

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY,
HISAR
DIRECTORATE OF DISTANCE EDUCATION
ASSIGNMENT (PART I)**

Programme : MBA 4th Semester :

Course: Entrepreneurship Development

Code: CP-401

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. Define Entrepreneurship? Explain the significance and various theories of entrepreneurship?

Q2. Explain the traits and types of Entrepreneur? What are the qualities of 21st Century Entrepreneur?

Q3. Explain various types of entrepreneurship development programmes and their role in shaping Indian Economy?

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY,
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DIRECTORATE OF DISTANCE EDUCATION
ASSIGNMENT (PART II)**

Programme : MBA 4th Semester :

Course: Entrepreneurship Development

Code: CP-401

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. What do you mean by Industrial Sickness? Explain various provisions of SICA act.

Q2. Write notes on the following:

- 1) Entrepreneurial Development Organisations
- 2) Innovation and Entrepreneur

Q3. Discuss various funding agencies for promoting entrepreneurship in India? Explain their reference and scope?

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY,
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DIRECTORATE OF DISTANCE EDUCATION
ASSIGNMENT (PART I)**

Programme : MBA 4th Semester :

Course: Management of Financial Services

Code: FM-404

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. Define Financial Services? Explain the nature of Financial Services in detail.

Q2. Elaborate Regulatory Framework for financial services in India.

Q3. What do you understand by Mutual Funds? Explain the types and advantages of Mutual funds?

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY,
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DIRECTORATE OF DISTANCE EDUCATION
ASSIGNMENT (PART II)**

Programme : MBA 4th Semester :

Course: Management of Financial Services

Code: FM-404

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. Define leasing and explain its types? Also explain the advantages and disadvantages of leasing.

Q2. Write note on the following:

- 1) Credit Rating and credit rating Agencies.
- 2) Development Finance

Q3. Explain the role of SEBI in regulating capital markets in India.

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ASSIGNMENT (PART I)**

Programme : MBA 4th Semester :

Course: Project Planning, Analysis and Management

Code: FM-405

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. Write a detailed note on types of financial services?

Q2. Define Social Cost Benefit Analysis (SCBA)? Explain the need and importance of SCBA.

Q3. Define Risk? Explain the different types of risks in Investment decisions.

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY,
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DIRECTORATE OF DISTANCE EDUCATION
ASSIGNMENT (PART II)**

Programme : MBA 4th Semester :

Course: Project Planning, Analysis and Management

Code: FM-405

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. Explain the problem of time and cost overrun in Public Sector Enterprises in India. How it can be removed? Explain.

Q2. Write note on the following:

- 1) Mutual Funds
- 2) SEBI and its regulatory Role

Q3. Explain various functions and role of Pension Fund Regulatory Authority (PFRDA) in regulation pension funds in India in the light of New Pension Scheme (NPS) of Govt.?

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY,
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DIRECTORATE OF DISTANCE EDUCATION
ASSIGNMENT (PART I)**

Programme : MBA 4th Semester :

Course: International Financial Management

Code: FM-406

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. Distinguish between Multinational Financial Management and Domestic Financial Management?

Q2. Elaborate the International Monetary and Financial System in detail.

Q3. Define Cost of Capital? Explain the methods of computing Cost of Capital in International Financial Management.

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY,
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DIRECTORATE OF DISTANCE EDUCATION
ASSIGNMENT (PART II)**

Programme : MBA 4th Semester :

Course: International Financial Management

Code: FM-406

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. Define Risk. Explain Political risk in International Financial Management?

Q2. Write note on the following:

- 1) Country Risk Analysis
- 2) Capital Structure of a Multinational firm

Q3. How capital budgeting decisions of MNC's are taken? Illustrate the types of capital budgeting decisions of MNC's?

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY,
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DIRECTORATE OF DISTANCE EDUCATION
ASSIGNMENT (PART I)**

Programme : MBA 4th Semester :

Course: Financial Derivatives and Banking

Code: FM-407

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. What do you mean by Financial Derivative? Also different between forward contracts and Future contracts.

Q2. What are options? Explain their properties types and pricing.

Q3. Explain any three Option Strategies Boom periods?

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY,
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DIRECTORATE OF DISTANCE EDUCATION
ASSIGNMENT (PART II)**

Programme : MBA 4th Semester :

Course: Financial Derivatives and Banking

Code: FM-407

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. Define Interest Rate Derivatives. Explain the uses of Interest Rate Derivatives.

Q2. Write a note on Currency Derivatives in Indian?

Q3. Write notes on the following:

- 1) Option Trading Strategies
- 2) Black- Scholes model of option pricing

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY,
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DIRECTORATE OF DISTANCE EDUCATION
ASSIGNMENT (PART I)**

Programme : MBA 4th Semester :

Course: Product and Brand Management

Code: MM-408

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. Write a detailed note on product life cycle and marketing strategy implications?

Q2. What do you understand by New Product Development? Explain the process of New Product Development.

Q3. Elaborate product analysis in detail.

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY,
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DIRECTORATE OF DISTANCE EDUCATION
ASSIGNMENT (PART II)**

Programme : MBA 4th Semester :

Course: Product and Brand Management

Code: MM-408

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. Define Branding? Also explain Product v/s Corporate Branding.

Q2. Write note on the following:

- 1) Test Marketing
- 2) Brand Positioning

Q3. Explain various branding strategies of Indian firms with suitable examples.

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY,
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ASSIGNMENT (PART I)**

Programme : MBA 4th Semester :

Course: E-Commerce

Code: MM-409

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. What is E-Commerce? Explain the importance of E-Commerce.

Q2. Write a detailed note on E-Banking. How it is creating in impact on banking business?

Q3. Discuss the role of E-Commerce in Retaining?

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY,
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DIRECTORATE OF DISTANCE EDUCATION
ASSIGNMENT (PART II)**

Programme : MBA 4th Semester :

Course: E-Commerce

Code: MM-409

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. How Internet can useful in Supply Chain Management? Illustrate.

Q2. Write notes on the following:

- 1) On Line Shopping
- 2) E-Procurement

Q3. "E-Shopping has created challenges for retailers." Do you agree with this statement? Justify with reference to emergence of Amazon, Flipkart, Snapdeal and Jabong online portals of Shopping in India?

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY,
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ASSIGNMENT (PART I)**

Programme : MBA 4th Semester :

Course: International Marketing

Code: MM-410

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. Write a detailed note on International Marketing?

Q2. Explain various functions of IMF? Has it been instrumental in monetary control worldwide? Justify.

Q3. Elaborate the tariff and Non-tariff barriers in detail?

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY,
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ASSIGNMENT (PART II)**

Programme : MBA 4th Semester :

Course: International Marketing

Code: MM-410

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. Discuss the procedure and documents for Registration of Exporters.

Q2. Write note on the following:

- 1) Letter of Credit (LOC)
- 2) Turnkey projects

Q3. Describe in detail the main features of latest EXIM Policy of the Govt.?

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ASSIGNMENT (PART I)**

Programme : MBA 4th Semester :

Course: Marketing of Services

Code: MM-411

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. Elaborate the nature of services in detail. How these are marketed?

Q2. Explain the marketing challenges in service business?

Q3. Discuss the quality issues and quality models in services business?

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY,
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ASSIGNMENT (PART II)**

Programme : MBA 4th Semester :

Course: Marketing of Services

Code: MM-411

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. Explain the evolution and growth of service marketing in India?

Q2. Write note on the following:

- 1) Advertising
- 2) Relationship Marketing
- 3) The Service encounter

Q3. "Marketing of financial services has undergone significant changes in past". Do you agree with the statement? Justify your argument.

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ASSIGNMENT (PART I)**

Programme : MBA 4th Semester :

Course: Management Training and Development

Code: OBH/HR-412

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. Define Training? What are its types? Explain Training process in detail?

Q2. Explain the challenges of training manager? What are pre-requisites of an effective training manager?

Q3. Write a detailed note on training needs assessment and action research?

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY,
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ASSIGNMENT (PART II)**

Programme : MBA 4th Semester :

Course: Management Training and Development

Code: OBH/HR-412

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. Elaborate Learning process in detail.

Q2. Write note on the following:

- 1) Training Evaluation
- 2) Training climate and pedagogy

Q3. Discuss various training methodologies adopted in organisations. Which is better and why?

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY,
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ASSIGNMENT (PART I)**

Programme : MBA 4th Semester :

Course: Organizational Change & Intervention Strategies

Code: OBH/HR-413

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. Write a detailed note on organization change? How it affects the organisational performance?

Q2. Discuss approaches to Problem Diagnosis?

Q3. Explain the steps in organization development?

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DIRECTORATE OF DISTANCE EDUCATION
ASSIGNMENT (PART II)**

Programme : MBA 4th Semester :

Course: Organizational Change & Intervention Strategies

Code: OBH/HR-413

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. Write a detailed note on Intergroup System?

Q2. Elaborate the organization development skills in detail?

Q3. Write notes on the following:

- 1) Group Dynamics
- 2) Change Management

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY,
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ASSIGNMENT (PART I)**

Programme : MBA 4th Semester :

Course: Human Resource Development: Strategies and System

Code: OBH/HR-414

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. Define Human Resource Development (HRD)? Explain the challenges in HRD.

Q2. Write a detailed on HRD climate and practices in India.

Q3. Write a detailed note on Developing HR Strategies?

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY,
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ASSIGNMENT (PART II)**

Programme : MBA 4th Semester :

Course: Human Resource Development: Strategies and System

Code: OBH/HR-414

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. Explain the HRD system Design Principle in detail?

Q2. Explain HRD approaches for coping with organization changes?

Q3. Write notes on the following.

- 1) HRD vs. HRM
- 2) HRD Strategies

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ASSIGNMENT (PART I)**

Programme : MBA 4th Semester :

Course: Cross Cultural and Global Management

Code: OBH/HR-415

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. Elaborate Human and Cultural variables in Global organizations.

Q2. Explain managerial implications in cross cultural differences in detail.

Q3. Write a detailed note on Human Resource Management in Global Organizations.

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ASSIGNMENT (PART II)**

Programme : MBA 4th Semester :

Course: Cross Cultural and Global Management

Code: OBH/HR-415

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. How decision making is affected by cross cultural leadership? Discuss.

Q2. Write note on the following:

- 1) Decision making in cross cultural organisation
- 2) Cross cultural research

Q3. Examine the role of HR managers in Cross cultural setting of MNC's?

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ASSIGNMENT (PART I)**

Programme : MBA 4th Semester :

Course: International Financial Management

Code: IB-416

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. Define International Financial management? Distinguish between International Financial Management and Domestic Financial Management?

Q2. Elaborate International Monetary and Financial system?

Q3. Define Capital Structure? Explain the factors affecting capital structure of the Multinational Firm?

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY,
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ASSIGNMENT (PART II)**

Programme : MBA 4th Semester :

Course: International Financial Management

Code: IB-416

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. Write a detailed note on dividend policy of the multinational firm?

Q2. Write note on the following:

- 1) Long-Term Financing
- 2) Political Risk Management

Q3. Explain various challenges of international financial management with respect to MNC's?

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY,
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DIRECTORATE OF DISTANCE EDUCATION
ASSIGNMENT (PART I)**

Programme : MBA 4th Semester :

Course: International Marketing

Code: IB-417

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. Define International marketing? Distinguish between International trade and marketing?

Q2. Explain the Functions of World Bank?

Q3. Discuss fiscal and non-fiscal barriers in International Marketing?

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ASSIGNMENT (PART II)**

Programme : MBA 4th Semester :

Course: International Marketing

Code: IB-417

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. Write a detailed note on EXIM policy of India?

Q2. Elaborate various forms of International Business?

Q3. Write notes on the following:

- 1) Marketing Channels
- 2) Brand Management

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ASSIGNMENT (PART I)**

Programme : MBA 4th Semester :

Course: Global Human Resource Management

Code: IB-418

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. Elaborate the growth and evolution of Global Business in detail?

Q2. Write a detailed note on cross cultural differences and managerial implications?

Q3. Explain various dimensions of Human Resource Management in Global Organizations?

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ASSIGNMENT (PART II)**

Programme : MBA 4th Semester :

Course: Global Human Resource Management

Code: IB-418

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. Write note on following:

- 1) Cross cultural Leadership
- 2) Ethics in International Business

Q2. Discuss Cross cultural communication and Negotiation in detail?

Q3. Explain the challenges of Global HRM?

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DIRECTORATE OF DISTANCE EDUCATION
ASSIGNMENT (PART I)**

Programme : MBA 4th Semester :

Course: E-Commerce

Code: IB-419

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. Define E-Commerce. Also explain the importance?

Q2. Explain the advantages and disadvantages of Online Banking?

Q3. Discuss challenges and Strategies in online publishing in detail?

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ASSIGNMENT (PART II)**

Programme : MBA 4th Semester :

Course: E-Commerce

Code: IB-419

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. Define financial system. Also explain software modules in financial information system?

Q2. Write note on the following:

- 1) On-Line credit cards
- 2) Treasury and cash management

Q3. Examine the role of Flipkart, Snapdeal, Amazon, Alibaba and Jabong in e-shopping in India?

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DIRECTORATE OF DISTANCE EDUCATION
ASSIGNMENT (PART I)**

Programme : MBA 4th Semester :

Course: ERP

Code: ITM-420

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. Define ERP? Discuss problems in REP Implementation?

Q2. Differentiate between ERP and SCM in detail?

Q3. Define re-engineering? Explain the need for re-engineering?

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ASSIGNMENT (PART II)**

Programme : MBA 4th Semester :

Course: ERP

Code: ITM-420

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. What do you mean by Internet Banking? Discuss security issues in E-Banking?

Q2. Write a detailed note on future and growth of E-Business.

Q3. Design an ERP solution of a hypothetical company?

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ASSIGNMENT (PART I)**

Programme : MBA 4th Semester :

Course: RDBMA & SQL Concepts

Code: ITM-421

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. What do you mean by RDBMS? Explain the features of RDBMS?

Q2. Explain the advantages and disadvantages of Data Base?

Q3. What is Normalization? Explain the techniques of normalization?

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ASSIGNMENT (PART II)**

Programme : MBA 4th Semester :

Course: RDBMA & SQL Concepts

Code: ITM-421

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. What is Transaction Management? Explain the properties of a Transaction?

Q2. Write note of the following:

- 1) Commit and Roll Back
- 2) Data Integrity
- 3) Backup and Recovery

Q3. Develop a RDBMS of an organisation of your Choice?

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ASSIGNMENT (PART I)**

Programme : MBA 4th Semester :

Course: Applications Development Using Oracle

Code: ITM-422

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. Write a detailed note on refresher to oracle RDBMS?

Q2. Discuss oracle tools?

Q3. Explain different types of reports in detail?

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ASSIGNMENT (PART II)**

Programme : MBA 4th Semester :

Course: Applications Development Using Oracle

Code: ITM-422

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. What do you mean by trigger? Explain the types and commands of trigger?

Q2. Write note on the following:

- 1) Entity Relationship model
- 2) Oracle utilities

Q3. How oracle is useful in difference functional areas of Management.
Explain?

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ASSIGNMENT (PART I)**

Programme : MBA 4th Semester :

Course: E-CRM

Code: ITM-423

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. Write a detailed note on Knowledge Management?

Q2. What is customer relationship management? Also explain the importance of CRM?

Q3. Explain different phases of Knowledge enabled customer relationship management?

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ASSIGNMENT (PART II)**

Programme : MBA 4th Semester :

Course: E-CRM

Code: ITM-423

Attempt three questions from the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

Q1. Define Audit and Analysis? Explain the need of audit customer knowledge?

Q2. Write note on the following:

- 1) Risk Assessment
- 2) The Customer life cycle

Q3. How E-CRM is helpful in customer satisfaction? Illustrate.