

Bharati Vidyapeeth (Deemed to be University), Pune
Centre for Distance and Online Education
School of Distance Education

Name of the Assignment Setter: Mr. YASHWANT KUMAR

Programme: MBA (CBCS 2023) **Semester:** IV

Subject: 401 Project Management

Q.1) Attempt **ANY ONE** of the Following (**1000 Words**) **(10)**

a) Explain the concept of project quality and importance of TQM in Projects.

b) Explain Projects planning and scheduling technique with CPM and PERT.

Q.2) Attempt **ANY TWO** of the Following (**800 Words**) **(12)**

a) What is and integrated project Management information system? What is its importance? Explain.

b) Why is a post-normally quality for the post- completion audit?

c) Discuss the different types of cost estimating in the life cycle of project.

d) Explain the team building process in managing projects.

Q.3) Write Short Notes on (**ANY TWO**) **(08)**

a) Internal Rate of Return (IRR) method for project evaluation

b) Progressive scheduling method of Resource allocation

c) Project Closures

d) Pay Back Period (PB) method for project evaluation

* * * * *

Bharati Vidyapeeth (Deemed to be University), Pune
Centre for Distance and Online Education
School of Distance Education

Name of the Assignment Setter: Mr. YASHWANT KUMAR

Programme: MBA (CBCS 2023) **Semester:** IV

Subject: 402 Environment & Disaster Management

Q.1) Attempt **ANY ONE** of the Following (**1000 Words**) **(10)**

a) What mitigation procedures should be adopted in case of natural disasters like Cyclone, Drought, and Flood & Landslide?

b) Explain Ecosystems and their composition & Structure.

Q.2) Attempt **ANY TWO** of the Following (**800 Words**) **(12)**

a) Explain the man-made natural disaster along with their mitigation measures.

b) Distinguish between disaster and hazard.

c) Explain the importance of environment study.

d) Explain the Biogeochemical cycle for Nitrogen & Carbon.

Q.3) Write Short Notes on (**ANY TWO**) **(08)**

a) Bhopal Gas Tragedy

b) Hazard Zonation Maps

c) Effects of land slide

d) Life Style Diseases

* * * * *

**Bharati Vidyapeeth
(Deemed to be University), Pune
School of Distance Education**

Name of the Assignment Setter:		Dr. Ravi Phadke			
Course:	MBA	Class:	CDOE	Semester:	IV
Subject:		403 Open - Introduction to Data Science			
Q.1)	Attempt ANY ONE of the Following (1000 Words)				(10)
a)	Explain the concept of Data Science and its importance in the modern digital economy.				
b)	Explain the Data Science Project Life Cycle in detail.				
Q.2)	Attempt ANY TWO of the Following (800 Words)				(12)
a)	Explain the concept of data classification in data science. Discuss different types of data classification methods and their importance in data analysis.				
b)	Explain Online Analytical Processing (OLAP) and multidimensional data analysis. Discuss how OLAP helps in business decision-making and data exploration.				
c)	Explain the concept of Machine Learning and its evolution. Discuss the relationship between Artificial Intelligence, Data Mining, Data Analytics, and Data Science.				
d)	Discuss the frameworks used for building Machine Learning systems and explain the key components required for implementing machine learning solutions.				
Q.3)	Write Short Notes on (ANY TWO)				(08)
a)	Data Scientist Roles and Responsibilities				
b)	Big Data Management				
c)	Artificial Intelligence Evolution				
d)	Retail Analytics				
* * * * *					

Bharati Vidyapeeth (Deemed to be University), Pune
Centre for Distance and Online Education
School of Distance Education

Name of the Assignment Setter:		Mr. YASHWANT KUMAR	
Programme:	MBA (CBCS 2023)	Semester:	IV
Subject:	403 Open-Human Resource Analytics		
Q.1)	Attempt ANY ONE of the Following (1000 Words)		(10)
a)	Explain the concept of Data Analytics and its significance in the modern business environment. How does Data Science contribute to Data Analytics?		
b)	Discuss in detail the various types of data and their transformation from raw data to meaningful insights through Data Discovery.		
Q.2)	Attempt ANY TWO of the Following (800 Words)		(12)
a)	Define HR Metrics and explain their importance in workforce planning. How do HR metrics help in decision-making for an organization?		
b)	Discuss the role of HR Analytics in recruitment and selection. How does HR Analytics improve the efficiency of hiring processes?		
c)	Explain the applications of statistical techniques in HR Analytics. Provide examples of correlation and regression analysis in HR-related scenarios		
d)	What is Data Visualization in HR Analytics? How can tools like Power BI and Tableau be used to analyze and visualize HR data?		
Q.3)	Write Short Notes on (ANY TWO)		(08)
a)	Employee Lifecycle and its significance in HR Management.		
b)	Role of Advanced Excel in HR Analytics.		
c)	Importance of Hypothesis Testing in HR Data Analysis.		
d)	Descriptive and Inferential Statistics in HR Analytics.		
* * * * *			

Bharati Vidyapeeth (Deemed to be University), Pune
Centre for Distance and Online Education
School of Distance Education

Name of the Assignment Setter: Mr. YASHWANT KUMAR

Programme: MBA (CBCS 2023) **Semester:** IV

Subject: 403 Open-Labour Laws

Q.1) Attempt ANY ONE of the Following (1000 Words) **(10)**

a) Define Industrial Relations (IR) and discuss its objectives and scope in the context of changing socio-economic, political, and legal changes. Provide an overview of IR, including perspectives/approaches, major stakeholders, and the evolution of IR in India. How has globalization impacted IR, and what is the role of the International Labour Organization (ILO)?

b) Explain the Industrial Disputes Act, 1947. Discuss its definitions, scope, and objectives. Describe the machineries and authorities under the Act, including conciliation, adjudication, and arbitration. What are the provisions relating to layoff, retrenchment, closure, strikes, and lockouts? Explain the procedure for certifications of standing orders under the Industrial Employment (Standing Orders) Act, 1946.

Q.2) Attempt ANY TWO of the Following (800 Words) **(12)**

a) Describe the Trade Union Act, 1926. What are the definitions, registration process, rights, and privileges of registered trade unions? Discuss the concepts, functions, objectives, structure, and kinds of trade unions.

b) What are the essential prerequisites for collective bargaining, and what are the levels of collective bargaining (plant level, industry level, and national level)? Discuss the advantages and disadvantages of collective bargaining in India.

c) Discuss the meaning and theories of labour welfare. What are the welfare provisions in the Factory Act, 1948? Explain the statutory and non-statutory welfare facilities, and the duties and responsibilities of a Labour Welfare Officer

d) Discuss the procedures for handling grievances, indiscipline/misconduct, and disciplinary actions. Explain the forms of strikes, wages for the period of strike, and the procedures for layoff, retrenchment, and closure.

Q.3) Write Short Notes on (ANY TWO) **(08)**

a) The impact of globalization on Industrial Relations (IR) in India

b) The role of conciliation, adjudication, and arbitration in resolving industrial disputes.

c) The importance of collective bargaining in maintaining industrial harmony.

d) The duties and responsibilities of a Labour Welfare Officer

* * * * *

Bharati Vidyapeeth (Deemed to be University), Pune
Centre for Distance and Online Education
School of Distance Education

Name of the Assignment Setter: Mr. YASHWANT KUMAR

Programme: MBA (CBCS 2023) **Semester:** IV

Subject: 403 Open-Cyber Security

Q.1) Attempt **ANY ONE** of the Following **(1000 Words)** **(10)**

- a) Explain the significance of Cyber Security and Cyber Crimes in today's digital landscape.
- b) Discuss various Cyber Security Techniques and their role in protecting digital infrastructure.

Q.2) Attempt **ANY TWO** of the Following **(800 Words)** **(12)**

- a) Analyze the impact of cyber threats on business continuity and information security measures.
- b) Explain different types of cyber-attacks such as DoS attack, malware, and phishing.
- c) Discuss the concept of Cryptography and its significance in secure communication
- d) Describe various encryption techniques such as AES, PGP, and Digital Signature.

Q.3) Write Short Notes on **(ANY TWO)** **(08)**

- a) Social Engineering and its types
- b) Guidelines for setting up a secure password
- c) Mobile Banking Security best practices
- d) Role of IT Act in Cyber Security

* * * * *

Bharati Vidyapeeth (Deemed to be University), Pune
Centre for Distance and Online Education
School of Distance Education

Name of the Assignment Setter: Mr. YASHWANT KUMAR

Programme: MBA (CBCS 2023) **Semester:** IV

Subject: 403 Open-Financial Planning & Instrument

Q.1) Attempt **ANY ONE** of the Following **(1000 Words)** **(10)**

a) Explain the objectives and characteristics of sound financial planning.

b) Discuss the factors affecting financial planning and types of financial planning.

Q.2) Attempt **ANY TWO** of the Following **(800 Words)** **(12)**

a) Describe the process of investment and the concept of risk and return.

b) Analyze different financial products such as equity shares, bonds, and mutual funds

c) Explain fundamental analysis and its components: economic, industry, and company analysis.

d) Discuss the importance of portfolio management and its process.

Q.3) Write Short Notes on **(ANY TWO)** **(08)**

a) Behavioral Finance and its significance in investment decisions.

b) Concept and importance of tax planning.

c) Digital currency and its impact on financial markets.

d) Calculation of risk and return for security and portfolio.

* * * * *

Bharati Vidyapeeth (Deemed to be University), Pune
Centre for Distance and Online Education
School of Distance Education

Name of the Assignment Setter: Mr. YASHWANT KUMAR

Programme: MBA (CBCS 2023) **Semester:** IV

Subject: AM03 Use of Information Technology in Agribusiness Management

Q.1) Attempt **ANY ONE** of the Following **(1000 Words)** **(10)**

- a) Discuss the different types of computer systems and their basic operations. How do networks like the Internet, Intranet, and Extranet apply to business data processing?
- b) Explain the practical applications of computer systems in various areas of business. What are the functional units of computers, and how do they contribute to business operations?

Q.2) Attempt **ANY TWO** of the Following **(800 Words)** **(12)**

- a) Describe the different types of software, including systems software and application software. How are operating systems classified, and what are the types of programming languages?
- b) Provide an overview of Microsoft Office applications. How do MS Word, MS Excel, MS PowerPoint, and database management systems contribute to business productivity?
- c) Discuss the history and core features of the Internet. What are the different types of e-commerce, and how do they benefit businesses? Include a discussion on mobile computing and electronic commerce.
- d) Explain the principles and characteristics of Management Information Systems (MIS). How do MIS support decision-making in manufacturing, marketing, finance, human resource management, materials, and project management?

Q.3) Write Short Notes on **(ANY TWO)** **(08)**

- a) The role of knowledge management in organizations. Discuss organizational learning, memory, and the activities involved in knowledge management.
- b) The impact of information technology on knowledge management. How are knowledge management systems implemented, and what are the managerial issues involved?
- c) The concepts and benefits of business intelligence. Explain the role of online analytical processing, data mining, and predictive analytics in business intelligence.
- d) The use of scorecards and dashboards in business performance management. How do geographical information systems and virtual reality contribute to real-time business intelligence?

* * * * *

Bharati Vidyapeeth (Deemed to be University), Pune
Centre for Distance and Online Education
School of Distance Education

Name of the Assignment Setter:		Mr. YASHWANT KUMAR	
Programme:	MBA (CBCS 2023)	Semester:	IV
Subject:	AM04 Cooperative Management		
Q.1)	Attempt ANY ONE of the Following (1000 Words)		(10)
a)	Explain the problem and remedies arises in dairy cooperative.		
b)	Explain different government initiatives to sustain Dairy cooperatives.		
Q.2)	Attempt ANY TWO of the Following (800 Words)		(12)
a)	Explain the unique features of cooperation organization in Indian contestant.		
b)	How <i>friedrich Raiffeisen</i> Idea damage the cooperative world?		
c)	Explain the objectives and function of primary Agriculture credit societies (PACS)		
d)	What do you understand by micro-financial institutions? Explain with examples.		
Q.3)	Write Short Notes on (ANY TWO)		(08)
a)	Agricultures Co-operatives		
b)	National Dairy Development Board (NDDB)		
c)	NABARD		
d)	LAND DEVELOPMENT BANK		
* * * * *			

Bharati Vidyapeeth (Deemed to be University), Pune
Centre for Distance and Online Education
School of Distance Education

Name of the Assignment Setter: Mr. YASHWANT KUMAR

Programme: MBA (CBCS 2023) **Semester:** IV

Subject: BA 03 Digital Transformation of Business

Q.1) Attempt ANY ONE of the Following (1000 Words) **(10)**

a) Discuss the characteristics of digital innovation. How does digital innovation differ from traditional/conventional innovation? Provide an introduction to technology management and innovation, and explain the concept of "Homo informatics" and the changes in the last decade.

b) Explain the future of technology evolution. How can organizations effectively and efficiently anticipate, assess, introduce, and leverage emerging technologies such as Cloud, Big Data, and the Internet of Things? Discuss the real risks associated with these technologies.

Q.2) Attempt ANY TWO of the Following (800 Words) **(12)**

a) Describe the underlying patterns of successful digital disruptors. How can disruptive technologies like Artificial Intelligence transform the business landscape? Provide examples of successful digital disruptors.

b) Discuss the future of technology innovation. What factors will influence our future in the next five years? Identify inventions that are expected to change the world within the next five to ten years, similar to the changes in the last decade.

c) Explain the best practices for digital transformation as identified by McKinsey research. What are the difficulties in following these prescriptions? Discuss the role of leaders in optimizing for success in digital transformation.

d) Describe the role of equipping and deploying new technologies across a business in creating a successful transformation. How do managers need to transform communication channels and organizational design for digital transformation?

Q.3) Write Short Notes on (ANY TWO) **(08)**

a) The concept of Big Data and its applications in everyday life.

b) The Internet of Things (IoT) and its application to business situations.

c) The role of digital transformation in business case studies, focusing on McKinsey's five keys to success.

d) The impact of cloud computing on business operations and the associated risks.

* * * * *

Bharati Vidyapeeth (Deemed to be University), Pune
Centre for Distance and Online Education
School of Distance Education

Name of the Assignment Setter: Mr. Nripesh Kumar Nrip

Programme: MBA (CBCS 2023) **Semester:** IV

Subject: BA 04 Applied Data Visualization for Business Decisions

Q.1) Attempt **ANY ONE** of the Following **(1000 Words)** **(10)**

- a) Discuss the role of data visualization in business decision-making. What are the benefits and challenges of data visualization? Provide an overview of popular data visualization tools and software.
- b) Explain the principles of effective data visualization design. How do you choose the right visualization types for different data scenarios? Discuss the importance of color theory and the effective use of color in data visualization.

Q.2) Attempt **ANY TWO** of the Following **(800 Words)** **(12)**

- a) Describe techniques for exploratory data analysis using visualization. How do histograms, scatter plots, and box plots help analyze data distributions and relationships? Explain the use of heatmaps and treemaps to explore patterns and hierarchies in data.
- b) Discuss the principles of effective dashboard design for business decision-making. How do you create interactive dashboards using data visualization tools? Explain the incorporation of filters, parameters, and interactivity in visualizations
- c) Explain the process of mapping geographic data using choropleth maps, bubble maps, and heatmaps. How do you incorporate interactive elements and tooltips for geospatial analysis? Discuss how to communicate spatial patterns and relationships through visualizations
- d) Describe the techniques for designing visually compelling and impactful presentations with data visualizations. How do storytelling techniques help present data insights to stakeholders? Explain how to communicate data-driven recommendations and insights effectively.

Q.3) Write Short Notes on **(ANY TWO)** **(08)**

- a) The use of Excel and Power BI in data visualization
- b) Network visualization and graph analysis for understanding complex relationships.
- c) Text visualization for analyzing text-based data and sentiment analysis.
- d) Interactive storytelling through data visualizations using Power BI.

* * * * *

Bharati Vidyapeeth (Deemed to be University), Pune
Centre for Distance and Online Education
School of Distance Education

Name of the Assignment Setter: Mr. YASHWANT KUMAR

Programme: MBA (CBCS 2023) **Semester:** IV

Subject: EM 03 Customer Relationship in Event Management

Q.1) Attempt **ANY ONE** of the Following **(1000 Words)** **(10)**

a) Define Customer Relationship Management (CRM). Discuss the determinants of CRM and the stages in the development of customer relationships. What are the functions and roles of CRM, and why is it significant?

b) Explain the CRM value chain. What are the goals of CRM, and what are the stages of CRM value? Discuss the processes of customer acquisition and retention.

Q.2) Attempt **ANY TWO** of the Following **(800 Words)** **(12)**

a) Describe the customer portfolio strategy. What is the customer life cycle, and how do concepts of customer satisfaction and loyalty play a role? Discuss the importance of customer loyalty programs.

b) Explain the origin of CRM technology. What are the different CRM applications, and how does technology support the CRM value chain?

c) Discuss the goals of CRM and the stages of CRM value. How do customer acquisition and retention strategies contribute to the overall CRM process?

d) Analyze the determinants of CRM. How do these determinants influence the development and functions of CRM in an organization?

Q.3) Write Short Notes on **(ANY TWO)** **(08)**

a) The significance of CRM in modern business practices.

b) The role of information technology in CRM and its applications.

c) The stages in the development of customer relationships and their impact on business success.

d) The importance of customer loyalty programs in enhancing customer satisfaction and retention.

* * * * *

Bharati Vidyapeeth (Deemed to be University), Pune
Centre for Distance and Online Education
School of Distance Education

Name of the Assignment Setter: Mr. YASHWANT KUMAR

Programme: MBA (CBCS 2023) **Semester:** IV

Subject: EM 04 Human Resource in Event Management

Q.1) Attempt ANY ONE of the Following (1000 Words) **(10)**

a) Discuss the concept of human resource management (HRM) in the context of event management. What are the key issues of people in an event organization, and how do the organizing system and functions of HR contribute to managing both mega events and smaller scale events?

b) Explain the process of human resources planning for events. How do manpower planning, job analysis in event operations, recruitment sources, methods, skill testing, and selection of people for specific events contribute to successful event management?

Q.2) Attempt ANY TWO of the Following (800 Words) **(12)**

a) Describe the process of preparing human resources for events. What are the steps involved in induction, training of employees, training needs identification, training methods, and evaluation of training?

b) Discuss the importance of promotions, performance and potential appraisal, career development, personnel empowerment, safety, welfare, and employee health.

c) Discuss the labour laws applicable to event management organizations. What are the roles of trade unions, managing conflicts, disciplinary processes, and collective bargaining? Explain the key provisions of the Workmen's Compensation Act, 1923, Industrial Disputes Act, 1947, Trade Union Act, 1926, and PF and Bonus Act.

d) Analyze the HR structure and strategy in event management. How does HRM differ in the context of mega events versus smaller scale events? Discuss the significance of HRM in ensuring the success of events.

Q.3) Write Short Notes on (ANY TWO) **(08)**

a) The role of job analysis in event operations and its impact on recruitment and selection.

b) The importance of training needs identification and evaluation of training in event management.

c) Methods of performance evaluation and their impact on employee morale and quality of work life.

d) The significance of collective bargaining and managing conflicts in event management organizations.

* * * * *

Bharati Vidyapeeth (Deemed to be University), Pune
Centre for Distance and Online Education
School of Distance Education

Name of the Assignment Setter: Mr. YASHWANT KUMAR

Programme: MBA (CBCS 2023) **Semester:** IV

Subject: FM03 Corporate Finance

Q.1) Attempt **ANY ONE** of the Following **(1000 Words)** **(10)**

a) Explain the causes and remedial measures of Capitalization.

b) Explain the changing role of Corporate Finance in global economic environment.

Q.2) Attempt **ANY TWO** of the Following **(800 Words)** **(12)**

a) What are the factors influencing Financial Planning?

b) Explain the techniques of Inventory Control.

c) What are the motives and objectives behind Business Combination?

d) Explain the significance of P/E Ratios.

Q.3) Write Short Notes on **(ANY TWO)** **(08)**

a) EPS Analysis

b) Mergers and Acquisitions Portfolio

c) Joint Venture

d) Over-capitalization

* * * * *

Bharati Vidyapeeth (Deemed to be University), Pune
Centre for Distance and Online Education
School of Distance Education

Name of the Assignment Setter: Mr. Akshay Rai Sood

Programme: MBA (CBCS 2023) **Semester:** IV

Subject: FM04 International Financial Management

Q.1) Attempt **ANY ONE** of the Following (**1000 Words**) **(10)**

a) Explain various tools and techniques of Foreign Risk Management.

b) What is India's financial sector reforms after globalization?

Q.2) Attempt **ANY TWO** of the Following (**800 Words**) **(12)**

a) Give the distinction between Domestic and International Finance.

b) What are the factors influencing exchange rates?

c) What is the relationship between Inflation, Interest Rates and Exchange Rates?

d) What do you mean by Pre and Post Shipment Finance?

Q.3) Write Short Notes on (**ANY TWO**) **(08)**

a) International Trade

b) Foreign Exchange Market

c) International Finance

d) Consignment Trading

* * * * *

Bharati Vidyapeeth (Deemed to be University), Pune
Centre for Distance and Online Education
School of Distance Education

Name of the Assignment Setter: Mr. MANJEET KUMAR

Programme: MBA (CBCS 2023) **Semester:** IV

Subject: HM 03 Hospitality Marketing Management

Q.1) Attempt **ANY ONE** of the Following **(1000 Words)** **(10)**

a) Discuss the marketing conceptual framework and the marketing environment. How does a customer-oriented organization interface with other functional areas in a globalized environment? Explain the components of the marketing mix.

b) Define the difference between goods and services. What are the characteristics of services, and what management strategies are effective for service businesses? Discuss the role of employees in the service process and the concept of internal marketing.

Q.2) Attempt **ANY TWO** of the Following **(800 Words)** **(12)**

a) Explain the concepts of customer value and satisfaction. Describe the Five Gap Model of service quality and the benefits of service quality. How can businesses retain customers and handle customer complaints?

b) Define consumer behavior models and the factors affecting consumer behavior. How do cultural, social, personal, and psychological factors influence consumer behavior?

c) Discuss the strategies for guest handling during special occasions. How do advertising, promoting, and merchandising food and beverages contribute to guest satisfaction?

d) Describe the process of maintaining guest history cards and records. How do effective public relations, social skills, and personalization enhance guest handling?

Q.3) Write Short Notes on **(ANY TWO)** **(08)**

a) The role of internal marketing in service businesses.

b) The importance of persuasive and suggestive selling in promoting room service.

c) The significance of effective public relations and social skills in guest handling.

d) The impact of cultural, social, personal, and psychological factors on consumer behavior.

* * * * *

Bharati Vidyapeeth (Deemed to be University), Pune
Centre for Distance and Online Education
School of Distance Education

Name of the Assignment Setter: Mr. MANJEET KUMAR

Programme: MBA (CBCS 2023) **Semester:** IV

Subject: HM 04 Accommodation Operations Management

Q.1) Attempt **ANY ONE** of the Following **(1000 Words)** **(10)**

- a) Discuss the role of housekeeping in a hotel. How does effective housekeeping contribute to guest satisfaction and repeat business?
- b) Explain the organization of the housekeeping department in small, medium, and large hotels. What are the duties and responsibilities of the executive housekeeper, deputy housekeeper, floor supervisor, chambermaid, houseman, and other staff?

Q.2) Attempt **ANY TWO** of the Following **(800 Words)** **(12)**

- a) Describe the functions of the housekeeping department. What are the areas of cleaning, and how is staff management handled? Discuss the selection and purchase of cleaning equipment, agents, and supplies, as well as the supply of linen and staff uniforms.
- b) Explain the importance of security, controlling costs, budgeting, inventories, and record keeping in the housekeeping department. How does the department deal with guests and manage lost and found items?
- c) Discuss the different types of cleaning equipment and agents. What are the methods of cleaning public areas and standard supplies? Explain the daily cleaning procedures for check-out rooms, occupied rooms, vacant rooms, evening service, and spring cleaning.
- d) Describe the function of the linen room and the kinds of linen and uniforms used in hotels. How are linen and uniforms stored and handled? Discuss the processes involved in laundry and dry cleaning, including the layout, flow process, hand wash equipment, and laundry chemicals and detergents.

Q.3) Write Short Notes on **(ANY TWO)** **(08)**

- a) The role of computerized key cards and the control of keys in hotel housekeeping.
- b) The importance of flower arrangements, floor coverings, furniture arrangements, wall coverings, color, and lighting in interior decoration.
- c) The types of carpets used in hotels and their maintenance.
- d) The significance of effective public relations and social skills in guest handling.

* * * * *

Bharati Vidyapeeth (Deemed to be University), Pune
Centre for Distance and Online Education
School of Distance Education

Name of the Assignment Setter: Mr. YASHWANT KUMAR

Programme: MBA (CBCS 2023) **Semester:** IV

Subject: HR(E)03 Compensation and Benefits Management

Q.1) Attempt **ANY ONE** of the Following **(1000 Words)** **(10)**

a) Discuss the concept, scope, and importance of Compensation and Benefits Management. How do various factors affect compensation and benefits decisions?

b) Explain the roles and responsibilities of Compensation and Benefit Managers in an organization.

Q.2) Attempt **ANY TWO** of the Following **(800 Words)** **(12)**

a) What are the different components of a Compensation package? Explain the concept and types of Fringe Benefits.

b) Describe the method of determining Bonus and discuss different kinds of Wage Incentive plans with their applications.

c) Explain Executive Compensation and its alignment with organizational culture. How do Stock Options and Stock Purchase plans contribute to executive remuneration?

d) Discuss the causes, implications, and costs of Labour Turnover.

Q.3) Write Short Notes on **(ANY TWO)** **(08)**

a) National Wage Policy: Objectives and Concepts.

b) Total Reward Management Process: Assessment, Design, Execution, and Evaluation.

c) Taxation of Stock Options and its implications for employees and employers.

d) Economic Value Added (EVA) as an alternative to Stock-based compensation.

* * * * *

Bharati Vidyapeeth (Deemed to be University), Pune
Centre for Distance and Online Education
School of Distance Education

Name of the Assignment Setter: Mr. YASHWANT KUMAR

Programme: MBA (CBCS 2023) **Semester:** IV

Subject: HR (E) 04 Competency Mapping and Performance Management

Q.1) Attempt **ANY ONE** of the Following **(1000 Words)** **(10)**

- a) Discuss the significance of managerial competencies for effective work performance. How does competency identification play a role in performance development?
- b) Explain the PJ Job fit Theory and PE fit Theory. How do these theories apply to managerial competency in a dynamic business environment?

Q.2) Attempt **ANY TWO** of the Following **(800 Words)** **(12)**

- a) Define competency mapping and discuss its scope and significance for effective HRM.
- b) Describe the techniques used for competency mapping. How does competency mapping contribute to career planning and development?
- c) Explain the linkage of performance management to other HR processes. What are the aims, purposes, and principles of performance management?
- d) Discuss the manager's and employee's responsibilities in performance planning mechanics and documentation. How is a performance management document created?

Q.3) Write Short Notes on **(ANY TWO)** **(08)**

- a) Traditional and modern methods of appraisal in performance management.
- b) Identifying training needs and developing suitable training programs for competency management
- c) Developing a model for competency mapping and management for effective HR development in an organization.
- d) Ethics and challenges in performance management

* * * * *

Bharati Vidyapeeth (Deemed to be University), Pune
Centre for Distance and Online Education
School of Distance Education

Name of the Assignment Setter: Mr. YASHWANT KUMAR

Programme: MBA (CBCS 2023) **Semester:** IV

Subject: IB03 International Marketing

Q.1) Attempt **ANY ONE** of the Following **(1000 Words)** **(10)**

a) How would you go about selecting a few possible markets internationally for auto components?

b) Suggest a framework for preparing a marketing plan for export of processed food (Indian cuisine) to the U.K. & the U.S.A

Q.2) Attempt **ANY TWO** of the Following **(800 Words)** **(12)**

a) Discuss the role of India's trade represented abroad in export promotion.

b) Explain the concept of international product Life Cycle. (IPLC) with appropriate examples. Can you identify and describe a few market situations where IPLC is not valid?

c) Carry out a brief analysis of secret trends in India's foreign trades.

d) Explain various elements of cost for computing export pricing.

Q.3) Write Short Notes on **(ANY TWO)** **(08)**

a) EPRG Frame work

b) Franchising

c) Role of Trade fair

d) Licensing

* * * * *

Bharati Vidyapeeth (Deemed to be University), Pune
Centre for Distance and Online Education
School of Distance Education

Name of the Assignment Setter: Mr. YASHWANT KUMAR

Programme: MBA (CBCS 2023) **Semester:** IV

Subject: IB04 Global Business Strategies

Q.1) Attempt **ANY ONE** of the Following **(1000 Words)** **(10)**

a) What are the different steps to build global business strategies partnership and trust in Global Business?

b) Explain the problem pursuit inn global collaboration and suggest ways to overcome it.

Q.2) Attempt **ANY TWO** of the Following **(800 Words)** **(12)**

a) Explain the frame work for analyzing.

b) Explain the role of third-party intermediaries in Global Business.

c) Explain the role of legal structures in control strategies.

d) Explain the Global supply chain management process

Q.3) Write Short Notes on **(ANY TWO)** **(08)**

a) Ethical Dilemma in Global Business

b) Import and Export Strategy

c) Documentation in Global Business

d) Franchising policy in Global business

* * * * *

Bharati Vidyapeeth (Deemed to be University), Pune
Centre for Distance and Online Education
School of Distance Education

Name of the Assignment Setter: Mr. MANJEET KUMAR

Programme: MBA (CBCS 2023) **Semester:** IV

Subject: IM 3 Health, Safety and Environmental Management

Q.1) Attempt **ANY ONE** of the Following **(1000 Words)** **(10)**

a) Define and discuss the scope of Health, Safety, and Environmental Management. Why is it important, and what are the key principles? Explain the concepts of unsafe conditions and unsafe acts, and how safety plans can be implemented for employees.

b) Explain the concept of Occupational Health and Safety. What are common health hazards, and how are health and safety inspections conducted? Discuss the importance of industrial hygiene, monitoring and controlling workplace exposures, and ergo economics. What steps can be taken to improve workplace safety?

Q.2) Attempt **ANY TWO** of the Following **(800 Words)** **(12)**

a) Describe the regulations related to workplace health, safety, and environment. How can workplace violence be managed, and what communication skills are necessary?

b) Explain the process of risk assessment and stress management. How are hazards identified, and what are the different types of safety risks (internal, financial, external)?

c) How are incidents notified and reported, and what are the steps involved in incidence investigation? Explain the importance of accurate and timely reporting in maintaining a safe workplace.

d) What are safety management policies, and how are internal environmental audits conducted? Discuss the role of Environmental Management Systems (EMS), emergency response planning, corporate social responsibility, and sustainability in ensuring workplace safety.

Q.3) Write Short Notes on **(ANY TWO)** **(08)**

a) The principles of health, safety, and environmental management.

b) The concept of industrial hygiene and its importance in workplace safety.

c) The role of communication skills in managing workplace violence and fostering positive workplace relationships.

d) The significance of corporate social responsibility and sustainability in health, safety, and environmental management.

* * * * *

Bharati Vidyapeeth (Deemed to be University), Pune
Centre for Distance and Online Education
School of Distance Education

Name of the Assignment Setter: Mr. MANJEET KUMAR

Programme: MBA (CBCS 2023) **Semester:** IV

Subject: IM 04 Infrastructures Project Formulation, Assessment and Appraisal

Q.1) Attempt ANY ONE of the Following (1000 Words) (10)

- a) Define infrastructure and discuss its importance in economic development. Explain the meaning of project formulation, the phases and stages involved, and the cost estimation of infrastructure projects.
- b) Describe the criteria for infrastructure project assessment. How are infrastructure projects analyzed, and what are the required project clearances? Discuss the processes of project monitoring and evaluation.

Q.2) Attempt ANY TWO of the Following (800 Words) (12)

- a) Explain the scope and aspects of infrastructure project appraisal. What are the key performance indicators (KPIs) used in project appraisal, and how are reporting and feedback managed? Discuss the political and labour considerations involved.
- b) Describe the process of infrastructure project implementation and management. What are the key steps in the implementation process, and how is infrastructure quality managed? Discuss the health, safety, and environmental factors, as well as risk assessment and provisions.
- c) Discuss the role of the private sector in infrastructure development projects. How do emerging technologies, technology transfer, and foreign collaboration contribute to infrastructure development? Explain the institutional roles and responsibilities involved.
- d) Analyze the future challenges and opportunities in infrastructure development projects. What are the key factors that will influence the future of infrastructure development, and how can these challenges be addressed?

Q.3) Write Short Notes on (ANY TWO) (08)

- a) The phases and stages of project formulation in infrastructure projects.
- b) The importance of project monitoring and evaluation in infrastructure projects.
- c) The role of key performance indicators (KPIs) in infrastructure project appraisal.
- d) The impact of emerging technologies on infrastructure development projects.

* * * * *

Bharati Vidyapeeth (Deemed to be University), Pune
Centre for Distance and Online Education
School of Distance Education

Name of the Assignment Setter: Mr. Nripesh Kumar Nrip

Programme: MBA (CBCS 2023) **Semester:** IV

Subject: IT03 RDBMS with Oracle

Q.1) Attempt **ANY ONE** of the Following (**1000 Words**) **(10)**

a) Discuss the differences between DBMS and RDBMS. Explain CODD's rules and their significance in the context of RDBMS.

b) Provide an overview of Oracle RDBMS. Discuss its history, features, and different versions. How do tools like SQL, SQL*Plus, SQL Form, and SQL Reports contribute to its functionality?

Q.2) Attempt **ANY TWO** of the Following (**800 Words**) **(12)**

a) Define the components of SQL. Explain the roles of DDL, DML, DCL, and DQL commands in SQL. How do data types, keywords, delimiters, and literals play a part in SQL queries?

b) Describe the process of creating, changing, and removing tables in SQL. What are the functions of the TRUNCATE, INSERT, UPDATE, DELETE, and SELECT statements?

c) Explain the concept of data constraints in SQL. Discuss the importance of primary key, foreign key, NOT NULL, UNIQUE, and CHECK constraints in database management.

d) Discuss the different types of joins in SQL. How do simple join, equi join, non-equi join, self join, and outer join help in relating data? Provide examples of aggregate, numeric, string, conversion, and date functions.

Q.3) Write Short Notes on (**ANY TWO**) **(08)**

a) The role of indexes in database management. Explain the process of creating, altering, and dropping indexes. How can row IDs be used to delete duplicate rows from a table?

b) The concept and advantages of PL/SQL programming. Discuss the structure of a PL/SQL block and the execution environment. What are the roles of literals, data types, variables, and constants in PL/SQL?

c) The use of cursors in PL/SQL. Explain the differences between implicit and explicit cursors. How are parameterized cursors used in PL/SQL programs?

d) The role and types of triggers in PL/SQL. Provide examples of how triggers can be created and used in database management.

* * * * *

Bharati Vidyapeeth (Deemed to be University), Pune
Centre for Distance and Online Education
School of Distance Education

Name of the Assignment Setter: Mr. Nripesh Kumar Nrip

Programme: MBA (CBCS 2023) **Semester:** IV

Subject: IT04 Enterprises Business Applications

Q.1) Attempt **ANY ONE** of the Following **(1000 Words)** **(10)**

a) Discuss the brief history of e-commerce. Compare and contrast e-commerce with traditional business models. What are the technical components and their functions in e-commerce?

b) Explain the advantages and disadvantages of e-commerce. How does the value chain in e-commerce operate, and what is the current status of e-commerce in India?

Q.2) Attempt **ANY TWO** of the Following **(800 Words)** **(12)**

a) Describe the different types of business models (B2B, B2C, C2B, C2C) with examples. What are the requirements, types, advantages, and disadvantages of EDI?

b) Explain the process of choosing an ISP and registering a domain name. What are the different types of ISPs and domain names?

c) Discuss the various security and privacy issues in e-commerce. What are the basic computer security measures, and how do secure transactions work? Include a discussion on hacking, viruses, and cryptography.

d) Provide an overview of electronic payment technology. What are the limitations of traditional payment systems, and what are the requirements for an effective e-payment system? Discuss B2B electronic payments and third-party payment processing.

Q.3) Write Short Notes on **(ANY TWO)** **(08)**

a) The role of digital signatures and digital certificates in secure electronic transactions.

b) The impact of e-commerce on banking and retailing. How do online marketing, e-advertising, and e-branding contribute to e-commerce?

c) The components and examples of mobile commerce (M-commerce). What is the current status of M-commerce in India, and what are its applications?

d) The role of firewalls in e-commerce security. Discuss the different types of firewalls and their components.

* * * * *

Bharati Vidyapeeth (Deemed to be University), Pune
Centre for Distance and Online Education
School of Distance Education

Name of the Assignment Setter: Mr. YASHWANT KUMAR

Programme: MBA (CBCS 2023) **Semester:** IV

Subject: MK03 Sales and Distribution Management

Q.1) Attempt **ANY ONE** of the Following **(1000 Words)** **(10)**

a) Explain the process of personal selling. Explain the roles and skills of modern sales managers.

b) What is channel information system? Discuss its role & importance for the success of a corporate retail outlet.

Q.2) Attempt **ANY TWO** of the Following **(800 Words)** **(12)**

a) Discuss the steps involved in evaluating and controlling the sales force.

b) What is channel information system? Discuss its role and importance for the success of a corporate retail outlet.

c) Explain various types of channels of distribution. How does a marketing manager select a distribution channel in case of a consumer durable firm?

d) What is the channel conflict? What are their sources? How can a company resolve conflicts in distribution channels?

Q.3) Write Short Notes on **(ANY TWO)** **(08)**

a) Sales Territories

b) Personal Selling

c) Wholesaler

d) Sales quotas

* * * * *

Bharati Vidyapeeth (Deemed to be University), Pune
Centre for Distance and Online Education
School of Distance Education

Name of the Assignment Setter: Mr. YASHWANT KUMAR

Programme: MBA (CBCS 2023) **Semester:** IV

Subject: MK04 Integrated Marketing Communication

Q.1) Attempt **ANY ONE** of the Following **(1000 Words)** **(10)**

a) Explain the Various methods used for advertising measurement and evaluation.

b) Explain the Various advertising appeal through various stages of PLC

Q.2) Attempt **ANY TWO** of the Following **(800 Words)** **(12)**

a) What is internet advertising? Explain its advantage.

b) Explain the steps involved in development of media plan in detail.

c) Explain the DAGMAR approach in detail.

d) Explain in detail about communication mix

Q.3) Write Short Notes on **(ANY TWO)** **(08)**

a) PR & Publicity

b) Pre-testing in Advertising

c) Green Marketing

d) Surrogate Advertising

* * * * *

Bharati Vidyapeeth (Deemed to be University), Pune
Centre for Distance and Online Education
School of Distance Education

Name of the Assignment Setter: Mr. YASHWANT KUMAR

Programme: MBA (CBCS 2023) **Semester:** IV

Subject: PM03 Logistics & Supply Chain Management

Q.1) Attempt **ANY ONE** of the Following **(1000 Words)** **(10)**

- a) What do you understand by the integration of various functions of material management?
- b) What is supply chain management? How it is important in competitive global environment?

Q.2) Attempt **ANY TWO** of the Following **(800 Words)** **(12)**

- a) Elucidate the recent developments in Material requirement planning
- b) Why is CRM important in supply chain management? Explain
- c) What are the different types of transportation system, explain their merits and demerits
- d) Explain the 5 R's of supply chain management in detail

Q.3) Write Short Notes on **(ANY TWO)** **(08)**

- a) Economic Order Quantity
- b) Material Handling
- c) Logistics
- d) Distribution Level

* * * * *

Bharati Vidyapeeth (Deemed to be University), Pune
Centre for Distance and Online Education
School of Distance Education

Name of the Assignment Setter: Mr. YASHWANT KUMAR

Programme: MBA (CBCS 2023) **Semester:** IV

Subject: PM04 World Class Manufacturing Practices

Q.1) Attempt **ANY ONE** of the Following **(1000 Words)** **(10)**

- a) Discuss the concept of World Class Manufacturing (WCM). What are the imperatives for success in WCM, including technology, systems approach, and change in mindset?
- b) Explain the strategic decisions involved in manufacturing management. How do choices in technology, capacity, layout, aggregate planning, and master production scheduling impact manufacturing systems?

Q.2) Attempt **ANY TWO** of the Following **(800 Words)** **(12)**

- a) Define Materials Requirement Planning (MRP) and Manufacturing Resources Planning (MRP-II). How do these systems contribute to effective materials planning?
- b) Describe the concept of Just-In-Time (JIT) manufacturing. What are the advantages and techniques of JIT, including JIT layout, Kanban system, and JIT purchasing?
- c) Discuss the tools used in World Class Manufacturing development. How do total employee involvement, small group activities, 5-S concept, and total productive maintenance contribute to WCM?
- d) Explain the role of IT in World Class Manufacturing. How do flexible manufacturing systems (FMS), group technology, and Six Sigma contribute to recent trends in WCM?

Q.3) Write Short Notes on **(ANY TWO)** **(08)**

- a) Aggregate planning and master production scheduling in manufacturing systems.
- b) Automation in design and manufacturing, including automated material handling equipment and product and process design tools.
- c) The significance of bar code systems in World Class Manufacturing.
- d) Ethics and challenges in performance management within the context of World Class Manufacturing.

* * * * *

Bharati Vidyapeeth (Deemed to be University), Pune
Centre for Distance and Online Education
School of Distance Education

Name of the Assignment Setter: Mr. YASHWANT KUMAR

Programme: MBA (CBCS 2023) **Semester:** IV

Subject: PR03 Managing Large Projects

Q.1)	Attempt ANY ONE of the Following (1000 Words)	(10)
	a) Discuss the concept, scope, and goals of a large project. What problems are typically resolved, and what are the key project deliverables and stakeholders? How do macro-environment factors affect large projects, and what strategies can be used to manage challenges and scope creeps?	
	b) Explain the importance of baseline costing and geographic locations in project planning. How do accurate cost budgeting, managing cost structure, input cost factors, and currency fluctuations impact project costs? Discuss different costing methods for different locations.	
Q.2)	Attempt ANY TWO of the Following (800 Words)	(12)
	a) Describe the process of project feasibility analysis. How do stakeholder and sponsor visions, financial feasibility, technical feasibility, customer lifetime value, SWOT analysis, and project risk assessment contribute to project feasibility? Explain the VRIO framework and techniques for handling uncertainty, including sensitivity analysis.	
	b) Discuss the role of team management in large projects. How do the experience and success of the project manager and top team impact project outcomes? Explain the importance of assigning roles, team management training, collaboration, delegation, and independence for team members.	
	c) Explain the key components of project monitoring and control. How are monitoring systems designed, and what is the role of traceability matrices, control charts, and earned value analysis? Discuss the importance of periodic schedule and goals review, monitoring different time zones and locations, and allowing for inflation.	
	d) Compare and contrast different project methodologies, including Waterfall, Agile, Scrum, extreme programming (XP), and Adaptive Project Framework (APF). How do these methodologies differ in their approach to project management, and what are their respective advantages and disadvantages?	
Q.3)	Write Short Notes on (ANY TWO)	(08)
	a) The concept of scope creeps in large projects and strategies to manage them.	
	b) The impact of currency fluctuations on project cost estimation and budgeting.	
	c) The role of earned value analysis in project monitoring and control.	
	d) The principles and practices of Agile methodology in project management.	

* * * * *

Bharati Vidyapeeth (Deemed to be University), Pune
Centre for Distance and Online Education
School of Distance Education

Name of the Assignment Setter: Mr. YASHWANT KUMAR

Programme: MBA (CBCS 2023) **Semester:** IV

Subject: PR04 Social Cost and Benefit Analysis of Project

Q.1) Attempt ANY ONE of the Following (1000 Words) **(10)**

a) Discuss the concept of social cost and its necessity. How do macro-environment factors and macroeconomic costs influence development projects? Explain the concept of Pareto Optimality and its application in achieving social improvements.

b) Explain the methodologies for calculating social costs. How do project goals and private costs differ from social costs? Discuss the methods for calculating positive and negative social costs.

Q.2) Attempt ANY TWO of the Following (800 Words) **(12)**

a) Describe the framework for social cost-benefit analysis in project management. What are the advantages and limitations of cost-benefit analysis? How do risk and uncertainties affect cost-benefit analysis, and what techniques can be used to manage them?

b) Explain the different types of costs involved in cost-benefit analysis. Discuss indirect costs, opportunity costs, and future costs. How do tangible and intangible benefits, net present value (NPV), benefit-cost ratio (BCR), internal rate of return (IRR), and discounted cash flow (DCF) contribute to cost-benefit analysis?

c) Discuss the project appraisal process. How are environmental processes and monitoring systems designed? Explain the role of earned value analysis in project appraisal and the benefit-cost analysis of health and environment projects.

d) Describe the concept of net social benefit and its relation to Pareto Optimality and public goods. How does managing cost-benefit analysis contribute to achieving net social benefits?

Q.3) Write Short Notes on (ANY TWO) **(08)**

a) The need for social cost in development projects and the challenges in managing it.

b) The calculation methods for private and social costs, including examples of positive and negative social costs.

c) The role of risk and uncertainty in social cost-benefit analysis and techniques for handling them.

d) The importance of benefit-cost analysis in health and environment projects.

* * * * *

Bharati Vidyapeeth (Deemed to be University), Pune
Centre for Distance and Online Education
School of Distance Education

Name of the Assignment Setter: Mr. YASHWANT KUMAR

Programme: MBA (CBCS 2023) **Semester:** IV

Subject: R03 Merchandising, Display & Advertising

Q.1) Attempt **ANY ONE** of the Following **(1000 Words)** **(10)**

a) Discuss the key stages of the merchandise management process and explain the factors to be considered in the process of devising a merchandise plan.

b) Explain the decision-making process related to buying organization and its significance in merchandise management.

Q.2) Attempt **ANY TWO** of the Following **(800 Words)** **(12)**

a) Elaborate on the key elements of merchandise management, focusing on sales forecasting, inventory planning, and logistics.

b) Describe the steps involved in implementing a merchandise plan, emphasizing logistics and inventory management.

c) Discuss the fundamentals of merchandising, including product merchandising strategy and pricing policies.

d) Explain the significance of promotional strategies in retail, highlighting advertising, sales promotion, and relationship marketing.

Q.3) Write Short Notes on **(ANY TWO)** **(08)**

a) Space management in retail merchandising

b) Importance of reverse logistics in inventory management

c) Selection of promotion mix in merchandising

d) Steps in planning a retail advertising campaign

* * * * *

Bharati Vidyapeeth (Deemed to be University), Pune
Centre for Distance and Online Education
School of Distance Education

Name of the Assignment Setter: Mr. YASHWANT KUMAR

Programme: MBA (CBCS 2023) **Semester:** IV

Subject: R04 Supply Chain Management in Retailing

Q.1) Attempt **ANY ONE** of the Following (**1000 Words**) **(10)**

a) Design a supply chain system for perishable products.

b) Describe the various strategy of supply chain management.

Q.2) Attempt **ANY TWO** of the Following (**800 Words**) **(12)**

a) Explain the role of IT in supply chain management.

b) Explain the factors affecting the cost and importance of logistics

c) What are the features of supply chain management?

d) Develop an analyzing technique for a logistic system.

Q.3) Write Short Notes on (**ANY TWO**) **(08)**

a) E-Business and supply chain management

b) Bulk contracts

c) Sourcing for seasonal demand

d) Supply chain drivers

* * * * *

Bharati Vidyapeeth (Deemed to be University), Pune
Centre for Distance and Online Education
School of Distance Education

Name of the Assignment Setter: Mr. MANJEET KUMAR

Programme: MBA (CBCS 2023) **Semester:** IV

Subject: SM 03 Sports Sponsorships

Q.1) Attempt **ANY ONE** of the Following (**1000 Words**) **(10)**

- a) Explain the concept of Target Segment Alignment in the context of brand and sports property. How do segmenting, targeting, and positioning play a role in sports sponsorship?
- b) Discuss the importance of Brand Image Alignment in sports sponsorship. How can market research help measure customer perception across different demographic segments?

Q.2) Attempt **ANY TWO** of the Following (**800 Words**) **(12)**

- a) Explain the process of preparing a sponsorship strategy. Discuss the objectives of sponsorship, the target demographic, and the stages of the customer's decision journey—awareness, consideration, purchase, and loyalty
- b) How can brands maximize the impact of sports sponsorship? Discuss various sampling and activation strategies to drive trials, usage, consumption, and repeat purchase.
- c) Discuss the key brand metrics used to measure the return on investment (ROI) of a sponsorship strategy. How do factors such as brand affinity, consideration, and exposure contribute to evaluating sponsorship success?
- d) Explain how sports sponsorship fosters employee engagement and improves morale within an organization. How does this translate into tangible business benefits?

Q.3) Write Short Notes on (**ANY TWO**) **(08)**

- a) Role of demographic segmentation in sports sponsorship.
- b) The significance of market research in understanding brand perception.
- c) Strategies to maximize consumer engagement through sponsorship activations
- d) The impact of sponsorship on driving sales, leads, and new business.

* * * * *

Bharati Vidyapeeth (Deemed to be University), Pune
Centre for Distance and Online Education
School of Distance Education

Name of the Assignment Setter: Mr. YASHWANT KUMAR

Programme: MBA (CBCS 2023) **Semester:** IV

Subject: SM 04 Managing Sports Organization

Q.1) Attempt ANY ONE of the Following (1000 Words) (10)

a) Define a sports organization and discuss its goals. Why is it important to understand organizational goals and effectiveness in the context of sports organizations?

b) Explain the operating environment of sports organizations. What is the nature of organizational environments, and how do macro and micro environments impact sports organizations?

Q.2) Attempt ANY TWO of the Following (800 Words) (12)

a) Describe the concept of organizational culture in sports organizations. What are the differences between strong and weak organizational cultures? Explain the concepts of thick and thin organizational cultures and how to manage a sports organizational culture.

b) Discuss the strategies used in sports organizations. What are deliberate and emergent strategies? Explain the process of strategy formulation and implementation, and conduct a SWOT analysis for a sports organization.

c) Discuss Lewin's and Kotter's models for managing change and strategies for managing stress in the workplace (During Sports).

d) Analyze the role of assignments in sports organizations such as CAB, IFA, Bengal Lawn Tennis Association, and SAI. How do these organizations contribute to the development and management of sports?

Q.3) Write Short Notes on (ANY TWO) (08)

a) The importance of understanding organizational goals and effectiveness in sports organizations.

b) The impact of macro and micro environments on sports organizations.

c) The role of SWOT analysis in strategy formulation and implementation for sports organizations.

d) Managing resistance to change using Lewin's and Kotter's models.

* * * * *