



**MDU. SESSION ASSIGNMENT JULY CYCLE-2007**

**LAST DATE OF SUBMISSION: 25-12-2007**

**PROGRAMME : MBA**  
**SEMESTER : 4th Semester**  
**SUBJECT CODE : Paper FM5**  
**SUBJECT TITLE : International Financial Management**  
**MAX MARKS : 30**

Q-1 Discuss some of basic consideration that are kept in mind while making international financing decision.

Q-2 i. Briefly discuss why international trade take place? Do factors affecting international trade also affect international capital movements? Explain.

**SUBJECT CODE : PaperFM7**

**SUBJECT TITLE : Security Analysis & Investment Management**

Q-1 Explain the following in your own words –

- I diversification of risk
- li indifference curves
- iii selection of optional portfolio

Q-2 i. Define investment and describe steps involved in the investment process.  
ii. Why should portfolio be continually evaluated?

**SUBJECT CODE : Paper FM9**

**SUBJECT TITLE : Management of Financial Service**

Q-1 Distinguish between the term Mergers Takeovers and corporate restructuring identify the factors which affect takeover or merger decision.

Q-2 Define the term Financial Service. What are the policy issues? Unstraining the growth Financial Service in India.

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**PROGRAMME** : MBA  
**SEMESTER** : 4thSemester  
**SUBJECT CODE** : Paper OBHRD3  
**SUBJECT TITLE** : Compensation Management  
**MAX MARKS** : 30

Q-1 Discuss the concept of “arising out of and in course of employment” stipulated in worker’s compensation Act 1923.

- Q-2 Write short note on-
- 1) Equal pay for equal work
  - 2) Award and settlement
  - 3) Employees Pension Scheme, 1995

**SUBJECT CODE : Paper OBHRD4**  
**SUBJECT TITLE : Cross Culture & Global Human Resource Mgt.**

- Q-1 Define culture? What are its characteristics? Explain the different dimensions of culture.
- Q-2 ( I ) Explain the leadership practice in Japan and China.  
(II) Analyze Japanese Vs. U.S. Leadership style.

**SUBJECT CODE : OBHRD8**  
**SUBJECT TITLE : Human Resource Management**

Q-1 What is Job evaluation? Discuss the objectives of job evaluation in an industrial enterprise with suitable example.

Q-2 Why is self appraisal an important component & and the appraisal system? Explain the objectives of appraisal interview with suitable example.

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**PROGRAMME** : **MBA**  
**SEMESTER** : **4th Semester**  
**SUBJECT CODE** : **Paper MM2 (H-31)**  
**SUBJECT TITLE** : **Service Marketing**  
**MAX MARKS** : **30**

Q-1 What is the role of service process and physical evidence in the marketing of services? How can these element be utilize to create service differentiation in case of

- (i) A health care service
- (ii) A catering service

Q-2 What are the positioning alternatives available to advertising agencies? How would your service vary if

- (i) your client is a young entrepreneur
- (ii) your client is a market leader.

**SUBJECT CODE : PaperMM7 (H-37)**  
**SUBJECT TITLE : Advertising Management**

Q-1 Discuss the scope of mass media as a vehicle for marketing communication. In the context of media habits of Indian audience, comment upon the relative importance of newer media.

Q-2 Write short notes on-

- i. Media planning
- ii. Media strategy
- iii. Objectives and functions of Advertising Agencies.

**SUBJECT CODE : Paper MM4 (H-34)**  
**SUBJECT TITLE : Consumer Behaviour**

Q-1 What are the factors that influence the risk behaviour in an organizational buying situation ? Use a few examples to illustrate your reply.

Q-2 What are the different types of

- 1) Social Influences that shape buyers behaviors.
- 2) Explain the process of attention and its importance to marketers.

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**PROGRAMME** : MBA  
**SEMESTER** : 4th Semester  
**SUBJECT CODE** : Paper ITM1 (H-50)  
**SUBJECT TITLE** : Object Oriented Analysis and Design using C++  
**MAX MARKS** : 30

- Q-1 Explain the concept of Object Oriented? What are the characteristics of OOPS?  
Q-2 Write short notes on the following:
- |                         |                               |
|-------------------------|-------------------------------|
| a) Multiple Inheritance | b) Polymorphism               |
| c) Virtual Functions    | d) Overloading and Overriding |

**SUBJECT CODE : Paper ITM3 (H-52)**  
**SUBJECT TITLE : Programming in Java**

- Q-1 Explain Applet Programming with an example? What is the role of JVM and JRE in Java Programming?  
Q-2 Explain the following:
- |                     |                             |
|---------------------|-----------------------------|
| a) AWT with example | b) Interfaces with example  |
| c) Java Packages    | e) Bytecode and Java tokens |

**SUBJECT CODE : Paper ITM4 (H-3)**  
**SUBJECT TITLE : Database Management System**

- Q-1 Explain Database, its advantages and limitations? Describe different Data Models?  
Q-2 Explain the following:
- |                  |               |
|------------------|---------------|
| a) Normalization | b) Schema     |
| c) Codd's Rules  | e) Dead Locks |

**MDU. SESSION ASSIGNMENT JULY CYCLE-2007**

**LAST DATE OF SUBMISSION: 25-12-2007**

**PROGRAMME : MBA (Production & Operation Management)**  
**SEMESTER : 4th Semester**  
**SUBJECT CODE : Paper POM4**  
**SUBJECT TITLE : Logistics Management**  
**MAX MARKS : 30**

- Q-1 What is Warehouse management and material handling? What is logistics operation integration?
- Q-2 Write short notes on the following:
- |                                |                                  |
|--------------------------------|----------------------------------|
| a) Logistic positioning        | b) Infrastructure Management     |
| c) Supply Chain & Relationship | d) Material handling & packaging |

**SUBJECT CODE : Paper POM5**  
**SUBJECT TITLE : Industrial Engineering**

- Q-1 What is Productivity and factors affecting productivity? What is the importance of productivity?
- Q-2 Explain the following:
- |                     |                          |
|---------------------|--------------------------|
| a) Work Measurement | b) Factors of Work Study |
|---------------------|--------------------------|

**SUBJECT CODE : Paper POM7**  
**SUBJECT TITLE : Service Operations Management**

- Q-1 What is the role and nature of Services in the economy? Explain new services development and process designing?
- Q-2 Explain the following:
- |                            |                                    |
|----------------------------|------------------------------------|
| a) Product Support Service | b) Forecasting demand for Services |
|----------------------------|------------------------------------|