

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



HOME ASSIGNMENT FOR  
MASTER IN BUSINESS ADMINISTRATION/PGDBM  
SECOND SEMESTER, 2020

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



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**KRISHNA KANTA HANDIQUÉ STATE OPEN UNIVERSITY**  
**ASSIGNMENT**  
**MBA/PGDBM 2<sup>nd</sup> Semester**  
**PGBA S1 05: Human Resource Management**  
**Marks: 50**

**Q1: Answer the following questions** (within 50 words) **(3 x 2= 6)**

- a. Define Job Evaluation.
- b. Define Recruitment Policy.
- c. Define Job description.

**Q2: Answer the following question** (within 75 words) **(4x3=12)**

- a. What is meant by Human Resource Management?
- b. Discuss any four benefits of Human Resource Information System.
- c. Outline the objectives of Discipline.

**Q3: Answer the following question** (within 150 words) **(2x6=12)**

- a. Outline the differences between Human Resource Management and Personnel Management.
- b. Write a short note on Job Grading method of Job Evaluation

**Q4: Answer the following question** (within 300 words) **(2x10=20)**

- a. Define Grievance. Discuss the model grievance procedure followed while redressing grievances in Indian Industries.
- b. Discuss in detail the internal and external sources of Recruitment.

**KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY**  
**ASSIGNMENT**  
**MBA/PGDBM 2<sup>nd</sup> Semester**  
**PGBA S1 06: Marketing Management**  
**Marks: 50**

**Q1: Answer the following questions** (within 50 words) **(3 x 2= 6)**

- a. Define marketing.
- b. Define micro environment of marketing.
- c. State two importance of market segmentation.

**Q2: Answer the following question** (within 75 words) **(4x3=12)**

- a. Discuss the types of Buying Decision Behaviour.
- b. Discuss the psychographic segmentation of the market.
- c. State the importance of marketing channels.

**Q3: Answer the following question** (within 150 words) **(2x6=12)**

- a. Discuss the internal factors which influences price of a product.
- b. Write a short note on advertising media.

**Q4: Answer the following question** (within 300 words) **(2x10=20)**

- a. Discuss different stages of Product development process.
- b. A food production company wants to start their business in Assam. They want to produce noodles. Now as a learner of marketing management, discuss the activities they need to do before launching the product in the market. Also prepare the advertising strategies (deciding which media to use, give a brand name for the product and how you can make the advertisement more effective.)

**KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY**  
**ASSIGNMENT**  
**MBA/PGDBM 2<sup>nd</sup> Semester**  
**PGBA S1 07: Financial Management**  
**Marks: 50**

- Q1: Answer the following questions** (within 50 words) **(2 x 3= 6)**
- a. Define Debentures
  - b. State two objectives of Financial Planning.
  - c. State two importance of Financial Management.
- Q2: Answer the following question** (within 75 words) **(4x3=12)**
- a. What is Equity Share? State the features of Equity Shares.
  - b. What is risk? Mention the different types of risks
  - c. Write any four features of capital structure.
- Q3: Answer the following question** (within 150 words) **(6x2=12)**
- a. Discuss the Net Income Approach theory and Net Operating Income theory.
  - b. Write a short notes o importance of Inventory Management Techniques.
- Q4: Answer the following question** (within 300 words) **(10x2=20)**
- a. Discuss the different methods for accounting for the risk in capital budgeting
  - b. Define Capital Rationing. Discuss and explain the factors that lead to capital rationing also outline the advantages of Capital rationing.

**KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY**  
**ASSIGNMENT**  
**MBA/PGDBM 2<sup>nd</sup> Semester**  
**PGBA S1 08: Legal Aspects of Business**  
**Marks: 50**

**Q1: Answer the following questions** (within 50 words) **(2 x 3= 6)**

- a. What is Mercantile Law
- b. What is “Breach of Contract”?
- c. Define Law.

**Q2: Answer the following question** (within 75 words) **(4x3=12)**

- a. Mention a difference between contracts of indemnity and guarantee.
- b. Write a short note on Breach of Contract and Void Agreements
- c. Discuss the concept of “Bill of exchange”.

**Q3: Answer the following question** (within 150 words) **(6x2=12)**

- a. Discuss the concept of “Double insurance” and “Re-insurance”.
- b. Define quasi contract. What are the different kinds of quasi contract?

**Q4: Answer the following question** (within 300 words) **(10x2=20)**

- a. Discuss the different stages of formation of a company.
- b. Discuss in detail the Information Technology Act, 2000.