

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)

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- 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 4
SC0006 - Global Logistics & Supply Chain Management
(4 credits)

ASSIGNMENT- Set 1

Marks 60

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

1. Describe the role of global logistics operator in global trade.
2. Explain the strategies that global supply chain managers can adopt to manage supply chain.
3. What is the significance of cultural difference in Global Supply Chain Management?
4. Analyse the importance of seaports and explain the criteria for selecting seaports.
5. Write a note on ship building.
6. Discuss the basic categories of air cargo containers.

Master of Business Administration - MBA Semester 4
SC0006 - Global Logistics & Supply Chain Management
(4 credits)

ASSIGNMENT- Set 2

Marks 60

Note: Each Question carries 10 marks

1. Write a note on the difference between national and international logistics.
2. Explain the concept of charter agreement for shipping
3. Name the two types of rate making and explain the factors affecting air freight rates.
4. Describe intermodal containers in detail.
5. Explain terms of sale and the issues related to terms of sale.
6. Describe the various measures that must be taken while transporting the hazardous materials.

Master of Business Administration - MBA Semester 4
SC0007 - Category Management in Purchasing
(4 credits)

ASSIGNMENT- Set 1

Marks 60

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

1. Briefly explain the importance of segmenting categories.
2. What are the obstacles that are involved in driving change in category management process?
3. Discuss the five stages involved in the category management process.
4. Explain the methods by which we can initiate category management?
5. Explain any five innovative steps that help in launching an organisation's category management programme.
6. List and describe the different activities in relation with logistics in purchasing.

Master of Business Administration - MBA Semester 4
SC0007 - Category Management in Purchasing
(4 credits)

ASSIGNMENT- Set 2

Marks 60

Note: Each Question carries 10 marks

1. Explain the need for category management.
2. Category management is known as a circular process. Discuss.
3. Explain the process involved in gaining first insight into the category using day one analysis.
4. (a) Describe the plan for contracting. (b) Explain the tendering process.
5. What are the fundamental elements of Supplier Relationship Management?
6. Discuss the future implications for purchasing in category management.

Master of Business Administration - MBA Semester 4
SC0008 - Purchasing & Contracting for Projects
(4 credits)

ASSIGNMENT- Set 1

Marks 60

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

1. Explain procurement in detail.
2. Explain project phases.
3. What are the factors influencing contracting strategies?
4. Explain the importance of material requisition in a project.
5. How are the potential tender lists generated?
6. Explain the first two phases of enquiry process.

Master of Business Administration - MBA Semester 4
SC0008 - Purchasing & Contracting for Projects
(4 credits)

ASSIGNMENT- Set 2

Marks 60

Note: Each Question carries 10 marks

1. Explain the division of contracts into three categories.
2. Describe two enquiry methods.
3. Briefly describe payment terms.
4. Explain any three selection criteria involved with tender evaluation method.
5. Write a short note on bonus incentives schemes.
6. Briefly explain about administering contracts for the purchase of goods and services.

Master of Business Administration - MBA Semester 4
SC0009 - Supply Chain Cost Management
(4 credits)

ASSIGNMENT- Set 1

Marks 60

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

1. Explain the impact of outsourcing on the supply chain costs.
2. What are the different methods for evaluating inventory costs?
3. Explain Activity Based Costing with examples.
4. Explain the four levels of strategy development for cost management.
5. How does a cost activity worksheet help in identifying critical costs?
6. What are the two categories of cost accounting systems? Explain each briefly.

Master of Business Administration - MBA Semester 4
SC0009 - Supply Chain Cost Management
(4 credits)

ASSIGNMENT- Set 2

Marks 60

Note: Each Question carries 10 marks

1. What is the use of supply chain mapping? Briefly explain supply chain mapping.
2. Explain the concepts on which the strategic cost management is based.
3. Describe supply contracts and transaction cost.
4. Briefly explain the steps for building rest of the cost management team.
5. What is process costing? Discuss the steps involved in process costing method.
6. Explain the steps involved in finding if a cost driver has the potential to improve.