



YASHVANTRAO CHAVAN MAHARASHTRA OPEN UNIVERSITY

P79 (MBA) IV SEM. HOME ASSIGNMENT YEAR 2016-17

- INSTRUCTION :**
- 1) All Questions are Compulsory.
 - 2) Each Home assignment question carry 5 marks.
 - 3) Each Sub-question should be answered between 75 to 100 words.
 - 4) Write every questions answer on separate page.
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MBA 401: Business Laws

- Q1. Define the Term Business Laws. Explain the main sources of Business Law in India. **5 Marks**
- Q2. Distinguish between Memorandum and Articles of Association. **5 Marks**
- Q3. Company goes for Public issue of each share of face value Rs. 10. The application money is Rs. 2, allotment Rs. 3, First Call Rs. 4, Final call Rs. 1. Is this Valid? Explain. **5 Marks**
- Q4. 'X' agrees to sell his 100 bags of wheat to 'Y' at a price to be fixed by Z. but 'Z' valid to fix the price. Is it valid Contract now? Explain. **5 Marks**
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MBA 402: Management Information System

- Q1. Explain the role of information systems in Organization. **5 Marks**
- Q2. Explain how Business of benefit of Autonomic Company. **5 Marks**
- Q3. Discuss the Pros and Cons of Various tools of doing analysis. **5 Marks**
- Q4. Discuss the importance o contingency planning in Information System Risk Management. **5 Marks**
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FMG 401: Taxation

1. Explain "Perquisites" and its valuation. **5 Marks**
 2. Explain deduction in respect of saving u/s 80c. **5 Marks**
 3. Mr. Rajesh is an engineer. His estimated tax liability for the year amounts to Rs.200000. He has paid advance tax of Rs.60000 by 15th September. In the month of November he got a contract from a multinational corporate. After incorporating the receipts of the new contract , his revised tax liability for the year amounts to Rs. 300000. In this case, how much advance tax he is required to pay in each instalment. **5Marks**
 4. Explain the procedure for registration of an assessee For service tax. **5Marks**
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FMG 402 Banking & Bank finance

1. Explain the functions of financial system. **5Marks**
 2. Explain the important functions of the RBI. **5Marks**
 3. Explain the significance of development banks in Economic Development. **5Marks**
 4. Explain the factors promoting digitalisation in India. **5Marks**
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FMG 403 – International Finance

- Q1. Explain the effects of International Operations on the market value of the firms. **5 Marks**
- Q2. Explain in what sense a long call and a short put on a currency with strike 'X' and maturity 'T' are equivalent to a forwards contract at contract price X and maturity T. **5 Marks**
- Q3. Explain money market hedge. **5 Marks**
- Q4. Suppose the Dollar/ rupee exchange rate is Rs.60. According to PPP, What will happen to the rupee exchange value under following situations? **5 Marks**
- a. The Indian price level increase by 10% and the price level in US remains same.
 - b. The Indian price level increase by 10% and the price level in US increases by 20%.
 - c. The Indian price level decrease by 10% and price level in US increases by 5 %.
 - d. The Indian price level decrease by 10 % and price level in US decreases by 15 %.
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FMG 404 – Management Control System

- Q1. Technology is a key enable in designing and maintaining an efficient central mechanism in an organization. Justify. **5 Marks**
- Q2. Explain cost center, revenue center and profit center with suitable example. **5 Marks**
- Q3. BB Ltd has two divisions A and C. The unit cost structure of division A is as follows. **5 Marks**
- Material – Rs. 6/-
Labour - Rs.7/-
Valuable overhead – Rs. 9/-
Unit fixed cost at 10,000 units is Rs. 8/-
The market price of output A is Rs. 35/-

Using transfer price rule what is the minimum price A should charge C if,

- a. Division A is utilizing 55% of their capacity.
- b. Division A has no surplus.
- c. Division A is utilizing 70% of its capacity
- d. It has an outside offers for supply of 2000 units which will field contribution of Rs. 3 per unit. Division C requires 3000 units to be supplied and it can't split the offers.

Q4. Explain the types of Energy Audit? **5 Marks**

MKG 401 (Consumer Behavior)

Q1. Discuss the marketing implication of self and extended self concept. **5 Marks**

Q2. Discuss the Role of Cognitive creating theory in Consumer Behavior. **5 Marks**

Q3. Explain Strategic implication of word of Mouth. **5 Marks**

Q4. You are doing Marketing of Company Manufacturing Smart Phone Devices. You want to target senior citizens at it is ignored by most of the companies. Design a Promotional mix to reach your target audience. **5 Marks**

MKG 402:Sales & Distribution Management

Q1. Write a short note on Marketing cost Analysis. **5 Marks**

Q2. Explain the Lickerts sales Management System. **5 Marks**

Q3. Explain the methods of Sales control. With suitable example. **5 Marks**

Q4. Discuss the various elements of Distribution Network. **5 Marks**

MKG 403: Retail Marketing

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| Q1. | Explain the social & economic significance of Retailing. | 5 Marks |
| Q2. | Describe the steps of choose the eight retail location. | 5 Marks |
| Q3. | Explain the different types of royalty in retail Business. | 5 Marks |
| Q4. | Explain the marketing information system. | 5 Marks |
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MKG 404: Retail Marketing

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| Q1. | Describe the challenges in rural market. | 5 Marks |
| Q2. | Explain the Indian market Demographics. | 5 Marks |
| Q3. | Explain the product life cycle strategies in rural market. | 5 Marks |
| Q4. | Write a short note on Rural India & Microfinance. | 5 Marks |
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MKG 405: International Marketing

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| Q1. | Write the WTO implications on international marketing. | 5 Marks |
| Q2. | Explain the basic issues involved in franchising. | 5 Marks |
| Q2. | Explain the aspects of counter trade. | 5 Marks |
| Q3. | Write a short note on E-readiness. | 5 Marks |
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HRM 401: Industrial Relations & Labour Legislation

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| Q1. Enumerate the emerging trends in industrial Relations Management. | 5 Marks |
| Q2. Describe the categories for the recognition of trade union. | 5 Marks |
| Q3. Explain the application of the payment of wages act, 1936. | 5 Marks |
| Q4. Enlist the functions of shop councils. | 5 Marks |
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HRM 402 Management of training and development

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| 1. Explain the principles of adult learning. | 5 Marks |
| 2. Explain the benefits of competency framework. | 5 Marks |
| 3. Explain the steps to align training with organizational goals. | 5 Marks |
| 4. Explain the steps for conducting Need Assessment. | 5 Marks |
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HRM403 Human Resource Development

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| 1. Explain the reinforcement theory. | 5 Marks |
| 2. Explain the step in performance Management System. | 5 Marks |
| 3. Explain the advantages of using an external coach with Suitable example. | 5 Marks |
| 4. Explain the levels of leadership development. | 5 Marks |
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HRM 404: Performance & Reward Management

- Q1. Explain the characteristics of effective Performance Management System. **5 Marks**
- Q2. Explain the various strategies for effective implementation of Performance Management. **5 Marks**
- Q3. Write a short note on Building & Leading high Performance teams. **5 Marks**
- Q4. Write a short note on Electronic Performance Management. **5 Marks**
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MMG 401- Total Quality Management and Six Sigma

- Q1. Explain the various Strategies for Process important. **5 Marks**
- Q2. Explain Kano model with suitable example. **5 Marks**
- Q3. Differentiate between common causes and persistent special disturbances. **5 Marks**
- Q4. Explain the various elements of Six Sigma. **5 Marks**
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MMG 402- Project Management

- Q1. Explain Balanced Matrix. **5 Marks**
- Q2. Explain the various kinds of cost associate in production and working Capital requirements. **5 Marks**
- Q3. Explain the Factors influencing quality of Estimates. **5 Marks**
- Q4. Explain how you can accurate the project competition with limited resources. **5 Marks**
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MMG 403 Enterprise Resource Planning

1. Explain the characteristics of ERP. **5 Marks**
 2. Write a short note on Business Process Management. **5 Marks**
 3. Explain in detail about the ERP life cycle. **5 Marks**
 4. Write a short note on Future of ERP trends. **5 Marks**
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MMG 404 – Services & Operations Management

- Q1. Explain two types of services innovation with suitable example. **5 Marks**
 - Q2. Explain volume variety Matrix. **5 Marks**
 - Q3. Compare and contrast various strategies for capacity planning. **5 Marks**
 - Q4. A canteen in College sells snacks and soft drinks. There is one checkout counter having one employee as a cashier, can be considered as a server. Students arrive at the rate of 24 per hour following person distribution. The cashier can process Purchase of 30 students in an hour. Find out: **5 Marks**
 - a) Average time spent by a student waiting to get service.
 - b) Average time spent by student in canteen.
 - c) Probability that he/she will get immediately served and
 - d) Proportion of time cashier is busy.
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