

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

Study Centre	Coordinator/Administrative Staff
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

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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: _____

(Only for Official Use)

Marks obtained out of 20: _____

Name & Signature of Evaluator of Assignment: _____

SHIVAJI UNIVERSITY, KOLHAPUR
CENTRE FOR DISTANCE AND ONLINE EDUCATION
MBA Distance Mode

Assignment Questions – MBA Part-II/ Semester – III

General Instructions 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-I Corporate Planning and Strategic Management

1. What is strategic management? Describe VUCA in detail.
2. Explain business level strategy in detail.
3. Write short notes on (Any two)
 - i. Porter's 5 force model
 - ii. Inter-relationship of formulation and implementation
 - iii. Techniques of strategic evaluation and control

P-II Indian Ethos And Business Ethics

1. Describe Classical Approach and Scientific Management Approach.
2. Explain Planning and Organizing in detail.
3. Write short notes on (Any two)
 - i. Management Lessons from Religion Scriptures
 - ii. Trusteeship Management
 - iii. Ethics in Business Disciplines

Elective Group A: Marketing Management

P-I Sales and Distribution Management

1. What is Sales Management? Write down evolution of sales in detail.
2. Write about The sales audit, sales analysis and marketing cost analysis.
3. Write short notes on (Any two)
 - i. Characteristics of good sales person
 - ii. Different phases of negotiation and B2B Selling
 - iii. Key logistics activities

P-II Advertising Management & Consumer Behaviour

1. Define IMC. Write down role of IMC in Marketing.
2. Describe Public Relation and Publicity
3. Write short notes on (Any two)
 - i. Different advertising media
 - ii. Digital Marketing
 - iii. Content Marketing: story telling in social media

P-III Buying Behaviour and Brand Management

1. Describe Buying behaviour models-Traditional and Modern models.
2. Explain Learning- elements and its impact of buying decision.
3. Write short notes on (Any two)
 - i. Process of Brand building and Brand Architecture
 - ii. Reference group relationship with buying preferences
 - iii. Changed Aspects of branding

Elective Group B: Financial Management

P-I Indian Financial System

1. Explain the Role of Financial Sector in the Economy.
2. Explain in detail Money Market Instruments.
3. Write Short Notes on: (Any Two)
 - i. Types of Insurance
 - ii. SEBI
 - iii. NSDL

P-II Financial Decision Analysis

1. Explain Factors Determining the Cash Balance.
2. What are the Causes of Financial Sickness?
3. Write Short Notes on: (Any Two)
 - i. Mechanics of Merger
 - ii. Financial Leverage
 - iii. Revival of Sick Units

P-III Project Appraisal and Finance

1. Explain in detail National Environmental Policy 2006.
2. What are the Roles and Responsibilities of Project Manager?
3. Write Short Notes on: (Any Two)
 - i. Environmental Management Plan
 - ii. ARR
 - iii. Project Life Cycle

Elective Group C: Human Resource Management

P-I: Human Resource Planning and Procurement

1. Explain the characteristics of Human Resource Planning.
2. Write short notes on any two:
 - i. sources of recruitment
 - ii. objectives of Interview
 - iii. Promotion
3. State the term of Human Resource Information System (HRIS) with its need and advantages.

P-II: Developing and Utilising Human Resource

1. Major challenges of Human Resource Development (HRD)
2. Explain the Methods or Techniques of Performance Appraisal.
3. Write short notes on any two:
 - i. Need of HRD application
 - ii. Talent Management
 - iii. Application of Human Resources Development in service sector

P-III: Industrial Relations & Integration of Human Resource

1. Describe the types of Compensation in details.
2. Write short notes on any two:
 - i. Employee benefits program
 - ii. Nature of benefits
 - iii. Skill-based pay
3. What are the major components of minimum wages as per the code on wages?

Elective Group D: Production and Operations Management

P-I OPERATIONS MANAGEMENT STRATEGIES

1. What is Manufacturing and Operations Strategy? How can companies build a competitive advantage through manufacturing policies?
2. Explain the stages of Product Development. How does standardization and diversification impact product design?
3. What are structural and infrastructural decision areas in operations management? Discuss their significance with examples.

P-II PRODUCTION PLANNING AND CONTROL

1. What is forecasting in production planning? Explain its importance, types, and different forecasting techniques used in manufacturing.
2. Define Routing and Scheduling. Explain the factors affecting routing and describe different scheduling methods like job shop, flow shop, and line balancing.
3. What is Computer-Aided Process Planning (CAPP)? Explain its steps, benefits, and the role of ERP in production planning.

P-III MATERIALS & INVENTORY MANAGEMENT

1. What is the role of inventory planning in materials management? Discuss its effect on service levels and integration with sales forecasting.
2. Explain Economic Order Quantity (EOQ) and Inventory Model with Price Discounts. How do they help in inventory control?

3. What are Selective Inventory Control techniques? Explain ABC, VED, and FSN analysis in inventory management.

Elective Group E: International Business

P-I PRINCIPLES OF INTERNATIONAL BUSINESS

1. Discuss the role of the International Monetary Fund (IMF) and the World Bank in global economic development.
2. What are tariff and non-tariff barriers? How do governments regulate foreign trade through protectionism?
3. What are Multinational Corporations (MNCs)? Explain their characteristics, benefits, and the role of technology transfer in global competitiveness.

P-II EXPORT AND IMPORT POLICY

1. Discuss the role of EXIM Bank and Export Credit Guarantee Corporation (ECGC) in promoting foreign trade in India.
2. Explain the pre-shipment and post-shipment documentation required for exports. What is the significance of the Certificate of Origin in international trade?
3. What are the different types of exports, such as EOU, SEZ, Export Houses, and Trading Houses? How do they contribute to India's foreign trade?

P-III ISSUES IN INTERNATIONAL BUSINESS

1. Elaborate the functions of Packaging in details.
2. Describe the factors influencing mode and carrier selection decision.
3. Write short notes on any two:
 - i. Parts of Supply Chain Management
 - ii. Types of Trademarks
 - iii. Labour Issues