

Savitribai Phule Pune University
Centre For Distance and Online Education

MBA Semester III

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-31 STRATEGIC MANAGEMENT

1. Discuss the different levels of a strategy.
 2. Explain the different ways of resource leveraging.
 3. Analyse how external and internal environment affect turnaround strategies.
 4. Discuss the Mckinsey's 7S framework in detail.
 5. Explain new business models for the Internet economy
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BA-MJ-32 BUSINESS ANALYTICS & STATISTICAL METHODS USING R

1. Explain the business analytics with the help of diagram.
 2. Explain analytical decision-making process.
 3. Explain the R environment with the help of appropriate example.
 4. Explain the various types of join in R.
 5. Explain the hypothesis testing.
 6. Explain linear regression with equation.
 7. Discuss the various types of probability.
 8. Discuss the Autocorrelation Function (ACF) and Partial Autocorrelation Function (PACF).
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BA-MJ-33 MACHINE LEARNING & COGNITIVE INTELLIGENCE USING PYTHON

1. Discuss the standard data types in Python
2. What are the features of Pandas? Explain with the help of relevant examples.
3. Explain the machine learning life cycle in detail.
4. Explain support vector machine algorithm.
5. Discuss the advantages and disadvantages of unsupervised learning.

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BA-MN-34 SOFTWARE PROJECT MANAGEMENT

1. Describe the scope and need for project management.
 2. Explain the change control process with the help of example.
 3. Explain the constructive cost model and its types with the help of example.
 4. Explain the quality planning and assurance with the help of example.
 5. Explain the risk management and its categories with the help of example.
 6. Describe the classification of software metrics with the help example.
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BA-MN-35 ECOMMERCE ANALYTICS

1. Explain the types of Ecommerce Analytics.
2. What is a quantitative data? Explain its types.
3. Describe the different types of data visualizations.
4. Explain the role of ecommerce analytics in creating business value and driving business growth.
5. Describe a conversion optimization strategy.
6. Explain the approaches to analysing orders and products.
7. Describe the different types of attribution.
8. Analyse the waterfall approach and state the basic difference between agile and waterfall delivery.

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HRM-MJ-32 STRATEGIC HUMAN RESOURCE MANAGEMENT

1. Discuss the features of Strategic HRM.
 2. Discuss in detail the process of SHRM.
 3. Discuss in detail the process of successful change management.
 4. Examine the steps involved in the training programme.
 5. Examine the ways employees from different backgrounds are managed.
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HRM-MJ-33 LABOUR LAW - I

1. Examine the evolutions of labour legislation in India.
2. Discuss the provisions relating to the health, safety and welfare of factory workers.
3. Examine the procedure for the modification of standing orders.
4. Discuss the liability of the company in the event of winding-up proceedings.
5. Discuss the applicability of the Maternity Benefit Act, 1961.

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HRM-MN-34 COMPENSATION MANAGEMENT

1. Discuss the different types of compensation.
 2. Discuss the different types of compensation structure
 3. Explain the strategic reasons for incentive plans.
 4. Explain the principal constituents of the National Wage Policy.
 5. Explain some of the important fringe benefits.
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HRM-MN-35 LABOUR ECONOMICS

1. What are the issues discussed by labour economics? Discuss.
2. Explain the different types of the Indian labour market.
3. Discuss the various theories of wages.
4. What are the different types of agricultural labour in India? State their characteristics.
5. Explain the significance of an effective exit policy in India.

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FIN-MJ-32 FINANCIAL MANAGEMENT

1. What do you understand by a financial system? Describe its various components.
 2. What do you understand by ratio analysis? Explain the different techniques used for it.
 3. Explain in detail the uses and limitations of fund flow statement.
 4. Explain the various components of working capital.
 5. What do you understand by cost of capital? Discuss its importance.
 6. Explain the process of capital budgeting.
 7. Explain the procedure for the declaration of dividend.
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FIN-MJ-33 MANAGEMENT CONTROL SYSTEMS

1. Discuss the managerial roles of a controller.
2. Analyse the role of budgetary control as a tool for management control systems.
3. What are turnover ratios? Discuss their significance and objectives in detail. Also, give an example of each ratio.
4. What is the role of management to achieve organizational goals?
5. What are the Components of digital library?

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FIN-MN-34 INTERNATIONAL FINANCE

1. Discuss the role and importance of the World Bank.
 2. Describe the features of Balance of Payments (BOP).
 3. Examine the functions and objectives of the EXIM Bank.
 4. Explain the two types of rupee export credit available in India.
 5. Differentiate between ADRs and GDRs.
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FIN-MN-35 MERGERS AND ACQUISITION

1. Describe the different types of mergers.
2. Explain the objectives of corporate restructuring.
3. Explain the post-merger phase of merger.
4. Evaluate the importance of competition law.
5. State the purpose of SEBI guidelines regarding M&A.

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**MKTG-MJ-32 CRITICAL THINKING IN DIGITAL AND SOCIAL MEDIA
MARKETING**

1. Discuss about the influencer marketing, Email marketing and content marketing.
 2. Discuss the types of traffic with examples.
 3. Explain briefly about the Ads creation process and Ads approval process.
 4. Does Instagram work for marketing? Discuss.
 5. How will you promote your video clips on YouTube? Explain.
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MKTG-MJ-33 ADVERTISING STRATEGY

1. Define advertising. Discuss the various functions of advertising.
2. Describe the applications of consumer behaviour in marketing.
3. Explain personal selling strategies.
4. Explain media vehicle selection.
5. Examine the global impact of the Internet.

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MKTG-MN-34 TECHNOLOGY MARKETING

1. Describe the uses of NAT in marketing activities and business operations with the help of examples.
 2. Explain the uses and applications of AI in marketing.
 3. Discuss the significance of robots in industrial area with relevant examples.
 4. Explain the various types of IoT applications in marketing area.
 5. Explain the various elements of blockchain technology.
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MKTG-MN-35 DIGITAL MARKETING IMPLEMENTATION

1. Discuss about the content marketing with the help of diagram.
2. Discuss about the online targeting and its types.
3. What is the role of search engine optimization in digital marketing? Explain.
4. Explain the concept of search engine optimization with the help example.
5. Explain the B2B and B2C with the help of example.

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PRJ-MJ-32 BASIS OF PROJECT MANAGEMENT

1. Describe the evolution of project management in detail.
 2. Discuss the divestment/termination phase of system development life cycle.
 3. Discuss the different stages of the project planning process.
 4. Describe the different types of organization structure.
 5. Discuss the process of PERT in detail.
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PRJ-MJ-33 MANAGING PROJECTS AND RESOURCES

1. What are the characteristics of project management?
2. What do you understand by project management? Discuss the various methods of explaining the scope of project management.
3. What is budget development? Discuss the various steps of budget creation and management.
4. Discuss in detail the CPM Model.
5. Discuss the role of various financial institutions in a project financing.

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PRJ-MN-34 PROJECT IDENTIFICATION AND SELECTION

1. Describe a project lifecycle in detail.
 2. What is backward integration?
 3. Explain the various project identification methods.
 4. Explain the project planning process in detail.
 5. Explain the steps to conduct economic appraisal.
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PRJ-MN-35 CASE STUDIES IN PROJECT MANAGEMENT

Discuss case studies demonstrating the application of project management practices in the following sector.

1. Health Sector
2. Insurance Sector
3. IT Sector
4. Banking Sector
5. Insurance Sector

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OSCM-MJ-32 PRODUCTION AND OPERATION MANAGEMENT

1. Explain the concept of Six Sigma.
 2. Explain the intermittent flow systems in detail.
 3. What is group technology? What is its relevance?
 4. Explain the difference between value analysis and value engineering.
 5. Discuss the principles of lean manufacturing system.
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OSCM-MJ-33 WORLD CLASS MANUFACTURING

1. Discuss the challenges that have emerged with the advent of the Information Age.
2. Examine the important aspects of Maskell's WCM model.
3. Explain the benefits of SMED.
4. Discuss in detail how competitive are Indian manufacturing companies as compared to other world class manufactures?
5. Describe the various generic manufacturing strategies for the information technology age.

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OSCM-MN-34 LOGISTICS AND DISTRIBUTION MANAGEMENT

1. Explain the role of logistics in supply chain management.
 2. Define distribution channel. What is the role of logistics in distribution channel?
 3. Discuss how value-added services affects a business process.
 4. Explain how logistics is the backbone of e-commerce.
 5. Explain how security is becoming an increasing problem in the logistics business.
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OSCM-MN-35 INVENTORY AND STORES MANAGEMENT

1. Explain the different functions of inventory in detail.
2. Discuss how the MRP system serves as an inventory control system?
3. Discuss the quantity discount model using examples.
4. Describe the factors influencing make or buy decisions in detail.
5. Explain the concept of spare parts planning and control in detail.

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IB-MJ-32 IMPORT-EXPORT DOCUMENTATION AND PROCEDURES

1. Examine the main functions of the WTO in detail.
 2. Describe the various stages of export order.
 3. Explain the multiple methods of payment for international trading.
 4. Explain major export promotion schemes of India.
 5. Explain the Foreign Exchange Management Act in detail.
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IB-MJ-33 CROSS CULTURAL MANAGEMENT AND GLOBAL LEADERSHIP

1. Explain Geert Hofstede's four national cultural dimensions in work-related values.
2. Discuss the six steps to defining and managing a multicultural team.
3. Discuss the interrelation between culture and conflict.
4. Explain the determinants of ethical leadership.
5. Write a detailed note on five basic types of conflict.

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IB-MN-34 INTERNATIONAL BANKING AND FOREIGN EXCHANGE MANAGEMENT

1. Describe the current trends and developments in international banking.
2. What do you understand by credit ratings? Discuss its advantages and roles in the capital markets.
3. Explain the role of RBI in management of the foreign exchange.
4. What do you understand by parity relations? Describe Purchasing Power Parity (PPP) and exchange rates.
5. What are the Indian Accounting Standards? Describe its general rules, exemptions, and applications.

IB-MN-35 GLOBAL COMPETITIVENESS, VALUE CHAINS AND ALLIANCES

1. Discuss different business strategy perspectives for global competitiveness.
2. Explain the application of information technology in enhancing competitiveness.
3. Explain the strategic options available to Indian companies for building global competitiveness.
4. Discuss the advantages and disadvantages of greenfield investments.
5. Explain the term 'innovation management' with examples.

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ENR-MJ-32 ENTREPRENEURSHIP MANAGEMENT

1. Discuss the various stages in the entrepreneurial process.
 2. Examine the factors affecting entrepreneurial growth.
 3. Analyse the phases involved in a product life cycle.
 4. Discuss the process of preparing a business plan, marketing plan, financial plan and organization plan.
 5. Discuss the different types of motivation for entrepreneurs.
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ENR-MJ-33 ECONOMIC ENVIRONMENT OF BUSINESS

1. Discuss the micro factors that affect the economic environment.
2. Describe the price and output determination in the long run.
3. Explain the concept of open market operations in detail.
4. Discuss the land reforms in India after independence.
5. Evaluate the energy infrastructure of India in detail.

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ENR-MN-34 WORKING CAPITAL MANAGEMENT

1. Examine the various approaches of understanding working capital.
 2. Explain the functions and types of factoring.
 3. Discuss the various forms of bank finance.
 4. Describe the different types of credit policies.
 5. Explain alternative working capital financing policies.
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ENR-MN-35 INNOVATION AND CREATIVITY

1. Discuss the relationship between innovation and creativity.
2. Explain why creativity is important especially in an organization.
3. Discuss in detail the role of small and medium sized businesses in the innovation process.
4. Discuss the characteristics of technological innovation.
5. Explain the importance of Creativity and Critical thinking.

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BNKM-MN-34 BANKING FUNDAMENTALS

1. Explain the structure of the Indian Banking System?
 2. Elaborate on the primary functions of a bank.
 3. Describe KYC Norms in banks.
 4. Describe the process of credit creation with the help of an example.
 5. Describe the importance of e-banking.
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BNKM-MN-35 CORPORATE BANKING

1. Explain the advantages and disadvantages of factoring.
2. Describe the RBI guidelines on working capital finance.
3. Describe the features of a venture capital.
4. Explain the characteristics of project financing.
5. Discuss the different categories of securitization.

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DMKG-MN-34 BASICS OF DIGITAL MARKETING

1. Discuss the importance of digital marketing with the help of example.
2. What are the rules to create a website? Explain.
3. Describe various methods of search engine optimization with the help of example.
4. Describe the pros and cons of social media marketing.
5. Discuss the different types of approaches that are usually used for on-site web analytics.

DMKG-MN-35 LEAD GENERATION & E MAIL MARKETING

1. Explain lead generation techniques in detail.
2. Explain the tools for lead generating.
3. Examine the fundamentals of business development.
4. Explain the steps to construct a strategy that generates tangible results in a business.
5. Explain the seven essential components of a marketing email.

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**PHC-MN-34 ESSENTIALS OF PHARMA AND HEALTHCARE
ADMINISTRATION**

1. Explain the major factors affecting the pharmaceutical industry in India.
 2. Describe the advantages of being a multinational corporation.
 3. Analyse the role of CRM the in healthcare industry.
 4. Explain the health financing mechanism in detail.
 5. Explain clinical trial regulation in detail.
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PHC-MN-35 HEALTHCARE MANAGEMENT

1. Discuss the classification of a hospital organization.
2. Discuss the functions of a hospital.
3. Explain the factors leading to new hospital planning.
4. Explain the Expectation Confirmation Theory (ECT).
5. What is the role of organizational behaviour in management?

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**THM-MN-34 INTRODUCTION TO HOSPITALITY AND TOURISM
MANAGEMENT**

1. Describe meaning and nature of hospitality.
 2. Describe the different types of services which are provided by the hospitality department.
 3. Analyze the difference between the accounts of a hotel and a commercial house.
 4. Describe the various types of accommodation available for tourists.
 5. Discuss in detail the concept of PESTE analysis.
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THM-MN-35 BANQUET MANAGEMENT

1. Explain the different types of banquets.
2. Discuss the different kinds of pricing methods.
3. Explain the methods which help in developing long-term relations with firms.
4. Elaborate the use of technology in banquet management.
5. Analyse the technique of Mise-en-place.