

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

Name of the Assignment Setter:			
Programme:	MBA CBCS-2023	Semester:	III
Subject:	301 Strategic Management		
Q.1)	Attempt ANY ONE of the Following (1000 Words)		(10)
a)	What are tools and techniques for strategic analysis? Discuss.		
b)	What are the main characteristics of strategic decisions?		
Q.2)	Attempt ANY TWO of the Following (800 Words)		(12)
a)	Explain the relationship between strategy and structure.		
b)	How will we start new business with Blue ocean strategy		
c)	Write all the components of strategy control.		
d)	Explain the Vision and Mission of strategic management.		
Q.3)	Write Short Notes on (ANY TWO)		(08)
a)	BCG Matrix		
b)	Value Chain		
c)	Strategy for Global Market		
d)	GE 9 cell Matrix		
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Name of the Assignment Setter:	
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Programme:	MBA CBCS-2023	Semester:	III
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Subject:	302 Legal Aspects of Business
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Q.1)	Attempt ANY ONE of the Following (1000 Words)	(10)
	a) Explain the Indian Contract Act, 1872. Discuss the essential elements of a valid contract, including offer and acceptance, capacity to contract, and consideration.	
	b) Describe the different types of Quasi Contracts under the Indian Contract Act, 1872, and provide examples to illustrate each type.	
Q.2)	Attempt ANY TWO of the Following (800 Words)	(12)
	a) Explain the modes of creation of agency and the duties and rights of agents under the Contract of Agency.	
	b) Discuss the essentials of a contract of sale under the Law of Sale of Goods. Differentiate between a sale, an agreement to sell, and hire purchase	
	c) Describe the rights of an unpaid seller under the Law of Sale of Goods and how these rights protect the seller.	
	d) Explain the characteristics and types of negotiable instruments under the Law of Negotiable Instruments. Provide examples of each type.	
Q.3)	Write Short Notes on (ANY TWO)	(08)
	a) Rights of consumers under the Consumer Protection Act	
	b) Formation and winding up of a company under the Company's Act, 2013	
	c) Role and functions of certifying authorities under the Information Technology Act, 2000	
	d) Types and significance of Intellectual Property Rights (IPR)	

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Name of the Assignment Setter:			
Programme:	MBA CBCS-2023	Semester:	III
Subject:	303 Innovation Design Thinking and Entrepreneurship Management		
Q.1)	Attempt ANY ONE of the Following (1000 Words)		(10)
a)	Discuss the characteristics, traits, and behavior of successful entrepreneurs. What challenges do entrepreneurs face, and how can they overcome them?		
b)	Explain the role of innovation in entrepreneurship. How do innovation and sustainability intersect, and why is this intersection important for modern entrepreneurs?		
Q.2)	Attempt ANY TWO of the Following (800 Words)		(12)
a)	Compare and contrast radical and incremental innovation. Provide examples of each and discuss the advantages and challenges associated with them.		
b)	Describe the innovation process and explain the strategies for managing innovation within an organization. How can intrapreneurship foster innovation?		
c)	What are the components of creativity, and what techniques can be used to enhance creativity in the workplace? Discuss the barriers to creativity and how they can be overcome.		
d)	Explain the concept of lean startups. How does the business model canvas help in building and analyzing business models for startups?		
Q.3)	Write Short Notes on (ANY TWO)		(08)
a)	Six Hat Thinking Exercises and Lateral Thinking Techniques		
b)	Customer-focused innovation and its impact on value proposition		
c)	Sources of venture finance for start ups and their managerial implications		
d)	Role of institutions in promoting entrepreneurship and policy initiatives in this regard		
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Assignment No.		Name of the Assignment Setter:		Dr.A.R Deshmukh	
Course code	MK01	Class:	MBA	Semester:	III

Subject:	CONSUMER BEHAVIOUR
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Q.1) Attempt ANY ONE of the Following (1000 Words) (10)

- a) Trace the rise of consumerism in India. Also write briefly about the typical traits of an Indian consumer.
- b) Explain in details the application of the Research in the Direct marketing process.

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

- a) Discuss the impact of Psychoanalysis on advertising.
- b) Explain in detail the ways and means of being an ethical shopper?
- c) Unethical practices are seen and put up within every area of marketing – comment.
- d) Discuss in detail the various types of scales that could be used to measure the attitude of the consumers in the direct marketing process.

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

- a) Customer Delight
- b) Dissonance (Buying Behaviour)
- c) Nicosia Model
- d) Kollat and Blackwell model

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Assignment No.		Name of the Assignment Setter:		YASHWANT KUMAR	
Course code	MK02	Class:	MBA	Semester:	III

Subject:	SERVICES MARKETING
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- Q.1) Attempt **ANY ONE** of the **Following (1000 Words)** (10)
- a) Define Services indicating the salient characteristics. Elaborate how does services marketing mix differ from marketing-mx of goods.
 - b) What is SERVQUAL/? Discuss various dimension of SERVQUAL and how do they help a service markets?

- Q.2) Attempt **ANY TWO** of the **Following (800 Words)** (12)
- a) Discuss the spillover effects of growth of the service economy in India.
 - b) Draw service blue print for a hotel.
 - c) What is services GAP model?
 - d) 'Process' and 'physical Evidence' are very important to financial service organizations. Explain with relevant examples.

- Q.3) Write Short Notes on **(ANY TWO)** (08)
- a) Customers as a co-produces of services
 - b) e-services
 - c) Service Life Cycle
 - d) Robert Johnston Model of Service Segmentation Strategy

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Assignment No.		Name of the Assignment Setter:	YASHWANT KUMAR		
Course code	FM01	Class:	MBA	Semester:	III

Subject:	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT
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Q.1) Attempt ANY ONE of the Following (1000 Words) (10)

- a) Analyse the various types of Investment in the securities market.
- b) Classify the traditional source of risk as to whether they are general sources of risk or specific source of risk.

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

- a) What is the arbitrage pricing theory? What is included in an arbitrage portfolio?
- b) What are the features of investment planning? How is risk profiling done?
- c) Define investment. What are the characteristics of investment and also explain the criteria for evaluating the investment?
- d) Discuss fully the Sharpe, Treynor and the Jensen measures of portfolio returns.

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

- a) Arbitrage Pricing Theory
- b) Portfolio Return
- c) Bond Management
- d) Investor's Utility Curves

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Assignment No.		Name of the Assignment Setter:		YASHWANT KUMAR	
Course code	FM02	Class:	MBA	Semester:	III

Subject:	MANAGEMENT OF FINANCIAL SERVICES
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Q.1) Attempt **ANY ONE** of the **Following (1000 Words)** (10)

- a) Describe eligibility criteria for a rating agency SEBI has notified in India. Who can promote credit rating agency in India? What are the principal function of CRISIL?
- b) Discuss the pre-issue obligations of merchant bankers.

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

- a) What are the SEBI guidelines for the Mutual Fund Schemes
- b) What is credit creation? What are the limitations of credit creation?
- c) Explain the new guidelines on securitization in India
- d) Explain the Role & function of Rural Credit Institutions.

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

- a) Credit Rating
- b) Leasing
- c) Factoring
- d) Merchant Banker

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Name of the Assignment Setter:	Mr. YASHWANT KUMAR
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Programme:	MBA	Semester:	III
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Subject:	HR01 Human Resource Planning and Development
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Q.1)	Attempt ANY ONE of the Following (1000 Words)	(10)
a)	Explain the Concept of Human Resource Planning. Discuss its Objectives, Need and Importance, and outline the Process. What are the Levels of HR Planning, and what are the common Problems and Factors influencing it?	
b)	Discuss the various Human Resource Demand & Supply forecasting tools and techniques. Explain Managerial Judgment, Work-study methods, ratio-trend analysis, workload analysis, and Staffing tables. How do Markov analysis and Skill inventory assist in forecasting HR requirements?	
Q.2)	Attempt ANY TWO of the Following (800 Words)	(12)
a)	Describe the Recruitment plan and the various Recruitment Sources. What are the Current practices in Recruitment such as Outsourcing and e-recruitment?	
b)	Explain the Concept of training and its importance. Discuss the Principles of training and the ADDIE model. What is the difference between Education, Knowledge, and Skills in training?	
c)	Define Training needs analysis (TNA). What is the Meaning and purpose of TNA? Discuss the Process of TNA and its significance at different levels in an organization.	
d)	Analyze the various Quantitative techniques used for determining Human Resource requirements, such as Work Study, Labour Turnover, and other relevant methods.	
Q.3)	Write Short Notes on (ANY TWO)	(08)
a)	Succession planning	
b)	Job rotation	
c)	Workforce analysis	
d)	Scenario analysis in the context of human resource forecasting	

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Name of the Assignment Setter:	Mr. Yashwant Kumar
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Programme:	MBA	Semester:	III
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Subject:	HR02 Labour Laws-I
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Q.1)	Attempt ANY ONE of the Following (1000 Words)	(10)
a)	Discuss the history and types of labor legislations in India. How do the principles of social justice, natural justice, equity, and economy apply to industrial jurisprudence?	
b)	Explain the unique characteristics of Indian labor in the context of industrial jurisprudence. Provide examples to illustrate your points.	
Q.2)	Attempt ANY TWO of the Following (800 Words)	(12)
a)	Discuss the key provisions of the Factories Act, 1948 related to health, safety, and welfare. How are these provisions enforced, and what are the penalties for non-compliance?	
b)	Explain the provisions of the Payment of Wages Act, 1936 and the Minimum Wages Act. What are the authorized deductions under the Payment of Wages Act?	
c)	Analyze the role of the International Labour Organization (ILO) in promoting social security. What is the contribution of the ILO to labor welfare in India?	
d)	Discuss the special features of the Industrial Employment (Standing Orders) Act, 1946. What are the matters that must be provided in the Standing Orders?	
Q.3)	Write Short Notes on (ANY TWO)	(08)
a)	Provisions relating to the employment of women and children under the Factories Act, 1948.	
b)	The role and contribution of the Employee Provident Fund (Miscellaneous Provisions) Act, 1952.	
c)	The definition and provisions of the Maternity Benefit Act.	
d)	The key provisions of the Payment of Bonus Act and the Payment of Gratuity Act.	

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Name of the Assignment Setter: Prof. Manjeet Kumar

Programme: MBA CBCS-2023 **Semester:** III

Subject: IB 01 Regulatory Aspects of International Business

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

a) Analyze the nature of cross-border trade and the need for its governance. Discuss the role of International Law, choice of law, and conflict of laws in regulating international business transactions. How do legal and regulatory aspects impact the operation of cross-border trade?

b) Explore the framework of statutes that govern cross-border trade. Compare the statutes framed by the country of origin of a transaction with international guidelines. How do these regulations influence global business operations?

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

a) Discuss the regulation of international banking with a focus on high financial gearing. Examine the BCCI international affair and the role of the Bank for International Settlements in maintaining global financial stability.

b) Evaluate the regulation of the monetary system from the period between wars to modern-day agreements such as the Breton Woods, Euro, Smithsonian Agreement, and the Plaza & Louvre Accord. How does regulatory arbitrage and the Labuan model influence global financial markets?

c) Assess the Indian scenario concerning the regulation and deregulation of cross-border trade. Discuss the Exchange Control Manual, an introduction to FEMA, the role of FEDAI, UCPDC – ICC publications, and INCOTERMS. What is the significance of these regulations in facilitating international trade?

d) Investigate the causes and implications of international debt crises, with a focus on the Herstatt Bank Crisis, the Asian financial crisis, and other global financial disruptions. How do Sovereign Risk, the State Immunity Act, and International Accounting Standards impact the global financial system?

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

a) Role of the Bank for International Settlements in regulating global financial markets

b) Impact of the Plaza & Louvre Accord on the global monetary system

c) Significance of UCPDC – ICC publications in international trade

d) Trade-related Intellectual Property Rights and their influence on international business transactions

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Assignment No.		Name of the Assignment Setter:	YASHWANT KUMAR		
Course code	IB02	Class:	MBA	Semester:	III

Subject:	Export Import Policies, Procedures and Documentation
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Q1) Attempt **ANY ONE** of the **Following (1000 Words)** (10)

- a) Explain the cross border Settlement Procedure with advanced payment method with practical illustration.
- a) Why should the export goods be insured? Describe various types of losses under cargo insurance with example.

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

- a) Explain different kinds of letter of credit.
- b) Explain the economic order quantity concept.
- c) Write a brief note on scrutiny of export order.
- d) 'ICC revise Incoterms so as to send them to the need of trading community'. Discuss.

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

- a) Bill of lading
- b) Airway Bill
- c) Bills of exchange
- d) Port procedures

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Assignment No.		Name of the Assignment Setter:		YASHWANT KUMAR	
Course code	PM01	Class:	MBA	Semester:	III

Subject:	Quality Management
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Q.1) Attempt ANY ONE of the Following (1000 Words) (10)

- a) Describe quality management through the use of control charts.
- b) Explain the concept of six sigma with example.

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

- a) What is the difference between SPC & SQC?
- b) Explain the definition of quality as per ISO 9000:2000.
- c) Explain the Kano's model of customer satisfaction.
- d) Explain the steps in obtaining ISO 9000 registration.

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

- a) Kiezen – concept
- b) TS 16949
- c) Quality Auditing
- d) Juran's principle of quality

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Name of the Assignment Setter:	
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Programme:	MBA CBCS-2023	Semester:	III
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Subject:	PM 02 Business Process Re-Engineering
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Q.1)	Attempt ANY ONE of the Following (1000 Words)	(10)
a)	Explain the principles of business process reengineering (BPR)?	
b)	Describe the six categories of BPR tools. Explain any one tool that might improve a BPR projects?	
Q.2)	Attempt ANY TWO of the Following (800 Words)	(12)
a)	Explain the Impact of BPR on organization structure?	
b)	Distinguish between TQM and BPR?	
c)	Discuss the difference between employing IT to automate work and using them to reengineer business process?	
d)	Discuss the values and limitations of benchmarking?	
Q.3)	Write Short Notes on (ANY TWO)	(08)
a)	Business process reengineering (BPR) model.	
b)	BPR and continuous Improvement.	
c)	Intuitive and methodological approach to BPR.	
d)	Impact of cost focused BPR versus reserve focused BPR.	

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Assignment No.		Name of the Assignment Setter:	YASHWANT KUMAR		
Course code	IT01	Class:	MBA	Semester:	III

Subject:	SYSTEM ANALYSIS AND DESIGN
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Q.1) Attempt ANY ONE of the Following (1000 Words) (10)

- a) Explain system development life cycle (SDLC) in detail. How cost/benefit analysis plays an important role in SDLC? What is the need for system development?
- b) Explain various types of feasibility studies that the analyst should consider. Explain the cost-benefit analysis with an example.

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

- a) Define system. Discuss the characteristics and elements of the system.
- b) Explain waterfall model of software development.
- c) Define feasibility studies, why and what are feasibility studies.
- d) What are fact finding techniques? Write in detail.

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

- a) Screen management
- b) SDLC
- c) DFD
- d) ERD

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Assignment No.		Name of the Assignment Setter:	Ms. Savneet Kaur		
Course code	IT02	Class:	MBA	Semester:	III

Subject:	INFORMATION SYSTEM SECURITY & AUDIT
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Q.1) Attempt ANY ONE of the Following (1000 Words) (10)

- a) What is information system (IS) auditing?
- b) Briefly explain the types and overview of audit procedures

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

- a) Describe scope, objectives of audit planning.
- b) Differentiate between pre & post implementation audit.
- c) Define information security management.
- d) Explain the various components of information systems.

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

- a) System development life cycle (SDLC)
- b) Information security management
- c) Cyber frauds
- d) Evaluating information system

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Assignment No.		Name of the Assignment Setter:	Dr. A.R Deshmukh		
Course code	AM01	Class:	MBA	Semester:	III

Subject:	RURAL MARKETING
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Q.1) Attempt ANY ONE of the Following (1000 Words) (10)

- a) “Marketing approaches vary with degree of segmentation”. Explain with reference to rural market examples.
- b) Examine the factors influencing Rural Marketing channel design decisions.

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

- a) Elaborate on the 4Ps of Rural Marketing.
- b) How do you design products for Rural and Urbans?
- c) Explain the concept and significance of marketing channels.
- d) Rural distribution is not without problems. Highlights some of the problems in rural distribution.

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

- a) ITC-eChoupals
- b) Self-help groups as middleman
- c) Rural Distribution – channels
- d) Weekly Haats, Bazaars, Shandies

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Assignment No.		Name of the Assignment Setter:	Mrs Savneet Kaur		
Course code	AM02	Class:	MBA	Semester:	IIIrd Sem

Subject:	SUPPLY CHAIN MANAGEMENT IN AGRIBUSINESS
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Q.1) Attempt ANY ONE of the Following (1000 Words) (10)

- a) Describe supply chain management approach and its elements.
- b) Define conceptual model of supply chain management.

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

- a) Define evolution and elements of logistics management.
- b) Elaborate performance measurement and control in Agri supply chain management.
- c) Discuss various global logistics trends.
- d) Briefly explain demand planning and forecasting.

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

- a) Vendor Management inventory
- b) (JIT) Just In time
- c) Supply chain management
- d) GPS Technology

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Assignment No.		Name of the Assignment Setter:		Dr.A.R Deshmukh	
Course code	R01	Class:	MBA	Semester:	III

Subject:	INTRODUCTION TO RETAILING
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Q.1) Attempt ANY ONE of the Following (1000 Words) (10)

- a) What are the factors that have contributed to understand the retail customers? Explain the ethical issues in retailing.
- b) How supply chain management has impacted the retail strategies of the companies?

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

- a) Discuss the recent trends that you see in retail communication mix. Explain?
- b) What is the importance of customer relationship management in retailing? Explain.
- c) What are the season of retailing? Explain the major retail models.
- d) What are the factors that have contributed to understand the retail customers? Explain ethical issues in retailing.

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

- a) Retail mix
- b) Retail equity
- c) Warehouse clubs
- d) Departmental stores

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Assignment No.		Name of the Assignment Setter:	Savneet Kaur		
Course code	R02	Class:	MBA	Semester:	III

Subject:	RETAIL MANAGEMENT AND FRANCHISING
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Q.1) Attempt ANY ONE of the Following (1000 Words) (10)

- a) Define the concept and features of retailing.
- b) Briefly describe the meaning and importance of retail strategic planning.

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

- a) Explain the need and importance of visual merchandising in a retail outlet.
- b) Describe legal restrictions in franchising.
- c) Explain the strategic retail planning process.
- d) What are the important location options available to retailer?

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

- a) Franchising
- b) Types of Layout
- c) Store design & Layout
- d) Channel of distribution

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Name of the Assignment Setter:

Programme:

MBA CBCS-2023

Semester:

III

Subject:

PR 01 Project Risk Management

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

- a)** Explain the difference between risk and issue management. Discuss how the impact of risk affects organizations and the importance of internal control in risk management.
- b)** Describe the key elements of a risk management strategy. How do perspectives such as strategic, program, project, and operations influence risk management policy and processes?

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

- a)** Discuss the risk management planning process. What are the key inputs, techniques, and tools used in risk planning, and how is the risk register tailored?
- b)** Explain the process of risk identification. What techniques are used for identifying risks, and how can historical data and expert judgment be utilized in this process?
- c)** Compare qualitative and quantitative risk analysis. When should quantitative risk analysis be used, and how do risk probability and impact influence risk categorization?
- d)** Outline the risk response planning process. What strategies are employed for dealing with negative and positive risks, and how are secondary and residual risks managed?

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

- a)** Risk Breakdown Structure and its importance in risk identification
- b)** SWOT analysis in the context of risk identification
- c)** Decision Tree Analysis in risk quantification
- d)** Techniques for monitoring and controlling risks, including risk reassessment and risk audits

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Name of the Assignment Setter:

Programme:

MBA CBCS-2023

Semester:

III

Subject:

PR 02 Software Project Management Tool

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

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| a) | Discuss the best practices and guidelines for project scheduling. What are the key "Do's and Don'ts" to consider when creating a project schedule, and how can Microsoft Project 2010 assist in this process? | |
| b) | Explain the strategies for optimizing project scope, time, cost, and resources. How can Microsoft Project be used to manage the critical path and run "What-if" scenarios effectively? | |

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

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|-----------|--|--|
| a) | Describe the process of resolving resource workload over-allocation. What strategies can be used to level workloads, and how can Microsoft Project assist in this task? | |
| b) | Explain the concepts of project, program, and portfolio management. How can projects be combined for progress review, and what are the benefits of creating and managing sub-projects and master projects? | |
| c) | Discuss the techniques for customizing and sharing objects in Microsoft Project. How can project templates be effectively utilized across multiple projects? | |
| d) | Analyze the importance of measuring project performance using Earned Value Analysis (EVA). How should project managers respond to changes identified through this analysis? | |

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

- | | | |
|-----------|---|--|
| a) | Strategies for sharing resources across multiple projects | |
| b) | Managing project task dependencies in Microsoft Project | |
| c) | Best practices for workload leveling in project management | |
| d) | Techniques for analyzing project progress and responding to changes | |

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Name of the Assignment Setter:		Dr. Ravi Phadke			
Course:	MBA	Class:	CDOE	Semester:	III
Subject:		BA 01 Introduction to Business Analytics and DataMining			
Q.1)	Attempt ANY ONE of the Following (1000 Words)				(10)
a)	Explain the concept of Business Analytics (BA) and discuss its importance in modern organizations.				
b)	Discuss the role of data visualization and data quality in Business Analytics.				
Q.2)	Attempt ANY TWO of the Following (800 Words)				(12)
a)	Explain Online Analytical Processing (OLAP) and its role in Business Analytics. Discuss different OLAP operations and their significance in business decision-making.				
b)	Discuss the importance of Data Visualization in Business Analytics. Explain various visualization techniques and tools that help organizations interpret complex datasets effectively.				
c)	Explain the applications of Business Analytics in risk management. Discuss concepts such as fraud detection and prediction, recovery management, loss risk forecasting, risk profiling, and portfolio stress testing.				
d)	Discuss the role of Business Analytics in market analysis. Explain market share estimation and sensitivity analysis and how these techniques support strategic decision-making.				
Q.3)	Write Short Notes on (ANY TWO)				(08)
a)	Customer Lifetime Value (CLV)				
b)	Churn Analytics				
c)	XL Miner Tool				
d)	Recruitment Analytics				
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Name of the Assignment Setter:		Dr. Ravi Phadke			
Course:	MBA	Class:	CDOE	Semester:	III
Subject:		BA 02 Business Statistics and Analytics			
Q.1)	Attempt ANY ONE of the Following (1000 Words)				(10)
a)	Explain the concept of Time Series Analysis and its importance in business forecasting.				
b)	Discuss the concept of Index Numbers and their importance in economic and business analysis.				
Q.2)	Attempt ANY TWO of the Following (800 Words)				(12)
a)	Explain the concept of skewness in a statistical distribution. Discuss the difference between dispersion and skewness and explain various tests and measures of skewness.				
b)	Discuss Karl Pearson's Coefficient of Skewness and Bowley's Coefficient of Skewness. Explain their formulas, interpretation, and practical applications.				
c)	Explain the difference between large sample tests and small sample tests. Discuss the role of the t-distribution in testing statistical hypotheses with suitable examples.				
d)	Explain the concept of partial correlation. Discuss zero-order, first-order, and second-order partial correlation coefficients and explain their significance in statistical analysis.				
Q.3)	Write Short Notes on (ANY TWO)				(08)
a)	Properties of t-Distribution				
b)	Assumptions of Multiple Linear Regression				
c)	Problems in Construction of Index Numbers				
d)	Moving Average Method				
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Bharati Vidyapeeth (Deemed to be University), Pune
Centre for Distance and Online Education
School of Distance Education

Name of the Assignment Setter: Prof. Manjeet Kumar

Programme: MBA CBCS-2023 **Semester:** III

Subject: EM01 Event Marketing

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

a) Discuss the nature, need, and importance of event marketing. Explain the event marketing mix, including product, price, promotion, distribution, partnership, physical evidence, packaging, and programming, with relevant examples.

b) Analyze the concept of market segmentation and targeting in the context of event marketing. How do positioning and the concept of Event Property influence the marketing strategy for events? Discuss with examples of repositioning in events.

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

a) Explain the trends and challenges in event promotion. How does marketing communication, including image, branding, advertisement, publicity, and public relations, contribute to the success of an event?

b) Discuss the importance of setting pricing objectives for events. How do pricing objectives align with marketing and business strategies? Explain the role of feedback, negotiation skills, and discounting techniques in event pricing.

c) Describe the skills required for effective event management, focusing on creativity, innovation, and self-motivation. How do team building, networking, leadership, and coordination play a crucial role in managing successful events?

d) Explain the five "W's" of event marketing and their significance in the overall marketing strategy. How do marketing tools and equipment enhance the promotion and execution of events?

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

a) Event marketing mix: Key components and their significance

b) The concept of Event Property and its role in market positioning

c) Pricing strategies and discounting techniques in event management

d) Emergency preparedness and its importance in event management

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Bharati Vidyapeeth (Deemed to be University), Pune
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Name of the Assignment Setter: Prof. Manjeet Kumar

Programme: MBA CBCS-2023 **Semester:** III

Subject: EM 02 Event Risk Management

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

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|----|---|--|
| a) | Discuss the concept and scope of risk management in events. Explain the nature of risk in different types of events and the role of risk management in meetings and events. How can risk management be integrated with event management to address risks and opportunities effectively? | |
| b) | Analyze the importance of emergencies and emergency preparedness in event risk management. Discuss the critical issues related to event safety, particularly in outdoor events, focusing on stage safety, pyrotechnics, parades, and demonstrations. | |

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

- | | | |
|----|--|--|
| a) | Describe the challenges in the risk identification process for events. What mechanisms can be used to identify risks, and how can risks associated with alcoholism, drugs, crowd control, fire safety, and emergency medical services be analyzed? | |
| b) | Explain the process, tools, and techniques involved in risk mitigation for events. How can practices, procedures, and safeguards be employed to manage and control risks in events? Discuss the importance of an early warning system in risk management. | |
| c) | Discuss the health and safety codes relevant to event management. What public health issues and occupational health and safety concerns need to be addressed in events? How do legal issues, contracts, and duty of care play a role in event risk management? | |
| d) | Explore the future of event risk management by discussing relevant case studies. What trends are emerging in event risk management, and how can lessons from past events inform future practices? | |

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

- | | | |
|----|--|--|
| a) | Integration of risk management with event management | |
| b) | Risk identification mechanisms for outdoor events | |
| c) | Administrative safeguards in event risk management | |
| d) | Legal issues and duty of care in event management | |

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

Name of the Assignment Setter: Prof. Manjeet Kumar

Programme: MBA CBCS-2023 **Semester:** III

Subject: HM 01 Food Service Operation

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

a) Discuss the origin of the food service industry and compare the differences between commercial and non-commercial food service operations. How do subsidized and welfare catering establishments fit into the broader context of food service operations?

b) Analyze the responsibilities of food and beverage management in a food service operation. What are the key constraints faced by food and beverage managers, both external (such as government/political, economic, social, and technical) and internal (such as food and beverage quality, staff, and control)?

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

a) Explain the factors that influence the meal experience in food service operations. How do social, business, convenience, and time considerations impact a customer's decision to use food services?

b) Discuss the various aspects that contribute to the atmosphere of a food service establishment. How do price and menu play a role in shaping the overall dining experience?

c) Describe the concept of "eating out" and the factors that influence customers' choices, such as food and drink variety, level of service, price and value, interior design, atmosphere, and location. How do these factors impact customer satisfaction?

d) Compare and contrast different types of food service establishments, such as fine dining restaurants, bars, nightclubs, pubs, and fast food establishments. How do financial and marketing policies, product and service styles, staffing, and technology differ across these establishments?

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

a) Types of menus: Table d'hôte, À la carte, Banqueting, and Cyclic menus

b) The role of atmosphere and mood in food service establishments

c) Responsibilities and challenges of a food and beverage manager

d) The impact of interior design and accessibility on the food service experience

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Bharati Vidyapeeth (Deemed to be University), Pune
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Name of the Assignment Setter: Mr. Yashwant Kumar

Programme: MBA CBCS-2023 **Semester:** III

Subject: HM 02 Tour Operations Management

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

a) Discuss the emergence of travel intermediaries in India, focusing on the roles and functions of travel agents (TA) and tour operators (TO). Explain the differentiation and inter-relationship between TA and TO, and analyze current business trends, future prospects, and the key challenges they face.

b) Explore the key considerations in setting up a tour operation business. Discuss the importance of product knowledge, managing linkages with service suppliers, itinerary preparation, costing a tour package, and the planning and scheduling of pick-ups and transfers.

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

a) Explain the process of developing and managing linkages with principal suppliers in the tour operation business. How can effective management of recruitment and trained manpower contribute to the success of both inbound and outbound operations?

b) Discuss the strategies for selling tourism services through distribution chains. How do logistics play a role in tour operations, and what are the challenges in managing distribution systems in tourism operation management?

c) Analyze the managerial responsibilities involved in managing escort services within the tourism industry. How can the use of technology enhance the management and promotion of tour packages?

d) Examine the role of marketing communications and public relations in promoting tourism services. What are the promotional issues that tour operators need to address to successfully market their services?

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

a) Itinerary preparation and its significance in tour operations

b) The role of logistics in tour operations management

c) Differentiation between travel agents and tour operators

d) The use of technology in managing tourism services and operations

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Bharati Vidyapeeth (Deemed to be University), Pune
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Name of the Assignment Setter: Prof. Manjeet Kumar

Programme: MBA CBCS-2023 **Semester:** III

Subject: SM 01 Sports Marketing

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

a) Define sports marketing and discuss the concept of marketing myopia in the context of sports. Explain the uniqueness of sports marketing and describe the model of the sports industry. How can organizations effectively implement a sports marketing program

b) Explore the various perspectives in sports consumer behavior. Analyze the impact of environmental and individual factors on sports involvement. Discuss the role of research in sports marketing, including types of primary market research and common problems faced in sports marketing research.

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

a) Discuss the core and extension of sports products. What are the key issues in sports product strategy? How should sports brands be managed to develop and maintain brand equity?

b) Explain the basic principles of pricing strategies in sports marketing. What are the special pricing factors to consider? Describe the role of advertising media and promotional concepts in sports marketing.

c) Analyze the role of sponsorship in sports marketing. Discuss the growth of sponsorship and methods for evaluating and ensuring its effectiveness. What are the ethical issues associated with selling sponsorship?

d) Describe the place and product distribution strategies in sports marketing. How should core products and their extensions be placed? Discuss the importance of the facility, marketing channels, and the product-place matrix. Explain the impact of electronic media on sports marketing and public relations.

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

a) Marketing Myopia in Sport

b) Types of Primary Market Research in Sports Marketing

c) Benefits and Development of Brand Equity in Sports

d) The Role of Sponsorship in Sports Marketing

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Bharati Vidyapeeth (Deemed to be University), Pune
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Name of the Assignment Setter: Mr. Yashwant Kumar

Programme: MBA CBCS-2023 **Semester:** III

Subject: SM 02 Basics of Sports Medicine & Nutrition

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

- a) Define sports medicine and explain its aims and objectives. Discuss the need and scope of sports medicine and the role of sports physicians, physical educators, and sports coaches in this field.
- b) Describe the various types of sports injuries, their causes, and the methods for their prevention and management. How can sports professionals effectively handle these injuries to ensure the safety and performance of athletes?

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

- a) Explain the concept of doping in sports, including its definition and classification. Discuss the reasons why drugs are used by individuals and sports persons, and the strategies for preventing doping.
- b) Discuss the elements of physical nutrition, including cell and human physiology, human nutrition, functional anatomy, metabolism, and nutritional physiology. How do these elements contribute to overall health and performance in sports?
- c) Analyze the different sources of energy in food, including carbohydrates, fats, proteins, and enzymes. Explain the role of these nutrients in digestion, nutrition, and physical performance.
- d) Describe the individual caloric requirements, including basal energy requirements and energy needs during physical activities. How can nutritional medicines support physical fitness and general strength?

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

- a) The Role of a Sports Physician in Sports Medicine
- b) Classification of Doping Methods
- c) Nutritional Requirements: Carbohydrates, Fats, and Minerals
- d) The Correlation Between Nutrition and Physical Performance in Sports

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Bharati Vidyapeeth (Deemed to be University), Pune
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Name of the Assignment Setter: Mr. YASHWANT KUMAR

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

Subject: IM01: Infrastructure Project Management

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

a) Explain the different types of infrastructure projects and discuss the core concepts of Infrastructure Project Management.

b) Describe the life cycle of Infrastructure Project Management and the challenges faced during each phase.

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

a) Analyze the key components of financial analysis in infrastructure projects.

b) Discuss the various stages of financing infrastructure projects and the alternatives of financing such projects.

c) Explain the concept of risk assessment and management in infrastructure projects, and how decision theory plays a role in decision-making under risk

d) Explore the global challenges and trends that necessitate sustainable practices in infrastructure development

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

a) Public-Private Partnership (PPP) models and their impact on infrastructure growth in India.

b) Health, safety, and environmental considerations in infrastructure disaster recovery plans.

c) Social and economic benefits of sustainable infrastructure development

d) Sponsors financing infrastructure projects through corporate finance and project finance.

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Bharati Vidyapeeth (Deemed to be University), Pune
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Name of the Assignment Setter: Mr. YASHWANT KUMAR

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

Subject: IM02: Contract and Claims Management

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

- a)** Discuss the importance of Contract Management in infrastructure projects. Explain the Contract Management Lifecycle and how it ensures successful project execution.
- b)** What are the key factors in Contract Administration? Explain how effective contract administration can prevent disputes in infrastructure projects

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

- a)** What are the various types of claims in Claim Management? Discuss the challenges of managing claims in infrastructure projects.
- b)** Explain the role of Project Risk Management in minimizing the causes of claims in infrastructure projects.
- c)** How do you evaluate claims and counterclaims in a contract? Discuss the legal and procedural issues involved.
- d)** Discuss the different methods of Dispute Resolution in Contracts. How would you choose an appropriate method for resolving disputes in infrastructure projects?

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

- a)** Ethical concerns in infrastructure projects and how they can be addressed.
- b)** Causes of claims in infrastructure projects and ways to mitigate them.
- c)** The requirements and defining features of Claim Evaluation.
- d)** Techniques to avoid disputes in contract management.

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Bharati Vidyapeeth (Deemed to be University), Pune
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Name of the Assignment Setter: Mr. Yashwant Kumar

Programme: MBA CBCS 2023 **Semester:** III

Subject: Open Course: (307) Digital Marketing

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

a) Discuss the nature, scope, and significance of digital marketing in today's business environment. Compare and contrast traditional marketing with digital marketing, highlighting key differences. How have digital marketing platforms evolved, and what does the future hold for digital marketing?

b) Analyze the behavior of digital consumers in today's online world. Explain the concept of the marketing funnel and how it has been adapted into the digital marketing funnel. Discuss the digital revolution in India and its impact on consumer behavior. How do businesses apply STP (Segmentation, Targeting, Positioning) in digital marketing?

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

a) Explain how to create an effective digital marketing strategy. Discuss the components of digital marketing planning, including Strategy, Goal, and Action. What are the key digital marketing channels, and how can they be effectively utilized in a digital marketing plan?

b) Describe the concept and significance of Search Engine Optimization (SEO) in digital marketing. Differentiate between On-Page Optimization and Off-Page Optimization. How does SEO contribute to a successful digital marketing strategy?

c) Discuss the role and importance of digital marketing analytics. Explain the difference between traditional marketing analytics and digital marketing analytics (DMA). What tools are available for digital marketing analytics, and how can they be used to improve marketing effectiveness?

d) Define Customer Relationship Management (CRM) and e-CRM. Explain the differences between traditional CRM and e-CRM. What are the tools available for CRM, and how do mobile apps contribute to effective CRM practices?

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

a) The Digital Marketing Funnel

b) Mobile Marketing

c) Content Marketing

d) Tools for Digital Marketing Analytics

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Bharati Vidyapeeth (Deemed to be University), Pune			
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Name of the Assignment Setter:		Dr. Parul Agarwal	
Programme:	MBA CBCS-2023	Semester:	III
Subject:	Open Course: (307) Corporate Taxation		
Q.1)	Attempt ANY ONE of the Following (1000 Words)		(10)
a)	Define the key concepts related to income tax, including Person, Companies, Association of Persons (AOP), Trusts, Minors, Cooperative Registered Firms, Income, Deemed Income, Assessee, Assessment Year, Previous Year, Gross Total Income, Total Income, and Residential Status. Discuss the scope of total income based on residential status and explain the concept of agricultural income and income exempt from tax.		
b)	Discuss the various concepts and definitions in income tax such as Gross Total Income, Total Income, and Residential Status. Explain how income is classified based on residential status and provide an overview of income that is exempt from tax, with specific examples.		
Q.2)	Attempt ANY TWO of the Following (800 Words)		(12)
a)	Calculate income under different heads of income, such as Salaries, Perquisites, Gratuity, and Retirement Benefits. Discuss the challenges and problems that arise from the aggregation of income and the set-off and carry forward of losses. Explain the deductions available under Chapter VIA and demonstrate how to compute the total income and file a Return of Income Tax.		
b)	Explain the process of calculating income from house property, capital gains, and income from other sources. Discuss the problems associated with aggregation of income and set-off and carry forward of losses. How do these factors affect the computation of total income?		
c)	Discuss the basic concepts for taxation of companies, including the definition of a company, different heads of income, and deductions from gross total income. Explain how to compute taxable income for companies, with a focus on Minimum Alternate Tax (MAT).		
d)	Analyze tax considerations for managerial decisions, such as capital structure decisions, deemed dividend, dividend distribution, own or lease, make or buy, repair or renew, and managerial remuneration. Discuss the importance of tax planning in relation to mergers and demergers of companies.		
Q.3)	Write Short Notes on (ANY TWO)		(08)
a)	Concepts relating to Tax Avoidance, Tax Evasion, and Tax Planning		
b)	Filing of Returns and Assessments, Penalties, and Prosecutions		
c)	Tax Planning with Reference to Location of Undertaking and Type of Activity		
d)	Basic Concepts of International Taxation and Transfer Pricing		

Bharati Vidyapeeth (Deemed to be University), Pune
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Name of the Assignment Setter: Mr. Yashwant Kumar

Programme: MBA CBCS-2023 **Semester:** III

Subject: Open Course: (307) Cross Cultural Issues and International HRM

Q.1)	Attempt ANY ONE of the Following (1000 Words)	(10)
a)	Discuss the macro influences on Human Resource Management (HRM) systems in cross-national contexts. Explain the different approaches to international operations, including the ethnocentric, polycentric, and geocentric approaches. How do these approaches impact HRM practices in multinational organizations?	
b)	Analyze global staffing practices, focusing on the approach to multinational staffing. Discuss the challenges associated with expatriation and repatriation, including the selection of expatriates and the barriers they face. How do organizations overcome these challenges to ensure successful global staffing?	
Q.2)	Attempt ANY TWO of the Following (800 Words)	(12)
a)	Evaluate the importance of training and development for expatriates and repatriates in a global context. How do global compensation practices differ across countries, and what challenges arise in compensating expatriates? Discuss the role of social security schemes in different countries in shaping compensation practices.	
b)	Explore the impact of globalization on international industrial relations (IR). Compare the IR practices in different countries and discuss how globalization has influenced these practices. What are the key challenges faced by multinational organizations in managing IR across borders?	
c)	Discuss the importance of understanding and managing cultural diversity in multinational organizations. Explain Hofstede's and Trompenaars' theories of cultural dimensions and their relevance in cross-cultural communication and negotiation.	
d)	Examine the business practices and approaches in European countries, China, Japan, and the USA. How do cultural and economic factors influence business practices in these regions? What are the key differences and similarities in business approaches across these countries?	
Q.3)	Write Short Notes on (ANY TWO)	(08)
a)	Barriers to Expatriation	
b)	Global Compensation Practices for Expatriates	
c)	Hofstede's Theory of Cultural Dimensions	
d)	Cross-Cultural Negotiation	

Bharati Vidyapeeth (Deemed to be University), Pune
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Name of the Assignment Setter: Mr. Yashwant Kumar

Programme: MBA CBCS-2023 **Semester:** III

Subject: Open Course: (307) Artificial Intelligence in HR Practices

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

a) Define and explain the meaning and scope of Artificial Intelligence (AI) in Human Resources (HR). Discuss the different approaches to AI and the reasons/purposes for its integration in HR. What are the limitations of AI, and what points should be considered when deploying AI in HR?

b) Analyze the role of Artificial Intelligence in recruitment, including the types of AI used in hiring. Discuss the potential biases in AI hiring processes and the benefits of using AI in recruitment. Additionally, explore the role of AI in training, learning, and development, highlighting the benefits of AI in corporate training and development.

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

a) Discuss the concept of Tactical HRIS (T-HRIS) and the various applications of AI in HR. What are the challenges of deploying AI in Human Resource Management, and what are the barriers to adopting AI in HR practices?

b) Examine the scope and role of Artificial Intelligence in Performance Management. What are the advantages and disadvantages of using AI in performance reviews, and how does AI impact the overall performance management process?

c) Explore the impact of Artificial Intelligence on Compensation Management. How does AI influence workers' compensation and pay decisions? Discuss the future of AI in compensation management.

d) Discuss the global impact of Artificial Intelligence on the labor market, including the creation of new job structures and changes in labor relations. How does AI affect the organization of work in different industries?

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

a) Benefits of AI in Corporate Training and Development

b) Barriers to Adopting AI in HR Practices

c) Future of AI in Compensation Management

d) Impact of AI on the Organization of Work

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Bharati Vidyapeeth (Deemed to be University), Pune
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Name of the Assignment Setter: Prof. Manjeet Kumar

Programme: MBA CBCS-2023 **Semester:** III

Subject: Open Course: (307) Indian Culture

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

a) Discuss the meaning and process of culture with specific reference to the sources of culture such as archaeology and literature. Explain the elements of culture and the concept of Indianness. How does the value system of India relate to its civilization?

b) Analyze the relationship between culture and civilization. How has the Indian cultural heritage influenced the world? Discuss the various approaches to the study of Indian culture, including stereotypes, objectivity, bias, and historiography, with a focus on the imperialist, nationalist, Marxist, and subaltern perspectives.

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

a) Examine the Indus Civilization in terms of its origin, extent, date, art, architecture, religion, society, and economy. What are the significant contributions of the Harappan culture to Indian civilization?

b) Explore the religious movements in the sixth and fifth centuries, focusing on Buddhism and Jainism. Discuss the social and economic changes that occurred during this period and the impact of Persian and Greek invasions. How did the Mauryan Empire contribute to the cultural unification of India?

c) Trace the evolution of Indian society through various periods, including the Varnasrama Dharma, caste system, Asramas, Purushartas, Samsakaras, family structure, education, and the position of women. Discuss the legal institutions, sources of Hindu law, and the attempts at social reforms in medieval and modern times.

d) Analyze the nature of the state, kingship, and republics in ancient Indian polity. How did local self-government function? Discuss the inter-state relations, taxation, and the overall economic life during different historical periods in India.

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

a) Mauryan Art, Polity, and Economy

b) The Sangam Age: Society and Economy

c) The Role of Asoka in Indian Cultural Unification

d) The Impact of Greek and Persian Invasions on Indian Culture

