

SHIVAJI UNIVERSITY, KOLHAPUR
CENTRE FOR DISTANCE AND ONLINE EDUCATION
MBA Distance Mode Course 2025 -2026

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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	Mr. G.S. Bansode 8421605322 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/-

Asst. Prof. M.B.A. (Distance Mode)
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: _____
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: _____

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-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.

Corporate Policy And Strategic Management

Q.1.State the meaning of strategic management. What are the Characteristics of strategic management?

Q.2. Elaborate the Porter’s Five Forces Model.

Q.3. Write short notes on (Any two)

- a. Nature of strategy Implementation
- b. Participants in strategic evaluation
- c. Types of strategic control

Indian Ethos And Business Ethics

Q1. What is Management by Objectives (MBO)? Explain its meaning and process.

Q.2. What do you mean by **Business Ethics**? Discuss ethics in different functional areas like HR, Marketing, Finance, and IT.

Q.3. Write short notes on (Any two)

- a. Levels of Management and skills
- b. Gandhian Trusteeship
- c. Role of Indian Ethos in Managerial Practices

Elective- I: Marketing Management

Paper-I- Sales And Distribution Management

Q.1.State the meaning of Sales forecasting. What are the types of forecasting?

Q.2. Elaborate to the determining size of the sales force.

Q.3. Write short notes on (Any two)

- a. Personal selling objectives
- b. Characteristics of good sales person
- c. Concept of supply chain management

Elective- I: Marketing Management

Paper-II- Integrated Marketing Communication

Q.1 Case Study : “Building Trust through PR and Publicity: The Case of GreenLeaf Organics”

GreenLeaf Organics, a mid-sized company selling organic food products, had built a loyal customer base over the years. However, the company faced a setback when a national newspaper published a report questioning the authenticity of its organic certification. Social media picked up the story, and many customers began to doubt the brand’s credibility. To address this, GreenLeaf’s public relations team immediately issued an official statement, clarifying the misunderstanding and sharing detailed certification documents on their website. They also organized a press conference with industry experts and government officials to validate their claims. Simultaneously, GreenLeaf launched a publicity campaign focusing on its long-standing commitment to sustainable farming. The company sponsored a well-known health awareness marathon and partnered with local farmers’ cooperatives, which gained significant media attention. Positive customer testimonials were highlighted through press releases and social media posts. Over time, the brand was able to restore public trust and even attract new customers who admired its transparent approach. The case highlighted how a balanced mix of PR crisis management and positive publicity can turn challenges into opportunities.

Questions:

1. How did GreenLeaf Organics effectively use PR strategies to manage the certification controversy?
2. In what ways did publicity initiatives help GreenLeaf reshape public opinion and regain consumer confidence?
3. What lessons can other businesses learn from GreenLeaf’s approach to handling negative media coverage?

Q.2 Define Integrated Marketing Communication. Describe different advertising media along with its merits and demerits.

Q.3. Write short notes on (Any two)

- a. DAGMAR
- b. Digital Marketing:
- c. Content Marketing: story telling in Social media

Elective- I: Marketing Management

Paper-III-Buying Behaviour And Brand Management

Q1. Explain the factors influencing individual buying behavior with suitable examples.

Q2. Discuss the process of brand management and highlight different strategies like brand extension, co-branding, and rebranding.

Q.3. Write short notes on (Any two)

- a. Difference between Brand & Product
- b. Organizational Buying Behavior
- c. Brand Equity

Elective- II: Human Resource Management

Paper-I- Human Resource Planning And Procurement

Q1. Discuss the *selection process* in detail and differentiate between recruitment and selection.

Q.2. Explain the various forms of internal mobility in organizations such as promotion, transfer, and demotion.

Q.3. Write short notes on (Any two)

- a. Job Enrichment vs. Job Enlargement
- b. Uses of HRIS
- c. Quality of Work Life

Elective -II: Human Resource Management

Paper-II- Human Resource Development

Q1. What is Human Resource Development (HRD)? Explain its concept, need and approaches.

Q2. Explain the training and development process in organizations. Discuss the methods of employee training, including on-the-job, off-the-job, and e-training methods in brief.

Q.3. Write short notes on (Any two)

- a. Performance Appraisal
- b. Electronic performance support system (EPSS)
- c. ROLES of HR Developer

Elective -II: Human Resource Management

Paper-III- Compensation Management

Q1. Explain the different methods of Job Evaluation. Discuss the advantages and limitations of each method.

Q.2 What is employee incentives and benefits? Explain individual incentives with suitable examples.

Q.3. Write short notes on (Any two)

- a. Pay For Performance
- b. Cafeteria compensation
- c. VRS

Elective -III: Financial Management

Paper-I- Indian Financial System

Q. 1 Explain the key objectives of IRDA and discuss how they contribute to the development of the insurance sector in India.

Q. 2 Discuss the key functions of Depository Participants (DPs) in the securities market.

Q.3. Write short notes on (Any two)

- a. Instruments in Money market
- b. BSE Online Trading (BOLT)
- c. Implications of SARFAESI Act

Elective –III: Financial Management

Paper-II-Financial Decision Analysis

Q. 1 Explain the key objectives of Corporate Restructuring

Q.2 Capital Structure or Leverage Ratios(Problems)

A company has a P/E (Price/Earnings) ratio of 10. The amount of share Capital is Rs. 50,00,000 dividend into shares of Rs. 100 each. The company expects a declaration of dividend of Rs. 8 per share. On the assumption that the company pays dividend, its net income is Rs. 5,00,000 and it makes new investments of Rs. 10,00,000 during the period proven under the MM assumption that the value of the firm remains unchanged when (a) Dividends are paid (b) Dividends are not paid

Q.3. Write short notes on (Any two)

- 1.What is the nature of cash?
2. Name various motives for holding cash?
3. Write few lines on Lock box system

Elective –III: Financial Management
Paper-III- Project Appraisal And Finance

Q.1.ABC Ltd. is planning to start a new project of manufacturing electric scooters.

- a. Project Cost: ₹10 lakh
- b. Expected Life of Project: 5 years
- c. Expected Annual Profit (after tax): ₹3 lakh per year
- d. Funding:
 1. Bank Loan: ₹6 lakh at 10% interest
 2. Own Capital: ₹4 lakh

Points to Consider

- a. Companies must plan how to arrange funds.
- b. Project feasibility needs to be checked (whether profit is enough).
- c. Risks: Change in government policy, new competitors, and price of raw materials.

Questions

1. What is the Payback Period of the project?
2. Is the project profitable compared to its cost?
3. What are the advantages and disadvantages of taking a bank loan for this project?

Q.2. What are the Roles and Responsibilities of a Project Manager?

Q.3. Write Short Notes On (Any 2 out of 3)

- a. Project Life Cycle
- b. ARR
- c. Environmental management Plan (EMP)

Elective -IV: Production & Operations Management

Paper- I- Operations Management Strategies

Q.1. Explain the product development process. Discuss product design, standardization, diversification, and product life testing.

Q.2 Explain the structural and infrastructural decision areas in operations management, including capacity planning, quality, human factors, and planning & control.

Q.3. Write short notes on (Any two)

- a. Activity-Based Costing (ABC)
- b. Facilities Management
- c. PERT & CPM

Elective -IV: Production & Operations Management

Paper- II- Production Planning And Control

Q.1. What is Production Planning and Control (PPC)? Explain its meaning, objectives, and functions in brief.

Q.2 Explain routing, scheduling, and dispatching in production planning. Include route sheet, Bill of Material, standard scheduling methods, and follow-up types.

Q.3. Write short notes on (Any two)

- a. Job Production
- b. CAPP (Computer-Aided Process Planning)
- c. ERP Production Module

Elective- IV: Production & Operations Management

Paper- III- Materials & Inventory Management

Q1. What is Materials Management? Explain its meaning, objectives, functions, and importance in an organization.

Q2. Explain Inventory Planning and Material Requirement Planning (MRP). Discuss lot size, safety stock, and the role of bill of materials.

Q.3. Write short notes on (Any two)

- a. 5R of purchasing
- b. Stores Management
- c. Just-in-time (JIT)

Elective -V: International Business

Paper- I- Principles of International Business

Q.1. Explain in detail Nature, scope and Importance of International Business.

Q.2. Case Study

Sunrise Spices Pvt. Ltd. is an Indian company that produces high-quality spices like turmeric and cardamom. The company recently received an export order from the United States. By selling its products abroad, the company expects to earn more profit compared to selling only in the Indian market. However, Sunrise Spices also faces some challenges such as changes in foreign currency rates, competition from other countries, and higher shipping costs. The management is now trying to plan its international trade strategy carefully so that the business can grow in global markets.

Questions:

1. Why does Sunrise Spices Pvt. Ltd. want to sell its products in the United States?
2. What benefits can the company get from exporting its products?
3. What are the main challenges faced by Sunrise Spices in international trade?

Q.3. Write Short Notes On (Any 2 out of 3)

- a. Forms of FDI
- b. Types of Economic Integration
- c. Benefits of MNC's

Elective -V: International Business

Paper- II-Export and Import Policy

Q.1 Case Study : “Starbucks: Brewing Success in Global Markets”

Starbucks, originally a small coffee shop in Seattle, has become a global brand with thousands of outlets in more than 80 countries. The company's success is largely attributed to its ability to adapt to local tastes while maintaining a consistent global brand identity. For instance, in India, Starbucks partnered with Tata Group and introduced menu items such as “Masala Chai” and “Paneer Tikka Panini” alongside its classic coffee beverages. In China, it designed larger store spaces to accommodate group gatherings, aligning with cultural preferences. Despite these local adaptations, Starbucks maintains its premium positioning, quality standards, and signature brand image worldwide. Globalization of markets has allowed Starbucks to benefit from economies of scale, global supply chains, and cross-border knowledge sharing. At the same time, the company faces challenges such as cultural differences, rising competition from local coffee chains, and fluctuations in currency exchange rates. Starbucks' journey demonstrates both the opportunities and complexities that businesses face in an increasingly interconnected world.

- Questions:
1. How has Starbucks balanced global standardization with local adaptation in its international strategy?
 2. What are the key advantages Starbucks has gained from the globalization of markets?

3. Identify the major challenges Starbucks might face in global expansion and suggest possible solutions.

Q.2 Describe the Selection of Importers, Pre shipment and Post shipment Documentation.

Q.3. Write short notes on (Any two)

- a. SSTH (Super Star TradingHouses)
- b. Import Procedures, Selection of Exporters, Import of Samples
- c. Sources of Direct Foreign Investment

Elective -V: International Business

Paper-III- Issues In International Business

Q1. What is International Logistics? Explain its meaning, objectives, global sourcing (make or buy), and the role of INCO TERMS in international trade.

Q2. Explain International Supply Chain Management. Discuss the impact of free trade zones and customs regulations.

Q.3. Write short notes on (Any two)

- a. Modes of International Transport
- b. Freight Forwarder (FF)
- c. CSR in International Business

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