

Maharana Pratap college of Management Bhopal

Assignment Paper

MBA III Semester

Common Paper

Subject: Business Policy & Strategic Analysis

Maximum Marks: 80

Minimum Marks: 32

Note: Attempt all five questions, each question carry 16 marks

Q1: Write short Note on Mission and Vision statement of firm

Q2: What is SWOT analysis discuss its importance

Q3: what is BCG Matrix, discuss in detail

Q4: Write detail note on value chain analysis

Q5: What is Competitive advantage of Firm?

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Assignment Paper

MBA III Semester

Common Paper

Subject: Decision Support System & Management Information System

Maximum Marks: 80

Minimum Marks: 32

Note: Attempt all five questions, each question carry 16 marks

Q1: What is Management Information system discuss in detail

Q2: Discuss about SDLC

Q3: What is Managerial Decision Making Process discuss in Detail

Q4: Distinguish between DSS & MIS

Q5: What is Dialog Generations System discuss in details

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Assignment Paper

MBA III Semester

Specialization: Marketing Management

Subject: Consumer Behavior

Maximum Marks: 80

Minimum Marks: 32

Note: Attempt all five questions, each question carry 16 marks

Q1: Write a short note on consumer Perception?

Q2: Define the term consumer Involvement?

Q3: Write a comprehensive note on – “Consumer Attitude Change”?

Q4: Define the term “Consumer Behavior? Explain the Process of consumer Decision Making?

Q5: Write a short note on Consumer life style?

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Assignment Paper

MBA III Semester

Specialization: Marketing Management

Subject: Advertising Management

Maximum Marks: 80

Minimum Marks: 32

Note: Attempt all five questions, each question carry 16 marks.

Q1: What are the roles of strategies in advertisement? Explain

Q2: What are the objectives of advertising? Briefly explain.

Q3: Write a note on – “ Copy, Layout of advertising”.

Q4: Explain the concept of Evaluation in advertising.

Q5: Explain in detail the different forms of advertising.

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Assignment Paper

MBA III Semester

Specialization: Human Resource Management

Subject- Management of Industrial Relations

Maximum Marks: 80

Minimum Marks: 32

Note: Attempt all the five questions, each carry 16 marks

Q1: What is Industrial Relations discuss in brief, also explain Industrial Relation Perspectives/Approach?

Q2: What do you understand by Legal Framework of Industrial Relations, also explain

- **Industrial Disputes Act, 1947**
- **Trade Unions Act, 1926**
- **Effects of Poor Industrial Relation**

Q3: Write Short Notes

- **Grievance Management**
- **Types of Negotiation, Process of Negotiation and Seven Pillars of Negotiation**
- **Participative Management and Co-ownership**

Q4: Explain Technical Factors Affecting Industrial Relations?

Q5: Discuss Productive Bargaining, also write the difference between Collective and Productive Bargaining?

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Assignment Paper

MBA III Semester

Specialization: Financial Management

Subject: Working Capital Management

Maximum Marks: 80

Minimum Marks: 32

Note: Attempt all five questions, each question carry 16 marks.

Q1: What is Working Capital Management, discuss concept and importance.

Q2: What is credit policy discuss its formation & Execution

Q3: Discuss cash management in detail

Q4: Discuss concept and nature of inventory management.

Q5: Discuss about new trend in financing of Working Capital by Banks.

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Assignment Paper

MBA III Semester

Specialization: Financial Management

Subject: Security Analysis & Investment Management

Maximum Marks: 80

Minimum Marks: 32

Note: Attempt all five questions, each question carry 16 marks.

Q1: Write Short note on Risk and Return.

Q2: What is Market indices and return discuss in details

Q3: what is security credit rating also discuss its objectives

Q4: discuss Investment instrument of the money market in detail.

Q5: Write essay on recent development in the Indian Stock Market.

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Assignment Paper

MBA III Semester

Specialization: Banking & Finance

Subject: Management of Banking and Insurance Institutions

Maximum Marks: 80

Minimum Marks: 32

Note: Attempt All Five Questions Each Questions Carry 16 Marks

Q1: Explain The Role Of Banking Operations In Indian Economy.

Q2: Write A Detailed Note On 'Credit And Liquidity Management Of Bank'.

Q3: What Is The Concept Of Modern Banking Today? Explain In Detail.

**Q4: What Are The Measures Required For The Insurance Sector Reforms In India ?
Explain.**

Q5: Write A Detailed Note On 'Commercial Insurance Contracts'.

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Assignment Paper

MBA III Semester

Specialization: Banking & Finance

Subject: Financial Planning & Wealth Management

Maximum Marks: 80

Minimum Marks: 32

Note: Attempt All Five Questions Each Questions Carry 16 Marks

Q1: Discuss In Detail The Financial Planning Process.

Q2: Explain Different Types Of Insurance Products And Their Features In Detail.

Q3: Explain Different Investment Options Suitable For Retirement Planning and Management.

Q4: Explain Various Categories And Investment Products In Detail.

Q5: Explain The Concept Of Tax Planning With The Help Of Various Tax Saving Options.

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Assignment Paper

MBA 3 Semester

Specialization: Human Resource Management

Subject: Management Training & Development

Maximum Marks: 80

Minimum Marks: 32

Note: Attempt all five questions, each questions carry 16 marks

Q1: Explain Models of Training and Methods of Management Development?

Q2: What are the Guidelines for Organizing and Managing Training Function, also write process of Action Research?

Q3: What are the Perspectives and Models of Designing Training Programmes?

Q4: Write Short Notes on-

- **Behaviorist Learning Theory**
- **Pedagogy Of Child Learning**
- **E-Learning**
- **Training Modules**

Q5: What is CIPP Approach; also explain emerging issues in Training & Development?