

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

1. *These assignments should be submitted only by those students who have registered for the examinations to be held in October 2024-2025*
2. The assignment for each course/paper/subject should be **hand written** on a separate sheet.
3. Strictly use **Blue colour** ink only for writing the assignments.
4. Illustrate your answer by giving suitable examples/graphs/charts/figures/tables/diagrams wherever necessary.
5. Assignments should not be copied, should be clear, readable and well presented. Students are advised that in case two or more students' assignments are too similar in content, nature, the study centre co-ordinator would at his / her discretion decide on the quantum of marks to be awarded, irrespective of how good the submitted assignments are.
6. Students are also advised to quote sources (if any) of data, facts, sketches, drawings etc in their assignments. They have to give References at the end of each assignment.
7. A separate set should be made for each subject (Total 8 sets, one per subject).
8. A cover page as per the format given below should be attached on the top of the set for each subject.
9. Finally for a particular semester, one file should be made for each group of 8 sets (subjects). In case a student has to submit assignments for more than one semester then he/she has to make a separate file for each semester.
10. Submit assignments to the centre coordinator of the respective study centre. ***It is the student's responsibility to ensure that the assignments should reach the concerned study centre on or before the due date. No excuses of any kind for late or non-submission of assignments will be entertained.*** If a student is unable to submit the assignment(s) in person, the student may at his / her **own risk** submit the assignment(s) through an acquaintance, fellow student or by courier.
11. Please note that there is **separate passing head** for internal assignments (Term Work) and university examinations, student has to obtain at least 8 marks out of 20 marks in internal assignments and 32 marks out of 80 marks in university examinations and total of minimum 40% in each subject for passing. In addition, to pass the course a student has to obtain a minimum of 50 % marks in aggregate in all 32 subjects of the four semesters taken together.

Figure No.1 Contact details of the Study Centres

Course	Study Centre	Coordinator
MBA Distance Mode	Center for Distance and Online Education, Shivaji University, Vidyanagar Post Office, Kolhapur 416 004.	Smt. S. U. Mogale (0231) 2693771/2694771
MBA Distance Mode	Vivekanand College, 2130, 'E' Tarabai Park, Kolhapur 416 003	Shri S.S. Kale (0231)2658612/ 2658840
MBA Distance Mode	Sadguru Gadage Maharaj, Karad Masur Rd, Ashtavinayak Colony, Vidyanagar, Karad, Maharashtra 415 110	Shri G. S. Bansode (02164) 271794
MBA Distance Mode	Arts, Commerce & Science College, Palus Tal-Palus Dist-Sangli	Shri. P.S. Nikam (02346) 226226
MBA Distance Mode	Sadashivrao Mandlik Mahavidyalaya, Murgud, Tal- Kagal Dist – Kolhapur	Dr. M.R. Benake (02325) 264213
MBA Distance Mode	Shri Vanktesh Mahavidyalaya, Ichalkaranji, Tal- Hatkangale, Dist - Kolhapur	Dr. Mahesh Kesarkar (0230) 2424534

Last date of Submission of Assignments –

SUBMIT THE ASSIGNMENTS AT YOUR STUDY CENTRES ON OR
BEFORE 25th November 2024

Sd/-

Coordinator M.B.A.

Centre for Distance Education

Shivaji University, Kolhapur (0231) 2693871

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: _____
2. Name of the Candidate: _____
3. Address: _____
_____ Pin Code: _____
4. MobileNo/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: _____

Exam Seat No.

(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-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. Define Consumer Buying Behaviour. Also describe buying decision process along with relevant examples in each step.
2. Define Product and Product Life Cycle. Describe strategies adopted at each level of PLC for a FMCG product of your choice.
3. What is the concept of Neuro marketing. Also explain Green marketing in detail.

P-X: Financial Management

1. What is the Meaning of Financial Management? Explain the Role and Functions of Financial Management.
2. What is the Meaning of Management Report? Explain essentials of good report.
3. Following is the information of Shri Aruna Industries Ltd. Latur for the year 30th June 2018. Their plan is to sell 30,000 units in the year 2018-2019. The expected cost of goods sold is as under you are required to calculate the working capital requirements.

Particulars	Rs. (Per Unit)
Raw material	100
Manufacturing expenses	30
Selling, administration and financial expenses	20
Selling price	200

The duration at various stages of the operating cycle is expected to be as follows :

Raw material stage 2 months

Work-in-progress stage 1 month

Finished goods stage 1/2 month

Debtors stage 1 month

Assuming that the monthly sales level of 2,500 units, estimate the gross working capital necessity. Expected cash balance is 5% of the gross working capital necessity, and working- progress in 25% complete with respect to manufacturing expenses.

P-XI: Human Resources Management

1. Explain HR planning process in detail with appropriate diagram.
2. What are the different external sources of Recruitment?
3. Write short notes-
 - a. Incentives
 - b. Green HRM

P-XII: Production and Operations Management

1. Explain Production Planning Control in detail.
2. Define Material Management. What are the objectives and Modern approaches to Maintenance Management?
1. Write short notes
 - a) ISO certifications
 - b) ABC Analysis

P-XIII: Management Information System

1. Define a Management Information System (MIS) and explain its scope and objectives in organizational decision-making.
2. Discuss the need and importance of Decision Support Systems (DSS) and Group Decision Support Systems (GDSS) in organizations. Describe the major components of each and how their characteristics contribute to more effective decision-making.
3. Describe the process of implementing an ERP system in an organization. What are the main advantages and disadvantages of using ERP?

P-XIV: Application of Operation Research in Management

Detailed steps in problems solution have to be written. Writing only the solution would not be granted any marks.

1. Solve following LPP by simplex method

$$\text{Max } z = 3x_1 + 2x_2$$

Subject to ,

$$4x_1 + 3x_2 \leq 12 ,$$

$$4x_1 + x_2 \leq 8 ,$$

$$4x_1 - x_2 \leq 8 , \quad x_1 , x_2 \geq 0$$

2. Write a note on phases in Operation Research .
3. Use North West Corner Method to find the initial basic feasible solution to the following transportation problem.

	Wholesaler			
Factories	Solapur	Goa	Mumbai	Capacity
Satara	4	5	1	40
Sangli	3	4	3	60
Kolhapur	6	2	8	70
Requirment	70	40	60	

P-XV: Application of Research Methodology in Management

1. What is Research Design? Explain Features of Good Research Design.
2. Write Short notes on:
 - a. Collection of Primary data
 - b. Collection of secondary data
3. What are different types of research papers? Explain the components of research paper.

P-XVI: Business and Economic Environment

1. Explain the Recent Issues and Challenges before Indian Economy
2. Write short notes on any two:
 - a. Agrarian distress
 - b. Cropping Pattern
 - c. Agricultural Export
3. State Institutional arrangements for export promotions.