

CENTRE FOR DISTANCE AND ONLINE EDUCATION

JAMIA MILLIA ISLAMIA, NEW DELHI – 110025

STUDENT'S ASSIGNMENTS

MBA (DISTANCE MODE)

SEMESTER III

(SESSION 2020-21)

STUDENT ASSIGNMENTS (SESSION 2020-21)
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INSTRUCTIONS

The students are required to read carefully and follow the instructions given below:

- Submission of one complete assignment in each course of the programme every year/semester is compulsory.
- Completed assignments on prescribed assignment booklet are to be submitted by hand or through post to the Study Centre/Programme Coordinator, CDOE as per dates mentioned in the academic calendar 2020-21.
- For assignments submitted after dates mentioned in the academic calendar, a late fee of **Rs 100/-** per course assignment will be payable through demand draft in favour of Jamia Millia Islamia, payable at New Delhi.
- Write your Name, Roll number and other details as required on the cover page of assignment booklet.
- **For your record you may keep a photocopy of your assignment.**
- Contact your Learner Support Centre/Programme Coordinator to collect evaluated assignments booklet.
- **Please go through your programme guide carefully for further details.**

Compulsory Courses

Course Title: Business Policy and Strategic management

Course Code: DMBA/CP-301

Session: 2020-21

Maximum Marks: 25

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

1. Write down the differences between mission and vision statement of an organization with the help of suitable examples.
2. The strategic management process encompasses three phases-Strategy formulation, implementation, and evaluation and control-Discuss.
3. List the Environmental factors that can affect an organisation's strategy? Why is the external environment analysis important?
4. Discuss the porter's five force model of industry analysis with suitable illustration.
5. Write short notes on:
 - a. BCG Matrix
 - b. Value chain analysis

Course Title: Comprehensive Corporate Analysis

Course Code: DMBA/CP-302

Session: 2020-21

Maximum Marks: 25

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

1. "Company analysis is an important step before making investments". Elaborate
2. Discuss the methodology of company analysis for a newly established organization.
3. Explain the role of corporate culture in understanding the value of a firm.
4. Does corporate analysis take care of the growth prospects of a company? Explain with the help of suitable example.
5. Defend the statement "Good organizational structure increases the valuation of a firm".

Course Title: Legal Environment of Business

Course Code: DMBA/CP-303

Session: 2020-21

Maximum Marks: 25

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

1. Discuss freedom of Trade, commerce and Intercourse in India in the light of Indian Constitution.
2. Distinguish between 'sale' and an 'agreement to sell'. When does an agreement to sell' becomes as 'sale'?
3. What are the provisions for issue and allotment of shares under Companies act 2013?
4. Discuss the Consumer dispute redressal mechanism given under Consumer protection act 1986.
5. What are the objectives of Competition act, 2002? Discuss the role of Competition Commission of India in achieving these objectives.

Optional Courses

Group I: Financial Management

Course Title: Security Analysis and Portfolio management **Course Code: DMBA/FM-3101**
Session: 2020-21 **Maximum Marks: 25**

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

1. Discuss various investment alternatives. Briefly explain different types of risk involved with investment.
2. Make comparison between fundamental analysis and technical analysis.
3. Explain Markowitz Model with the help of an example.
4. From The given data evaluate the three portfolios using Sharpe, Jensen and Treynor ratios.

	Portfolio A	Portfolio B	Portfolio C
Return	20%	25%	18%
Beta	1.5	1.6	1.4
Standard Deviation	5%	6%	4%
Market Return	12%		
Risk Free Return	7%		

5. Write short notes on any **two**:
 - a. Elliot Wave Theory
 - b. Capital Market Line
 - c. Interest rate future
 - d. Currency Swap

Course Title: Project Planning Analysis and Management **Course Code: DMBA/FM-3102**
Session: 2020-21 **Maximum Marks: 25**

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

1. Define Project Management and outline its features clearly.
2. Discuss the process of generating and screening the project ideas.
3. Explain the UNIDO approach to conduct social-cost benefit analysis.
4. Discuss in detail the techniques of risk analysis.
5. Explain the various sources of project finance in India.

Course Title: Behavioral Finance **Course Code: DMBA/FM-3103**
Session: 2020-21 **Maximum Marks: 25**

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

1. Discuss the concept of Behavioural Finance. Explain how prospect theory differs from expected utility theory

2. Write a short note on the following:
 - a) Representativeness Bias
 - b) Overconfidence Bias
3. What do you understand by anomaly? What are different market anomalies as per behavioral finance?
4. What is dopamine? Write its implications for investors.
5. Write a short note on the behavior of investors towards mutual funds.

Group II: Marketing Management

Course Title: Advanced Consumer Behaviour

Course Code: DMBA/MM-3201

Session: 2020-21

Maximum Marks: 25

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

1. Discuss any three models of consumer behaviour of your choice.
2. Explain the concept of perception. Describe the role of perception on marketing strategy.
3. Discuss various theories of personality and discuss how it influences the behaviour of consumer.
4. What is reference group? What types of influences can a reference group have on consumers?
5. Explain the consumer buying decision Process.

Course Title: Advertising Management

Course Code: DMBA/MM-3202

Session: 2020-21

Maximum Marks: 25

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

1. Define advertising. What is its importance and objective in the marketing process?
2. What factors should be kept in mind in media selection? Which media would be best suited for advertising of products specially designed for “bottom of the pyramid”? List your reasons and discuss.
3. Outline the various functions performed by advertising agencies. Suggest ways to ensure cordial advertising agency-client relations.
4. What is Advertising Budget? Discuss the various approaches and procedure for determining the size of advertising budget.
5. What do you mean by advertising effectiveness? Explain pre and post campaign measures to evaluate effectiveness.

Course Title: Customer Relationship Management

Course Code: DMBA/MM-3203

Session: 2020-21

Maximum Marks: 25

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

1. What is context of relationship management? Explain about the transactional v/s relationship approach of CRM.
2. “Customization is key” in light of the statement, explain how customers seek to invest in meaningful relations with their sellers. Use examples from the wedding industry.

