



COLLEGE CODE: 2162

ST.VINCENT PG COLLEGE

Shivareddyguda, Ghatkesar

Date :

ASSIGNMENT

NAME (IN CAPITAL LETTERS) :

HALL TICKET NO : 2162-20-672-

SUBJECT :

STUDENT SIGNATURE :

MARKS AWARDED

IN FIGURES:

IN WORDS:

FACULTY SIGNATURE



ST.VINCENT P.G. COLLEGE
SHIVAREDDYGUDA, GHATKESAR

DT: 02/06/2022

Instructions to Write Assignment

1. Write your Name, Subject Name and Hall Ticket Number in full.
2. Write the answers on both sides of A4 Sheet.
3. Write answers to all the 10 Questions
4. Should be written in own writing and should be legible.
5. Double Writing, Striking & Over writing is not permitted.
6. All answers should be marked properly and put the signature at the end.
7. Submit the Assignments before **02/07/2022**.
8. In case any Student does not submit any assignment he/she will get Zero marks in that subject.
9. It is not required to decorate the assignment or put it in stick file.

READ INSTRUCTIONS BEFORE WRITING

ASSIGNMENT QUESTIONS

SUBJECT : STRATEGIC MANAGEMENT (CORE)

UNIT – I

1. Strategic Management
2. Mission Statement

UNIT – II

1. Strategic Position
2. Demographic Segment

UNIT – III

1. Strategy Formulation
2. Business level Strategy

UNIT – IV

1. Strategy alternatives
2. Strategic Alliances

UNIT – V

1. Strategic Implementation
2. Strategic Control

READ INSTRUCTIONS BEFORE WRITING

ASSIGNMENT QUESTIONS

SUBJECT : SUPPLY CHAIN MANAGEMENT (CORE)

UNIT – I

1. Supply Chain management
2. Functions of S.C.M

UNIT – II

1. Logistic Management
2. International Logistics

UNIT – III

1. Models of Transportation
2. Where housing Operations

UNIT – IV

1. Strategic Issues in S.C.
2. Strategic Partnership

UNIT – V

1. S.C Network Design
2. Distribution network in S.C

READ INSTRUCTIONS BEFORE WRITING

ASSIGNMENT QUESTIONS

SUBJECT : BUSINESS INTELLIGENCE (CORE)

UNIT – I

1. Business Intelligence
2. Real-Time Business Intelligence

UNIT – II

1. Data Ware housing (DWH)
2. Data Mining

UNIT – III

1. Business Performance
2. BPM Methodologies

UNIT – IV

1. Business Analytics
2. Data Visualization

UNIT – V

1. Types of Business Intelligence Integration
2. RFID

READ INSTRUCTIONS BEFORE WRITING

MBA IV Semester

ASSIGNMENT QUESTIONS

SUBJECT : BANKING & INSURANCE **(FINANCE)**

UNIT – I

1. Commercial banks versus payment banks
2. Banker and customer relationship

UNIT – II

1. Different types of banks
2. Different types of loans

UNIT – III

1. Concept of economic model
2. Payment & settlement system in banks

UNIT – IV

1. Risk management & Role of Insurance
2. Types of Insurance

UNIT – V

1. The concept of life insurance
2. Tax treatment of life insurance

READ INSTRUCTIONS BEFORE WRITING

SUBJECT: INVESTMENT MANAGEMENT (FINANCE)

ASSIGNMENT QUESTIONS

UNIT-I

1. Risk Return Trade Off
2. Fundamental Analysis

UNIT – II

1. Bond Immunization
2. Yield to Maturity

UNIT- III

- 1 Price Earnings Ratio
2. Capital Asset Pricing Model (CAPM)

UNIT – IV

- 1 Portfolio Risk
2. Breadth of the Market

UNIT V

- 1 Net Asset Value
2. Jensen's Differential Index

READ INSTRUCTIONS BEFORE WRITING

ASSIGNMENT QUESTIONS

SUBJECT : PERFORMANCE MANAGEMENT **(HR)**

UNIT – I

1. Performance Management
2. performance Appraisal

UNIT – II

1. 360 Degree Appraisal
2. Role play

UNIT – III

1. Performance shaping
- 2 Corporate performance Management

UNIT – IV

1. Competency Mapping
2. Human Capital Framework

UNIT – V

1. performance measure pyramid
2. Wang lab

READ INSTRUCTIONS BEFORE WRITING

ASSIGNMENT QUESTIONS

SUBJECT :TALENT AND KNOWLEDGE MANAGEMENT

(HR)

UNIT – I

1. Talent Management Concept
2. Talent Reservoir

UNIT – II

1. Competency Mapping
2. Role of Leaders in Talent Management

UNIT – III

1. Types of Knowledge
2. Knowledge Organization

UNIT – IV

1. Knowledge Management Infrastructure
2. Knowledge Management Mechanisms

UNIT – V

1. Knowledge Discovery System
2. Factors Influencing Knowledge Management

READ INSTRUCTIONS BEFORE WRITING
ASSIGNMENT QUESTIONS

SUBJECT : SERVICES & GLOBAL MARKETING
(MARKETING)

UNIT – I

1. Goods-Services Continuum
2. Services Segmentation

UNIT – II

1. 7P's
2. RATER

UNIT – III

1. Customer Retention
2. Services Marketing Triangle

UNIT – IV

1. Factors of global Services Marketing
2. Characteristics of Global Consumer Service Market

UNIT – V

1. Identification of Global Customer Needs
2. New Services in Global Marketing

READ INSTRUCTIONS BEFORE WRITING
ASSIGNMENT QUESTIONS

SUBJECT : CONSUMER BEHAVIOUR
(MARKETING)

UNIT – I

1. Consumer Behaviour
2. Consumer Research

UNIT – II

1. Learning
2. Classical Conditioning Theory

UNIT – III

1. Sub Culture Vs Cross Culture
2. Family life cycle

UNIT – IV

1. Buying Behaviour Roles
2. Adoption Process

UNIT – V

1. Model
2. Black Box