

# **PADALA RAMA REDDI COLLEGE OF COMMERCE AND MANAGEMENT, Hyderabad**

## **M.B.A Semester IV**

### **Section B**

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**Assignment Questions  
Strategic Management**

**Explain briefly:**

- 1. Strategy and strategic management**
- 2. Vision and mission statements.**
- 3. Crafting strategy.**
- 4. Levels of strategy**
- 5. External and internal environments.**
- 6. SWOT analysis.**
- 7. Perfect competition and oligopoly.**
- 8. Duopoly and monopoly.**
- 9. Industry competition.**
- 10. Competitive advantage.**
- 11. Outsourcing.**
- 12. Vertical integration strategy.**
- 13. Merger and acquisition strategy.**
- 14. Maturing and stagnated industries.**
- 15. Diversification.**
- 16. Corporate governance.**

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17. Organization structure.
18. Strategic leadership.
19. Corporate social responsibility.
20. Benefits of strategic management.

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**Assignment Questions  
SUPPLY CHAIN MANAGEMENT**

**Explain Briefly**

- 1. Objectives and functions of SCM**
- 2. Operating model for supply chain**
- 3. Value Chain**
- 4. Supply chain strategies**
- 5. Role of logistics**
- 6. Importance of Handling systems**
- 7. Inbound Vs Outbound Logistics**
- 8. Transportation in SCM**
- 9. Inventory management**
- 10. Stores management**
- 11. Global sourcing**
- 12. Inventory Policies**
- 13. Benchmarking**
- 14. Lean Manufacturing**
- 15. Role of modeling**
- 16. Strategic relationships in–logistics**
- 17. Retail supply chain management**
- 18. Complaint handling**
- 19. Channel Design**
- 20. Customer service in supply chain**

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**Assignment Questions  
Entrepreneurial Development (403)**

**Explain briefly:**

- 1. Characteristic of an Entrepreneur**
- 2. Intrapreneur**
- 3. Role of Entrepreneurship in Economic Development**
- 4. Women Entrepreneurship**
- 5. Economic & Non- Economic factors of ED**
- 6. Entrepreneurial Competencies**
- 7. EDP**
- 8. Small enterprises –Definition & Characteristic**
- 9. Opportunities for an Entrepreneurial career**
- 10. Role of SE in Economic Development**
- 11. Project Formulation**
- 12. Commercial bank in ED**
- 13. SIDBI**
- 14. Role of NSIC**
- 15. Industrial Estate**
- 16. Venture Capital Financing**

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17. Investment Process and Evaluation
18. Revenue multiplier method
19. Valuation of venture capital portfolio
20. Policy imperatives of VCF development in India

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**Assignment Questions  
INTERNATIONAL FINANCE**

1. Gold Standard System
2. Fixed and floating Rate Systems
3. American Depository Receipts & Global Depository Receipts
4. Euro Currency Market
5. Sterilisation
6. BOP Approach in Exchange Rate Determination
7. Arbitrage
8. Fishers Effect
9. Parity Condition
10. Adjusted Present Value
11. Types of Foreign Exchange Risks
12. Strategies for Hedging Foreign Exchange Risk
13. Foreign Exchange Forecasting
14. Cash Management
15. Country Risk Analysis
16. Sources of Overseas Funding
17. Carry Forward and Carry Backward

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**18. Double Taxation**

**19. Tax Treaties**

**20. Transfer Pricing**



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**Assignment Questions  
Performance Management (404)**

**Explain briefly:**

- 1. Determinants of job performance**
- 2. Linkage between HR Strategy and Organization Performance**
- 3. Role of personality factors in job performance**
- 4. Components of effective PM**
- 5. PM cycles**
- 6. Assessment center**
- 7. Simulation exercises**
- 8. Performance Reviews**
- 9. Reengineering performance appraisal system**
- 10. Performance monitoring**
- 11. Corporate PM**
- 12. Process Bench marking**
- 13. Experience based approach to bench marking**
- 14. Competency mapping**
- 15. Factors affecting the human performance system**
- 16. Balanced Score Card framework**

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17. A realistic model for PM
18. HR decisions in performance improvement
19. Implementing and managing PM
20. The impact of PM on line managers and employees

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**Assignment Questions  
Consumer Behavior**

1. Importance of studying consumer behavior
2. CB research process
3. Theories of motivation
4. Concept of personality
5. Perception
6. Information processing theory
7. Split-brain theory
8. Concepts of conditioning
9. Learning
10. Culture
11. Sub culture
12. Direct vs. indirect reference group
13. Family Life Cycle
14. Consumer-decision making process
15. Evaluation of alternatives and purchase decision
16. Disposal of products
17. Nicosia model
18. Howard Seth model
19. Blackwell model
20. Engel model

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INVESTMENT MANAGEMENT**

1. Real vs. financial assets
2. Investment vs. speculation
3. Types of risk
4. Fundamental analysis
5. Macaulay's duration
6. Bond valuation
7. Bond immunization
8. YTM,AYTM,YTC
9. Arbitrage pricing theory
10. CAPM
11. Capital market line
12. Risk premium
13. Types of mutual funds
14. Jensen's model
15. Fama's decomposition of returns
16. Mutual funds in India
17. Types of debt instruments

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18. Portfolio return and risk
19. Bond convexity
20. Investment management process

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**Assignment Questions  
EMPOWERMENT AND LEADERSHIP DEVELOPMENT.**

**Explain the following:**

- 1. Define empowerment.**
- 2. Mentoring and coaching.**
- 3. Tactics for becoming an empowered leader.**
- 4. Leadership VS management.**
- 5. Leadership behaviors and leadership styles.**
- 6. Ethical and women leaders.**
- 7. Transactional and transformational leadership.**
- 8. Visionary leaders.**
- 9. Managerial grid.**
- 10. Participative management.**
- 11. Organizational culture.**
- 12. Learning organization.**
- 13. Strategy.**
- 14. Leadership Succession.**
- 15. Leadership through self discipline and self awareness.**
- 16. Leadership development.**

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17. Employee lifecycle.
18. Engagement drivers.
19. Best employer theory.
20. Engaged workforce.

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**Assignment Questions  
INFORMATION SYSTEMS AND AUDIT AND CONTROL**

1. Impact of computers on internal controls and auditing.
2. System development Phases.
3. Write about the steps for an Audit Process.
4. Write about Top Management Controls.
5. Write about Program development Life Cycle.
6. What are the functions of DA and DBA in Data Resource Management Controls?
7. Discuss about the major Security threats for an Information System and also write remedial measures for Security threats.
8. Discuss about the Production Controls with respect to Operation Management Controls.
9. Explain various Cryptographic Controls.
10. Write about the Validation of Data Input.
11. Explain various Database Controls.
12. Write about Operating System Integrity.
13. Write about Expert Systems.
14. Explain the importance of specialized audit software in evidence collection.
15. What are the types of Concurrent Auditing Techniques?



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16. Discuss about Test Data.
17. Explain the methods for evaluation of their effectiveness.
18. Functions of Information Systems Audit Management.
19. Problems and Prospects of Information Systems Auditing.
20. Write about Evaluating System Efficiency