

Basant College of Management and Technology

INTERNAL ASSIGNMENT

Marketing Management

Concerned Course: (MBA 2nd)

Q.1 What are Global Marketing environment consist of?

Q.2 Define “Strategy”?

Q.3- What is Marketing Research?

Q.4-Explain Kotler’s Economic model?

Q.5- Explain briefly about Business Distribution?

Define Words-

(a)Market aggregation

(b)Problem of Decline Sale

(c)Research Design

(d)Quota Sample

INTERNAL ASSIGNMENT

Financial Management

Concerned Course: MBA 2nd Sem BCA 4th

Q.1 What are the objectives of Financial Management?

Q.2 What are the structures of the Capital Market?

Q.3 Explain Basic Bond Valuation Model?

Q.4 What is Profitability Index ?

Q.5 Explain Capital Asset Pricing Model(CAPM)?

Short notes-

(a) EBIT-EPS Analysis

(b) Combine Leverage

(c) Bridge Finance

(d) Lock-Box System

INTERNAL ASSIGNMENT

Human Resource Management

Concerned Course:MBA 2nd Sem

Q.1What is personnel Management?

Q.2What is Job Terminology?

Q.3Define Selection?

Q.4 Who is responsible for Management development?Explain with Tripartite Model with advantages?

Q.5Define Transfer & its types?

Define words

(a)Fringe Benefits

(b)Dearness Allowance

(d)Workshop

(c)Unionization

INTERNAL ASSIGNMENT

Managerial Economics

Concerned Course: MBA 2nd Sem

Q.1 What are the scopes of Managerial Economics?

Q.2 What are law of Diminishing Marginal Utility?

Q.3 Explain “Income Elasticity of Demand”?

Q.4 Define “Short Run & Long Run”?

Q.5 What are Cost & production Functions?

Define words

(a) Short-run Price

(b) Long-run Equilibrium

(c) Pay-off Matrix

(d) Price Leadership

INTERNAL ASSIGNMENT

Operations Management

Concerned Course: MBA 2nd Sem

Q.1 What are the characteristics of Operations Management?

Q.2 What is Strategy Formulation?

Q.3 What are the factors determining the design of a product?

Q.4 What are the major factors affecting process design decision?

Q.5 what are the approaches to Aggregate Planning?

Define words-

(a) Template Layout

(b) Stockless Buying

(c) Production Control

(d) ABC Analysis

INTERNAL ASSIGNMENT

Mercantile Law

Concerned Course: MBA 2nd Sem

Q.1 What are the essentials of a Valid Contract?

Q.2 Define briefly "Acceptance"?

Q.3 Explain the persons who Disqualified by Law?

Q.4 What are the values of Time & Place of Performance?

Q.5 What are the duties of a Bailor?

Define words-

(a) Misrepresentation

(b) Ratification

(c) Partnership Deed

(d) Endorsement