

INTERNAL ASSIGNMENT QUESTIONS M.B.A. IV SEMESTER

2025



PROF. G. RAM REDDY CENTRE FOR DISTANCE EDUCATION

(RECOGNISED BY THE DISTANCE EDUCATION BUREAU, UGC, NEW DELHI)

OSMANIA UNIVERSITY

(A University Accredited by NAAC with "A" + Grade Category – I Graded Autonomy by UGC)

DIRECTOR

**Prof. N.Ch. Bhatracharyulu
Hyderabad – 7, Telangana State**

**PROF.G.RAM REDDY CENTRE FOR DISTANCE EDUCATION
OSMANIA UNIVERSITY, HYDERABAD – 500 007**

Dear Students,

Each student has to write and submit **Assignment** for each paper compulsorily and carries **30 marks**. The marks awarded to the students will be forwarded to the Examination Branch, OU for inclusion in the marks memo. If the student fail to submit Internal Assignments before the stipulated date, the internal marks will not be added in the final marks memo under any circumstances. The assignments will not be accepted after the stipulated date.

Candidates are required to submit the Assignment fee receipt of Rs.500/- along with the assignment answers scripts at the concerned counter on or before **15.11.2025** and obtain proper submission receipt.

Assignments on Printed / Photocopy / Typed will not be accepted and will not be valued at any cost.

Only HAND WRITTEN ASSIGNMENTS will be accepted and valued.

Students are advised to use Blue Pen only.

Methodology for writing the Assignments (Instructions) :

1. First read the subject matter in the course material that is supplied to you.
2. If possible read the subject matter in the books suggested for further reading.
3. You are welcome to use the PGRRCDE Library on all working days for collecting information on the topic of your assignments. (10.30 am to 5.00 pm).
4. Give a final reading to the answer you have written and see whether you can delete unimportant or repetitive words.
5. The cover page of the each theory assignments must have information as given in FORMAT below.

FORMAT

1. NAME OF THE STUDENT :
2. ENROLLMENT NUMBER :
3. NAME OF THE COURSE :
4. SEMESTER (I, II, III & IV) :
5. TITLE OF THE PAPER :
6. DATE OF SUBMISSION :
6. Write the above said details clearly on every subject assignments paper, otherwise your paper will not be valued.
7. Tag all the assignments paper wise and submit them in the concerned counter.
8. Submit the assignments on or before **15.11.2025** at the concerned counter at PGRRCDE, OU on any working day and obtain receipt.

DIRECTOR

MBA IV SEMESTER

INTERNAL ASSIGNMENT

PAPER – I : TECHNOLOGY MANAGEMENT & ENTREPREURSHIP (TME)

Answer the following all Questions. Each Question carries 5 Marks : 6x5=30

1. Define Technology. Write a note on the classification of technology.
2. What is Technology Life Cycle (TLC). Explain with example.
3. Elaborate the different steps of the technological innovation process.
4. Explain any three theories of Entrepreneurship.
5. Explain the phases of Project Management.
6. What are barriers to entrepreneurs in India? Suggest steps to overcome those barriers.

MBA IV SEMESTER

INTERNAL ASSIGNMENT

PAPER – II : STRATEGIC MANAGEMENT (SM)

Answer the following all Questions. Each Question carries 5 Marks : 6x5=30

1. Develop a strategy framework that connects planning, implementation, and social Responsibility in Strategic Management.
2. Explain how different theories of strategy interpret strategy formulation and achieving competitive advantage, and illustrate the tools or frameworks associated with each theory.
3. Explain the industry life cycle stages and discuss the key strategies and analytical tools firms use at each stage to gain competitive advantage.
4. What are the key steps involved in the strategy implementation process; and how does each step contribute to the successful execution of an organization's strategy?
5. What is the strategic perspective of the Balanced Scorecard, and how does it help in aligning organizational objectives with performance metrics?
6. What are the key leadership theories, and how do they differ in terms of their approach to leading and motivating teams?

MBA IV SEMESTER

INTERNAL ASSIGNMENT

PAPER – III : INTERNATIONAL BUSINESS (IB)

Answer the following all Questions. Each Question carries 5 Marks : 6x5=30

1. Stages and approaches of International Business.
2. TRIPS & TRIMS
3. WTO & GATT
4. Global Market entry strategies.
5. Organisational characteristics of MNC's
6. Strategic Planning, Strategic Implementation.

MBA IV SEMESTER

INTERNAL ASSIGNMENT

PAPER – IV : SUPPLY CHAIN MANAGEMENT (SCM)

Answer the following all Questions. Each Question carries 5 Marks : 6x5=30

1. Define the frame work of SCM.
2. Explain the various tools and techniques in SCM.
3. Explain the evolution of logistic management.
4. How to develop a customer service strategy?
5. What are the attributes that effect the selection of purchase policy?
6. Discuss the Business Process Re-engineering framework.

MBA IV SEMESTER
INTERNAL ASSIGNMENT
(ELECTIVE) : MARKETING
SERVICES MARKETING (SM)

Answer the following all Questions. Each Question carries 5 Marks : 6x5=30

1. Write about the classification of 4 'I's of
2. Explain in detail the model of Consumer Behaviour.
3. Explain dimensions of service Quality Management.
4. Explain the retention of Service Marketing Strategies.
5. Define External Marketing. Explain concept of External Marketing.
6. Define the CRM. Explain various essentials of Relationship Marketing.

MBA IV SEMESTER
INTERNAL ASSIGNMENT
(ELECTIVE): HRM
INDUSTRIAL RELATIONS AND LABOUR LAWS

Answer the following all Questions. Each Question carries 5 Marks : 6x5=30

1. Write about the evolution of Industrial Relations in India.
2. What is Collective Bargaining ? What are the characteristics of Collective Bargaining ?
3. Explain about the role of Trade Unions in Globalized Economy.
4. Write about workers participation in Management and Democracy in Industries.
5. Write about the payments of Wages Act 1936.
6. What is meant by code of Discipline ? Write the objectives of maintaining discipline in an organization.

MBA IV SEMESTER

INTERNAL ASSIGNMENT

(ELECTIVE): HRM PERFORMANCE APPRAISAL & COUNSELLING (PAC)

Answer the following all Questions. Each Question carries 5 Marks : 6x5=30

1. Mention different capability requirements of different categories of people in the organization.
2. Mention any 5 Performance Appraisal Methods.
3. Explain the sequential process of counseling.
4. Explain pre-helping phase, stage – I Responding to the Client – Clients Self Exploration.
5. Mention stage II: Integrative understanding.
6. Explain Force Field Analysis Approach to Problem Solving.

**MBA IV SEMESTER
MBA CDE – 405 : MARKETING
INTERNAL ASSIGNMENT**

**(ELECTIVE) : MARKETING
CONSUMER BEHAVIOUR (CB)**

Answer the following all Questions. Each Question carries 5 Marks : 6x5=30

1. Explain various perspectives on Consumer Behaviour. What are its limitations ?
2. What is perception? Explain the major factors that influence the way people perceive.
3. Explain any ONE theory and model of Attitude.
4. Explain Consumer Research process.
5. Define limited and Extensive Information Processing.
6. Discuss about Mass Communication. Explain AIDA model.

MBA IV SEMESTER

INTERNAL ASSIGNMENT

ELECTIVE (FINANCIAL AREA) INTERNATIONAL FINANCE

Answer the following all Questions. Each Question carries 5 Marks : 6x5=30

1. Describe the Bretton Woods Agreement.
2. Explain Fisher Effect.
3. Discuss the mechanism of Future Contract.
4. How are International Projects evaluated using NIV Approach.
5. Explain the functions and growth of Euro currency market.
6. What is letter of credit? What are the Merit of Letter of Credit.

MBA IV SEMESTER

INTERNAL ASSIGNMENT

ELECTIVE (FINANCIAL AREA)

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Answer the following all Questions. Each Question carries 5 Marks : 6x5=30

1. Define Investment. Write about Investment decision process.
2. Describe the different types of Investments.
3. Explain different types of risk.
4. What is modified duration ? How does it help investors ? What are its limitations and how can we overcome them ?
5. Write about fundamental analysis.
6. Define Mutual Funds and its classification.