

# **UTTAR PRADESH RAJARSHI TANDON OPEN UNIVERSITY, PRAYAGRAJ**

## **School of Management Studies Master of Business Administration (MBA) (Assignment Paper-2021-2022)**

MBA-1.1	Principles Of Management
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**Maximum Marks: 30**

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

### **Section- A**

**Maximum Marks: 18**

Question 1	Describe the concept of management? Explain why it is important for the present modern organisation?
Question 2	What is SWOT analysis?
Question 3	Define various characteristics of control? Also discuss various techniques of Controlling?

### **Section- B**

**Maximum Marks: 12**

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

Question 4	What is management Ethos?
Question 5	Write the Values in Management
Question 6	Define Benefits of M.B.O.?
Question 7	Define coordination and mention its importance?
Question 8	Why strategies of control are essential?
Question 9	What is Planning

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MBA-1.2	Organizational Behaviour
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**Maximum Marks: 30**

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

**Section- A**

**Maximum Marks: 18**

Question 1	What is organizational behaviour? Explain forces affecting OB
Question 2	What is motivation? Explain any two theories of motivation with diagram
Question 3	Identify the types of personality? Explain personality traits

**Section- B**

**Maximum Marks: 12**

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

Question 4	Define Path Goal Theory
Question 5	Write a note on Power and politics
Question 6	Define resistance to change?
Question 7	What is Big Five Dimension?
Question 8	What is Group? How groups are different from teams
Question 9	Johari Window

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**School of Management Studies  
Master of Business Administration (MBA)  
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MBA-1.3

Accounting For Managers

**Maximum Marks: 30**

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

**Section- A**

**Maximum Marks: 18**

Question 1	Examine the role of accounting concepts in the preparation of financial Statements?
Question 2	What do you mean by Balance Sheet? How does it differ from profit and loss Account?
Question 3	What is management accounting? Discuss the role of accountants in modern business organizations.

**Section- B**

**Maximum Marks: 12**

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory. Write short notes

Question 4	Distinguish between trail balance and balance sheet.
Question 5	Cash Cycle
Question 6	What are the objectives of accounting information?
Question 7	Working capital management
Question 8	Business entity concept
Question 9	Realisation concept

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**School of Management Studies  
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MBA-1.4	Quantitative Techniques For Business Decisions
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**Maximum Marks: 30**

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

**Section- A**

**Maximum Marks: 18**

Question 1	What is the relevance of quantitative techniques in decision making?
Question 2	What is probability? Explain Bayes Theorem?
Question 3	Explain normal distribution?

**Section- B**

**Maximum Marks: 12**

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory. Write short notes

Question 4	Law of addition in probability
Question 5	Poisson theory
Question 6	Mutually exclusive event
Question 7	Sampling
Question 8	T test
Question 9	Linear equations

# **UTTAR PRADESH RAJARSHI TANDON OPEN UNIVERSITY, PRAYAGRAJ**

## **School of Management Studies Master of Business Administration (MBA) (Assignment Paper-2021-2022)**

MBA-1.5	Managerial Economics
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**Maximum Marks: 30**

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

### **Section- A**

**Maximum Marks: 18**

Question 1	Discuss the objectives of Managerial Economics. How far the study of managerial Economics is useful in the Decision making process?
Question 2	Define price elasticity of demand. Discuss its objective and importance in detail?
Question 3	What is demand forecasting? Give the methods of forecasting demand for new product.

### **Section- B**

**Maximum Marks: 12**

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

Question 4	Define Opportunity Cost?
Question 5	Define monopoly. How is it different from perfect competition?
Question 6	What is monopolistic market?
Question 7	What are giffen goods?
Question 8	Differentiate between risk and uncertainty?
Question 9	What do you mean by production function?

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**School of Management Studies  
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MBA-1.6	Management Information System
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**Maximum Marks: 30**

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

**Section- A**

**Maximum Marks: 18**

Question 1	What is a MIS? Discuss its various components?
Question 2	Differentiate between simplex and graphic method of linear programming?
Question 3	What is software and hardware? Differentiate between hardware and software?

**Section- B**

**Maximum Marks: 12**

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

Question 4	Describe various important component of financial management software?
Question 5	List the classification of computer's according to various business models?
Question 6	Structure of COBOL programs.
Question 7	What is DBMS? List its various advantages.
Question 8	What is the objective of maintaining date dictionary?
Question 9	Sub programs

# UTTAR PRADESH RAJARSHI TANDON OPEN UNIVERSITY, PRAYAGRAJ

## School of Management Studies Master of Business Administration (MBA) (Assignment Paper-2021-2022)

MBA-2.1	Business Environment
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**Maximum Marks: 30**

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

### Section- A

**Maximum Marks: 18**

Question 1	What is Business Environment? Discuss its Components and relevance?
Question 2	Identify the strategies and evaluation of current five year plan?
Question 3	Define legal Environment? explain its components

### Section- B

**Maximum Marks: 12**

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

Question 4	What is SWOT analysis
Question 5	Highlight the main features of economic environment ?
Question 6	Define Technological Environment?
Question 7	Explain latest Political Environment for business?
Question 8	Explain Corporate restructuring?
Question 9	What is Corporate Governance?

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**School of Management Studies  
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MBA-2.2	Production And Operations Management
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**Maximum Marks: 30**

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

**Section- A**

**Maximum Marks: 18**

Question 1	What do you mean by Inventory Management? Discuss the objectives of Inventory control and the costs associated with it.
Question 2	Explain production and operations management, highlight its relevance?
Question 3	What do you understand by product Design? Explain various product design

**Section- B**

**Maximum Marks: 12**

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

Question 4	What is just-in-time method?
Question 5	Explain plant layout?
Question 6	Explain about various materials handling equipment.
Question 7	What are the various steps involved in the facility location?
Question 8	Distinguish between work measurement and work study.
Question 9	Explain the importance of Delphi method?



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**School of Management Studies  
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MBA-2.3	Human Resource Management
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**Maximum Marks: 30**

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

**Section- A**

**Maximum Marks: 18**

Question 1	What is HRM? Why human resource management is essential for organizations? Explain the issues of HRM.
Question 2	What is the Screening? How it is different from selection
Question 3	Discuss the various method of compensation.

**Section- B**

**Maximum Marks: 12**

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

Question 4	What is potential Appraisal
Question 5	Analysis the role of trade unions
Question 6	360 degree appraisal
Question 7	T Group Training
Question 8	What is counseling?
Question 9	Write the process of counseling.

# UTTAR PRADESH RAJARSHI TANDON OPEN UNIVERSITY, PRAYAGRAJ

## School of Management Studies Master of Business Administration (MBA) (Assignment Paper-2021-2022)

MBA-2.4	Marketing Management
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**Maximum Marks: 30**

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

### Section- A

**Maximum Marks: 18**

Question 1	Explain the Concept of Media Planning. How can Media be classified?
Question 2	Elaborate different legal and ethical issues in advertising.
Question 3	What is marketing management? Explain its advantages importance and relevance?

### Section- B

**Maximum Marks: 12**

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

Question 4	What factors influences promotional Mix? Explain.
Question 5	How social media is important for marketing communication?
Question 6	Define Social Marketing Communication“.
Question 7	Discuss Media Scheduling.
Question 8	Consumer Perception
Question 9	Write the uses of quality cost information.

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## **School of Management Studies Master of Business Administration (MBA) (Assignment Paper-2021-2022)**

MBA-2.5

Financial Management

**Maximum Marks: 30**

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

### **Section- A**

**Maximum Marks: 18**

Question 1	What do you mean by 'Financial System'? Explain its various components
Question 2	What do you understand by Debt Trading in India?
Question 3	What are the factors that led the Indian Financial Markets into Global Financial Markets?

### **Section- B**

**Maximum Marks: 12**

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

Question 4	Define the term stock exchange?
Question 5	Write a brief note on Money Mutual Funds
Question 6	Describe the functions of Financial Markets.
Question 7	Describe the modern trends in payment business.
Question 8	State the benefits of Securitization.
Question 9	Distinguish between equity and debt instruments.

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**School of Management Studies  
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MBA-2.6	Research Methodology
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**Maximum Marks: 30**

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

**Section- A**

**Maximum Marks: 18**

Question 1	What do you understand by Research Methodology? Explain various kinds of Research Design.
Question 2	What is sampling ? What are advantages of sampling over census?
Question 3	What is research design? Explain its various types?

**Section- B**

**Maximum Marks: 12**

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

Question 4	What is a non-probability sampling method?
Question 5	Discuss role of model in managerial decision making?
Question 6	Explain the various techniques of interview?
Question 7	Explain any one attitude measurement model.
Question 8	How is analysis of covariance done?
Question 9	What issues in attitude measurement were considering while doing research.

# **UTTAR PRADESH RAJARSHI TANDON OPEN UNIVERSITY, PRAYAGRAJ**

## **School of Management Studies Master of Business Administration (MBA) (Assignment Paper-2021-2022)**

### **Semester III**

#### **MBA 3.1 : ORGANISATION EFFECTIVENESS AND CHANGE**

**Maximum Marks: 30**

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

#### **Section- A**

**Maximum Marks: 18**

Question 1	Explain organizational change management?
Question 2	What is organizational diagnosis? What are various tools and techniques of organizational diagnosis
Question 3	What is Organizational Learning? Explain its process?

#### **Section- B**

**Maximum Marks: 12**

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

Question 4	Role of Top Management in Communicating Change
Question 5	Task-forces
Question 6	Organizational Effectiveness
Question 7	Types of Change Agents
Question 8	Factors Involved in Communicating Change
Question 9	Process of Organizational Transformation

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**School of Management Studies  
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MBA-3.2	Project Management
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**Maximum Marks: 30**

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

**Section- A**

**Maximum Marks: 18**

Question 1	What is Project Management? Explain Its Role & Scope?
Question 2	What is financial analysis of projects? Explain return on investment?
Question 3	Explain the network based materials management?

**Section- B**

**Maximum Marks: 12**

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

Question 4	Project Management Information System
Question 5	PERT
Question 6	Importance Of Material And Equipment In Project
Question 7	CPM
Question 8	Costing Of Projects
Question 9	Economic Analysis Of Projects

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**School of Management Studies  
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MBA-3.11	Human Resource Development
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**Maximum Marks: 30**

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

**Section- A**

**Maximum Marks: 18**

Question 1	What is Human Resource Development? Write the relationship between human resource management and human resource development?
Question 2	Explain Career management and development?
Question 3	Explain HRD in Organizations?

**Section- B**

**Maximum Marks: 12**

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory. (Write Short Notes of Question 4- 9)

Question 4	Employee counselling
Question 5	Employer branding
Question 6	HRD culture
Question 7	Roles and competencies of HRD professionals
Question 8	HRD audit
Question 9	HRD Programs

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MBA-3.12	Labour Relations & Legislation
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**Maximum Marks: 30**

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

**Section- A**

**Maximum Marks: 18**

Question 1	What is Industrial Jurisprudence? Give an overview?
Question 2	Write Constitutional Aspects of Industrial Jurisprudence?
Question 3	Explain the Shops and Establishments Law?

**Section- B**

**Maximum Marks: 12**

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory. (Write Short Notes of Question 4- 9)

Question 4	The Workmen's Compensation Act 1923
Question 5	The Employee's Provident Fund and Miscellaneous Provisions Act 1952
Question 6	The Factories Act, 1948
Question 7	The Minimum Wages Act 1948
Question 8	The Trade Union Act, 1926
Question 9	The Employees' State Insurance Act 1948



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MBA-3.13	Wages & Salary Administration
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**Maximum Marks: 30**

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

**Section- A**

**Maximum Marks: 18**

Question 1	What is Compensation management ? Explain Compensation and Non-compensation?
Question 2	What is Compensation Strategy? Explain the factors Affecting Compensation Strategies?
Question 3	Explain Rewards & Recognition? what is Reward Strategy & Total Reward Approach?

**Section- B**

**Maximum Marks: 12**

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory. (Write Short Notes of Question 4- 9)

Question 4	Voluntary Retirement Scheme
Question 5	Role of Tax Planning in Compensation Benefits
Question 6	Wage Incentive Plans
Question 7	Job Evaluation
Question 8	Pay Commission
Question 9	360 degree feedback

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**School of Management Studies  
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MBA-3.14	Strategies And Practices Of HRM
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**Maximum Marks: 30**

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

**Section- A**

**Maximum Marks: 18**

Question 1	What is Business Strategy and Organizational Capability?
Question 2	Explain Strategic of HR Planning Acquisition and Development ?
Question 3	Explain the Strategies of Wages and compensation management?

**Section- B**

**Maximum Marks: 12**

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory. (Write Short Notes of Question 4- 9)

Question 4	Corporate Ethics
Question 5	SHRM concept
Question 6	Effectiveness of SHRM
Question 7	Career Systems
Question 8	Collective Bargaining
Question 9	Employee Relations

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**School of Management Studies  
Master of Business Administration (MBA)  
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MBA-3.21	Financial Derivatives And Services
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**Maximum Marks: 30**

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

**Section- A**

**Maximum Marks: 18**

Question 1	Explain the Evolution and Significance of Derivative Markets
Question 2	What is Option Market? Explain Types of Options & Uses of Options
Question 3	Explain Future Contracts

**Section- B**

**Maximum Marks: 12**

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory. (Write Short Notes of Question 4- 9)

Question 4	Spot Markets
Question 5	Derivative Markets
Question 6	Put Call Parity
Question 7	Difference between Forward and Future
Question 8	Types of Hedgers
Question 9	Clearing and Settlement process

# **UTTAR PRADESH RAJARSHI TANDON OPEN UNIVERSITY, PRAYAGRAJ**

## **School of Management Studies Master of Business Administration (MBA) (Assignment Paper-2021-2022)**

MBA-3.22	Security Analysis And Portfolio Management
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**Maximum Marks: 30**

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

### **Section- A**

**Maximum Marks: 18**

Question 1	Explain the Nature And Scope Of Investment Decisions?
Question 2	What is Valuation of Securities? Mention the Three-Step Valuation Process?
Question 3	What is Primary Vs. Secondary Markets? Explain its relevance

### **Section- B**

**Maximum Marks: 12**

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory. (Write Short Notes of Question 4- 9)

Question 4	Securities and Exchange Board India (SEBI)
Question 5	Over The Counter Exchange Of India (OTCEI)
Question 6	Capital Market Theory
Question 7	Portfolio Revision
Question 8	Mutual Funds
Question 9	BSE

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**School of Management Studies  
Master of Business Administration (MBA)  
(Assignment Paper-2021-2022)**

MBA-3.23	Working Capital Management
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**Maximum Marks: 30**

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

**Section- A**

**Maximum Marks: 18**

Question 1	What is Working Capital Management explain its Traditional and Modern Concept?
Question 2	Explain the management of receivables?
Question 3	What is Cash management and cash budget? Explain the Motives for holding cash?

**Section- B**

**Maximum Marks: 12**

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory. (Write Short Notes of Question 4- 9)

Question 4	What are the advantages of Adequate Working Capital?
Question 5	What do you mean by Hedging? Explain its concept in brief.
Question 6	What are the factors taken into consideration while deciding the requirements of seasonal working Capital?
Question 7	What are the Methods or techniques of working capital forecasting?
Question 8	What is the bank credit? How it can be assessed?
Question 9	How can the optimum level of operating cash balance be determined?

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**School of Management Studies  
Master of Business Administration (MBA)  
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MBA-3.24	Income Tax Planning And Management
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**Maximum Marks: 30**

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

**Section- A**

**Maximum Marks: 18**

Question 1	Explain Nature and Scope of Tax Planning
Question 2	Explain Tax on Individual Income
Question 3	What is Goods and Services Tax (GST)

**Section- B**

**Maximum Marks: 12**

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory. (Write Short Notes of Question 4- 9)

Question 4	Filing of returns
Question 5	Income from House Property
Question 6	Tax deductible at source
Question 7	ITR 1
Question 8	Assessment year
Question 9	Previous year

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**School of Management Studies  
Master of Business Administration (MBA)  
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MBA-3.31	Materials management
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**Maximum Marks: 30**

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

**Section- A**

**Maximum Marks: 18**

Question 1	<b>What is Material Planning? Mention its Objectives?</b>
Question 2	<b>Define Purchasing? Explain Importance Of Good Purchasing System?</b>
Question 3	<b>What is Cost Reduction? Differentiate between Cost Control V/S Cost Reduction</b>

**Section- B**

**Maximum Marks: 12**

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory. (Write Short Notes of Question 4- 9)

Question 4	EOQ
Question 5	VED
Question 6	JIT
Question 7	ABC
Question 8	<b>Purchasing Role In New Product Development</b>
Question 9	<b>Vendor And Supply Reliability</b>

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**School of Management Studies  
Master of Business Administration (MBA)  
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MBA-3.32	Total quality management
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**Maximum Marks: 30**

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

**Section- A**

**Maximum Marks: 18**

Question 1	Define TQM framework? Explain its benefits, awareness and obstacles.
Question 2	Give meaning and significance of statistical process control (SPC) ?
Question 3	Elaborate and define Quality functions development (QFD)?

**Section- B**

**Maximum Marks: 12**

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory. (Write Short Notes of Question 4- 9)

Question 4	Quality Audits
Question 5	quality council
Question 6	Failure mode effect analysis
Question 7	Quality circle
Question 8	Quality functions development
Question 9	Japanese 5S principles



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**School of Management Studies  
Master of Business Administration (MBA)  
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MBA-3.33	Logistic and supply chain management
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**Maximum Marks: 30**

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

**Section- A**

**Maximum Marks: 18**

Question 1	Highlight the Evolution of the Concept of Supply Chain Management?
Question 2	Explain the Procurement and Inventory Management system?
Question 3	Define Logistics and Logistics Management? What is importance of Logistics Management?

**Section- B**

**Maximum Marks: 12**

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory. (Write Short Notes of Question 4- 9)

Question 4	Warehousing
Question 5	Supply Chain Benchmarking
Question 6	Distribution Resource Planning
Question 7	Types of Logistic Activities
Question 8	Inventory Costs
Question 9	Concept of ERP

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**School of Management Studies  
Master of Business Administration (MBA)  
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MBA-3.34	Production planning and control
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**Maximum Marks: 30**

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

**Section- A**

**Maximum Marks: 18**

Question 1	Explain the objectives and benefits of planning and control?
Question 2	What is Product planning? Explain Value analysis?
Question 3	What is Production Control Systems? Explain Loading and scheduling?

**Section- B**

**Maximum Marks: 12**

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory. (Write Short Notes of Question 4- 9)

Question 4	ABC analysis
Question 5	JIT analysis
Question 6	VED Analysis
Question 7	Time study
Question 8	Batch production scheduling
Question 9	Steps in process planning

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**School of Management Studies  
Master of Business Administration (MBA)  
(Assignment Paper-2021-2022)**

MBA-3.41

Advertising and brand management

**Maximum Marks: 30**

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

**Section- A**

**Maximum Marks: 18**

Question 1	What is Advertising? Explain its Nature, scope & classification?
Question 2	Highlight the Ethics and truth in Indian advertising industry
Question 3	Explain the Campaign Planning Process

**Section- B**

**Maximum Marks: 12**

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory. (Write Short Notes of Question 4- 9)

Question 4	Advertising agency
Question 5	Brand Personality
Question 6	Brand Life Cycle process
Question 7	Brand Identity
Question 8	Advertising Planning
Question 9	Advertising Effectiveness

# **UTTAR PRADESH RAJARSHI TANDON OPEN UNIVERSITY, PRAYAGRAJ**

## **School of Management Studies Master of Business Administration (MBA) (Assignment Paper-2021-2022)**

MBA-3.42	Consumer behaviour
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**Maximum Marks: 30**

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

### **Section- A**

**Maximum Marks: 18**

Question 1	Define Consumer Behaviour? explain its nature, scope and application ?
Question 2	Explain with example what is Howard Sheath Model?
Question 3	What are Sales Organization

### **Section- B**

**Maximum Marks: 12**

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory. (Write Short Notes of Question 4- 9)

Question 4	Sales Force
Question 5	Sales Displays
Question 6	Sales Forecasting
Question 7	Performance Evaluation
Question 8	Sales Budgeting
Question 9	Group Influences On Consumer Behaviour

# **UTTAR PRADESH RAJARSHI TANDON OPEN UNIVERSITY, PRAYAGRAJ**

## **School of Management Studies Master of Business Administration (MBA) (Assignment Paper-2021-2022)**

MBA-3.43	International marketing
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**Maximum Marks: 30**

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

### **Section- A**

**Maximum Marks: 18**

Question 1	What is international marketing? Explain its importance and scope
Question 2	Explain the International Market Entry strategies
Question 3	What is Public Relations ? what is difference between Public Relations and Publicity?

### **Section- B**

**Maximum Marks: 12**

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory. (Write Short Notes of Question 4- 9)

Question 4	International Pricing Policy
Question 5	Marketing of Services
Question 6	Dumping and Price Distortion
Question 7	World Bank
Question 8	Organization for Economic Cooperation and Development (OECD)
Question 9	Ethical Consideration in International Marketing

# **UTTAR PRADESH RAJARSHI TANDON OPEN UNIVERSITY, PRAYAGRAJ**

## **School of Management Studies Master of Business Administration (MBA) (Assignment Paper-2021-2022)**

MBA-3.44	Industrial & service marketing
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**Maximum Marks: 30**

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory. (Write Short Notes of Question 4- 9)

### **Section- A**

**Maximum Marks: 18**

Question 1	Explain Industrial Services why it is Important?
Question 2	What is Services Marketing Management Process ?
Question 3	What is the Role of Internet in distribution of Services?

### **Section- B**

**Maximum Marks: 12**

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory. Write Short Notes

Question 4	Marketing Mix
Question 5	Promotion objective for Services
Question 6	Factors involved in pricing a service product
Question 7	Explain process of retaining customers
Question 8	Advertising and Sales Promotion
Question 9	Personnel Selling

# **UTTAR PRADESH RAJARSHI TANDON OPEN UNIVERSITY, PRAYAGRAJ**

## **School of Management Studies Master of Business Administration (MBA) (Assignment Paper-2021-2022)**

MBA-4.1	Entrepreneurship development
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**Maximum Marks: 30**

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

### **Section- A**

**Maximum Marks: 18**

Question 1	Explain Entrepreneurship and Entrepreneurship Development
Question 2	Highlight the Role of Entrepreneurship in Economic Development and the factors affecting Entrepreneurship
Question 3	Mention the Role of Government in promoting Entrepreneurship?

### **Section- B**

**Maximum Marks: 12**

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory. (Write Short Notes of Question 4- 9)

Question 4	MSME policy in India
Question 5	Forms of Business Ownership
Question 6	Project Management
Question 7	Entrepreneurial Mobility
Question 8	Meaning and concept of Motivation
Question 9	National Entrepreneurship Development Board (NEDB)

**UTTAR PRADESH RAJARSHI TANDON  
OPEN UNIVERSITY, PRAYAGRAJ**

**School of Management Studies  
Master of Business Administration (MBA)  
(Assignment Paper-2021-2022)**

MBA-4.2	Strategic management & business policy
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**Maximum Marks: 30**

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

**Section- A**

**Maximum Marks: 18**

Question 1	What are the fundamentals of Strategy? Explain Scope and Importance of Strategies
Question 2	Explain Strategy Analysis Strategy? Highlight its Importance
Question 3	Explain Business Continuity Plan, mention its Concepts Relevance and Importance?

**Section- B**

**Maximum Marks: 12**

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory. Write Short Notes

Question 4	Environmental Appraisal
Question 5	Ethics Audit
Question 6	Strategic Management Model
Question 7	Accounting Standards
Question 8	Training And Development Of Directors
Question 9	Corporate Governance



# **UTTAR PRADESH RAJARSHI TANDON OPEN UNIVERSITY, PRAYAGRAJ**

## **School of Management Studies Master of Business Administration (MBA) (Assignment Paper-2021-2022)**

MBA-4.3

Operations research

**Maximum Marks: 30**

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

### **Section- A**

**Maximum Marks: 18**

Question 1	What is Operation Research. Give an Overview?
Question 2	Explain Linear Programming?
Question 3	What is Integer Programming?

### **Section- B**

**Maximum Marks: 12**

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory. (Write Short Notes of Question 4- 9)

Question 4	Queuing Models
Question 5	Probabilistic Models
Question 6	Deterministic Models
Question 7	Non-Linear Programming
Question 8	Assignment Problem
Question 9	Simulation

# **UTTAR PRADESH RAJARSHI TANDON OPEN UNIVERSITY, PRAYAGRAJ**

## **School of Management Studies Master of Business Administration (MBA) (Assignment Paper-2021-2022)**

MBA-4.4	Business ethics and corporate governance
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**Maximum Marks: 30**

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

### **Section- A**

**Maximum Marks: 18**

Question 1	Nature of Business Ethics, Need And Benefit of Business Ethics
Question 2	The Role Of Corporate Culture And Leadership
Question 3	Job Discrimination

### **Section- B**

**Maximum Marks: 12**

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory. (Write Short Notes of Question 4- 9)

Question 4	Training And Development Of Directors
Question 5	Accounting Standards
Question 6	Ethics Audit
Question 7	Interpersonal Relationships In Organization
Question 8	Consumer Protection
Question 9	Need For Organizational Ethics Program

**UTTAR PRADESH RAJARSHI TANDON  
OPEN UNIVERSITY, PRAYAGRAJ**

**School of Management Studies  
Master of Business Administration (MBA)  
(Assignment Paper-2021-2022)**

MBA-4.5	Industrial Training & Report Training
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Marks 70 External

Marks 30 Internal

**Learner had to submit a project under the supervision of a guide who is faculty member or (had a managerial experience of 5 years with MBA degree) on a related topic of Management (HRM, Marketing, Production Management and Financial Management)**

**The Report must contain following Chapters.**

- i. Company/ Organization/ Institution Profile
- ii. Objective of the Training
- iii. Research Methodology
- iv. Introduction about the research problem
- v. Questionnaire
- vi. Analysis (using various statistical tools and diagrammatic representation etc.)
- vii. Findings & Conclusion
- viii. Recommendations
- ix. Bibliography

***UTTAR PRADESH RAJARSHI TANDON  
OPEN UNIVERSITY, PRAYAGRAJ***

**School of Management Studies  
Master of Business Administration (MBA)  
(Assignment Paper-2021-2022)**

MBA-4.6	Viva Voce
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Marks 100

To be conducted in the School of management Studies and various regional centres as per the examination department schedule. Learners are advised to check the website for the viva voce