

**SHIVAJI UNIVERSITY, KOLHAPUR**  
**CENTRE FOR DISTANCE AND ONLINE EDUCATION**  
**MBA Distance Mode Course 2024-2025**

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***General Instructions for Submission of Assignments***  
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1. Only students registered for the semester end exams can submit assignments.
2. Write each subject's assignment **by hand** on separate sheets.
3. Use any A4 size paper for writing the assignment.
4. Use only **blue ink** for writing.
5. Include examples, graphs, charts, or diagrams where needed.
6. Assignments must be original, clear, and well-presented. If two or more are too similar, marks may be reduced.
7. Cite sources for data, facts, sketches, and provide references at the end.
8. Prepare a **separate set** for each subject (total **8 sets**).
9. Attach a **cover page** (as per the given format) on top of each set.
10. Compile **one file per semester** (8 sets per file). If submitting for multiple semesters, make separate files.
11. Submit assignments to the **study centre coordinator** before the due date. Late submissions will **not** be accepted. If unable to submit in person, send via a trusted person or courier at your own risk.
12. To pass:
  - **Internal assignments:** Min **8/20** marks required.
  - **University exams:** Min **32/80** marks required.
  - **Overall:** At least **40% in each subject** and **50% aggregate** across 32 subjects in four semesters.
13. Ensure timely submission to avoid penalties.

**Figure No.1 Contact details of the Study Centres**

<b>Study Centre</b>	<b>Coordinator/Administrative Staff</b>
Center for Distance and Online Education, Shivaji University, Vidyanagar Post Office, Kolhapur 416 004.	Smt. S. U. Mogale 8459127168  Shri. Dhanaji Karwade 9545902020
Vivekanand College, 2130, 'E' Tarabai Park, Kolhapur 416 003	Shri. Sunny Kale 8149689235  Shri. Sandeep Pawar 9890121666
Sadguru Gadage Maharaj, Karad Masur Rd, Ashtavinayak Colony, Vidyanagar, Karad, Maharashtra 415 110	Shri. Vijay Jawan 9921922267  Shri. Yogesh Patil 9284688144
Arts, Commerce & Science College, Palus Tal-Palus Dist-Sangli	Shri. P.S. Nikam 8208967960
Sadashivrao Mandlik Mahavidyalaya, Murgud, Tal-Kagal Dist – Kolhapur	Shri. Mahadeo Benake 9021180645
Shri Vanktesh Mahavidyalaya, Ichalkaranji, Tal-Hatkangale, Dist - Kolhapur	Dr. Mahesh Kesarkar 9421371182

**Last date of Submission of Assignments –**

Submit the assignments at your study centre immediately after receiving the Hall Tickets.

Sd/-

Coordinator M.B.A.

Centre for Distance and Online Education

Shivaji University, Kolhapur

**Shivaji University, Kolhapur**  
**Centre for Distance and Online Education**  
**MBA Distance Mode Course 20 -20**

**Cover Page**

The Cover Page (First Page) for each Assignment paper should include following information.

1. Name of the Study Centre: \_\_\_\_\_

**Exam  
Seat No.**

2. Name of the Candidate: \_\_\_\_\_

3. Address: \_\_\_\_\_

Pin Code: \_\_\_\_\_

4. Mobile No/Contact No: \_\_\_\_\_

5. Course: MBA-I/II (Semester- )

6. Paper No. & Name of Subject: \_\_\_\_\_

7. Subject Code: \_\_\_\_\_

8. Exam Seat No. \_\_\_\_\_

9. PRN No. \_\_\_\_\_

10. Date of Submission of Assignment: \_\_\_\_\_

11. Signature of Student: \_\_\_\_\_

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**(Only for Official Use)**

Marks obtained out of 20: \_\_\_\_\_

Name & Signature of Evaluator of Assignment: \_\_\_\_\_

# **CENTRE FOR DISTANCE AND ONLINE EDUCATION**

## **MBA Distance Mode**

### **Assignment Questions – MBA Part-I/ Semester – II**

#### **General Instruction's for all subjects.**

1. All questions carry 10 marks each.
2. Attempt any two questions for each paper.
3. Maximum total marks 20 for each paper.

#### **P- IX: Marketing Management**

1. What is scanning of the environment? Explain environmental analysis in detail.
2. What is consumer behaviour? Explain factors affecting on consumer behaviour.
3. Write short notes on (Any two)
  - i. Buying decision process and Buying motives
  - ii. Classification of product and Product Life Cycle
  - iii. Neuromarketing

#### **P-X: Financial Management**

1. What are the Role and Functions of Financial Management?
2. What is the Meaning and Significance of Working Capital Management?
3. Write Short Notes on: (Any Two)
  - i. Cost of Capital
  - ii. NPV
  - iii. Types of Report

#### **P-XI: Human Resources Management**

1. Explain the process of Human Resource Planning (HRP). What are the major barriers to effective HRP?
2. What are the different methods of wage payment? Discuss the factors affecting wage and salary levels in an organization.

3. Explain the concepts of Virtual Organization, Flexi-time, and Moonlighting. How are these trends shaping modern HR practices?

### **P-XII: Production and Operations Management**

1. Discuss the importance of plant location and layout. What are the key factors affecting plant location selection?
2. Differentiate between intermittent and continuous production systems. Explain job, batch, and mass production with examples.
3. What is Total Quality Management (TQM)? Explain its importance and how it contributes to quality assurance in production.

### **P-XIII: Management Information System**

1. Describe Elements and types of system.
2. What is MIS? Write down its Scope, Objectives and Characteristics
3. Write short notes on (Any two)
  - i. Executive Support System
  - ii. TPS and KWS
  - iii. Overview of ERP and ERP selection

### **P-XIV: Application of Operation Research in Management**

1. Solve the following LPP by graphical method

Maximize the objective function:

$$Z=3x+2y$$

subject to the constraints:

- a.  $x+y \leq 5$
- b.  $x-y \geq 1$
- c.  $x \geq 0$
- d.  $y \geq 0$

2. Write a note on Queuing system
3. Write a note on Decision Theory and its models

### **P-XV: Application of Research Methodology in Management**

1. Write short notes on any two:
  - i. Ethics in research
  - ii. Random sampling
  - iii. Meaning of Hypothesis
  
2. Calculate the mean, mode and median and Standard Deviation of the following data and interpret the results?

River Flow (Thousand Cubic Meter per Minute)	No. of Days
1001 to 1050	7
1051 to 1100	21
1101 to 1150	32
1151 to 1200	49
1201 to 1250	58
1251 to 1300	41
1301 to 1350	27
1351 to 1400	11

3. What are different types of research papers? Explain the components of research paper.

### **P-XVI: Business and Economic Environment**

2. Explain the basic features of Indian economy.
3. Write short notes on any two:
  - i. Agrarian distress
  - ii. Cropping pattern
  - iii. Capital Budget
  
3. State the components and recent trends in service sector.