

Rai Business School

Master of Business Administration

Semester IV

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 Subject. For Example B.Tech._Mechanical_IV_Theory of Machines

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| English Communication and Life Skills – IV Prof. Rakhi Pandey | Mode of Submission : https://forms.gle/CPJWtpmPV63apGjd7 Subject Line: MBA IV ECLS-IV |
| 1. | Explain the 10 things to prepare for globalization |
| 2. | Explain the Parkinsons laws. |
| 3. | Explain the life management skills for success. |
| 4. | How can we resolve the conflicts productively? |
| 5. | How can you develop critical thinking skills. |
| Business Ethics and Corporate Governance Prof. (Dr.) Nita Solanki | Mode of Submission : Email or Whatsapp Group Email – nita.solanki@raiuniversity.edu Subject Line: MBA IV BECG |
| 1. | Explain whistle blowing with case. |
| 2. | Explain CII OECD report their recommendations in detail. |
| 3. | Write a short note on corporate Governance. |
| 4. | Discuss managerial and ethical dilemmas at work. |
| 5. | Explain role and responsibility of Director with shareholders' rights. |
| Entrepreneurship development and project management Prof. Dignesh Panchasara | Mode of Submission : https://forms.gle/twiAkgX9p1AYsv836 Subject Line: MBA IV EDPM |
| 1. | Discuss the Need for Entrepreneurship. |
| 2. | Explain the Factors affecting to Entrepreneurial Development. |
| 3. | Define the Roles of Small Businesses in India. |
| 4. | Discuss all the Steps for Starting a Small Industry. |
| 5. | Explain the Business Plan with its Purpose. |
| MAJOR HR SPECIALIZATION | |
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| Compensation management Prof. Rakhi Pande | Mode of Submission : Upload on google form Email – https://forms.gle/CPJWtpmPV63apGjd7 Subject Line: MBA IV CM |
| 1. | Explain in brief various legal aspects to Compensation. |
| 2. | Explain in detail the payment of wages act 1936. |
| 3. | What is the component of salary structure? |
| 4. | Explain in detail employees' provident fund. |
| 5. | What do you mean by compensation structure? With suitable example. |
| Strategic Human resource Management Prof. Rakhi Pande | Mode of Submission : Upload on google form Email – https://forms.gle/CPJWtpmPV63apGjd7 Subject Line: MBA IV SHRM |
| 1. | Explain dimensions of SHRM with the help of example. |
| 2. | Explain in detail various approaches to SHRM. |
| 3. | Explain with help of example manpower acquisition and its importance with in organizational. |
| 4. | Explain modern method of performance Management. |
| 5. | Explain the following terms: (a) Compensation Management (b) Benefits of industrial relation in (c) SHRM (d) Role of SHRM (e) outsourcing |

| MAJOR FINANCE SPECIALIZATION | |
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| Security analysis and portfolio management Prof. Rinku Patel | Mode of Submission : https://forms.gle/SLHmY56bZQCZ25Vu7 Subject Line: MBA IV SAPM |
| 1. | What is Portfolio? Explain the Approaches in Portfolio Construction. |
| 2. | Write a short note on Corporate Tax in India. |
| 3. | Define Term: (a) Short term capital gain (b) long term capital gain |
| 4. | Write a short note on income from business/profession. |
| 5. | What is Depreciation? Explain the methods of depreciation. |
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| Corporate tax planning and Management Prof. Rinku Patel | Mode of Submission : https://forms.gle/SLHmY56bZQCZ25Vu7 Subject Line: MBA IV CTPM |
| 1. | What are perquisites? and give the example of perquisites. |
| 2. | Write a short note on Corporate Tax in India. |
| 3. | Define Term: (a) Short term capital gain (b) long term capital gain |
| 4. | Write a short note on income from business/profession. |
| 5. | What is Depreciation? Explain the methods of depreciation. |
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| MAJOR MARKETING SPECIALIZATION | |
| Integrated Marketing Communication Prof. Dignesh Panchasara | Mode of Submission : https://forms.gle/twiAkgX9p1AYsv836 Subject Line: MBA IV IMC |
| 1. | Explain 4P's of Marketing. |
| 2. | Discuss in depth the Communication Process. |
| 3. | Explain the DAGMAR Model. |
| 4. | Discuss all the IMC Tools. |
| 5. | Elaborate the Importance of Advertising. |
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| Sales and distribution Management Prof. Dignesh Panchasara | Mode of Submission : https://forms.gle/twiAkgX9p1AYsv836 Subject Line: MBA IV SDM |
| 1. | Explain the term "personal Selling" and 8 Steps of the sales process. |
| 2. | Discuss personal selling process and sales forecasting. |
| 3. | Explain sales training methods. |
| 4. | Discuss any one motivational theory. |
| 5. | Explain all the channel members. |
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| MINOR HR SPECIALIZATION | |
| Compensation management and SHRM Prof. Rakhi Pande | Mode of Submission : Upload on google form Email – https://forms.gle/CPJWtpmPV63apGjd7 Subject Line: MBA IV CM&SHRM |
| 1. | Explain Performance linked compensation. |
| 2. | Explain compensation management in strategic perspective. |
| 3. | Identify at least three organizational factors that affect compensation system. |
| 4. | Explain importance of business strategy in detail. |
| 5. | Identify three challenges that face HRM in the courses of administration the compensation |

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| | system. |
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| MAJOR FINANCE SPECIALIZATION | |
| Taxation and portfolio Management Prof. Rinku Patel | Mode of Submission : https://forms.gle/SLHmY56bZQCZ25Vu7 Subject Line: MBA IV TPM |
| 1. | What are perquisites? And give the example of perquisites. |
| 2. | Write a short note on income from business/profession. |
| 3. | What is Depreciation? Explain the methods of depreciation. |
| 4. | What is life insurance? Explain the objective of life insurance. |
| 5. | What is Economic Forecasting? And explain the forecasting methods in detail. |
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| MAJOR MARKETING SPECIALIZATION | |
| Marketing Communications and Sales Management Prof. Dignesh Panchasara | Mode of Submission : https://forms.gle/twiAkgX9p1AYsv836 Subject Line: MBA IV MC&SM |
| 1. | Discuss the Nature and Scope of Sales Management. |
| 2. | Explain the Objectives of Personal Selling. |
| 3. | What are the Emerging Trends in Selling? |
| 4. | Explain various methods of Individual and Group Training of Sales Force. |
| 5. | Explain all the IMC tools. |

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