



**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)

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**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-3SM

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**MPDBA 302 – ENTREPRENEURSHIP & SMALL INDUSTRY**

**Assignment -1 5 X 3 = 15**

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**

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

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**MPDSM 309A-SYSTEM ANALYSIS & DESIGN**

**ASSIGNMENTS-1**

**5X3=15 MARKS**

1. Explain in detail the object oriented security analysis with suitable examples
2. Discuss the features of project selection and scheduling
3. Explain the data flow diagrams and their advantages and limitations
4. Write a note on the effective data capture method
5. Define data dictionary? Explain data dictionary with an example

**ASSIGNMENTS-2**

**5X3=15 MARKS**

6. Enumerate any eight applications of UML
7. Explain about the principles of good design
8. What is Information system analysis and Design? Explain the stages of SDLC
9. Explain the process of system implementation and maintenance
10. Describe briefly about project management

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**MPDSM 310-E.COMMERCE**

**ASSIGNMENTS-1**

**5X3=15MARKS**

1. Explain the growth of E-business in India based on commerce over Internet
2. What are the business applications? Discuss them with examples
3. What is E-Business Quality? Explain the different Quality service Requirement in Business
4. How does the structure of organization affect the performance of E-Business?
5. Describe electronic market information technology.

**ASSIGNMENTS-2**

**5X3=15 MARKS**

6. Draw and explain the architecture of an online shopping E-Commerce portal that sells mobile devices. Discuss the security features involved in them
7. How can we secure electronic transactions in online purchases and sales?
8. Define E-Commerce? Explain client server architecture in E-Commerce
9. Describe online marketing research. Explain the procedure for conducting online marketing research
10. What is Electronic cash? Explain generic mercantile protocol based on the use of E-Cash

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## **MPDSM 311A-DECISION SUPPORT SYSTEMS**

### **ASSIGNMENTS-1            5X3=15MARKS**

1. What is model base? Discuss the applications of modelling languages.
2. Write a detailed note on the modelling packages?
3. Explain the role of expert systems and its application in today's business
4. What is E-business era? Also write the role of DSS in E-business era.
5. Explain DSS development methodology using prototyping methodology

### **ASSIGNMENTS-2            5X3=15MARKS**

6. Explain structure of Expert system with block diagram
7. What is Group – Ware? Briefly explain popular Group-Ware system
8. Explain the need for and significance of dialog development in the development process
9. Explain about the essentials in the design of expert systems
10. Discuss the impact of DSS in e-business era

### **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.