



Centre for Distance Learning

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

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MPDBA 301: STRATEGIC MANAGEMENT

ASSIGNMENT- 1 5 X 3 =15 Marks

1. Define strategy. What are the various levels at which a strategy may exist.
2. Explain the process of strategic management.
3. Briefly summarize what you understand by external environment and its importance for business.
4. Explain 'SWOT Analysis'. What are its merits and demerits.
5. Explain the concept of low-cost leadership in the present context.

ASSIGNMENT- 2 5 X 3 =15 Marks

6. Explain the concept of differentiation strategy. Illustrate your answer with suitable examples.
7. What is corporate level strategy? Briefly explain different corporate strategies.
8. What is a turnaround strategy? When it becomes necessary? Describe different steps involved in turnaround process.
9. Write short notes on: a. Policy b. Divestment
10. write short notes on
a. Shared values b. Experience curve

MBA-3 SM

1

MPDBA 302 - ENTREPRENEURSHIP AND SMALL INDUSTRY

ASSIGNMENT- 1 5 X 3 =15 Marks

1. Designing and implementing an entrepreneurship policy will help to generate many entrepreneurs in India-Discuss.
2. What are the new avenues for start-up ventures in India. Explain in brief
3. What are the characteristics of entrepreneurs? Identify the important characteristics of entrepreneurs with examples?
4. What is incubation? Explain its role in entrepreneurial startups.
5. Write the meaning and significance of Business Plan

ASSIGNMENT- 2 5 X 3 =15 Marks

6. Describe 'SIDBI, and what its functions towards small industrial development are?
7. What do you mean by project appraisal? Explain various types of analysis used in project appraisal.
8. What are problems and hurdles facing by Indian women entrepreneurs? Discuss
9. What are the two vital aspects of marketing strategy and the purpose for starting a new business.
10. Explain the status of family business enterprise in India.

MBA 3 SM

2

MPDSM 309 - SYSTEM ANALYSIS AND DESIGN

ASSIGNMENT- 1 5 X 3 =15 Marks

1. Compare the advantages and disadvantages of EDP
2. What are the various techniques of information gathering?
3. Explain the need for feasibility study.
4. What is the difference between Intranet and Internet?
5. Explain the UML concept and explain machine and sequence diagrams.

ASSIGNMENT- 2 5 X 3 =15 Marks

6. Explain the customer data base model and their advantages and disadvantages
7. Explain various features of OUTPUT devices used in system
8. Define the business rule from information system perspective.
9. What are the system characteristics
10. What does Object Oriented Analysis and Design?

MBA 3 SM

3

MPDSM 310 - E-COMMERCE

ASSIGNMENT- 1 5 X 3 =15 Marks

1. Define 'E-commerce' and explain various groups in E-Business?
2. In the context of globalization e-commerce has edge over traditional commerce- explain with advantages and challenges of e-commerce.
3. What is 'Strategic transformation'? What are the technologies available for transforming business to e-business?
4. Examine the role of state and central government in improving in e-business in India.
5. What are the customer priorities and stages in execution of e-business framework.

ASSIGNMENT- 2 5 X 3 =15 Marks

6. What is e-tailing? What is the future of e-tailing business in India?
7. Describe different types of security threats? Give suggestions to the security threats.
8. Why personal information of an organization should be published in a business website?
9. What is a Virtual Business? Explain its features?
10. What is 'E-business quality'? Explain different quality service requirement in business?

MBA 3 SM

4

MPDSM 311: DECISION SUPPORT SYSTEMS

ASSIGNMENT- 1 5 X 3 =15 Marks

1. What are the factors that affect GDSS?
2. What is data warehouse? Explain the architecture of Data Warehouse in details.
3. Explain the six steps in decision making process. How decision tree helps in decision making and practices
4. Compare the advantages and disadvantages of EDP
5. Explain the role of DSS and its application in today's business

ASSIGNMENT- 2 5 X 3 =15 Marks

6. What are the concepts of DSS and show it by a flow diagram
7. What is Data Mining? Describe the architecture of data mining.
8. What are the steps of decision-making process?
9. Explain decision tree with example.
10. What are the advantages and limitations.

NOTE:

- 1) Last date for submission of assignments for all the courses / papers is- 14.10.2017
- 2) Non-submission of assignments as per the scheduled date mentioned above attracts a fine of Rs. 200/- upto 25.10.2017 per each assignment of a course / paper and under any circumstances the assignments will not be accepted from 26th October, 2017.
- 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.