marks</b>
	<b>Long answer type question (approx. 500 - 800 words)</b>	<b>Marks</b>	<b>CO mapped/</b>	<b>Specify Category</b>
7	Explain the different types of options and their payoffs.	6	CO-1	Understanding & analyzing
8	Explain the concept of hedging? And how company can use hedging to protect against price fluctuation?	6	CO-2	Understanding & analyzing
9	What is Financial Derivatives? And how does it work? Explain in detail various types of financial derivatives?	6	CO-4	Understanding & analyzing



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<b>Program Name: Master of Business Administration (MBA)</b>			<b>Semester: 3<sup>rd</sup> Optional Group: ( Financial Management)</b>	
<b>Course Code: MBA 3.22</b>		<b>Course Name: Security Analysis and Portfolio Management</b>		
<b>SECTION -A</b>				<b>2*6=12 marks</b>
<b>Q. No.</b>	<b>Short answer type question (approx. 200 -300 words)</b>	<b>Marks</b>	<b>Mapped CO</b>	<b>Category</b>
1	Define investment risk and explain its components.	2	CO-1	Understanding & analyzing
2	What is the difference between fundamental and technical analysis?	2	CO-5	Understanding & analyzing
3	Define beta and its significance in portfolio management.	2	CO-3	Understanding & analyzing
4	What is the role of mutual funds in the investment process?	2	CO-3	Understanding & analyzing
5	Explain the concept of efficient market hypothesis?	2	CO-3	Understanding & analyzing
6	Explain the powers and functions of SEBI in financial market?	2	CO-4	Understanding & analyzing
<b>SECTION -B</b>				<b>6*3=18 Marks</b>
	<b>Long answer type question (approx. 500 - 800 words)</b>	<b>Marks</b>	<b>CO mapped/</b>	<b>Specify Category</b>
7	Explain the concept of portfolio diversification and its benefits.	6	CO-1	Understanding & analyzing
8	Give an account on the reforms introduced by SEBI in primary and secondary market?	6	CO-2	Understanding & analyzing
9	Discuss the process of security valuation and its importance in investment decision-making.	6	CO-4	Understanding & analyzing

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<b>Program Name: Master of Business Administration (MBA)</b>			<b>Semester: 3<sup>rd</sup> Optional Group: ( Financial Management)</b>	
<b>Course Code: MBA 3.23</b>		<b>Course Name: Working Capital Management</b>		
<b>SECTION -A</b>				<b>2*6=12 marks</b>
<b>Q. No.</b>	<b>Short answer type question (approx. 200 -300 words)</b>	<b>Marks</b>	<b>Mapped CO</b>	<b>Category</b>
1	Define working capital and its components.	2	CO-1	Understanding &analyzing
2	Explain the concept of cash management.	2	CO-5	Understanding &analyzing
3	What are the different sources of short-term finance?	2	CO-3	Understanding &analyzing
4	Define trade credit and its terms.	2	CO-3	Understanding &analyzing
5	What is the importance of cash budgeting?	2	CO-3	Understanding &analyzing
6	What are the sources of working capital?	2	CO-4	Understanding &analyzing
<b>SECTION -B</b>				<b>6*3=18 Marks</b>
	<b>Long answer type question (approx. 500 - 800 words)</b>	<b>Marks</b>	<b>CO mapped/</b>	<b>Specify Category</b>
7	Explain the concepts and determine various Factors of Working Capital?	6	CO-1	Understanding &analyzing
8	Explain the significance of Trade Credit as a source of finance. Discuss the factors that influence the availability of Trade Credit ?	6	CO-2	Understanding &analyzing
9	Explain Factoring of Receivables, with recourse and without recourse factoring. Describe the mechanism of factoring?	6	CO-4	Understanding &analyzing

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<b>Program Name: Master of Business Administration (MBA)</b>			<b>Semester: 3<sup>rd</sup> Optional Group: ( Financial Management)</b>	
<b>Course Code: MBA 3.24</b>		<b>Course Name: Income Tax Planning and Management</b>		
<b>SECTION -A</b>				<b>2*6=12 marks</b>
<b>Q. No.</b>	<b>Short answer type question (approx. 200 -300 words)</b>	<b>Marks</b>	<b>Mapped CO</b>	<b>Category</b>
1	Define tax planning and distinguish it from tax avoidance.	2	CO-1	Understanding & analyzing
2	Explain the concept of residential status for tax purposes ?	2	CO-5	Understanding & analyzing
3	What are the different heads of income under the Income Tax Act?	2	CO-3	Understanding & analyzing
4	Discuss the concept of carry forward and set off of losses.	2	CO-3	Understanding & analyzing
5	What is the significance of GST in the Indian tax system?	2	CO-3	Understanding & analyzing
6	Explain the concept of residential status for non-resident Indians (NRIs) and how it affects their tax liabilities in India?	2	CO-4	Understanding & analyzing
<b>SECTION -B</b>				<b>6*3=18 Marks</b>
	<b>Long answer type question (approx. 500 - 800 words)</b>	<b>Marks</b>	<b>CO mapped/</b>	<b>Specify Category</b>
7	Explain the nature and objectives of tax planning, differentiating between tax planning, tax avoidance, and tax evasion?	6	CO-1	Understanding & analyzing
8	Compute the income tax liability for an individual for the assessment year under the Income from House Property with proper illustration?	6	CO-2	Understanding & analyzing
9	Explain the importance of tax planning for depreciation, treatment of losses, and unabsorbed items, along with the rules for carry forward and set	6	CO-4	Understanding & analyzing

off losses?			
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<b>Session: 2024-25</b>		<b>Max. Marks: 30</b>		
<b>Program Name: Master of Business Administration (MBA)</b>			<b>Semester: 3<sup>rd</sup> Optional Group: ( Production &amp; Operation Management)</b>	
<b>Course Code: 3.31</b>		<b>Course Name: Materials Management</b>		
<b>SECTION -A</b>				<b>2*6=12 marks</b>
<b>Q. No.</b>	<b>Short answer type question (approx. 200 -300 words)</b>	<b>Marks</b>	<b>Mapped CO</b>	<b>Category</b>
<b>1</b>	Explain the role of standardization and codification in managing materials.	<b>2</b>	<b>CO-1</b>	<b>Understanding and evaluating</b>
<b>2</b>	Explain the concept of and derivation of EOQ model.	<b>2</b>	<b>CO-1</b>	<b>Understanding and evaluating</b>
<b>3</b>	Discuss the factors affecting material requirement planning.	<b>2</b>	<b>CO-4</b>	<b>Remembering &amp; analyzing</b>
<b>4</b>	List the major advantages and disadvantages of FIFO and LIFO.	<b>2</b>	<b>CO-4</b>	<b>Understanding and evaluating</b>
<b>5</b>	Write short note on, (a)Vendor relation and (b)Vendor rating	<b>2</b>	<b>CO-2</b>	<b>Understanding and evaluating</b>
<b>6</b>	What are the costs associated with logistics?	<b>2</b>	<b>CO-5</b>	<b>Understanding</b>
<b>SECTION -B</b>				<b>h6*3=18 Marks</b>
	<b>Long answer type question (approx. 500 -800 words)</b>	<b>Marks</b>	<b>CO mapped/</b>	<b>Specify Category</b>
<b>7</b>	Explain different types of inventory models?	<b>6</b>	<b>CO-1</b>	<b>Understanding &amp; applying</b>
<b>8</b>	“Material Handling, Transportation, Warehousing and Inventories are four pillars on which the building of logistics is constructed”. Comment on this statement.	<b>6</b>	<b>CO-1/CO-2</b>	<b>Understanding &amp; applying</b>
<b>9</b>	Describe approach for controlling raw material and work in progress inventory for a manufacturing organization.	<b>6</b>	<b>CO-3</b>	<b>Understanding &amp; analyzing</b>

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<b>Program Name: Master of Business Administration (MBA)</b>			<b>Semester: 3<sup>rd</sup> Optional Group: ( Production &amp; Operation Management)</b>	
<b>Course Code: 3.32</b>		<b>Course Name: Total Quality Management</b>		
<b>SECTION -A</b>				<b>2*6=12 marks</b>
<b>Q. No.</b>	<b>Short answer type question (approx. 200 -300 words)</b>	<b>Marks</b>	<b>Mapped CO</b>	<b>Category</b>
<b>1</b>	Define Total Quality Management. Mention the basic features of TQM.	<b>2</b>	<b>CO-1</b>	<b>Understanding and evaluating</b>
<b>2</b>	Mention the four categories of quality costs?	<b>2</b>	<b>CO-1</b>	<b>Understanding and evaluating</b>
<b>3</b>	Explain the Dimensions of product quality.	<b>2</b>	<b>CO-4</b>	<b>Remembering &amp; analyzing</b>
<b>4</b>	What are the Japanese 5S principles?	<b>2</b>	<b>CO-4</b>	<b>Understanding and evaluating</b>
<b>5</b>	What are Quality Circles (QC)? What are the roles assigned to people in Quality Circles?	<b>2</b>	<b>CO-2</b>	<b>Understanding and evaluating</b>
<b>6</b>	Explain Kaizen.	<b>2</b>	<b>CO-5</b>	<b>Understanding</b>
<b>SECTION -B</b>				<b>h6*3=18 Marks</b>
	<b>Long answer type question (approx. 500 -800 words)</b>	<b>Marks</b>	<b>CO mapped/</b>	<b>Specify Category</b>
<b>7</b>	Explain the contributions of Deming to TQM.	<b>6</b>	<b>CO-1</b>	<b>Understanding &amp; applying</b>
<b>8</b>	State and explain the barriers to TQM implementation in an organization.	<b>6</b>	<b>CO-1/CO-2</b>	<b>Understanding &amp; applying</b>
<b>9</b>	What are the steps involved in continuous improvement process? Explain.	<b>6</b>	<b>CO-3</b>	<b>Understanding &amp; analyzing</b>

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<b>Program Name: Master of Business Administration (MBA)</b>			<b>Semester: 3<sup>rd</sup> Optional Group: ( Production &amp; Operation Management)</b>	
<b>Course Code: 3.33</b>		<b>Course Name: Logistic and Supply Chain Management</b>		
<b>SECTION -A</b>				<b>2*6=12 marks</b>
<b>Q. No.</b>	<b>Short answer type question (approx. 200 -300 words)</b>	<b>Marks</b>	<b>Mapped CO</b>	<b>Category</b>
1	What are the functions of logistics management?	2	CO-1	Understanding and evaluating
2	What in inbound & outbound logistics?	2	CO-1	Understanding and evaluating
3	Define warehousing. What are functions of warehousing?	2	CO-4	Remembering & analyzing
4	What are the benefits of transportation management?	2	CO-4	Understanding and evaluating
5	Write short note on: Third Party Logistics & Supply Chain Management	2	CO-2	Understanding and evaluating
6	What are the forecasting periods?	2	CO-5	Understanding
<b>SECTION -B</b>				<b>h6*3=18 Marks</b>
	<b>Long answer type question (approx. 500 -800 words)</b>	<b>Marks</b>	<b>CO mapped/</b>	<b>Specify Category</b>
7	Explain different types of logistics management.	6	CO-1	Understanding & applying
8	What are the costs associated with logistics? Where and how you would like to reduce cost of logistics?	6	CO-1/CO-2	Understanding & applying
9	What are the different types of Inventory control?	6	CO-3	Understanding & analyzing

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<b>Program Name: Master of Business Administration (MBA)</b>			<b>Semester: 3<sup>rd</sup> Optional Group: ( Production &amp; Operation Management)</b>	
<b>Course Code: 3.34</b>		<b>Course Name: Production Planning And Control</b>		
<b>SECTION -A</b>				<b>2*6=12 marks</b>
<b>Q. No.</b>	<b>Short answer type question (approx. 200 -300 words)</b>	<b>Marks</b>	<b>Mapped CO</b>	<b>Category</b>
<b>1</b>	What are the three phases of production planning and control?	<b>2</b>	<b>CO-1</b>	<b>Understanding and evaluating</b>
<b>2</b>	Write the objectives of Method Study.	<b>2</b>	<b>CO-1</b>	<b>Understanding and evaluating</b>
<b>3</b>	What is MPS (Master Production Scheduling)?	<b>2</b>	<b>CO-4</b>	<b>Remembering &amp; analyzing</b>
<b>4</b>	What is meant by work measurement?	<b>2</b>	<b>CO-4</b>	<b>Understanding and evaluating</b>
<b>5</b>	List any five priority sequencing rules.	<b>2</b>	<b>CO-2</b>	<b>Understanding and evaluating</b>
<b>6</b>	What is MRP II ?	<b>2</b>	<b>CO-5</b>	<b>Understanding</b>
<b>SECTION -B</b>				<b>h6*3=18 Marks</b>
	<b>Long answer type question (approx. 500 -800 words)</b>	<b>Marks</b>	<b>CO mapped/</b>	<b>Specify Category</b>
<b>7</b>	Discuss in detail about the various functions of production planning and control	<b>6</b>	<b>CO-1</b>	<b>Understanding &amp; applying</b>
<b>8</b>	Explain different types of production systems and differentiate between them.	<b>6</b>	<b>CO-1/CO-2</b>	<b>Understanding &amp; applying</b>
<b>9</b>	Discuss Gantt charts.	<b>6</b>	<b>CO-3</b>	<b>Understanding &amp; analyzing</b>

<b>Session: 2024-25</b>		<b>Max. Marks: 30</b>		
<b>Program Name: Master of Business Administration (MBA)</b>			<b>Semester: 3<sup>rd</sup> Optional Group: (Marketing Management)</b>	
<b>Course Code: 3.41</b>		<b>Course Name: Advertising and Brand management</b>		
<b>SECTION -A</b>				<b>2*6=12 marks</b>
<b>Q. No.</b>	<b>Short answer type question (approx. 200 -300 words)</b>	<b>Marks</b>	<b>Mapped CO</b>	<b>Category</b>
<b>1</b>	What is the meaning of Advertising? Explain the importance of advertising.	<b>2</b>	<b>CO-1</b>	<b>Understanding and evaluating</b>
<b>2</b>	What is Branding? Explain Brand Equity.	<b>2</b>	<b>CO-1</b>	<b>Understanding and evaluating</b>
<b>3</b>	What are the various types of advertising?	<b>2</b>	<b>CO-4</b>	<b>Remembering &amp; analyzing</b>
<b>4</b>	Explain DAGMAR approach.	<b>2</b>	<b>CO-4</b>	<b>Understanding and evaluating</b>
<b>5</b>	Explain the concept of brand loyalty.	<b>2</b>	<b>CO-2</b>	<b>Understanding and evaluating</b>
<b>6</b>	What is media planning? What are the key factors influencing media planning?	<b>2</b>	<b>CO-5</b>	<b>Understanding</b>
<b>SECTION -B</b>				<b>h6*3=18 Marks</b>
	<b>Long answer type question (approx. 500 -800 words)</b>	<b>Marks</b>	<b>CO mapped/</b>	<b>Specify Category</b>
<b>7</b>	What are celebrity endorsements? Use examples. What are the advantages and disadvantages of celebrity endorsements?	<b>6</b>	<b>CO-1</b>	<b>Understanding &amp; applying</b>
<b>8</b>	Discuss Aaker model.	<b>6</b>	<b>CO-1/CO-2</b>	<b>Understanding &amp; applying</b>
<b>9</b>	How would you determine advertising budgets? Explain the various methods.	<b>6</b>	<b>CO-3</b>	<b>Understanding &amp; analyzing</b>



<b>Session: 2024-25</b>		<b>Max. Marks: 30</b>		
<b>Program Name: Master of Business Administration (MBA)</b>			<b>Semester: 3<sup>rd</sup> Optional Group: (Marketing Management)</b>	
<b>Course Code: 3.42</b>		<b>Course Name: Consumer Behavior</b>		
<b>SECTION -A</b>				<b>2*6=12 marks</b>
<b>Q. No.</b>	<b>Short answer type question (approx. 200 -300 words)</b>	<b>Marks</b>	<b>Mapped CO</b>	<b>Category</b>
<b>1</b>	What are the various determinants of the consumer buying behavior?	<b>2</b>	<b>CO-1</b>	<b>Understanding and evaluating</b>
<b>2</b>	What is Elasticity model of consumer behavior?	<b>2</b>	<b>CO-1</b>	<b>Understanding and evaluating</b>
<b>3</b>	What do you understand by family influence while making purchase decision?	<b>2</b>	<b>CO-4</b>	<b>Remembering &amp; analyzing</b>
<b>4</b>	Write a short note on organizational buying behavior.	<b>2</b>	<b>CO-4</b>	<b>Understanding and evaluating</b>
<b>5</b>	Explain the various reference group types.	<b>2</b>	<b>CO-2</b>	<b>Understanding and evaluating</b>
<b>6</b>	How cultural influences plays an important role in consumer behavior?	<b>2</b>	<b>CO-5</b>	<b>Understanding</b>
<b>SECTION -B</b>				<b>h6*3=18 Marks</b>
	<b>Long answer type question (approx. 500 -800 words)</b>	<b>Marks</b>	<b>CO mapped/</b>	<b>Specify Category</b>
<b>7</b>	Explain the buying decision process.	<b>6</b>	<b>CO-1</b>	<b>Understanding &amp; applying</b>
<b>8</b>	Analyze the relationship between motivation and consumer buying behavior. Which factors are necessary for consumer buying behavior process?	<b>6</b>	<b>CO-1/CO-2</b>	<b>Understanding &amp; applying</b>
<b>9</b>	How buying patterns and purchase decisions may vary by age, gender and stage of life. Explain with examples.	<b>6</b>	<b>CO-3</b>	<b>Understanding &amp; analyzing</b>

Session: 2024-25		Max. Marks: 30		
Program Name: Master of Business Administration (MBA)			Semester: 3 <sup>rd</sup> Optional Group: (Marketing Management)	
Course Code: 3.43		Course Name: International Marketing		
<b>SECTION -A</b>				<b>2*6=12 marks</b>
Q. No.	Short answer type question (approx. 200 -300 words)	Marks	Mapped CO	Category
1	What is international marketing? What are the features of international marketing?	2	CO-1	Understanding and evaluating
2	Define direct exporting and mention its advantages and disadvantages.	2	CO-1	Understanding and evaluating
3	Why does the need for international marketing arise? Explain in brief	2	CO-4	Remembering & analyzing
4	Write short notes on: a) contract manufacturing b) strategic alliances	2	CO-4	Understanding and evaluating
5	Mention the challenges faced by the international marketers in export marketing.	2	CO-2	Understanding and evaluating
6	Give a brief note on foreign manufacturing strategies without direct investment?	2	CO-5	Understanding
<b>SECTION -B</b>				<b>h6*3=18 Marks</b>
	Long answer type question (approx. 500 -800 words)	Marks	CO mapped/	Specify Category
7	Discuss the nature and scope of International Marketing. What are the uncontrollable variables of International Marketing? Discuss.	6	CO-1	Understanding & applying
8	Explain the components of international economic environment?	6	CO-1/CO-2	Understanding & applying
9	Elaborate various 'Product Strategies' for International Markets?	6	CO-3	Understanding & analyzing

<b>Session: 2024-25</b>		<b>Max. Marks: 30</b>		
<b>Program Name: Master of Business Administration (MBA)</b>			<b>Semester: 3<sup>rd</sup></b> <b>Optional Group: (Marketing Management)</b>	
<b>Course Code: 3.44</b>		<b>Course Name: Industrial &amp; Service Marketing</b>		
<b>SECTION -A</b>				<b>2*6=12 marks</b>
<b>Q. No.</b>	<b>Short answer type question (approx. 200 -300 words)</b>	<b>Marks</b>	<b>Mapped CO</b>	<b>Category</b>
1	What is Service Marketing? Explain its basic characteristics.	2	CO-1	Understanding and evaluating
2	What do you understand by industrial marketing. Explain its significance in industrial marketing research.	2	CO-1	Understanding and evaluating
3	Explain the importance of channel decision for industrial products.	2	CO-4	Remembering & analyzing
4	Enumerate Services Marketing triangle?	2	CO-4	Understanding and evaluating
5	Mention the reasons for the growth of service economy.	2	CO-2	Understanding and evaluating
6	What are the determinants of customer behavior in service market?	2	CO-5	Understanding
<b>SECTION -B</b>				<b>h6*3=18 Marks</b>
	<b>Long answer type question (approx. 500 -800 words)</b>	<b>Marks</b>	<b>CO mapped/</b>	<b>Specify Category</b>
7	Explain the industrial product life cycle and strategies.	6	CO-1	Understanding & applying
8	Describe the factors that influence the choice of location of service site.	6	CO-1/CO-2	Understanding & applying
9	What are the various methods of pricing used for service products?	6	CO-3	Understanding & analyzing

<b>Session: 2024-25</b>		<b>Max. Marks: 30</b>		
<b>Program Name: Master of Business Administration (MBA)</b>			<b>Semester: 3<sup>rd</sup> Optional Group: (Information Technology)</b>	
<b>Course Code: MBA 3.51</b>		<b>Course Name: Computer Fundamental And Its Organization</b>		
<b>SECTION -A</b>				<b>2*6=12 marks</b>
<b>Q. No.</b>	<b>Short answer type question (approx. 200 -300 words)</b>	<b>Marks</b>	<b>Mapped CO</b>	<b>Category</b>
1	Explain the storage organization of Compact Disk ROM.	2	CO-1	Understanding & analyzing
2	What is difference between Magnetic disk & Magnetic Tape?	2	CO-5	Understanding & analyzing
3	What is the difference between multitasking and multiprogramming operating system?	2	CO-3	Understanding & analyzing
4	What is input-output Device? Explain the role of input-output device in computer system?	2	CO-3	Understanding & analyzing
5	Differentiate between system software and application software?	2	CO-3	Understanding & analyzing
6	What is the difference between batch and time-sharing operating systems?	2	CO-4	Understanding & analyzing
<b>SECTION -B</b>				<b>6*3=18 Marks</b>
	<b>Long answer type question (approx. 500 - 800 words)</b>	<b>Marks</b>	<b>CO mapped/</b>	<b>Specify Category</b>
7	What is Data and Information? Why Computer is known as a Data Processing System?	6	CO-1	Understanding & analyzing
8	What are the various objectives and functions of Operating systems? What are the major activities of operating systems in process management?	6	CO-2	Understanding & analyzing
9	Explain the concept of cache memory and its importance in improving Computer Performance?	6	CO-4	Understanding & analyzing

<b>Session: 2024-25</b>		<b>Max. Marks: 30</b>		
<b>Program Name: Master of Business Administration (MBA)</b>			<b>Semester: 3<sup>rd</sup> Optional Group: (Information Technology)</b>	
<b>Course Code: MBA 3.52</b>		<b>Course Name: Web Technology</b>		
<b>SECTION -A</b>				<b>2*6=12 marks</b>
<b>Q. No.</b>	<b>Short answer type question (approx. 200 -300 words)</b>	<b>Marks</b>	<b>Mapped CO</b>	<b>Category</b>
1	What is the purpose of XML? Explain the concept of a namespace in XML ?	2	CO-1	Understanding &analyzing
2	What is a multi-tier application and Web 2.0?	2	CO-5	Understanding &analyzing
3	Write short note on the “Fundamental ASP Objects” ?	2	CO-3	Understanding &analyzing
4	Explain AJAX briefly	2	CO-3	Understanding &analyzing
5	What is the purpose of frames in HTML?	2	CO-3	Understanding &analyzing
6	What is client-side scripting? Explain with suitable example?	2	CO-4	Understanding &analyzing
<b>SECTION -B</b>				<b>6*3=18 Marks</b>
	<b>Long answer type question (approx. 500 - 800 words)</b>	<b>Marks</b>	<b>CO mapped/</b>	<b>Specify Category</b>
7	What is HTML file and ASP file? List the advantages and limitation of HTML. State the benefits and drawback of ASP?	6	CO-1	Understanding &analyzing
8	What is IIS? Explain different features of IIS?	6	CO-2	Understanding &analyzing
9	Why HTTP is called state-less protocol? Enlist various methods for state management and also give advantages and disadvantages of each method.	6	CO-4	Understanding &analyzing

<b>Session: 2024-25</b>		<b>Max. Marks: 30</b>		
<b>Program Name: Master of Business Administration (MBA)</b>			<b>Semester: 3<sup>rd</sup> Optional Group: (Information Technology)</b>	
<b>Course Code: MBA 3.53</b>		<b>Course Name: Software Engineering Management</b>		
<b>SECTION -A</b>				<b>2*6=12 marks</b>
<b>Q. No.</b>	<b>Short answer type question (approx. 200 -300 words)</b>	<b>Marks</b>	<b>Mapped CO</b>	<b>Category</b>
1	Define Software Engineering?	2	CO-1	Understanding & analyzing
2	What is a Software Process Model?	2	CO-5	Understanding & analyzing
3	Name the three primary activities of Project Management?	2	CO-3	Understanding & analyzing
4	What is the difference between Software Engineering and programming?	2	CO-3	Understanding & analyzing
5	What is the difference between a data flow diagram and a control flow diagram?	2	CO-3	Understanding & analyzing
6	What is the purpose of risk identification?	2	CO-4	Understanding & analyzing
<b>SECTION -B</b>				<b>6*3=18 Marks</b>
	<b>Long answer type question (approx. 500 - 800 words)</b>	<b>Marks</b>	<b>CO mapped/</b>	<b>Specify Category</b>
7	Discuss 3-tier architecture with the necessary diagram and suggest an example application?	6	CO-1	Understanding & analyzing
8	Discuss the different phases of the software development life cycle (SDLC)?	6	CO-2	Understanding & analyzing
9	Analyze the factors that influence the decision to re-engineer a Software System ?	6	CO-4	Understanding & analyzing

<b>Session: 2024-25</b>		<b>Max. Marks: 30</b>		
<b>Program Name: Master of Business Administration (MBA)</b>			<b>Semester: 3<sup>rd</sup> Optional Group: (Information Technology)</b>	
<b>Course Code: MBA 3.54</b>		<b>Course Name: Data Base Management System</b>		
<b>SECTION -A</b>				<b>2*6=12 marks</b>
<b>Q. No.</b>	<b>Short answer type question (approx. 200 -300 words)</b>	<b>Marks</b>	<b>Mapped CO</b>	<b>Category</b>
1	Define a database management system (DBMS) ?	2	CO-1	Understanding & analyzing
2	Define a relationship in the ER model ?	2	CO-5	Understanding & analyzing
3	Discuss the challenges and opportunities of distributed database systems ?	2	CO-3	Understanding & analyzing
4	Analyze the role of concurrency control in ensuring data consistency ?	2	CO-3	Understanding & analyzing
5	Discuss the emerging trends in database technology, such as NoSQL and cloud databases?	2	CO-3	Understanding & analyzing
6	How are views created and dropped ? Explain, how the views are implemented and updated ?	2	CO-4	Understanding & analyzing
<b>SECTION -B</b>				<b>6*3=18 Marks</b>
	<b>Long answer type question (approx. 500 - 800 words)</b>	<b>Marks</b>	<b>CO mapped /</b>	<b>Specify Category</b>
7	Discuss the advantages and disadvantages of the database approach compared to traditional file-based systems?	6	CO-1	Understanding & analyzing
8	Draw and explain the detailed system architecture of DBMS. What are the advantages of DBMS?	6	CO-2	Understanding & analyzing
9	Explain the different types of data models and their characteristics?	6	CO-4	Understanding & analyzing