

# उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

## अधिन्यास (Assignment)

2016-2017

परास्नातक व्यापार प्रबन्धन कार्यक्रम (एम.बी.ए.)

### Master of Business Administration (MBA)

विषय : प्रबन्धन

विषय कोड : एम.बी.ए.

Subject : Management

Subject Code : MBA

कोर्स शीर्षक : प्रबन्धकीय कार्य एवं व्यवहार

कोर्स कोड : एम.बी.ए. 1.1

Subject Title : Management functions  
& Behaviour

Course Code : MBA- 1.1

अधिकतम अंक : 30

Maximum Marks: 30

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

#### Section - A

खण्ड - अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Describe the Responsibilities of a professional manager.
2. Explain the perquisites and characteristics of Effective Control system.
3. Discuss the Leadership styles and theories.

#### Section - B

खण्ड - ब

अधिकतम अंक : 12

Maximum Marks: 12

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

4. What are the elements of delegation?
5. How you can make an effective communication?
6. Write the factors influencing the choice of structure.
7. Explain the process of organizational change.
8. What are the determinants of organizational culture?
9. Explain the barriers of effective decision-making.

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विषय कोड : एम.बी.ए.

Subject : Management

Subject Code : MBA

कोर्स शीर्षक :

कोर्स कोड : एम.बी.ए. 1.2

Subject Title : Managing Men

Course Code : MBA- 1.2

अधिकतम अंक : 30

Maximum Marks: 30

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

### Section – A

खण्ड - अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Describe the need and concept of HRD system.
2. Explain the functions and operations of Personnel Management
3. Define Training and Development. How you will evaluate the training programme.

### Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

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

4. What are success factors of Manpower Planning?
5. Explain the process of Job Analysis
6. How you can make Performance Ppraisal more effective?
7. What do you understand by grievance handling procedure?
8. Write the goals and objectives of Trade unions.
9. What are the functions of Collective bargaining?

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विषय : प्रबन्धन  
Subject : Management  
कोर्स शीर्षक :  
Subject Title : Economic and Social  
Environment

विषय कोड : एम.बी.ए.  
Subject Code : MBA  
कोर्स कोड : एम.बी.ए. 1.3  
Course Code : MBA- 1.3

अधिकतम अंक : 30  
Maximum Marks: 30

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

#### Section - A

खण्ड - अ

अधिकतम अंक : 18  
Maximum Marks: 18

1. Discuss the basic proposition in Economic environment of business?
2. What is Politico-legal environment?
3. Explain Sociological environment?

#### Section- B

खण्ड-ब

अधिकतम अंक : 12

**Maximum Marks: 12**

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

4. Write a note on Industrial policy of 1980.
5. What are External debts?
6. Explain Privatization.
7. What is the impact of liberalization is the economy of India.
8. What are financial sector reforms?
9. Discuss fiscal sector reforms?

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विषय कोड : एम.बी.ए.

Subject : Management

Subject Code : MBA

कोर्स शीर्षक :

कोर्स कोड : एम.बी.ए. 1.4

Subject Title : Quantitative Analysis and Managerial Application

Course Code : MBA- 1.4

अधिकतम अंक : 30

Maximum Marks: 30

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

#### Section - A

खण्ड - अ

अधिकतम अंक : 18

Maximum Marks: 18

- The probability that X will live up to 60 years is  $\frac{3}{4}$  and probability that Y will live upto 60 years is  $\frac{2}{3}$  what is the probability?
  - That both X and Y will live up to 60 years.
  - That both die before reaching 60 years.
- Calculate Karl Pearson coefficient correlation?

A	44	46	48	52	54	56	72	21
B	36	40	42	51	44	66	71	48
- What do you mean by mode and mean?

#### Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

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

- Explain the relationship between arithmetic mean, median & mode.
- Explain the various measures of skewness.
- Define moments.
- What are components of time series?
- What is student "t-test"
- Write a note on degree of freedom?

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Subject : Management

Subject Code : MBA

कोर्स शीर्षक :

कोर्स कोड : एम.बी.ए. 1.5

Subject Title : Organizational Design,  
Development and change

Course Code : MBA- 1.5

अधिकतम अंक : 30

Maximum Marks: 30

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

#### Section - A

खण्ड - अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Discuss the typology of Organization structures.
2. Describe the Organization design and restructuring strategies.
3. When do you use workshop method for organizational diagnosis? Explain in detail the process of workshop method?

#### Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

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

4. What are the salient issues in Organization development?
5. How interview is an useful method for Organizational analysis?
6. What do you understand by Institution building
7. Explain the new forms of organization.
8. What do you understand by Quality of work life?
9. Briefly explain about Alternative interventions.

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विषय : प्रबन्धन

विषय कोड : एम.बी.ए.

Subject : Management

Subject Code : MBA

कोर्स शीर्षक :

कोर्स कोड : एम.बी.ए. 1.6

Subject Title : Marketing for Managers

Course Code : MBA- 1.6

अधिकतम अंक : 30

Maximum Marks: 30

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

#### Section – A

खण्ड - अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What do you understand by the concept of Marketing? How marketing is important for current business scenario?
2. Discuss various models of Consumer Behavior? Which one is suitable for current business conditions in India.
3. Explain methods of designing the Marketing Organizations? Also define organizations of corporate marketing.

#### Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

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

4. What is the concept of Services?
5. Define various features of services?
6. Define various steps of Buyer Decision Process?
7. What do you understand by Corporate Marketing?
8. What is Product also define steps of New Product Development?
9. Define various methods of Promotion?

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विषय कोड : एम.बी.ए.

Subject : Management

Subject Code : MBA

कोर्स शीर्षक :

कोर्स कोड : एम.बी.ए. 2.1

Subject Title : Information Management  
And Computer

Course Code : MBA- 2.1

अधिकतम अंक : 30

Maximum Marks: 30

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

#### Section - A

खण्ड - अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Discuss the role of computer's in management information system in Indian business scenario?
2. What is a System? Discuss computer based business information system?
3. Explain various Operating System? List the functions of operating system.

#### Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

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

4. What do you understand by Data Flow Diagram?
5. What is the objective of maintaining Data Dictionary?
6. Describe various important component of Financial management software?
7. Differentiate between Simplex and Graphic method of linear programming?
8. What is DBMS? List its various advantages.
9. List the classification of computer's?

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विषय : प्रबन्धन  
Subject : Management  
कोर्स शीर्षक :  
Subject Title : Managerial Economics

विषय कोड : एम.बी.ए.  
Subject Code : MBA  
कोर्स कोड : एम.बी.ए. 2.2  
Course Code : MBA- 2.2

अधिकतम अंक : 30  
Maximum Marks: 30

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

#### Section - A

खण्ड - अ

अधिकतम अंक : 18  
Maximum Marks: 18

1. Discuss the objectives of Managerial Economics. How far the study of Managerial Economics is useful in the Decision making process?  
प्रबन्धकीय अर्थ"ास्त्र के उद्दे"य की विवेचना कीजिये। निर्णयन प्रक्रिया में यह कहाँ तक उपयोगी है
2. "Demand curve has a downward trend towards right" Examine the statement.  
'मांग वक्र दाहिनी ओर गिरता हुआ होता है।' वक्तव्य का परीक्षण कीजिये।
3. Define Price elasticity of demand. How can it be measured?  
मांग की कीमत लोच क्या है? इसे कैसे मापा जा सकता है

#### Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.

Answer all questions. All questions are compulsory.

4. What do you mean by production function?  
उत्पादन प्रकार्य क्या है?
5. Differentiate between risk and uncertainty.  
जोखिम एवं अनिश्चितता में अन्तर करें।
6. Define Opportunity Cost  
अवसर लागत को परिभाषित कीजिये।
7. What do you mean by iso-quants ?  
समउत्पाद वक्र से आप क्या समझते हैं?
8. What is Perfect Competition? What are its main elements?  
पूर्ण प्रतियोगिता क्या है? इसके मुख्य तत्व क्या हैं?
9. Write a note on 'Returns to Scale.'  
'प्रतिफल का पैमाना' पर एक टिप्पणी लिखिये।



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विषय कोड : एम.बी.ए.

Subject : Management

Subject Code : MBA

कोर्स शीर्षक :

कोर्स कोड : एम.बी.ए. 2.3

Subject Title : Accounting & Finance  
For Managers

Course Code : MBA- 2.3

अधिकतम अंक : 30

Maximum Marks: 30

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

#### Section - A

खण्ड - अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What are the purposes of Accounting Information? Explain  
लेखांकन सूचनाओं के उद्देश्य क्या हैं? समझाइये।
2. What do you mean by Balance Sheet? How does it differ from profit and loss Account?  
आर्थिक चिट्ठा क्या है? यह लाभ हानि खाते से किस प्रकार भिन्न है?
3. Examine the role of Accounting concepts in the preparation of financial statements.  
वित्तीय विवरणों को तैयार करने में लेखांकन अवधारणाओं की भूमिका का परीक्षण कीजिये।

#### Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each.

Answer all questions. All questions are compulsory.

4. Why do we prepare the trial balance?  
तलपट हम किस लिये बनाते हैं?
5. Distinguish between Management accounting and Financial accounting?  
प्रबन्धीकीय लेखांकन एवं वित्तीय लेखांकन में विभेद कीजिए।
6. What do you mean by working capital?  
कार्यशील पूँजी से आप क्या समझते हैं?
7. Differentiate between 'Fixed Cost' and 'Variable Cost'  
'स्थिर लागत' एवं 'परिवर्तनशील लागत' में विभेद कीजिये।
8. State the importance and limitations of Profit and Loss account.  
लाभ हानि खाते के महत्त्व एवं सीमाओं को बताइये।
9. What is Cash cycle?  
रोकड़ चक्र क्या है?

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विषय : प्रबन्धन  
Subject : Management  
कोर्स शीर्षक :  
Subject Title : Management of Machines  
and Materials.

विषय कोड : एम.बी.ए.  
Subject Code : MBA  
कोर्स कोड : एम.बी.ए. 2.4  
Course Code : MBA- 2.4

अधिकतम अंक : 30  
Maximum Marks: 30

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

#### Section - A

खण्ड - अ

अधिकतम अंक : 18  
Maximum Marks: 18

1. What is Inventory Management? Define its objectives, importance and various techniques.
2. How you will define "Assembly Line Balancing" list any one technique of it?
3. Why the concept of value engineering is gaining popularity in now days? Also define its various benefits in detail.

#### Section- B

खण्ड-ब

अधिकतम अंक : 12

**Maximum Marks: 12**

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

4. What do you mean by continues flow production technique?
5. What is Batch production process?
6. What is Job design? How it is different from Job description.
7. Differentiate between PERT & CPM?
8. What is Job-rotation concept?
9. List various conditions of Job-shop production technique implementation?

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### Master of Business Administration (MBA)

विषय : प्रबन्धन  
Subject : Management  
कोर्स शीर्षक :  
Subject Title : Sales Management

विषय कोड : एम.बी.ए.  
Subject Code : MBA  
कोर्स कोड : एम.बी.ए. 2.5  
Course Code : MBA- 2.5

अधिकतम अंक : 30  
Maximum Marks: 30

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

#### Section – A

खण्ड - अ

अधिकतम अंक : 18  
Maximum Marks: 18

1. What do you understand by the term Sales? How sales is different with marketing concept.
2. Discuss the Role of Marketing Research in sales management?
3. Explain with suitable examples the uses of computerized sales management system?

#### Section- B

खण्ड-ब

अधिकतम अंक : 12

**Maximum Marks: 12**

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

4. Discuss various theories of sales?
5. Differentiate between Advertising and Personnel selling?
6. What is Verbal communication? List its various advantages.
7. What do you understand by the term 'sales quota'?
8. Discuss various important steps of sales negotiations?
9. What are different strategies of sales presentation?

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Subject : Management

Subject Code : MBA

कोर्स शीर्षक :

कोर्स कोड : एम.बी.ए. 2.6

Subject Title : Management Control System

Course Code : MBA- 2.6

अधिकतम अंक : 30

Maximum Marks: 30

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

#### Section – A

खण्ड - अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Explain the process of designing a Management control system?
2. What are Expense centers?
3. Explain Transfer pricing?

#### Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

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

4. Explain MCS in service organization.
5. What is Performance evaluation?
6. Explain the meaning and significance of a report?
7. How is Budget prepared?
8. What is Investment center?
9. What is Responsibility centers?

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विषय : प्रबन्धन

विषय कोड : एम.बी.ए.

Subject : Management

Subject Code : MBA

कोर्स शीर्षक :

कोर्स कोड : एम.बी.ए. 3.1

Subject Title : Corporate Policies and Practices

Course Code : MBA- 3.1

अधिकतम अंक : 30

Maximum Marks: 30

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

#### Section - A

खण्ड - अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Explain the Various types of strategies?
2. What is Strategic management process?
3. Explain 7zs framework

#### Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

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

4. Explain the role of Board of directors?
5. Highlight the skill needed for Top management?
6. Explain Competitive analysis?
7. Explain Competitive analysis?
8. Discuss BCG's growth share matrix?
9. Explain Break even analysis?

# उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

## अधिन्यास (Assignment)

2016-2017

परास्नातक व्यापार प्रबन्धन कार्यक्रम (एम.बी.ए.)

### Master of Business Administration (MBA)

विषय : प्रबन्धन

विषय कोड : एम.बी.ए.

Subject : Management

Subject Code : MBA

कोर्स शीर्षक :

कोर्स कोड : एम.बी.ए. 3.2

Subject Title : Managerial Economics

Course Code : MBA- 3.2

अधिकतम अंक : 30

Maximum Marks: 30

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

#### Section – A

खण्ड - अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Explain the main characteristics of SSE's of India?
2. What are the main techniques for opportunity scanning and identification? Present your answer with suitable illustrations?
3. What are the implications of 'Marketing Orientation' on the process of product selection? Discuss.

#### Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

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

4. Why SSE's are important in Indian economy?
5. List various promotional schemes launched by UP Government for SSE's?
6. What is SIDBI? List its various functions.
7. How you will define Break even analysis?
8. Describe the main problems of SSE's in UP?
9. List various sources of Finance for SSE's ?

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2016-2017

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### Master of Business Administration (MBA)

विषय : प्रबन्धन विषय कोड : एम.बी.ए.  
Subject : Management Subject Code : MBA  
कोर्स शीर्षक : कोर्स कोड : एम.बी.ए. 3.11  
Subject Title : Human Resource Development Course Code : MBA- 3.11

अधिकतम अंक : 30

Maximum Marks: 30

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

#### Section – A

खण्ड - अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Describe HRD Mechanism, process and outcomes.
2. Discuss the motivational aspects of HRD.
3. What do you understand by HRD culture and climate?

#### Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

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

4. What do you understand by Task analysis?
5. Discuss the emerging trends of HRD.
6. How HRD is beneficial for family welfare?
7. What do you understand by counseling?
8. Explain in brief about HRD Strategy.
9. Write a short note on HRD in service industry

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2016-2017

परास्नातक व्यापार प्रबन्धन कार्यक्रम (एम.बी.ए.)

### Master of Business Administration (MBA)

विषय : प्रबन्धन

विषय कोड : एम.बी.ए.

Subject : Management

Subject Code : MBA

कोर्स शीर्षक :

कोर्स कोड : एम.बी.ए. 3.12

Subject Title : Human Resource Planning

Course Code : MBA- 3.12

अधिकतम अंक : 30

Maximum Marks: 30

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

#### Section - A

खण्ड - अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Describe the quantitative and qualitative dimensions of human resource planning
2. Discuss some standard types of training.
3. What are the approaches to human resource planning?

#### Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

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

4. What are the objective of job evaluation
5. Write the essentials of recruitment policy.
6. What is the importance of proper induction?
7. Explain the essential steps in appraisal programme
8. What do you understand by H.R. information system?
9. Write the purpose of human resource audit.



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### Master of Business Administration (MBA)

विषय : प्रबन्धन

विषय कोड : एम.बी.ए.

Subject : Management

Subject Code : MBA

कोर्स शीर्षक :

कोर्स कोड : एम.बी.ए. 3.13

Subject Title : Union Management Relations

Course Code : MBA- 3.13

अधिकतम अंक : 30

Maximum Marks: 30

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

#### Section - A

खण्ड - अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Describe the major issues and international issues in union management relations.
2. Explain the internal and external leadership in unions.
3. What do you understand by cross cultural aspects of union management relations?

#### Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

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

4. What are the approaches to industrial relations?
5. Write the role of state in union management relations.
6. Write the changes in labour law and labour administration.
7. What are the issues of workers participation in management?
8. Write the future challenges of employee association.
9. How you will manage internal affairs of the union?

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### Master of Business Administration (MBA)

विषय : प्रबन्धन विषय कोड : एम.बी.ए.  
Subject : Management Subject Code : MBA  
कोर्स शीर्षक : कोर्स कोड : एम.बी.ए. 3.14  
Subject Title : Managing change in Organization Course Code : MBA- 3.14

अधिकतम अंक : 30

Maximum Marks: 30

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

#### Section - A

खण्ड - अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Describe the process of organizational change
2. What are the sources of resistance? How you will manage resistance.
3. Explain the concept and issues of organizational diagnosis

#### Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

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

4. What is the importance of effective implementation?
5. When you will use observational methods?
6. Discuss the issues in planning and conducting an evaluation.
7. Write the role of internal change agent.
8. List the environmental changes affecting organizations.
9. Write a shore note on internal resource development

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## अधिन्यास (Assignment)

2016-2017

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विषय : प्रबन्धन विषय कोड : एम.बी.ए.  
Subject : Management Subject Code : MBA  
कोर्स शीर्षक : कोर्स कोड : एम.बी.ए. 3.21  
Subject Title : Project Formation and Appraisal Course Code : MBA- 3.21  
अधिकतम अंक : 30

Maximum Marks: 30

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

#### Section - A

खण्ड - अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Outline the project form of organization structure what advantages does such structure offer over conventional organizational structures?  
संगठन संरचना के परियोजना स्वरूप की रूपरेखा प्रस्तुत कीजिए। परम्परागत संरचना की तुलना में इसके क्या लाभ हैं?
2. "Management of materials and equipment forms the case of project management"  
Comment  
"सामग्रियों एवं संयंत्रों का प्रबन्धन परियोजना प्रबन्धन का मुख्य अंग है।" टिप्पणी करिए।
3. Why the stages of project evaluation and review are essential for successful project implementation?  
परियोजना के सफल कार्यान्वयन में मूल्यांकन परियोजना के चरणों का मूल्यांकन एवं समीक्षा क्यों आवश्यक हैं ?

#### Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

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

4. Briefly explain the concept of an integrated project management system.  
एकीकृत परियोजना प्रबंधन प्रणाली की संसकल्पना का संक्षिप्त वर्णन प्रस्तुत करें।
5. What can be sources of long-term funding for an infrastructure project? Discuss any two.  
आधारभूत सुविधाओं की परियोजना हेतु दीर्घावधि वित्त के कौन कौन से श्रोत हो सकते हैं? किन्ही दो पर प्रकाश डालिए।
6. Describe the important phases of project life cycle.  
परियोजना जीवन चक्र के महत्वपूर्ण चरणों का वर्णन कीजिये।
7. Write a note on human resource management in projects.  
परियोजना प्रबंधन में मानव संसाधन प्रबंध पर टिप्पणी लिखिये।
8. What role does computer software play in control of projects? Name some software packages used in project management.  
परियोजना के नियंत्रण हेतु संगणक सॉफ्टवेयर की क्या भूमिका हो सकती है? ऐसे कुछ सॉफ्टवेयर पैकेज के नाम दीजिए
9. Explain the concept 'implementing the financial plan' in the context of project execution.  
परियोजना क्रियान्वयन के सन्दर्भ में 'वित्तीय योजना के लागू करने' की विचारधारा को समझाइये।

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2016-2017

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### Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड :	एम.बी.ए.
Subject	: Management	Subject Code :	MBA
कोर्स शीर्षक	:	कोर्स कोड :	एम.बी.ए. 3.22
Subject Title	: Security Analysis and Portfolio management	Course Code :	MBA- 3.22

अधिकतम अंक : 30

Maximum Marks: 30

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

#### Section - A

खण्ड - अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What are the different types of securities markets? What are their role and functions?  
विभिन्न प्रकार के प्रतिभूति बाजार क्या है? इनकी भूमिका एवं कार्य क्या है?
2. Distinguish between:
  - (a) Financial risk and business risk
  - (b) Normal rate of return and real rate of return.निम्नलिखित में विभेद कीजिए—
  - (1) वित्तीय जोखिम एवं व्यवसायिक जोखिम
  - (2) सामान्य प्रत्याय दर एवं वास्तविक प्रत्याय दर।
3. What do you mean by investment process? Describe the steps involved in investment process.  
निवेश प्रक्रिया से आप क्या समझते हैं? इसमें निहित कदमों की विवेचना कीजिये।

#### Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

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

4. What are the basic constituents of the securities market?  
प्रतिभूति विपाणि के मुख्य संघटक क्या है?
5. Define investment.  
विनियोग को परिभाषित कीजिए।
6. Write a brief note on the speculation in stock exchanges.  
स्कन्ध बाजारों में सट्टे पर एक संक्षिप्त टिप्पणी लिखिये।
7. How do you value the preference shares?  
अधिमान अंशों का मूल्यांकन कैसे किया जाता है?
8. What is 'margin of safety'?  
'सुरक्षा की सीमा' क्या है?
9. What are the main functions of SEBI?  
सेबी के मुख्य कार्य क्या हैं?

# उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

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2016-2017

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विषय	: प्रबन्धन	विषय कोड :	एम.बी.ए.
Subject	: Management	Subject Code :	MBA
कोर्स शीर्षक	:	कोर्स कोड :	एम.बी.ए. 3.23
Subject Title	: International Financial Management	Course Code :	MBA- 3.23
		अधिकतम अंक	: 30
		Maximum Marks:	30

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

#### Section - A

खण्ड - अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Elaborate the economic problems which various kinds of imbalances in international flows could create. What measures would you recommend to correct such imbalances?  
अन्तर्राष्ट्रीय प्रवाह में विभिन्न प्रकार के असन्तुलनों के कारण उत्पन्न हो सकने वाली आर्थिक समस्याओं का वर्णन कीजिए। ऐसे असन्तुलनों को दूर करने के लिये आप क्या सुझाव देंगे?
2. "Free trade is beneficial to all" critically examine.  
'स्वतंत्र व्यापार सभी के लिये लाभकारी है' आलोचनात्मक परीक्षण कीजिये।
3. Briefly explain different methods of exchange rate forecasting. Discuss their suitability in the Indian context.  
विनिमय दरों के पूर्वानुमान की विभिन्न विधियों की संक्षेप में व्याख्या कीजिये। भारतीय संदर्भ में उनकी उपयुक्तता की विवेचना कीजिए

#### Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

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

4. What do you mean by foreign exchange rate?  
विदेशी विनिमय दर से आप क्या समझते हैं?
5. What is the logic of global business?  
वैश्विक व्यवसाय क्यों आवश्यक है?
6. What are the major benefits arising from internationalization of the financial system?  
वित्तीय व्यवस्था के अन्तर्राष्ट्रीयकरण से उत्पन्न होने वाले मुख्य लाभ क्या हैं?
7. Write short note on increasing role of MNCs.  
बहुराष्ट्रीय निगमों की बढ़ती भूमिका पर टिप्पणी लिखिये।
8. How does international financial system differ from domestic financial system?  
अन्तर्राष्ट्रीय वित्तीय प्रणाली घरेलू वित्तीय प्रणाली से किस प्रकार भिन्न है?
9. Write a brief note on EXIM Bank.  
आयात निर्यात बैंक पर एक संक्षिप्त टिप्पणी लिखिये।

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2016-2017

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Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 3.24
Subject Title	: Management of Financial Services.	Course Code	: MBA- 3.24

अधिकतम अंक : 30

Maximum Marks: 30

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

#### Section - A

खण्ड - अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What do you mean by 'Financial System'? Explain its various components  
" वित्तीय प्रणाली" से आप क्या समझते हैं? इसके विभिन्न संघटकों का वर्णन कीजिये।
2. Suggest a suitable system for banks to manage their credit risk.  
साख जोखिमों का प्रबन्धन करने हेतु बैंकों के लिये एक उपयुक्त प्रणाली का सुझाव दीजिये।
3. Examine the present position of Debt Trading in India. What is the listing arrangement of Debt Instruments at any stock exchange?  
भारत में ऋण व्यापार की वर्तमान स्थिति का परीक्षण कीजिए। किसी स्कन्ध विनिमय पर ऋण प्रपत्रों के सूचीकरण की क्या व्यवस्था है?

#### Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

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

4. Describe the functions of Financial Markets.  
वित्तीय बाजारों के कार्यों का वर्णन कीजिए।
5. State the benefits of Securitisation.  
प्रतिभूतिकरण के लाभों को बताइये।
6. Write a brief note on Commercial Papers.  
वाणिज्यिक प्रपत्रों पर एक संक्षिप्त टिप्पणी लिखिये।
7. What is part folio insurance?  
पोर्टफोलियो बीमा क्या है?
8. Define the term stock exchange?  
स्कन्ध विपणि शब्द को परिभाषित कीजिये।
9. Enumerate the services provided by Merchant Bankers.  
मर्चेन्ट बैंकरो द्वारा प्रदत्त सेवाओं का वर्णन कीजिए।

# उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

## अधिन्यास (Assignment)

2016-2017

परास्नातक व्यापार प्रबन्धन कार्यक्रम (एम.बी.ए.)

### Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 3.31
Subject Title	: Operation Research	Course Code	: MBA- 3.31

अधिकतम अंक : 30

Maximum Marks: 30

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

#### Section – A

खण्ड - अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Highlight the relationship between O.R. specialist and manger.
2. Differentiate Between discrete V/s continuous random variables?
3. What is linear programming.

#### Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

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

4. What is inventory control?
5. Write a note on simplex method.
6. Explain queuins model?
7. Elucidate game theory?
8. What is simulation?
9. Explain goal programming?

# उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

## अधिन्यास (Assignment)

2016-2017

परास्नातक व्यापार प्रबन्धन कार्यक्रम (एम.बी.ए.)

### Master of Business Administration (MBA)

विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 3.32
Subject Title	: Production/Operation Management	Course Code	: MBA- 3.32

अधिकतम अंक : 30

Maximum Marks: 30

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

#### Section - A

खण्ड - अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Write a short essay on Operations Management?
2. Role of Production Management?
3. What is Total Quality Management?

#### Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

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

4. Why is forecasting done in production management?
5. What is judgmental forecasting?
6. Explain Delphi method?
7. What is just-in-time method?
8. Explain approaches for developing process layout?
9. What is material requirement planning?



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विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 3.33
Subject Title	: Management Information System	Course Code	: MBA- 3.33

अधिकतम अंक : 30

Maximum Marks: 30

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

#### Section – A

खण्ड - अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Explain the importance of MIS in organization?
2. Discuss the stages in system analysis?
3. Explain any one system development model?

#### Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

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

4. What is enterprise resource planning (ERP)?
5. Explain supply chain management?
6. What is knowledge management?
7. Write a note on e-governance?
8. Discuss the ethical responsibilities of business professionals?
9. What is ergonomics?

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विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 3.34
Subject Title	: Total Quality Management	Course Code	: MBA- 3.34

अधिकतम अंक : 30

Maximum Marks: 30

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

### Section – A

खण्ड - अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Why quality management needed in any organization?
2. Explain Juran Trilogy?
3. What stumbling blocks should the TQM manager know about?

### Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

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

4. Write a note of cost leadership
5. What are benefit of quality function deployment (QFD)
6. What is statistical quality control?
7. Explain the characteristics of quality circles?
8. Explain elements of leadership behaviors?
9. Write a note on reward and punishment?

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विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 3.41
Subject Title	: Consumer Behavior	Course Code	: MBA- 3.41

अधिकतम अंक : 30

Maximum Marks: 30

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

#### Section - A

खण्ड - अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Explain various internal & external determinants of consumer behavior?
2. What do you understand by the concept of consumer behavior? Also discuss its application in advertising decisions
3. Explain important models of buying behavior? Which one is most relevant in current liberalized marketing scenario.

#### Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

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

4. What do you understand by VALS system of classification?
5. Why consumer behavior is important in selling decisions?
6. Differentiate between consumer attitude and perception?
7. How you will analyze influences of children in family buying?
8. What is "Howard Sheth Model" of decision making?
9. What do you understand by the concept of consumer motivational conflict?

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विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 3.42
Subject Title	: Management of Marketing Communication and Advertising	Course Code	: MBA- 3.42
		अधिकतम अंक	: 30
		Maximum Marks	: 30

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

#### Section - A

खण्ड - अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What do you understand by the concept of "Management of Marketing Communication"? Elucidate with examples.
2. How marketing communication is directly related with consumer perception? Explain in your own words.
3. Explain in detail the different legal and ethical issues in advertising?

#### Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

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

4. What is media mix?
5. Differentiate between electronic media and print media.
6. How social media is important for marketing communication?
7. What factors influences promotional mix?
8. Differentiate between advertising and promotion?
9. Discuss various applications of advertising research?

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विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 3.43
Subject Title	: International Marketing Management	Course Code	: MBA- 3.43
		अधिकतम अंक	: 30
		Maximum Marks	: 30

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

#### Section - A

खण्ड - अ

अधिकतम अंक : 18

Maximum Marks: 18

1. How does nationality of an MNE affect international marketing decisions?
2. Explain the impact of the industrial revolution on international marketing management?
3. What are the important dimensions of international marketing management?

#### Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

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

4. Differentiate between global marketing and domestic marketing?
5. Briefly define international product life cycle?
6. How you will plan the "Product Mix" for international market?
7. List various functions of international marketing department of an business organization
8. How political risk or political factor will closely associated with international marketing decisions?
9. How qualitative research is important for international marketing approach?

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विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 3.44
Subject Title	: Marketing Research	Course Code	: MBA- 3.44

अधिकतम अंक : 30

Maximum Marks: 30

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

#### Section – A

खण्ड - अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Why the scope of marketing research is increasing in current LPG scenario?
2. Describe the process of marketing research?
3. How MR is useful in sales promotion decisions?

#### Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

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

4. What are the elements of international marketing?
5. What is the concept of motivational research?
6. List various application areas of marketing research?
7. How you will define questionnaire in research?
8. Differentiate between primary & secondary data?
9. Discuss “Research Design”?

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विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 4.1
Subject Title	: International Business	Course Code	: MBA- 4.1

अधिकतम अंक : 30

Maximum Marks: 30

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

#### Section – A

खण्ड - अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What do you understand by the export assistance? Discuss the main documents used in export trade.
2. Discuss the international trade theories in detail. What are the factors influencing foreign investment decision? Explain.
3. Explain strategic planning and strategic considerations of multi-national enterprises in brief?

#### Section- B

खण्ड-ब

अधिकतम अंक

: 12

**Maximum**

**Marks: 12**

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

4. List various international intervention for international business?
5. Briefly discuss the foundations of international business?
6. Write a short note on transfer pricing?
7. What are the major pitfalls of planning?
8. Explain various ownership strategies for international business?
9. Why TQM is important in international trade?

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2016-2017

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विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 4.2
Subject Title	: Research Methodology	Course Code	: MBA- 4.2

अधिकतम अंक : 30

Maximum Marks: 30

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

#### Section – A

खण्ड - अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Explain the steps in formulation of hypothesis?
2. What is experimental design in research work?
3. What are advantages of sampling over census?

#### Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

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

4. What issues in attitude measurement were consider while doing research.
5. What is a non-probability sampling method?
6. Discuss role of model in managerial decision making?
7. How is data process?
8. Explain the various techniques of interview?
9. How is analysis of co-variance done?



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विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 4.3
Subject Title	: Strategic Management	Course Code	: MBA- 4.3

अधिकतम अंक : 30

Maximum Marks: 30

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

#### Section – A

खण्ड - अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What do you understand by the concept of “Strategic Management”? Also discuss various levels of strategy for business organization.
2. Discuss various parameters on which you evaluated the strategy, also point out the process of strategic management?
3. Explain various sources of external & internal environmental information?

#### Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

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

4. List various forms of business organization?
5. What do you understand by “CSR”?
6. How leadership style effect the strategy?
7. How you will define that feedback system in strategic management is important?
8. What is strategic choice?
9. What is the model of strategic management process?

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विषय	: प्रबन्धन	विषय कोड	: एम.बी.ए.
Subject	: Management	Subject Code	: MBA
कोर्स शीर्षक	:	कोर्स कोड	: एम.बी.ए. 4.4
Subject Title	: Technology Management	Course Code	: MBA- 4.4

अधिकतम अंक : 30

Maximum Marks: 30

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

#### Section – A

खण्ड - अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Describe various issues and implications of technology management.
2. What is information technology? What is the importance of IT in modern business enterprises?
3. Differentiate between technology forecast and technology innovation: what are common mistakes and pitfalls in technology forecasting?

#### Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

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

4. What is the importance of forecasting in acquisition?
5. Enlist the macro effects of technological change.
6. What is diffusion?
7. Explain the code of conduct for technology transfer.
8. Point out the contest and sources of technology information?
9. Describe the organization and management of technology assessment?