STUDENT ASSIGNMENTS
(SESSION 2019-20)

INSTRUCTIONS

The students are required to read carefully and follow the instructions given below:

Submission of one complete Assignment in each course of the programme every year is compulsory.

Completed Assignments on prescribed Assignment Booklet are to be submitted by hand or through post to the Study Centre/Programme Coordinator, CDOL as per dates mentioned in the Academic Calendar 2018-19 (http://jmi.ac.in/bulletinboard/academic-calendar/cdol).

For Assignments Submitted after dates mentioned in the Academic Calendar, a late fee of **Rs. 100/-** per course assignment will be payable to through Demand Draft in favour of Jamia Millia Islamia, Payable at New Delhi.

Write your name, roll number and other details as required on the cover page of **Assignment Booklet.**

For your record you may keep a photocopy of your Assignment.

Contact your Learner Support Centre/ Programme Coordinator to collect evaluated Assignments booklet

Please go through your Programme Guide carefully for further details.

Course Title: Management Concept & Organization Behaviour   Course Code: DMBA-CP-101

Session 2019-2020   Maximum Marks: 25

Attempt any two out of the following five questions:-

1. Explain attribution theory. Discuss internally and externality in attribution.
2. What is individual behaviour? Explain various factors that influencing individual behaviour.
3. What is importance of good leader in the organization? Explain different theories of leadership
4. Discuss the various sources of conflict. How is it resolved in the organization?
5. What is transactional analysis? Discuss various concept of transactional leadership.

Course Title: Quantitative Methods   Course Code: DMBA-CP-102
Session 2019-2020   Maximum Marks: 25

Note: Attempt any two out of the following five questions.

1. Write a note on various scales of measurement (levels of data) used for collecting and analyzing data. Also mention characteristics of each scale along with relevant examples.

2. The following table gives the time (in number of days) taken to resolve a complaint by a consumer forum for a sample of 50 complaints filed over a month:

34	40	23	28	31	40	25	33	47	32
44	34	38	31	33	42	26	35	27	31
29	40	31	30	34	31	38	35	37	33
24	44	37	39	32	36	34	36	41	39
29	22	28	44	51	31	44	28	47	31

Construct a discrete frequency distribution and calculate the values of mean, median, mode and standard deviation. Interpret these values.

3. Write a note on difference between cross sectional and longitudinal data. Also discuss managerial applications of Time Series.

4. The marketing manager is trying to make a case that 'you have to spend money to make money'. Spending on billboard advertisements, in the manager's opinion, has a direct result on sales. There are records for 7 months:

Monthly Expenditure (Rs. 1000)	25	16	42	35	10	21	19
Monthly Sales Revenue (Rs.100,000)	34	14	48	32	26	29	20

(i)   Calculate karl pearson's coefficient of correlation and interpret the result.
(ii)   Construct a regression model to estimate the value of sales on the basis of advertising expenditure.

5.   Write a note on normal distribution. Discuss the characteristics and application of normal distribution.

Course Title: Managerial Economics   **Course Code: DMBA CP-103**
Session: 2019-20   **Maximum Marks – 25**

Note: Attempt any two out of the following five questions. All question carry equal marks

1. Define indifference and revealed preference approach.
2. Define production function.
3. Discuss determinants of demand.
4. Define non price competition.
5. Write short notes on any two of the following
   (a) Kinked demand curve

   (b) Oligopoly market

   (c) Marginal analysis

   (d) Inflation

Course Title – Human Resource Management   **Course Code – DMBA CP-104**

Session – 2019-20   **Maximum Marks – 25**

Note: Attempt any two out of the following five questions. All questions carry equal marks.

1.   Examine the scope and importance of Human Resource Management and explain the responsibilities of the Personnel Department?
2.   What is Human Resource Planning? State the need and process of Human Resource Planning?
3.   Discuss the concept of Performance. Explain the various techniques and methods of Performance Appraisal used currently by the contemporary industrial world?
4.   What are the main objectives of Training? Discuss the various methods of training along with their advantages and disadvantages?
5.   Define Collective Bargaining. Discuss various steps in the process of collective bargaining. What is its importance?

Course Title- Business Communication   **Course Code- DMBA-CP-105**
Session -2019-20   **Maximum Marks-25**

Note: Attempt any two out of the following five questions. All questions carry equal marks

1. What are the steps in the communication process? Explain how your understanding of the communication process will enhance your managerial communication skills.

2. Communication barriers may exist in the entire organization and may not be limited to one or two people. Discuss with examples how they can be brought down.

3. With the help of examples explain the role communication in any specific department of an organization of your choice.

4. Listening is an art and like any art, it has to be cultivated consciously. Discuss.

5. Briefly discuss the important stages of report writing, beginning from determining the report purpose to writing the report.

Course Title- Financial Accounting   **Course Code- DMBA-CP-106**
Session -2019-20   **Maximum Marks-25**

Note: Attempt any two out of the following five questions. All questions carry equal marks

1. What is an accounting system? Explain the nature and scope of accounting?
2. What is corporate balance sheet? What are different components of a balance sheet?
3. Write Short notes on;
   (a) Buy Back shares
   (b) Forfeiture of Shares
4. Define depreciation? Write a detailed note on various depreciation methods.
5. What is cash flow statement? Explain the role of cash flow statement in financial analysis.

Course Title: Marketing Management   **Course Code: DMBA CP-107**
Session-2019-20   **Maximum Marks: 25**

Note: Attempt any two out of the following five questions. All questions carry equal marks.

1) Define company's macro environment and give examples how companies respond to it.

2) Discuss the criteria for segmenting a consumer market with examples.

3) Write a note on market skimming and penetration pricing strategies. In which case they are used

4) Discuss major advertising decisions taken while developing an advertising program.

5) Write short notes on any two

   a) Product/Market Expansion Grid

   b) Product Life Cycle (PLC)

   c) Integrated Marketing Communications

   d) Sustainable Marketing

Course Title- IT Application in Management,   **Course Code- DMBA-CP-108**

Session -2019-20   **Maximum Marks-25**

Note: Attempt any two out of the following five questions. All questions carry equal marks

1. Write down the short notes on any tow
   1.1 Data information, knowledge
   1.2 Computer Network: LAN, WAN, internet
   1.3 Information System and Information Technology
   1.4 Minicomputer and Microcomputer
   1.5 Cloud Computing and Mobile Pervasiveness
2. Explain the block diagram of Computer system in detail.
3. Describe the function of Operating systems? Discuss the process of software development
4. What is data model in Database Management System (DBMS)? Discuss the various data models used in DBMS.
5. Discuss the various physical components of information system? What do you understand by
   a. Internet of Things (IOT)
   b. Big Data Analytics