

**KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY**  
**Maniram Dewan School of Management**

**HOME ASSIGNMENT FOR MASTER IN BUSINESS ADMINISTRATION /**  
**PGDBM**  
**SECOND SEMESTER, 2016**



N.B: The learners will have to collect receipt after submitting the assignment with the signature and seal of the collector of study centre and will have to keep with him/her till the declaration of result.

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**Receipt**

Received the assignment from Mr/Ms .....Enrollment  
number .....of **2<sup>nd</sup> Semester, 2016 MBA/PGDBM** on .....2016.

Date:

Signature of collector with seal

**COURSE: HUMAN RESOURCE MANAGEMENT**

**(Course Code-5)**

**Total Marks: 50**

*[ Assignments are required to be written in your own language. Copying in toto from the learning materials will carry less score]*

**A. Answer the following three questions:**

**2×3=6 marks**

Q1: What do you mean by Grievance?

Q2: Define Career.

Q3: Define Job evaluation.

**B. Answer the following three questions:**

**4×3=12 marks**

Q1:What do you mean by Shop Council?

Q2:What are the important causes of indiscipline?

Q3:What is the grading method of performance appraisal?

**C. Answer the following two questions:**

**6×2=12 marks**

Q1: Discuss the provisions of “Factories Act” regarding Labor Welfare.

Q2:What do you understand by grievance and discuss the steps in handling grievance.

**D. Answer the following two questions:**

**10×2=20 marks**

Q1. Critically evaluate the statutory introduction of workers participation in management.

Q2. Define Fringe Benefit. Also discuss the types of Fringe Benefits.

**COURSE: MARKETING MANAGEMENT**

**(Course Code - 6)**

**Total Marks: 50**

*[Assignments are required to be written in your own language. Copying in toto from the learning Materials will carry less score]*

**A. Answer the following three questions: 2 x3= 6 marks**

Q1. What is franchising?

Q2. What is web marketing?

Q3. What is price differentiation?

**B. Answer the following three questions: 4 x 3= 12 marks**

Q1. What is derived demand? Explain it with suitable example.

Q2. Discuss any two entry modes of International marketing.

Q3. What is undifferentiated targeting?

**C. Answer the following two questions: 6 x 2= 12marks**

Q1. Discuss the limitations of Product Life Cycle.

Q2. Discuss any two methods of pricing.

**D. Answer the following two questions: 10 x 2= 20 marks**

Q1. A food production company wants to start their business in Assam. They have started producing different kinds of noodles for this purpose. Now as a learner of marketing management, prepare the advertising strategies (deciding which media to use, give a brand name for the product and how you can make the advertisement more effective) and also discuss the promotional strategies suitable for the product (as given in you Self learning material).

Q2. Discuss different elements of physical distribution system and how it works.

**Course: FINANCIAL MANAGEMENT**

**(Course Code - 7)**

**Total Marks: 50**

*[Assignments are required to be written in your own language, copying in toto from the learning material will carry less score.]*

**A. Answer the following three questions-**

**2 X 3=6 marks**

Q1: What is meant by liquidity?

Q2: What is cash dividend?

Q3: What is cost of capital?

**B. Answer the following three questions-**

**4 X 3=12 marks**

Q1: What is a bonus issue?

Q2: What is financial leverage?

Q3: What are the objectives of inventory management?

**C. Answer the following two questions-**

**6 X 2=12 marks**

Q1: Discuss the different types of investment decisions.

Q2: Define operating and financial leverage

**D. Answer the following two questions-**

**10 X 2=20 marks**

Q1: Discuss various Discounted Cash Flow investment criteria.

Q2: Discuss the various sources of working capital.

**COURSE: BUSINESS LAW**

**(Course Code-8)**

**Total Marks: 50**

*[ Assignments are required to be written in your own language. Copying in toto from the learning materials will carry less score]*

**B. Answer the following three questions:**

**2×3=6 marks**

Q1: What you mean by Quasi Contract?

Q2: Define a Contract of Guarantee.

Q3: Define unfair trade practice.

**B. Answer the following three questions:**

**4×3=12 marks**

Q1: What you understand by performance of a contract.

Q2: What do you understand by Free Consent?

Q3: Define pledge and bailment.

**C. Answer the following two questions:**

**6×2=12 marks**

Q1: Discuss the differences between 'contract of Indemnity' and a 'contract of guarantee.

Q2: Discuss the distinctions between Sale and Agreement to Sale with illustration

**D. Answer the following two questions:**

**10×2=20 marks**

Q1. Discuss and explain the various laws under the pollution (Prevention and control) Act with respect to air and water pollution

Q2. What is a Contract of Sale of goods? Discuss the essential characteristics of a contract of sale of goods.

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### **Assignment Guidelines**

#### **A) Guidelines to Co-coordinators:**

1. Assignments are parts of teaching-learning process and compulsory.
2. The spirit behind this is to help learners to understand the subject and prepare themselves better for the term-end examination.
3. Assignment responses are to be evaluated and feedback are required to be communicated to the learners, by giving back the assignments with evaluators comments. Such assignments are to be collected at the time of issuing admit cards and be stored in the centre's office till the end of next semester.
4. Assignment marks are to be sent to the Controller of Examinations as soon as the examination routines are published.
5. Keeping the above points in mind *Co-ordinators will fix the time/date of submission of assignments by the learners as may be convenient to follow the guidelines in true spirits.*

#### **B) Guidelines to learners :**

1. As soon as the SLMs are received the learners will write the assignments in their own handwriting (assignment questions may be downloaded from the website, if necessary) to be submitted to Co-ordinators as per the dates fixed for the purpose. Timely submission of assignments at the Study Centres will help in quick processing of results of respective learners. Otherwise this will create unnecessary delay in declaration of results.
2. Writing of assignment (work) and submission of the same in time is compulsory.

**Registrar**