

Savitribai Phule Pune University
Centre For Distance and Online Education

MBA Semester I

Home Assignment

Instructions for MBA (Distance Mode) Learners:

Home Assignment for Internal Assessment

1. Assignment Details

- You are required to write answers to all the questions in the home assignment provided to you.
- Each question carries equal marks.

2. Handwritten Submission

- The assignment must be completed in handwritten format only.
- Typed or printed assignments will not be accepted.

3. Covering Page

- Please ensure your assignment has a covering page with the following details:
- Learner's Name
- Class
- PRN (Permanent Registration Number)
- Mobile Number
- Email ID

4. Submission Deadline

- Complete and submit your assignment within the given timeframe.
- Late submissions may not be considered for internal assessment.

5. Neatness and Presentation

- Write your answers neatly and legibly.
- Ensure your answers are organized and clearly numbered.

If you have any questions or concerns, please contact the course coordinator.

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CR-11: MANAGEMENT CONCEPTS AND APPLICATIONS

1. Define term of Management. Explain the function of Management.
2. Define planning. Explain in detail the steps of planning process.
3. Define Organising and also state the importance of organising.
4. Explain in detail the need and importance of controlling.
5. Define Decision Making. Explain in detail process of decision making.
6. Explain Henri Fayol's 14 principles of management.

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CR-12: ECONOMICS FOR MANAGERS

1. Explain various kinds of economic system.
2. State the law of demand and show it through a demand schedule and a demand curve. And explain limitations of the law of demand?
3. Explain the determinants which cause the change and shift in the supply curve.
4. Describe the law of diminishing marginal utility.
5. Explain the reasons, effects and measures for unemployment in India.
6. Write down the recent developments in Economy of India.

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CR-13: ORGANISATIONAL BEHAVIOUR

1. Define organisational behaviour. Explain the importance of OB?
2. Explain the contribution made by Henry Fayol to management.
3. State the meaning of emotional intelligence along with the characteristics of Emotions.
4. Illustrate the assumptions made in theory X and theory Y in McGregor's approach.
5. Explain the behavioural characteristics of leadership.
6. What is the difference between competition and conflict?
Explain dual model of conflict resolution?

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CR-14: ELEMENTS OF MANAGERIAL COMMUNICATION

1. Define communications & different types of communications.
2. Discuss the principles of successful oral communication in details.
3. What are the steps and guidelines for creating a good agenda?
4. Explain the various parts of business letter in detail.
5. Discuss the essentials of good resume.
6. Describe the interview skill required before, during and after the interview.

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CR-15: COMPUTERS APPLICATION FOR BUSINESS

1. Explain the terms hardware, software and firmware.
2. Explain steps required in creating animation are PPT.
3. Discuss Word processing concepts giving appropriate example.
4. What is email password? How and why it is created?
5. Explain various types of network topologies.
6. What is information system? What are its applications?

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CR-16: BASICS OF MARKETING

1. Define Marketing and discuss the objectives of Marketing.
What is the relevance of marketing in a developing economy?
2. Define marketing Mix and discuss the 7P's of Services
Marketing by giving relevant examples.
3. What is meant by Market segmentation? Explain the process of
Market segmentation.
4. Explain the various types of media used for promotion along
with its merits and demerits.
5. Discuss the importance of marketing planning and explain why
it is essential for any company.
6. Analyse the role and importance of marketing information
systems