



DRAVIDIAN UNIVERSITY

DIRECTORATE OF DISTANCE EDUCATION (DDE)

KUPPAM - 517426

QUESTION PAPER FOR ASSIGNMENT FOR MBA II Year

201-ENTREPRENEURSHIP

Answer Any Three Questions

3x10=30

1. Identification of entrepreneur talent explain it
2. Explain the entrepreneurship development programs.
3. Explain about the SSIB and SSICS
4. Discuss factors affecting entrepreneurial growth
5. Present problems faced by the women entrepreneurs

202- INTERNATIONAL BUSINESS

Answer Any Three Questions

3x10=30

1. Briefly explain about the international business environment
2. Give a brief account of WTO agreements.
3. Write a note on European Union in India.
4. Discuss the role of MNCs in the global economic integration.
5. Explain about the International product life cycle.

203.E-COMMERCE

Answer Any Three Questions

3x10=30

1. E-commerce business models.
2. What is mobile commerce? What are its objectives?
3. What is customer relationship management? What its compact on business?
4. What is B2B BUSINESS?
5. What are the requirements for the internet based payments

204. STRATEGIC MANAGEMENT

Answer Any Three Questions

3X10=30

1. Discuss about the business policy as an integrated approach to decision making
2. Explain the importance of BCG Matrix as a tool for portfolio analysis
3. Explain the defensive strategies in detail
4. What role does corporate culture play in implementation of strategies
5. Explain the process of evaluation at implementing the strategic plan

205-CORPORATE GOVERNANCE AND BUSINESS ETHICS

Answer Any Three Questions

3x10=30

1. Essential of elements of a valued contract. Explain about it?
2. Briefly explain the various modes of discharges of contracts.
3. Types of agents in contracts .explain about them
4. Explain the rights and duties of a bailer and bailee.
5. Briefly explain about the business ethics in Indian corporate sector?

MM.206. CONSUMER BEHAVIOUR AND MARKETING RESEARCH

Answer Any Three Questions

3x10=30

1. Explain about the factors influencing consumer behavior
2. Explain the factors which affect culture
3. Explain about the diffusions of innovations
4. How the introduction of design of experiments can be done?
5. Explain about the marketing research process.

MM.207. ADVERTISING AND SALES PROMOTION

Answer Any Three Questions

3x10=30

1. Explain about the models of advertising
2. Explain about the types of advertisement budgets.
3. What are the objectives of consumer contests
4. Difference between outdoor media and direct mail.
5. What are the objectives of sales promotion?

MM.208. PRODUCT AND BRAND MANAGMENT

Answer Any Three Questions

3x10=30

1. Explain about the product concept?
2. Explain about the product life cycle management?
3. What is consumer Non-durables? Explain with examples.
4. Explain about brand management process.
5. What is meant by brand re-engineering?

MM.209.RURAL MARKETING

Answer Any Three Questions

3x10=30

1. Differences between rural and urban markets?
2. What are the characteristics of a rural consumer?
3. Explain about the five levels of product?
4. Explain about the evolution of rural distribution systems.
5. Explain about the importance of two-step flow of communication media typology.

MM 210. SERVICESMARKETING

Answer Any Three Questions

3X10=30

1. How is technology changing the nature of customer service and services offerings?
2. Explain about service demand management designing and managing services product.
3. GAP model of services quality explain about it?
4. Explain the types of services distributions.
5. Briefly explain about the consumer grievance recovery strategies.

MM.211.RETAIL MARKETING

Answer Any Three Questions

3x10=30

1. Explain about the types of retailing
2. What are the sources of merchandize
3. What are the approaches made for setting pricing
4. What are the factors affecting the attractiveness of a site
5. How the customer can be satisfied after sales service.

HR 206.HUMAN RESOURCE DEVELOPMENT

Answer Any Three Questions

3X10=30

1. Disparities between Personnel Management and Human resource Management
2. What is career planning? Explain its stages.
3. Briefly explains about the cross cultural management.
4. What is meant by total quality management and explain its significance.
5. Impact of technological development on human resource management

HR 207.KNOWLEDGE MANAGEMENT

Answer Any Three Questions

3X10=30

1. Briefly discuss about the types of knowledge
2. What are the six CS for creating effective knowledge management?
3. What is meant by bench mark and how knowledge management is related to this?
4. Explain about the reward system in knowledge management
5. What is innovation? How it is helpful for the development of the organization

208. HUMANRESOURCE PLANNING

Answer Any Three Questions

3X10=30

1. Discuss why HRP is strategically relevant for an organization.
2. How is compensation structure linked with job evaluation?
3. Write a short note
 - a. career planning
 - b. lateral transfer
4. What should be the role of HRD auditors?
5. Do you think HRM and HRD are different functions? How has the concept of HRD developed in an organization?

HR 209 INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Answer Any Three Questions

3X10=30

1. What are the challenges of IHRM?
2. Write about the international reinvestment and selection process
3. Current scenario of international training and development

4. Discuss the compensation practices across the countries.
5. Explain about the trade unions at international level.

HR 210.STRATEGIC HUMAN RESOURCE MANAGEMENT

Answer Any Three Questions

3X10=30

1. Explain about non -traditional investment approach
2. Explain about the creating of team based organization
3. Elaborate the approach for international compensation.
4. what are the factors to be considered in developing international staff and multinational teams
5. what are the transactional strategies for sub stainable global competitive advantages

HR.211.INDUSTRIAL RELATION AND LABOUR LAWS

Answer Any Three Questions

3X10=30

1. What is trade unionism? Discuss its objectives &functions
2. Explain the concept of disputes in software industry.
3. Describe the techniques and measurements of quality of work life
4. Importance of labour legislations.
5. The trade union Act 1926 elaborate.

FM 206. SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Answer Any Three Questions

3X10=30

1. State and explain the objectives of investment activity.
2. What is beta? How is it interpreted?
3. What is meant by duration of the bond? Explain its significance
4. Write a note on multi index models for portfolio analysis.
5. Explain the problems involved in the portfolio selection process

FM 207. MANAGEMENT OF FINANCIAL SERVICES

Answer Any Three Questions

3X10=30

1. What is capital market? What are its major constituents?
2. Briefly explain the non banking financial services.

3. Explain the present services in India housing finance companies.
4. Rules and regulations of portfolio management services
5. Discuss the role of registrar in the new issue.

FM 208. FINANCIAL DERIVATIVES

Answer Any Three Questions

3X10=30

1. Write a note on type of interest rate swaps with examples.
2. Explain the binomial option pricing model.
3. Explain the statement in the light of features of options contract.
4. Define the term hedging with option. Discuss with suitable examples.
5. What are the different uses of credit derivatives explain with examples

FM 209. STRETEGIC FINANCIAL MANAGEMENT

Answer Any Three Questions

3X10=30

1. Explain about the methods of corporate valuation.
2. Write about treatment of external costs & benefits in investment decision
3. Furnish a note on evaluation of a merger deal.
4. Explain the concept of systematic risk why it is called systemic risk.
5. Write a descriptive note on new financial investment.

FM 210. INTERNATIONAL FINANCIAL MANAGEMAMNT

Answer Any Three Questions

3X10=30

1. Explain about the short term assets and liability management
2. Identify the more obvious risks faced by MNCs that expand internationally
3. Briefly discuss how the various economic factors can affect the equilibrium exchange rate of the japans value with respect to the dollar.
4. Discuss about the current exchange rate arrangements.
5. Assume the Federal Reserve believes that the dollar should be weekend against the maxi can peso.

FM 211. CORPORATE TAXATION PLANNING

Answer Any Three Questions

3X10=30

1. Explain about the justification of corporate tax planning and management?
2. Taxes planning in respect of owner or lease explain it.
3. Discuss about the deduction of tax at source.
4. Briefly explain about the payment of service tax.
5. What is meant by VAT merits and demerits of VAT?