Master of Business Administration - MBA Semester IV

MB0052– Strategic Management and Business Policy - 4 Credits

(Book ID: B1314)

Assignment Set- 1 (60 Marks)

Note: Each question carries 10 Marks. Answer all the questions.

Q. 1 What do you understand by the term *Strategy* in the context of Business Management and
   Policy? And what are the stages in the formulation of a Strategy? (10 marks)

Q. 2 What, in brief, are the types of Strategic Alliances and the purpose of each?
   Supplement your answer with one real life example of each (10 marks)

Q. 3 What is a Business Plan? What purpose does it serve? (10 marks)

Q. 4 What is the chief purpose of a Business Continuity Plan and what are its
   components for effective implementation. Explain in a sentence or two as to
   how it is different from a Business Plan (10 marks)

Q. 5 Take any three examples of the components of a Decision Support System
   and explain how they help decision making (10 marks)

Q. 6 Name and explain any three ways in which a Company's CSR can be
   expressed.(10 marks)

Master of Business Administration - MBA Semester IV

MB0052– Strategic Management and Business Policy - 4 Credits

(Book ID: B1314)

Assignment Set- 1 (60 Marks)

Note: Each question carries 10 Marks. Answer all the questions.

Q. 1 Having formulated a Business Strategy, what are the steps in its implementation? Explain each in a sentence or two (10 marks).

Q. 2 How do we cope with crises and how do we use the Business Continuity Plan to manage and recover from crisis? (10 marks)

Q. 3 What are the main components of Business Plan, explaining the role of each in the Plan? (10 marks)

Q. 4 Explain the concept, need for and importance of a Decision Support System.(10 marks)

Q. 5 Explain the importance of any five aspects of a Licensing Agreement that you will look for when negotiating the right to use an Intellectual Property (10 marks)

Q. 6 What is Corporate Social Responsibility? Why is it becoming increasingly relevant in today's Business? (10 marks).

Master of Business Administration - MBA Semester IV

MB0053– International Business Management - 4 Credits

(Book ID: B1315)

Assignment Set- 1 (60 Marks)

Note: Each question carries 10 Marks. Answer all the questions.

Q.1 Write a short note on 'Globalization'   **(10 Marks)**

Q.2 Describe the positives of trade liberalization.   **(10 Marks)**

Q.3 Write a short note on GATT and WTO, highlighting the difference between the two.

(10 Marks)

Q.4 Think of any MNC and analyze its business strategy orientation.   **(10 Marks)**

Q.5 What does FDI stand for? Why do MNCs opt for FDI to enter international market?

(10 Marks)

Q.6 Viewing culture as a multi-level construct, describe various levels it consists of.

(10 Marks)

Master of Business Administration - MBA Semester IV

MB0053– International Business Management - 4 Credits

(Book ID: B1315)
Assignment Set- 1 (60 Marks)

Note: Each question carries 10 Marks. Answer all the questions.

Q.1 Write a short note on Bill of Lading. **(10 Marks)**

Q.2 Discuss the strategic management process in an MNC. **(10 Marks)**

Q.3 A Europe based MNC wants to introduce its fruit juice drink in India**.** What product strategy of international marketing do you think will be suitable for its product? **(10 Marks)**

Q.4 Discuss the need for regional integration. **(10 Marks)**

Q.5 What are the key factors affecting the recruitment of expats? **(10 Marks)**

Q.6 Describe various entry strategies available to a firm when it wants to enter a foreign market. **(10 Marks)**

Master of Business Administration - MBA Semester IV

MI0038 – Enterprise Resource Planning - 4 Credits

(Book ID: B1233)

Assignment - Set- 1 (60 Marks)

Note: Each Question carries 10 marks. Answer all the questions.

Q1. Why are ERP systems said to be flexible? Explain with an example.

Q2. Briefly explain the functionalities of CRM sub modules. List out the benefits of CRM Systems.

Q3. Differentiate between Open Source and Commercial ERP. Briefly explain the key principles to a proper ERP system selection process.

Q4. What is ATO and how is it different from ETO? List the advantages of CAD/CAM.

Q5. Discuss briefly about JD Edward's and PeopleSoft's applications and their various modules.

Q6. What is BAPI? Why BIAP is considered as commanding tool in the SAP consultant's toolkit?

Master of Business Administration - MBA Semester IV

MI0038 – Enterprise Resource Planning - 4 Credits

(Book ID: B1233)

Assignment - Set- 2 (60 Marks)

Note: Each Question carries 10 marks. Answer all the questions.

Q1.   What is web ERP? What are its benefits? List out the different modules under ERP Inventory management.

Q2.   Explain with an example the concept of supply chain management?

Q3.   Illustrate the role of ERP systems in Human Resources. List out the benefits of Human Resource management systems.

Q4.   Describe how you would go about the different phases of the ERP implementation lifecycle, if it were being done in your company.

Q5.   How does the plant maintenance module help in achieving competitiveness? Write a note of Quality Management.

Q6.   Explain the working of Warehouse Management and Purchase department with an example.

Master of Business Administration - MBA Semester IV

MI0039 – eCommerce - 4 Credits

Assignment - Set- 1 (60 Marks)

Note: Each question carries 10 Marks. Answer all the questions.

Q.1 Warigon is a retail company and they want to automate the payment system. Assume that you are the design engineer of that company. What are the factors that you would consider while designing the electronic payment system?   **[10 Marks]**

Q. 2 List the advantages and disadvantages of eCommerce   **[10 Marks]**

Q.3 Discuss the working concepts of EDI   **[10 Marks]**

Q.4 Give examples for different models of ecommerce and explain what is the benefit of that model in your example.   **[10 Marks]**

Q.5 Write short notes on

   a. **False and malicious sites**
   b. **Stealing visitor's credit card information**
   c. **Stealing customer's data from selling agent and internet service providers**
   d. **The use of cookies**

                [10 Marks]

Q.6 Define Mcommerce. Describe the areas of potential growth and future of mCommerce

[10 Marks]

Master of Business Administration - MBA Semester IV

MI0039 – eCommerce - 4 Credits

Assignment - Set- 2 (60 Marks)

Note: Each question carries 10 Marks. Answer all the questions.

Q.1 Explain the framework of eCommerce in detail   [10 Marks]

Q.2 Prepare a scenario on the organization having shopping cart facility showing the advantages and disadvantages of having shopping cart facility   [10 Marks]

Q.3 What are the four Ps of marketing? Explain how it is applied to internet marketing   [10 Marks]

Q.4 Analyze the structure of a website   [10 Marks]

Q.5 List the benefits of online catalogue   [10 Marks]

Q.6 Describe the risk management paradigm in brief   [10 Marks]

Master of Business Administration - MBA Semester IV

MI0040 – Technology Management - 4 Credits

(Book ID: B1343)

Assignment - Set- 1 (60 Marks)

Note: Each Question carries 10 marks. Answer all the questions.

Q1.   Define the term technology. Write a short note on evolution and growth of technology.

Q2.   Citing an example, state and explain the reasons that compel a company to go for the new technology.

Q3.   Briefly describe the concept of technology choice. List and explain the steps involved in technology assessment process.

Q4.   Write a short note on technology strategy. Explain in brief about the innovation management.

Q5.   What is Research and Development (R&D), and how is it managed? Explain the different categories of Intellectual Property Management.

Q6.   Explain the implementation of new technology. Briefly describe the automation decisions.

Master of Business Administration - MBA Semester IV

MI0040 – Technology Management - 4 Credits

(Book ID: B1343)

Assignment - Set- 2 (60 Marks)

Note: Each Question carries 10 marks. Answer all the questions.

Q1. Explain Technology Generation. Explain Technology Development. Discuss the importance Technology Generation and Development.

Q2. Explain the dimensions of technology transfer and features of technology package.

Q3. Describe some characteristics of technology forecasting. Explain in brief about the six phases in technology forecasting process.

Q4. Briefly explain the factors influencing the high performance innovative technology based organisations.

Q5. What is the importance of technology diffusion? What are the benefits of technology absorption?

Q6. Discuss the technology assessment and environmental impact analysis.

Master of Business Administration - MBA Semester IV

MI0041 – Java and Web Design - 4 Credits

Assignment - Set- 1 (60 Marks)

Note: Each question carries 10 Marks. Answer all the questions.

Q.1 **Give one example each for the following and explain the use in one/two tine each.**

1. Web Design Tools
2. HTML Editors
3. Adobe Photoshop
4. Adobe Flash
5. Firebug Browser

[10 Marks]

Q.2 **Write a Java program to demonstrate the use of control statements (all three statemnts) in Java.** **[10 Marks]**

Q.3 **What are the difference types of inheritance in Java? Explain the relationship between interfaces and inheritances.** **[10 Marks]**

Q.4 **Give an example for cascade style sheets and explain editing with cascade style sheets in detail** . **[10 Marks]**

Q.5 **Describe the working of search engine. What are the different types of search engine? Explain with its application.** **[10 Marks]**

Q.6 **Explain Java web technologies with its types** **[10 Marks]**

Master of Business Administration - MBA Semester IV

MI0041 – Java and Web Design - 4 Credits

Assignment - Set- 2 (60 Marks)

Note: Each question carries 10 Marks. Answer all the questions.

Q.1 Explain the browser components and its features   [10 Marks]

Q. 2   Describe in detail the building of webpage.   [10 Marks]

Q.3   How to use forms? Explain with an example   [10 Marks]

Q.4   How do you handle exceptions in Java   [10 Marks]

Q.5   Write a small snippet in which the program uses POST method to accept the keywords to accomplish the task. Also suggest the alternative method to perform this task and its benefits   [10 Marks]

Q.6 List the benefits and drawbacks of Lamp stack   [10 Marks]