

CENTRE FOR DISTANCE AND ONLINE EDUCATION

JAMIA MILLIA ISLAMIA, NEW DELHI – 110025

STUDENT'S ASSIGNMENTS

MBA (DISTANCE MODE)

SEMESTER III

(SESSION 2021-22)

**STUDENT
ASSIGNMENTS
(SESSION 2021-22)**

INSTRUCTIONS

The students are required to read carefully and follow the instructions given below:

- Submission of one complete Assignment in each course of the programme every year/semester is compulsory.
- Completed Assignments on prescribed Assignment Booklet/A4 size paper are to be submitted by hand/through post to the Study Centre /uploaded on Google classroom as per dates mentioned in the Academic Calendar 2021-22 (<http://jmi.ac.in/bulletinboard/academic-calendar/cdol>).
- For Assignments Submitted after dates mentioned in the Academic Calendar, a late fee of **Rs. 100/-** per course assignment will be payable through Demand Draft in favour of Jamia Millia Islamia, Payable at New Delhi.
- Write your name, roll number and other details as required on the cover page of **Assignment Booklet/sheets**.
- **For your record you may keep a photocopy of your Assignment**
- **Please go through your Programme Guide carefully for further details.**

Compulsory Courses

**Course Title: Business Policy and Strategic Management
Session 2021-2022**

**Course Code: DMBA-CP-301
Maximum Marks: 25**

Note: Attempt any two of the following five questions. All questions carry equal marks.

1. Explain with example the terms Mission, the Vision, and the Strategic Intent Statements. Why and when is there likely to be conflict between them?
 2. Leadership style, corporate culture, values and ethics play a crucial role in Effective implementation strategy. Comment.
 3. The strategic management process encompasses three phases-strategy formulation, implementation, and evaluation and control – Discuss.
 4. (a) List the Environmental factors that can affect an organisation's Strategy.
(b) Distinguish between business strategy and corporate strategy.
 5. Write short notes on any three:
 - BGC matrix
 - SWOT Analysis.
 - Value chain.
 - Strategic Business Unit
 - Corporate Restructuring
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**Course Title: Comprehensive Corporate Analysis
Session 2021-2022**

**Course Code: DMBA-CP-302
Maximum Marks: 25**

Note: Attempt any two of the following five questions. All questions carry equal marks.

1. What is the difference between data and information? What are the various sources of data for corporate analysis?
 2. What is the purpose of environmental analysis? How it plays a role in strategic planning?
 3. Explain how an organization is to be structured differently when it operates solely within one country verses it operates in multiple countries?
 4. Write the significance of a Business Model. How can a business model be used for competitive advantage?
 5. Explain the application of MS Excel in company analysis.
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**Course Title: Legal Environment of Business
Session: 2021-22**

**Course Code: DMBA-CP-303
Maximum Marks – 25**

Note: Attempt any two of the following five questions. All questions carry equal marks.

1. List the importance of Indian Companies Amendment Act 2013.
2. What are the negotiable Instruments? Discuss in the light of Negotiable Instrument Amendment Act, 2018.

3. Discuss essential for a valid contract. What are the remedies available to an aggrieved party in case of breach of a contract?
4. Discuss the three Tier system of Consumer Redressal Forum in the Light of Consumer Protection Act 2019.
5. Write short notes on any two:
 - Doctrine of Caveat Emptor
 - Sale and agreement to sale
 - List of rules framed under FEMA act 1999

Optional Group I – Financial Management

Course Title: Security Analysis and Portfolio Management Course Code: DMBA-FM-3101

Session – 2021-22

Maximum Marks – 25

Note: Attempt any two of the following five questions. All questions carry equal marks.

1. Discuss various investment alternatives available to an investor. A stock is expected to pay a constant dividend of Rs 50 per share and required rate of return is 15%. What should be the value of the stock?
2. Discuss in details CAPM. If expected return on market portfolio is 15% & risk free rate is 6%, what is the required return on a stock with a Beta of 1.40.
3. Discuss Markowitz Model of Portfolio management.
4. Analyze the data in the table to find the best portfolio using Sharpe, Jensen and Treynor measures.

	A	B	C
Return	16%	18%	20%
Beta	1	1.2	1.4
Standard Deviation	4%	6%	8%
Market Return	15%		
Risk free return	6%		

5. Write difference between (Any two):
 - SML and CML
 - Fundamental and Technical Analysis
 - Investment and Speculation

Course Title- Project Planning, Analysis and Management
Session -2021-22

Course Code: DMBA-FM-3102
Maximum Marks-25

Note: Attempt any two of the following five questions. All questions carry equal marks.

1. Discuss the process of generating and screening the project ideas. How SWOT analysis helps in Project idea generation?
2. What do you mean by project risk? Discuss various techniques used in project risk management?
3. How a project report is prepared? Discuss in details its content.
4. Discuss the significance of project monitoring & control.
5. Write notes on any three:
 - Project Life Cycle
 - Project Rating Index
 - Sources of Project funding in India
 - Project management software: Microsoft Project & Primavera

Course Title: Behavioural Finance
Session -2021-22

Course Code- DMBA-FM-3103
Maximum Marks-25

Note: Attempt any two of the following five questions. All questions carry equal marks.

1. Write similarity and differences between Behavioral finance and traditional finance. Discuss the themes that characterized the behavioural finance.
2. Discuss in detail the key tenets of prospect theory.
3. Portfolio theory and capital asset pricing model helps in developing rational markets. Comment.
4. What is the role of emotions according to the evolutionary perspective ? Discuss the six observable features of emotions as suggested by John Elster.
5. Write a short note on the following:
 - Noise traders
 - Efficient market hypothesis

Optional Group II – Marketing Management

Course Title: Advanced Consumer Behaviour
Session-2021-22

Course Code: DMBA-MM-3201
Maximum Marks: 25

Note: Attempt any two of the following five questions. All questions carry equal marks.

1. Define Consumer behaviour. Why Consumer behaviour study considered preliminary to marketing activity?
2. Discuss EBM model of consumer decision making.
3. Explain the concept of consumer perception, its elements and stages.

4. Evaluate how Multiplicity of Indian Cultures impacts on their influence on consumer Behavior
5. Write short notes on any two:
 - Impulse buying
 - Motivational conflicts
 - Reference group
 - Diffusion of Innovation

Course Title: Advertising Management

Course Code- DMBA-MM-3202

Session -2021-22

Maximum Marks-25

Note: Attempt any two of the following five questions. All questions carry equal marks.

1. Why ethics and social responsibilities are important in advertising? Explain with examples.
2. Explain the functions of Advertising agency. What are the different aspects an advertiser should consider while selecting an advertising agency?
3. Discuss in details the methods of measuring advertising effectiveness.
4. What are the components of an advertising program? What are the steps to develop an advertising program.
5. Write short notes on any two:
 - Integrated Marketing Communication
 - Market Positioning
 - Media Planning
 - Advertising Research

Course Title: Customer Relationship Management

Course Code- DMBA-MM-3203

Session -2021-22

Maximum Marks-25

Note: Attempt any two of the following five questions. All question carry equal marks.

1. What do you mean by Relationship Marketing? Discuss its evolution.
2. "Customer Relationship Management is also called customer Retention Management". Elucidate.
3. What are the prominent methods of assessing customer satisfaction? Explain.
4. Write a note on CRM Strategy and planning process.
5. Write short notes on any two:
 - Market Segmentation
 - Customer Loyalty
 - Sales Force Automation

3. Discuss about the types of orientation and training modules for HR and other functionaries to be given for HRIS management.
4. "Data security and data operations" is a key issue in HRIS management" - Critically evaluate the importance of this statement.
5. Write short notes on any two:
 - IT for HR managers
 - Elements of data management
 - HRIS- An investment
 - ERP