



**GITAM**  
**UNIVERSITY**  
(Estd. u/s 3 of the UGC Act, 1956)

**Centre for Distance Learning**

**(Approved by Joint Committee of UGC-AICTE-DEC)**

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**MPDBA 401: ENTREPRENEURSHIP AND SMALL INDUSTRY**

**ASSIGNMENT – I                      5 X 3 =15 Marks**

1. “Entrepreneurship is a process of giving birth to an enterprise”. Discuss
2. Explain the growth and stabilization strategies for the development of a Small Enterprise
3. Discuss the role of State Financial Corporations in establishing the SSE
4. Explain the various sources of institutional finances available to the small scale enterprises in India
5. Explain the various Financial Management issues associated with SSE

**ASSIGNMENT – II                      5 X 3 =15 Marks**

6. What do you understand by OSI? Discuss with examples the techniques used for opportunity identification.
7. How to start a new enterprise? Elaborate
8. How to forecast and assess the market for the products of SSE? Explain
9. Discuss the Marketing problems faced by the SSE and how to overcome them.
10. Explain the procedure to start a small scale enterprise. What are the opportunities for it?

**MPDBA402: STRATEGIC MANAGEMENT**

**ASSIGNMENT – I                      5 X 3 =15 Marks**

1. Describe the features of effective strategic control systems
2. How does the GE planning grid differ from the BCG matrix?
3. Discuss in detail the generic strategies
4. Discuss the four facets of the environment of strategic management

5. Explain the various phases of strategic management process

**ASSIGNMENT – II                      5 X 3 =15 Marks**

6. Briefly discuss the strategic evaluation and control process model
7. What factors have to be considered for choosing comparable firms for the purpose of competitive analysis?
8. Elaborate different types of diversification strategies
9. Explain the following:
  - i) Strategy evaluation
  - ii) Strategic alliances
  - iii) Revenue centre
10. “One of the major dilemmas of corporate level strategist is the short-term and long term trade-off decisions” – Comment

**MPDSM407: ENTERPRISE RESOURCE PLANNING**

**ASSIGNMENT – I                      5 X 3 =15 Marks**

1. Define enterprise. Discuss the importance of ERP in integrating the organization.
2. Discuss the costs incurred by human resources in the organizations with ERP implementation.
3. Who are the market leaders in ERP?
4. How Indian market scenario is different from the rest of the world?
5. Explain the significance of marketing module in ERP in support of CRM

**ASSIGNMENT – II                      5 X 3 =15 Marks**

6. Explain the plant maintenance module of ERP.
7. Explain the objectives of a ERP projects.
8. Discuss the importance of business process modeling in ERP development.
9. Explain the ERP evaluation and selection procedure.
10. Discuss the measures to be adopted to handle employee resistance.

## **MPDSM408: IT FOR CORPORATE COMMUNICATIONS**

### **ASSIGNMENT – I      5 X 3 =15 Marks**

1. What are the different trends in information processing design.
2. Explain the significance of data mining in business.
3. Differentiate between audio conference and video conferencing systems.
4. Explain how satellite as a transmission media is beneficial to a business.
5. Discuss briefly about online advertising and mobile transfer.

### **ASSIGNMENT – II      5 X 3 =15 Marks**

6. What type of communication style is used in intercultural organization.
7. Define network computing and explain the paradigm of network computing
8. Explain various issues relating to the emergence of the collaborative networks as a discipline.
9. Explain the challenges to face to fully exploit the power of mobile connectivity.
10. Discuss the measures to be adopted to handle employee resistance

#### **NOTE:**

- 1) Last date for submission of assignments for all the courses / papers is- 14th March for May exams or 14th October for Dec exams
- 2) Non-submission of assignments as per the scheduled date mentioned above attracts a fine of Rs. 200/- upto 25th March for May exams or 25th October for Dec exams per each assignment of a courses / paper and under any circumstances the assignments will not be accepted from 26th March/October for May/Dec exams.
- 3) Assignments are to be written in the Book-lets provided by CDL and other formats are not accepted.
- 4) Answer all 10 questions, in a single book only.