

SHIVAJI UNIVERSITY, KOLHAPUR
CENTRE FOR DISTANCE AND ONLINE EDUCATION

MBA Distance Mode Course 2025-2026

.....
General Instructions for Submission of Assignments
.....

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	Dr. Dhanaji Khatkar 9011467995
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. MBA
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: _____

(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 2026-27

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.

Chh. Shivaji Maharaj – The Management Guru

1. Write a note on 'Chhatrapati Shivaji Maharaj – Management Skills'.
2. Write Chatrapati Shivaji Maharaj and Henry Fayol's 14 principles.
3. Write short notes on (Any two)
 - a. Guerrilla technique
 - b. Welfare policy of Chhatrapati Shivaji Maharaj
 - c. Chhatrapati Shivaji Maharaj as tactician-Principle of security

Enterprenership And Project Management

1. Explain in detail the meaning and importance of Venture Capital.
2. Explain in detail the classification of entrepreneurs based on nature of business.
3. Write short Notes On (Any two)
 - a. Problems of Women Entrepreneur
 - b. Stages of Project Formulation
 - c. Role of Incubation Centre

International Business

1. Case Study: Navigating the International Business Environment at Solis Mobility

Solis Mobility, an electric vehicle manufacturer based in North America, decided to expand its operations into Southeast Asia to capture the region's growing demand for clean urban transportation. To fund this international expansion, the company invested heavily in setting up regional distribution hubs and localized marketing teams. However, as Solis Mobility entered the new market, it immediately encountered severe economic challenges. Unpredictable currency fluctuations weakened local purchasing power, while rising inflation and high import tariffs on battery components increased the retail price of their vehicles, making them far more expensive than local gas-powered alternatives.

The political and legal landscape presented further operational hurdles for the company. While the host government initially promised financial subsidies for foreign green-technology investors, a sudden change in political leadership led to policy shifts that prioritized domestic manufacturers. Regulatory approval processes became slow and unpredictable, forcing Solis Mobility to navigate complex trade restrictions and bureaucratic delays. At the same time, the local technological environment created significant usability barriers. The target country lacked standardized charging stations and reliable electrical grid infrastructure, meaning customers struggled to charge their vehicles outside major capital cities.

Compounding these structural problems were deep social and cultural differences that Solis Mobility failed to anticipate during its initial market research. In the target region, commuters viewed heavy, premium-styled electric scooters as impractical for narrow, crowded city streets, preferring lightweight and low-cost mopeds instead. Furthermore, local cultural habits favored long-established family-owned repair shops over high-tech digital service centers, causing consumers to distrust Solis Mobility's automated maintenance model. Lacking alignment across economic, political, technological, and cultural dimensions, Solis Mobility experienced falling sales and mounting financial losses, requiring a comprehensive re-evaluation of its international business strategy.

Q. Analyse the case of Solis Mobility by evaluating how economic, political, technological, and social-cultural factors impacted its international expansion, and propose a strategic adaptation plan to succeed in diverse foreign markets.

2. What is Foreign Direct Investment (FDI)? Explain its forms, costs, and benefits. Also discuss the present status of FDI in India.
3. What are Multinational Corporations (MNCs)? Explain their characteristics, importance, benefits, and the issues of technology transfer.

Elective -I: Marketing Management
Paper-IV-Services Marketing And Retail Marketing

1. What are the characteristics of services? Explain the differences between goods and services with the help of a service continuum.
2. Explain the role of Process, People, and Physical Evidence in Services Marketing. Give examples of how these three elements influence customer satisfaction.
3. What is Retailing? Discuss the nature, scope, evolution of retailing, and explain the drivers of retail change in India.

Elective- I: Marketing Management
Paper-V -Contemporary Issues In Marketing

1. Explain the importance of STP (Segmentation, Targeting, Positioning) in Event Marketing with suitable examples.
2. What are the characteristics and challenges of Rural Marketing? How can marketers design an effective rural marketing mix strategy?
3. What is Green Marketing? Discuss the role of green consumers and the importance of designing green products and innovations.

Elective- II: Human Resource Management
Paper-IV-Industrial Relations & Labour Laws

1. Explain the objectives, importance, and factors affecting Industrial Relations in India.
2. What are the causes of industrial disputes? Explain the methods for prevention and settlement of disputes with examples.
3. Define Collective Bargaining. Explain its process, functions, and importance in maintaining good employer-employee relations.

Elective-II: Human Resource Management
Paper-V : International Human Resource Management

1. Define International HRM. How is it different from Domestic HRM? Explain with examples.
2. What are the issues in selecting staff for international assignments? Discuss the challenges faced by MNCs in recruitment and selection.
3. Explain the components of expatriate training. Why is pre-departure training important for international assignments?

Elective- III: Financial Management
Paper-IV: Investment Management And Portfolio Analysis

1. Explain in detail Concept and Objectives of Investment.
2. Explain in detail Investment Plans as per Life Cycle Stages.
3. Explain in detail Technical vs Fundamental Analysis

ElectiveII - Financial Management Paper-V:
International Finance

1. Explain in detail structure of Foreign Exchange Market
2. What are the significance of Non-Resident Accounts
3. Write short notes on (Any 2)
 - a. International Monetary Fund
 - b. Foreign Direct Investment
 - c. EXIM Bank

**Elective -IV: Production & Operations
Management Paper-IV-World Class Manufacturing**

1. Explain the concept and principles of World Class Manufacturing (WCM). Discuss Schonberger's framework of WCM.
2. What is the role of automation and IT in world class manufacturing? Describe different types of automation systems with examples.
3. Define Total Quality Management (TQM). Explain its principles, stages, and importance of ISO 9000 in quality improvement.

**Elective- IV: Production & Operations Management
Paper-V: Global Operations & Logistics**

1. Explain the concept of Global Logistics (GOL). Discuss different strategies for warehousing, inventory, packaging, and transportation in GOL.
2. What is Supply Chain Network Design? Explain the process of designing a supply chain network and the factors influencing it.
3. What do you mean by Operating Exposure in global operations? Discuss the impact of exchange rate risk and methods to manage it.

**Elective- V: International Business
Paper- IV- Cross Cultural Management**

1. Define culture. Explain the characteristics of culture and discuss the fundamentals of cross-cultural interaction with suitable examples.
2. Discuss the role of a global manager as a negotiator. How do cultural differences affect communication and negotiation across cultures?
3. What are the major challenges of multicultural work groups and international assignments? Explain the factors affecting expatriate success and the process of repatriation.

**Elective -V: International Business
Paper- V: International Marketing**

1. Explain the stages of internationalization. What are the driving and restraining forces that influence international marketing?
2. What are the different market entry strategies available to firms in international marketing? Explain with examples.
3. Discuss the various market coverage strategies. How does product life cycle affect product decisions in international markets?

.....