

CENTRE FOR DISTANCE AND ONLINE EDUCATION

JAMIA MILLIA ISLAMIA, NEW DELHI – 110025

STUDENT'S ASSIGNMENTS

MBA (DISTANCE MODE)

SEMESTER IV

(SESSION 2020-21)

**STUDENT
ASSIGNMENTS
(SESSION 2020-21)**

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 2020-21 (<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 Ethics and Corporate Governance **Course Code: DMBA-CP-401**
Session 2020-2021 **Maximum Marks: 25**

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

1. What is business ethics? What are the major ethical issues that businesses are facing today?
2. 'Safeguarding health and well being of customer is a social responsibility of businesses, discuss.
3. Discuss the relation between organizational culture and business ethics.
4. What is corporate governance? How ethics make it meaningful?
5. Write short notes on any **two** of the following:
 - Universalism vs Utilitarianism in ethics
 - Sources of value system
 - Law and ethics

Course Title: E-Business
Session 2020-2021

Course Code: DMBA-CP-402
Maximum Marks: 25

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

1. What is meant by e-business? Elucidate components of e-business?
2. What is e-marketing? Discuss various operating modes of e-market.
3. What is digital marketing? Discuss techniques for social media marketing.
4. Discuss fraud and risk management system in online payment.
5. Prepare case study report on **any one** online service provider in handwritten with the outlines: introduction, historical overview, services offered, E-business model and revenue model, SWOT analysis etc.
 - Amazon.com
 - E-bay.com
 - Paytm.com
 - Flipcart.com

Optional Group I – Financial Management

Course Title: Financial Modelling

Course Code: DMBA/FM-3104

Session – 2020-21

Maximum Marks – 25

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

1. Discuss the role and importance of Financial Modelling in formulating financial strategies of a company.
2. What is Sensitivity analysis? Describe the tool in Excel that can be used for taking a sensitivity analysis?
3. What is Macro in excel? Write down the steps to record a macro in excel with the help of an example.
4. Discuss application of Dividend Discount Model for share valuation in excel.
5. Write short notes on any two of the following:
 - VBA financial Modelling
 - Swap valuation through excel
 - Calculating Key financial ratios in excel

Course Title- Financial Engineering

Course Code: DMBA/FM-3105

Session -2020-21

Maximum Marks-25

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

1. Calculate operating leverage, financial leverage and combined leverage in financial plans A & B from the following information:
 - Production and Sales: 1,000 units
 - Selling price: Rs 20 per unit
 - Variable Cost: Rs 10 per unit
 - Fixed Cost: Rs 4,000

Capital Structure:

	Plan A	Plan B
Equity	Rs 5000	Rs 15000
Debt (Rate of Interest 10%)	Rs 15000	Rs 5000

2. The price of a stock on July 1st is Rs 110. A trader buys 100 call options on the stock with a strike price of Rs 115 when the option price is Rs 5. The options are exercised when the stock price is Rs 125. Calculate gain or loss of the trader.
3. What are Real options? Discuss types and valuation of Real Option.
4. Differentiate between Arbitrage and Hedging. Give example.
5. Write short notes on any **two** of the following:
 - Zero coupon bonds

- Hybrid Securities
- Leverage buyouts

Course Title: Insurance and Risk Management
Session -2020-21

Course Code- DMBA/FM-3106
Maximum Marks-25

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

1. Define risk management? Discuss various techniques of risk management.
2. Explain the organizational structure of Life Insurance Corporation of India (LIC) and Export Credit Guarantee Corporation of India Ltd (ECGC).
3. Discuss the impact of COVID-19 pandemic on the insurance industry in India.
4. Differentiate between Life Insurance and Non Life Insurance. Discuss types of Non Life Insurance products in India.
5. Write short notes on any **two** of the following:
 - IRDA
 - Reinsurance
 - Marketing of Insurance product

Optional Group II – Marketing Management

Course Title: Sales and Distribution Management
Session-2020-21

Course Code: DMBA/MM-3204
Maximum Marks: 25

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

1. Discuss the changing role of sales function in the age of digitalization.
2. What is the need and importance of Motivating Sales Personnel? Discuss methods of motivating them.
3. Explain the role of intermediaries in Distribution Management.
4. What is Sales Forecasting? Discuss the qualitative techniques of Sales Forecasting.
5. Write short notes on any **two** of the following:
 - Sales Performance Review
 - Sales Management
 - Sales Cost & Benefit Analysis

Course Title: Marketing of Services
Session -2020-21

Course Code- DMBA/MM-3205
Maximum Marks-25

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

1. Differentiate between Product and Services. Discuss unique features of Services.
2. Discuss various stages involved in New Services Development.

3. Why Service pricing is important? Discuss various Service pricing Strategies.
4. Discuss strategies for effective Service delivery. What is the importance of intermediaries in Service delivery?
5. Write short notes on any **two** of the following:
 - Branding of Services
 - SERVQUAL
 - Marketing of Financial Services

Course Title: Product and Brand Management

Course Code- DMBA/MM-3206

Session -2020-21

Maximum Marks-25

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

1. Define Product. Discuss the different levels of product.
2. Discuss the steps involved in New Product Development Process.
3. Differentiate between Brand Identity and Brand Image.
4. What is brand revitalization? What are the different ways to achieve brand revitalization?
5. Write short notes on any **two** of the following:
 - Brand Equity
 - Brand Positioning
 - Celebrity endorsements

Optional Group III – Human Resource Management

Course Title: Compensation Management

Course Code: DMBA/MM-3304

Session-2020-21

Maximum Marks: 25

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

1. Discuss the concept of Compensation management. What is the basic purpose of compensation?
2. What do you mean by Wage Policy? Discuss the Wage Policy currently prevailing in India.
3. What is Job Evaluation? Discuss its relation with Compensation Management.
4. Define Incentive. Differentiate between Incentive and Reward.
5. Write short notes on any **two** of the following:
 - Broad banding
 - Employee Stock Ownership Plan (ESOPs)
 - Types of Pension Plans

Course Title: Training and Development

Course Code- DMBA/MM-3305

Session -2020-21

Maximum Marks-25

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

1. Elucidate the concept of Training and Development. Why is it important for an organization?
2. Discuss the Criteria and process of Training needs assessment.
3. Why Evaluation of Training programs is necessary? Discuss Kirkpatrick Training Evaluation Model.
4. 'Good Career management system is beneficial for organizations', discuss.
5. Write short notes on any **two** of the following:
 - Social Learning Theory
 - Role of Technology in online and Distance learning
 - Resistance to training

Course Title: HR Analytics

Course Code- DMBA/MM-3306

Session -2020-21

Maximum Marks-25

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

1. What is meant by HR analytics? Discuss different measures in HR analytics.
2. What is HR scorecard? What are the steps in creating a HR scorecard?
3. Discuss importance of various statistical tools in HR analytics.
4. Explain different metrics that can be used for measuring talent acquisition.
5. Write short notes on any **two** of the following explaining their use in HR analytics.
 - Bar & charts
 - Conditional formatting
 - Waterfall chart
 - Cloud computing