



St. Xavier's PG College

Approved by AICTE Affiliated to Osmania University

Assignments – I SEM

II INTERNAL EXAMINATION

Name of the Student:

Subject(s):

Hall Ticket No: 2163-22-672-

Instructions:

1. Write Short Notes on A4sheet for each subject.
2. Use both sides of the A4 sheet to write assignment.
3. Each subject assignment carries 10 marks, therefore total assignment marks is $10 \times 6 = 60$ marks
4. Assignment should be submitted on respective examination day.

WRITE SHORT NOTES FOR ALL THE SUBJECTS

MB-101: Management & Organizational Behaviour		
UNIT III	UNIT IV	UNIT V
Big 5 Personality Traits	Group dynamics	Organizational culture
Learning theories	Conflict resolution models	Stress management
Transactional Analysis	Work life balance	Management of change
Attitudinal genesis in mentoring	Managerial grid	Organizational development
Motivational theories	Hersey balanced model	Behavioural entropy in learning organization
MB-102: Accounting for Management		
UNIT III	UNIT IV	UNIT V
Define Ratios	Tax Planning	Meaning of contribution
Advantages & Disadvantages of ratios	Tax Avoidance	Explain in brief Break Even Analysis
Explain Types of liquidity ratios	Tax Evasion	Concept of Make & Buy Analysis
Explain types of structural ratios	Meaning of Cash Flow Statement	Product Mix
Concept of common size statement	Concept of Cost & Types of costs	Concept of Margin of safety
MB-103: Marketing Management		
UNIT III	UNIT IV	UNIT V
Branding	AIDA Model	Global Marketing
Product Mix	Seven Os Structure	Digital Marketing
PLC	4 I's of Service Management	Marketing Control
NPD	Model of Consumer Behaviour	Marketing Organization Structure
Personal Selling	Online Marketing of Services	Use of ICT in service marketing
MB-104: Statistics for Management		
UNIT III	UNIT IV	UNIT V
Concept of sampling	Properties of t-distribution	Concept of correlation analysis
Types of sampling	Uses of t-distribution	Concept of Time Series
Concept of Hypothesis Testing	Applications of t-distribution	Concept of Regression Analysis
Central Limit Theorem	Meaning of ANOVA	Explain about Karl Pearson Coefficient of correlation
Statistical Estimation	Meaning of Chi-square distribution	Concept of Spearman's Rank correlation

MB-105: Economics for Managers

UNIT III	UNIT IV	UNIT V
Define Production function	Define Perfect Competition Market	Define National Income
Explain short-term cost curves	Define Imperfect Competition Market	Explain Measurement Income
Explain long-term cost curves	Define oligopoly	Define Inflation
Define Iso Cost Curve	Define Market	Types of Inflation
Determinants of Production	Define Market Behaviour	Explain Employment & Investment

MB-106: IT Applications for Management

UNIT III	UNIT IV	UNIT V
Types of network	Managerial levels & systems	Security threats & Attacks
Computer network models	Functional areas of Information systems	Cyber Crimes & Security
Overview of internet	Concept of ERP	Biometric Techniques
Concept of WWW,FTP	SDLC- System Development Life Cycle	Cryptography
Teleconferencing vs. Web conferencing	EFT- Electronic Fund Transfer	IT Act