



GITAM

(Deemed to be University)

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

Centre for Distance Learning

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

Third Floor, Balaji Metro Plaza, Dondaparthy Main Road, Visakhapatnam-530016.

Phone: 0891-2866455/466, 2797499, 8179681900 E-mail: cdli@gitam.edu

MPDBA 301 – STRATEGIC MANAGEMENT

ASSIGNMENT – 1 5 X 3 = 15

1. Discuss the process of formulating mission and objectives
2. Discuss the usefulness of the BCG matrix as the corporate strategy process
3. Discuss the industry analysis in order to find out the growth of the industry
4. Discuss the internal, external parties and measures of corporate governance
5. Explain ‘SWOT Analysis’. Why is it important for an organization to follow ‘SWOT Analysis’?

ASSIGNMENT – 2 5 X 3 = 15

6. Differentiate business level strategies from functional level strategies
7. Explain the role of corporate governance in the process of strategic management
8. Elucidate the components of Michael Porter’s five forces model in detail
9. Elaborate the types of corporate level strategies in detail
10. Discuss the factors affecting strategic choice

MBA-3FM 1

MPDBA 302 – ENTREPRENEURSHIP & SMALL INDUSTRY

ASSIGNMENT – 1 5 X 3 = 15 Marks

1. How is the price of a product fixed? Exemplify when the pricing strategies of skimming pricing and penetration pricing are suitable
2. Discuss the need for institutional support to small business enterprises
3. Define a business plan. List out the various stages involved in formulation of a business plan
4. Describe the role which State Small Industries Development Corporation play in developing small enterprises in India
5. What are the various stages involved in deciding the product design of a new product? Explain.

ASSIGNMENT – 2 5 X 3 = 15 Marks

6. Elaborate the selection procedure adopted in small business enterprises
7. How the family business different from other typical businesses? Explain the pitfalls and importance of family business
8. Define business plan and explain the significance of business plan
9. Elaborate the functions of marketing management in the organization
10. Examine the problems faced by women entrepreneurs in India

MBA-3FM 3

MPDFM 303-SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

ASSIGNMENT – 1 (5 × 3=15 Marks)

1. Define investment? Describe the various modes of investment
2. Write about the different steps in calculating the risk
3. Write about the procedure of valuing an ordinary share?
4. What are the factors influencing industry analysis?
5. Does diversification reduce the risk of investment? Explain with example

ASSIGNMENT – 2 (5 × 3=15 Marks)

6. What do you mean by efficient market hypothesis? Explain its various forms?
7. What are the determinants of portfolio performance?
8. Discuss the different approaches to value ordinary shares
9. Discuss the concept of efficient market hypothesis
10. Explain the process of selecting an optimal portfolio

MBA-3FM 2

MPDFM 304-

FINANCIAL INSTITUTIONS AND MARKETS

ASSIGNMENT – 1 5 X 3 = 15 Marks

1. Explain the meaning and importance of financial services in India
2. Give a note on various types of Development Financial Institutions
3. Describe the role and importance of stock exchange in secondary Market
4. Describe the main provisions prescribed by SEBI for merchant bankers
5. Write a note on the functions of Reserve Bank of India

ASSIGNMENT – 2 5 X 3 = 15 Marks

6. Explain the objectives and functions of Development Banks
7. Sketch out the role of SEBI in a stock Exchange
8. Discuss the objectives and functions of NABARD
9. Elaborate the SEBI guidelines issued for initial public offerings
10. What do you mean by merchant banking? Explain the regulatory Framework of merchant bankers in India

MBA-3FM 4

MPDFM 305-FINANCIAL SERVICES

ASSIGNMENT – 1 5 X 3 = 15 Marks

1. Describe the various constituents of Financial Services
2. Critically examines the regulatory framework of Merchant Banker in India
3. Write about the pre and post issue activities in Issue Management
4. What is Hire Purchase? Explain the differences between hire Purchase and leasing?
5. Discuss the nature and scope of Merchant Banking in India

ASSIGNMENT – 2 5 X 3 = 15 Marks

6. Sketch out the various stages of Venture Capital Financing
7. Comment on the Factoring Services provide by the Financial Institutions in India
8. Discuss the origin and development of merchant banking in India
9. Explain the role of various parties involved in the issue Management
10. Distinguish between lease and hire purchase

NOTE:

- 1) Last date for submission of assignments for all the courses / papers is- 30.11.2022
- 2) Non-submission of assignments as per the scheduled date mentioned above attracts a fine of Rs. 200/- upto 12.12.2022 per each assignment of a course / paper and under any circumstances the assignments will not be accepted from 13th December, 2022.
- 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.