INTERNAL ASSIGNMENT QUESTIONS

MBA. IV Semester

2026-2027

PROF. G. RAM REDDY CENTRE FOR DISTANCE EDUCATION

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

OSMANIA UNIVERSITY

(A University with Potential for Excellence and Re-Accredited by NAAC with "A" + Grade)

DIRECTOR

Sr. 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 the answers to the Assignment questions with neat own handwriting using Blue Pen (Black Ink not allowed) for each paper. Assignments have to submit after the payment of Rs.500/- by showing the receipt of the same. If the Assignment is not submitted within stipulated time i.e. before the theory exams / last date is treated as absent.

Methodology for writing the Assignments (Instructions) :

- First read the subject matter in the course material that is supplied to you.
- If possible read the subject matter in the books suggested for further reading.
- 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).
- Give a final reading to the answer you have written and see whether you can delete unimportant or repetitive words.
- 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**	**:**

- Write the above said details clearly on every subject assignments paper, otherwise your paper will not be valued.
- Tag all the assignments paper wise and submit them in the concerned counter.

Submit the assignments on or before **21.11.2026** at the concerned counter at PGRRCDE, OU on any working day and obtain receipt.

DIRECTOR

PROF. G. RAM REDDY CENTRE FOR DISTANCE EDUCATION

(Recognised by the Distance Education Bureau, UGC, New Delhi)

OSMANIA UNIVERSITY, HYDERABAD – 500 007

(A University with Potential for Excellence and Re-Accredited by NAAC with "A+" Grade)

INTERNAL ASSIGNMENT QUESTION PAPER

COURSE : MBA IV Semester

Paper : I Subject : Technology Management and Entrepreneurship

Total Marks: 30

Note : Answer all the Questions. Each Question carries five marks
Q10x3M=30M

1. Define Technology Management and explain its implications.
2. What is a Technology Life Cycle?
3. What is Technology Forecasting? Briefly explain its approaches and methods.
4. Explain Technology Development and Acquisition.
5. What is Technology strategy?
6. Define Technology Transfer and explain its modes.
7. State any three benefits of Technology Absorption.
8. Differentiate between Technology Assessment and Technology Evaluation.
9. Define Technology Entrepreneurship.
10. What is the role of innovation and Entrepreneurship in Technology-Based Organisations?

Name of the Faculty : Dr. Deepa C
Dept. Management

PROF. G. RAM REDDY CENTRE FOR DISTANCE EDUCATION

(Recognised by the Distance Education Bureau, UGC, New Delhi)

OSMANIA UNIVERSITY, HYDERABAD – 500 007

(A University with Potential for Excellence and Re-Accredited by NAAC with "A+" Grade)

INTERNAL ASSIGNMENT QUESTION PAPER

COURSE : MBA IV Semester

Paper : II Subject : Strategic Management

Total Marks: 30

Note : Answer all the Questions. Each Question carries three marks
Q10x3M=30M

1. Define Strategy and list its levels.
2. Explain the Strategic Management process.
3. Differentiate between Vision & Mission.
4. Write a note on BCG Matrix.
5. Write a brief note on Value Chain analysis.
6. Discuss Michael E. Porter Five Forces Model.
7. Write a brief note on strategic alternatives.
8. What is Industry Life Cycle, list the stages.
9. What is Integration, list its types?
10. Explain Balanced Score Card in brief.

Name of the Faculty : Prof. R. Krishna Vardhan Reddy
Dept. Business Management

PROF. G. RAM REDDY CENTRE FOR DISTANCE EDUCATION

(Recognised by the Distance Education Bureau, UGC, New Delhi)

OSMANIA UNIVERSITY, HYDERABAD – 500 007

(A University with Potential for Excellence and Re-Accredited by NAAC with "A+" Grade)

INTERNAL ASSIGNMENT QUESTION PAPER

COURSE : MBA IV Semester

Paper : III Subject : International Business

Total Marks: 30

Note : Answer all the Questions. Each Question carries three marks
Q10x3M=30M

1. What is International Business, Approaches to International Business.
2. What are the factors in International Business Environment.
3. WTO.
4. (a) TRIPS (b) TRIMS
5. Explain about SAARC.
6. Mention the different Modes of global entry.
7. Write a note on EU.
8. Organisational characteristics of MNC.
9. Strategic Alliance, Role in International Business.
10. Explain Communication process.

Name of the Faculty : Meenakshi A.
Dept. Business Environment Management

PROF. G. RAM REDDY CENTRE FOR DISTANCE EDUCATION

(Recognised by the Distance Education Bureau, UGC, New Delhi)

OSMANIA UNIVERSITY, HYDERABAD – 500 007

(A University with Potential for Excellence and Re-Accredited by NAAC with "A+" Grade)

INTERNAL ASSIGNMENT QUESTION PAPER

COURSE : MBA IV Semester

Paper : IV Subject : Supply Chain Management

Total Marks: 30

Note : Answer all the Questions. Each Question carries three marks
Q10x3M=30M

1. Explain the Basic concept, tools & techniques of SCM.
2. Explain the flows in SCM.
3. Key components of Supply Chain strategy.
4. What are the dimensions of Strategic FIT.
5. How customer service is measured (CSI).
6. Explain the purpose of Inventory in Logistics system.
7. What is logistic management and its factors.
8. What is the strategic relationship in Logistics.
9. Explain the types of Benchmarking.
10. Explain the problems in SCM.

Name of the Faculty : Dara Preethi
Dept. _____

PROF. G. RAM REDDY CENTRE FOR DISTANCE EDUCATION

(Recognised by the Distance Education Bureau, UGC, New Delhi)

OSMANIA UNIVERSITY, HYDERABAD – 500 007

(A University with Potential for Excellence and Re-Accredited by NAAC with "A+" Grade)

INTERNAL ASSIGNMENT QUESTION PAPER

COURSE : MBA IV Semester

Paper : V Subject : HR – Performance Appraisal and Counselling

Total Marks: 30

Note : Answer all the Questions. Each Question carries three marks
Q10x3M=30M

1. Mention the objectives of Performance Appraisal?
2. What are the prerequisites for the process of identifying KPAs?
3. Explain Paired Comparison Method?
4. Explain BARS concept of Performance Appraisal?
5. List out the steps in Counselling process?
6. Explain Balanced Score Card Approach?
7. Define attending and its importance in helping process?
8. Mention about Self-Exploration and Confrontation?
9. How do inertia and Entropy affect the clients in helping process?
10. What is Force Field Analysis.

Name of the Faculty : Dr. A. Sravani
Dept. Business Management

PROF. G. RAM REDDY CENTRE FOR DISTANCE EDUCATION

(Recognised by the Distance Education Bureau, UGC, New Delhi)

OSMANIA UNIVERSITY, HYDERABAD – 500 007

(A University with Potential for Excellence and Re-Accredited by NAAC with "A+" Grade)

INTERNAL ASSIGNMENT QUESTION PAPER

COURSE : MBA IV Semester

Paper : V Subject : Consumer Behaviour (MR)

Total Marks: 30

Note : Answer all the Questions. Each Question carries three marks
Q10x3M=30M

1. Define Consumer Behaviour. Explain its importance.
2. Briefly explain any three theories of Personality.
3. Explain the role of Motivation and attitudes in Consumer Behaviour.
4. What is Classical Conditioning? Give an example.
5. What is involvement theory in Consumer Behaviour.
6. Define Consumer Learning and explain its basic principles.
7. Define Culture and explain its importance in Consumer Behaviour.
8. What is a Subculture? Give any examples.
9. Explain the meaning of Social Class and mention its major characteristics.
10. Describe Hofstede's Cultural dimensions and its applications in International Marketing.

Name of the Faculty : Dr. B. Venu Kumar
Dept. MBA

PROF. G. RAM REDDY CENTRE FOR DISTANCE EDUCATION

(Recognised by the Distance Education Bureau, UGC, New Delhi)

OSMANIA UNIVERSITY, HYDERABAD – 500 007

(A University with Potential for Excellence and Re-Accredited by NAAC with "A+" Grade)

INTERNAL ASSIGNMENT QUESTION PAPER

COURSE : MBA IV Semester

Paper : V Subject : International Finance [Finance] [Elective – I]

Total Marks: 30

Note : Answer all the Questions. Each Question carries five marks
Q10x3M=30M

1. Define International Financial Management and explain its objectives?
2. Explain the role of Financial Manager in an MNC?
3. Write short notes on: (a) Purchasing Power Parity (b) Interest Rate Parity (c) Fisher Effect
4. What are the various functions and activities of Foreign Exchange Market?
5. Define Technical Forecasting? Explain the methods of technical forecasting?
6. Explain Balance of Payments (BOP)?
7. What is Hedge? Explain its Objectives?
8. Discuss about the Foreign Investment Theories?
9. Explain FDI – Foreign Direct Investment?
10. Write short notes on: (a) Mergers and Acquisitions (b) Euro Credit Market (c) Letter of Credit (d) Forfaiting.

Name of the Faculty : _____
Dept. MBA

PROF. G. RAM REDDY CENTRE FOR DISTANCE EDUCATION

(Recognised by the Distance Education Bureau, UGC, New Delhi)

OSMANIA UNIVERSITY, HYDERABAD – 500 007

(A University with Potential for Excellence and Re-Accredited by NAAC with "A+" Grade)

INTERNAL ASSIGNMENT QUESTION PAPER

COURSE : MBA IV Semester

Paper : VI Subject : Industrial Relations and Labour Laws (HR)

Total Marks: 30

Note : Answer all the Questions. Each Question carries three marks
Q10x3M=30M

1. Explain the Concept of Industrial Relations in detail.
2. What are the various causative and remedial factors of Industrial Disputes?
3. Explain the role of Collective Bargaining. Discuss the problems & issues in Collective Bargaining.
4. Write short notes about the process of holding Domestic Enquiry?
5. Write about the machinery for redressing Employee Grievances.
6. Discuss about Industrial Employment (Standing Orders) Act, 1946.
7. Explain about the mechanism for Determination and payment of Bonus Act.
8. What is minimum wage. Discuss about Minimum Wages Act, 1948.
9. Discuss about International Labour Organisation and its Programmes.
10. Causative factors contributing to the ineffective functioning of Joint Management Councils in India.

Name of the Faculty : Dr. Lokadandla Mohan
Dept. HRM

PROF. G. RAM REDDY CENTRE FOR DISTANCE EDUCATION

(Recognised by the Distance Education Bureau, UGC, New Delhi)

OSMANIA UNIVERSITY, HYDERABAD – 500 007

(A University with Potential for Excellence and Re-Accredited by NAAC with "A+" Grade)

INTERNAL ASSIGNMENT QUESTION PAPER

COURSE : MBA IV Semester

Paper : VI Subject : Service Marketing (MR)

Total Marks: 30

Note : Answer all the Questions. Each Question carries three marks
Q10x3M=30M

1. Explain the classification of 4 I's of Services.
2. Define Industrial Services. What are the different types of Industrial Services?
3. Explain in detail the consumer purchase process.
4. Describe the bases of Segmentation.
5. Explain the definition of Service Marketing Mix.
6. Define dimensions of Service Quality Management.
7. Describe the strategies for dealing with Inconsistency.
8. Explain the retention of Service Marketing strategies.
9. Explain various promotional campaign designs for external marketing.
10. Describe customer role in service delivery.

Name of the Faculty : Dr. P. Yadaiah
Dept. Business Management

PROF. G. RAM REDDY CENTRE FOR DISTANCE EDUCATION

(Recognised by the Distance Education Bureau, UGC, New Delhi)

OSMANIA UNIVERSITY, HYDERABAD – 500 007

(A University with Potential for Excellence and Re-Accredited by NAAC with "A+" Grade)

INTERNAL ASSIGNMENT QUESTION PAPER

COURSE : MBA IV Semester

Paper : VI (Finance) Subject : Security Analysis & Portfolio Management

Total Marks: 30

Note : Answer all the Questions. Each Question carries three marks
Q10x3M=30M

1. Define Investment? and its process.
2. Ex-post Vs Ex-Ante returns.
3. Calculate the return and S.D for the following Ex-ante returns and their probabilities.

R	12	9	6
P	0.1	0.5	0.4

4. Find the AYTM of an 8%, 20 yr bond of face value ₹1000 selling for ₹980.
5. YTM & YTC.
6. Macaulay's Duration.
7. EMH & Dow Theory.
8. SML & CML.
9. Capital Asset Pricing Model.
10. Mutual Fund & its types.

Name of the Faculty : T. Bhargavi
Dept. Business Management