

**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: \_\_\_\_\_

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**MBA Distance Mode 2024-25**

**Assignment Questions – MBA Part-II/ Semester – IV**

**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-I CHH. SHIVAJI MAHARAJ – THE MANAGEMENT GURU**

1. Explain how Chhatrapati Shivaji Maharaj's management skills, such as fair administration, foresight, and motivation, are relevant to modern management practices.
2. Discuss the administrative structure of Chhatrapati Shivaji Maharaj, including his civil, military, and revenue administration. How did his policies contribute to efficient governance?
3. Discuss the leadership traits of Chhatrapati Shivaji Maharaj. How do his qualities of ethical leadership, diplomacy, and strategic planning compare to other historical leaders like Alexander and Julius Caesar?

**P-II Entrepreneurship And Project Management**

1. Explain in detail the evolution of the concept of entrepreneur. Elaborate the characteristics of a successful entrepreneur.
2. What is startup? Explain various schemes offered by government of India for startups.
3. Write short notes on any two:
  - i. Women Entrepreneur
  - ii. Rural Entrepreneur
  - iii. Project Profitability

### **P-III International Business**

1. Explain in detail Nature and Scope of International Business.
2. Explain in detail Importance and Benefits of MNCs.
3. Write Short Notes on: (Any Two)
  - i. Types of Economic Integration
  - ii. WTO
  - iii. FDI

### **Elective Group A: Marketing Management**

#### **P-IV- Services Marketing And Retail Marketing**

1. Define service marketing. Difference between goods & Services with suitable examples.
2. What is service blue print? Also write down about Mapping the Process-Horizontally & Vertically.
3. Write short notes on (any two)
  - i. Nature and Scope of Retailing,
  - ii. Different platforms on online retailing, Significance of online retailing
  - iii. Formats of Retailing

#### **P-V Contemporary Issues In Marketing**

1. Explain about Product Design Decisions and Global Pricing Strategies.
2. Write down applications of event marketing in an Entertainment and Sports sector.
3. Write short notes on (any two)
  - i. Characteristics of rural marketing and Rural marketing mix challenges
  - ii. Consumption paradigms and Green Consumers
  - iii. Marketing of Agricultural Inputs, agricultural products, and nonfarm products

## **Elective Group B: Financial Management**

### **P-IV Investment Management and Portfolio Analysis**

1. Explain in detail Concept and Objectives of Investment Management.
2. Explain in detail Investment Plans as Per Life Cycle Stages.
3. Write Short Notes on: (Any Two)
  - a. Advantages of Mutual Funds
  - b. Capital Asset Pricing Model
  - c. Types of Funds

### **P-V International Finance**

1. Explain in detail Concept and Scope of International Finance.
2. Explain in detail Structure of Foreign Exchange Market
3. Write Short Notes on: (Any Two)
  - i. Export Credit Guarantee Corporation
  - ii. World Bank and International Monetary Fund(IMF).
  - iii. Non-resident Accounts

## **Elective Group C: Human Resource Management**

### **Paper-IV-Industrial Relations & Labour Laws**

1. Elaborate the Factors/ Forces affecting the Industrial Relations.
2. Explain the role and functions of trade union.
3. Write short notes on any two:
  - i. Joint councils
  - ii. Strikes and Lock-Outs
  - iii. Unfair Labour Practices

### **Paper-V : International Human Resource Management.**

1. What are the similarities and differences between domestic and international HRM. Explain.
2. Critique on different methods used in cross-cultural training.
3. Write short notes on any two:
  - i. Management by Objectives (MBO)
  - ii. Michigan/Matching Model
  - iii. Long-term Orientation

## **Elective Group D: Production and Operations Management**

### **PAPER IV –WORLD CLASS MANUFACTURING**

1. What are the key principles of World Class Manufacturing (WCM)? Explain the Schonberger framework and various WCM models.
2. Discuss the role of Information Technology (IT) in World Class Manufacturing. How do automation and software systems contribute to manufacturing excellence?
3. What is Just-In-Time (JIT) production? Explain its mechanism, role in reducing machine breakdowns, and its impact on quality in World Class Manufacturing.

### **P-V GLOBAL OPERATIONS & LOGISTICS**

1. What are the key concepts and strategies of Global Logistics? Explain the strategic role of storage, warehousing, inventory, and transportation in supply chain management.
2. Explain the process of Supply Chain Network Design. What are the key factors influencing the design and how does cost optimization impact network efficiency?
3. What is Reverse Logistics? Explain its importance in supply chain management and its impact on sustainability and cost reduction.

## **Elective Group E-International Business**

### **PAPER- IV- Cross Cultural Management**

1. Define culture. Also write in brief about Fundamentals of cross-cultural interaction  
social cognition- cultural norms.
2. Describe manager as negotiator–communicating and negotiating across culture.
3. Write short notes on (any two)
  - i. Work groups and cultural influences on work groups
  - ii. The adaptation of organizations and people
  - iii. Stereotypic expectations differential attributions

### **PAPER- V- International Marketing**

1. Explain in Detail Stages of Internationalization
2. Explain in detail Problems in International Marketing Communication.
3. Write Short Notes on: (Any Two)
  - i. Product Mix
  - ii. Types of Intermediaries
  - iii. Global Organization