

Savitribai Phule Pune University
Centre For Distance and Online Education

MBA Semester II

Home Assignment

Instructions for MBA (Distance Mode) Learners:

Home Assignment for Internal Assessment

1. Assignment Details

- You are required to write answers to all the questions in the home assignment provided to you.
- Each question carries equal marks.

2. Handwritten Submission

- The assignment must be completed in handwritten format only.
- Typed or printed assignments will not be accepted.

3. Covering Page

- Please ensure your assignment has a covering page with the following details:
- Learner's Name
- Class
- PRN (Permanent Registration Number)
- Mobile Number
- Email ID

4. Submission Deadline

- Complete and submit your assignment within the given timeframe.
- Late submissions may not be considered for internal assessment.

5. Neatness and Presentation

- Write your answers neatly and legibly.
- Ensure your answers are organized and clearly numbered.

If you have any questions or concerns, please contact the course coordinator.

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CR-21: BASICS OF HUMAN RESOURCE MANAGEMENT

1. Discuss the evolution, objectives, and importance of Human Resource Management (HRM).
2. Explain the process of Human Resource Planning (HRP) and its significance in organizational success.
3. Describe in detail the recruitment and selection process in an organization. Differentiate between recruitment and selection.
4. Discuss the methods and techniques of training and the stages of the training process.
5. Define Performance Management System (PMS) and discuss its objectives, process, and different methods of performance appraisal.
6. Explain the concept and importance of Industrial Relations (IR) in maintaining organizational harmony.

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CR-22: OPERATIONS MANAGEMENT

1. Discuss the types of manufacturing systems and plant layouts, and explain the role of Production Planning and Control (PPC) in ensuring efficient operations.
2. Describe the key concepts of inventory. Explain the types of inventories, inventory control methods (ABC, VED, HML, FSN)
3. Define Quality and explain its dimensions from both customer and manufacturer perspectives. Discuss the principles and process of Total Quality Management (TQM).
4. Explain the concept and characteristics of service operations and the role of service design in improving customer experience.
5. Define Supply Chain Management (SCM) and explain its significance in today's globalized business environment.
6. Explain the concept, process, and lifecycle of Project Management.

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CR-23: MANAGEMENT ACCOUNTING

1. Discuss how Management Accounting differs from Cost Accounting and Financial Accounting, and describe its role in managerial decision-making.
 2. Define 'Cost' and explain the various methods of cost classification. Also explain the concepts of cost control, cost reduction, and cost management with suitable examples.
 3. What is Marginal Costing? Explain its significance in managerial decision-making.
 4. Explain the objectives, advantages, and limitations of budgetary control. Describe the process of preparing functional budgets, flexible budgets, and zero-base budgets.
 5. Discuss the steps in the managerial decision-making process using relevant cost analysis.
 6. Explain the factors influencing pricing decisions in a business organization.
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CR-24: MANAGEMENT OF SOCIAL MEDIA

1. Discuss the theory of diffusion of innovations and the technological evolution graph in the context of social media adoption.
2. Describe the social media trilogy, Web 4.0, and the Internet of Things (IoT). Discuss the significance of user-generated content.
3. Discuss concepts such as targeted ads, contextual ads, cookies, privacy issues, ad avoidance, and the role of electronic word of mouth and viral campaigns in online promotions.
4. Discuss the key legal and ethical issues associated with social media usage in business.
5. Explain the importance of having a social media policy and IT policy.
6. Define Social CRM and explain its importance in modern business environments. Analyze how social media has transformed traditional business models using examples

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CR-15: RESEARCH METHODOLOGY

1. Explain the concept, objectives, and need for research in business.
2. Describe in detail the different types of research designs—exploratory, descriptive, and experimental.
3. Differentiate between primary and secondary data with examples.
4. Describe the essential concepts of population, sample, sampling frame, and sampling errors. Explain the various probability and non-probability sampling techniques (such as simple random, stratified, cluster, convenience, and quota sampling).
5. Explain the process of data preparation and analysis in research. Explain the Chi-square test, t-test, z-test, F-test, ANOVA, and their applications.
6. Describe the process of preparing a research report. Explain the structure and components of a good research proposal and research paper layout.

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CR-26: MANAGEMENT INFORMATION SYSTEMS

1. Explain the concept, need, and objectives of a Management Information System (MIS).
2. Explain the models of decision making—Classical model, Administrative model, and Herbert Simon's model.
3. Explain the types and topologies of computer networks.
4. Describe the concepts of data warehousing and data mining. How do these technologies support strategic decision-making and business intelligence?
5. Explain the concept and components of a Decision Support System (DSS).
6. Highlight the challenges organizations face while implementing MIS and the emerging trends shaping its future.