

Rai Business School

MBA Semester II Major Assignment

Important Instructions to Student:

1. Last date for Assignment Submission – **30-May-2020**
2. This assignment carries major **weightage of 50 Marks**. Kindly prepare it very carefully and in a very detailed manner. For any help in this regard, kindly contact your faculties.
3. Front Page of Assignment should clearly include details like:
 - a. Your Name
 - b. UID Number
 - c. Subject
 - d. Class
 - e. Semester

In the event of no such information, we may not be able to assign marks for your assignment, for which responsibility lies with students.
4. You can write and submit assignment through any of the following options:
 - a. Handwritten Assignment – Prepare softcopy of your assignment through suitable apps and send the assignment as one PDF to your respective faculty as mentioned above.
 - b. Typed Assignment – Prepare Assignment with following font setting and submit the assignment to your respective faculty as mentioned above.
 - i. Font Type – Times New Roman or Arial
 - ii. Headings – Font Size 14
 - iii. Text (Except Heading) – 12
 - iv. Normal Margin and Line Spacing maximum 1.15
5. After this lockdown ends, you all have to submit the physical assignment copies to your respective Faculties. So, keep the assignment carefully for submission.
6. While submitting assignment through email, kindly use subject line as Name of the Programe_Name of Course/Branch_Semester_Name o the the Subject. For Example B.Tech._Mechanical_IV_Theory of Machines

LIFE SKILL-II Prof. Rakhi Pande		Subject Line: MBA (ECLS-II)
1.	Explain formal communication cycle	
2.	Explain structured and unstructured interview.	
3.	Write decision making process.	
4.	Explain the 4 factors of leadership	
5.	Explain the Two important rules in critical thinking	
Research Methodology Dr. Neeta Solanki		Mode of Submission: Email Email: nita.solanki@raiuniversity.edu Subject Line: MBA (RM)
1.	Explain research process.	
2.	Discuss Research design.	
3.	Explain measurement and scaling.	
4.	Explain data preparation with example.	
5.	Explain primary data collection methods in detail	
Enterprisewide Information System Prof. Jigar Pandya		Mode of Submission: Google Form OR Mail Email: https://forms.gle/qNcgtfZGp8UWbBeaA Subject Line: MBA (EIS)
1.	What is ERP? Explain ERP architecture and effect of ERP in company.	
2.	Explain SCM in detail with SCM architecture. Explain E-SCM in detail.	
3.	Explain Enterprise Application Integration (EAI) in detail. Explain Need of EAI and application of EAI in detail.	
4.	How MIS useful as the problem solving technique? Explain planning for MIS implementation in detail.	
5.	What is Information system? Explain classification of Information System and benefits of Information System.	
Financial Management Prof. Rinku Patel		Mode of Submission: Google Form OR Mail Email: https://forms.gle/SLHmY56bZQCZ25Vu7 Subject Line: MBA (FM)
1.	What is cost of capital? Explain the significance of cost of capital.	
2.	Briefly discuss the component of working capital.	
3.	Explain the assumptions of Modigliani – Miller Model theory of capital structure.(with Figure)	
4.	What is Dividend policy? What factors are to be considered before determining the policy?	
5.	Difference between traditional approach and modern approach.	
Human Resource Management Prof. Rakhi Pande		Mode of Submission: Upload in google form Email: https://forms.gle/CPJWtpmPV63apGjd7 Subject Line: MBA (HRM)
1.	what is the function of human resources management	
2.	Explain the process of job analysis.	
3.	Explain the trade union in detail.	
4.	what is the reason of Industrial Dispute Act 1947	
5.	Explain the kirkpatrick's four level evaluation module.	
Global Business Environment Prof. Rinku Patel		Mode of Submission: Google Form OR Mail Email: https://forms.gle/SLHmY56bZQCZ25Vu7 Subject Line: MBA (GBE)
1.	Difference between International Business and Domestic Business.	
2.	What is international business? Explain the types of international business.	
3.	Explain Process of Technological Adaptation and Development.	

4.	Explain in detail GATT, WTO and Global liberalization.
5.	Define the basic strategies for international business.

ELECTIVE – 1 (ANY ONE)	
Production and Operation Management Mr. Dignesh Panchasara	Mode of Submission: Google Form OR Mail Email: https://forms.gle/twiAkgX9p1AYsv836 Subject Line: MBA (POM)
1.	Describe the Scope of Production and Operations Management.
2.	Explain the meaning of Forecasting and also explain the factors affecting to Forecasting.
3.	Discuss the Types of Layout.
4.	Discuss the four types of Purchase Management Policy.
5.	Explain Tools and Techniques of Inventory Management.
Mobile & E-Mail Marketing Abhishek Thakur	Mode of Submission: Google Form OR Mail Email: https://forms.gle/b2vvnk5xN6Z37nzJ9 Subject Line: MBA (MEM)
1.	What is Mobile Marketing
2.	What is benefits of Mobile Marketing
3.	What is Email Marketing
4.	What are the benefits of Email Marketing
5.	What are the different software available in marketing for Email Marketing
Legal & Medical Issues in Hospital Dr. Neeta Solanki	Mode of Submission: Google Form OR Mail Email: nita.solanki@raiuniversity.edu Subject Line: MBA (LMIH)
1.	Legal requirements under medical council Acts for establishment of hospital.
2.	Discuss valid requirements of domestic enquiry
3.	Explain essentials of valid contract.
4.	Discuss types of legal liability of hospitals.
5.	Explain provisions of Consumer protection act with reference to Hospital in detail.

ELECTIVE – 2 (ANY ONE)	
Marketing Management-II Mr. Dignesh Panchasara	Mode of Submission: Google Form OR Mail Email: https://forms.gle/twiAkgX9p1AYsv836 Subject Line: MBA (MM-II)
1.	Describe Fifteen Tips on Managing Brand Equity
2.	Explain the Process of New Product Development
3.	Define Pricing and Factors Influencing Pricing Policies
4.	Explain all the Tools of Integrated Marketing Communications
5.	Explain the Features of Marketing Research
Social Media Marketing Abhishek Thakur	Mode of Submission: Google Form OR Mail Email: https://forms.gle/b2vvnk5xN6Z37nzJ9 Subject Line: MBA (SMM)
1.	What is Social Media Marketing
2.	What is Facebook marketing
3.	What is the importance of hashtags in Instagram
4.	What is meaning of social media calendar
5.	What is Facebook ads manager

Biostatistic and Operation Research Dr. Sailesh Iyer		Mode of Submission: Google Form or Mail Email: Sailesh.iyer@raiuniversity.edu Subject Line: MBA (BOR)
1.	Explain Inventory Models.	
2.	Explain LPP with an example.	
3.	Compare PERT and CPM.	
4.	Explain NWCM, LCM and VAM with an suitable example.	
5.	Explain at least ten real life applications of Operation Research.	

NOTE: After completing your assignments, contact your respective faculty member and submit the assignment for assessment.