**Pragnya Education Trust’s**

**Pragnya College of Management & Computer Studies,**

**Handewadi, Pune-411060, 2017-2018**

**Assignment**

**Class: BBA Semester VI**

 **Subject: Business Planning & Project Management**

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1. What is Business Project Management? How to Develop Project management skills?
2. How do you develop a Business Project Management Plan?
3. Write a note on Managing a Project & Setting up a Project Database?
4. Write a short note on :
5. ROI
6. NPV
7. Payback period
8. Life cycle of a project

 **Subject: Event Management**

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1. How to create the different Opportunities for Better Deals with Different Media? Also explain the Problems associated with traditional media.
2. Write a note on Negotiating Contracts with Event Organizers?
3. Write a short note on:
	1. Retail Events
	2. Reach-interaction Matrix,
4. Explain the Critical Success Factor Analysis along with Strategic Alternatives Arising from Environmental Analyses?

**Subject: Management Control System**

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1. Explain the Definition of Management Control – Management Control and planning Control?
2. Write a note on Time Dimension – Cost Dimension- Quality Dimension?
3. What is Accounting Information Operating Information – User oriented MIS?
4. Give the Definition of Marketing Control – Process of Marketing Control?

**Subject: E- Commerce**

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What are the Factors responsible for the growth of E-Commerce in India?

Write a note on Introduction, Types, how to choose e-commerce business models.

What is E-Money – FIAT Currency, E-Money classification?

Explain the Use of Artificial Intelligence and Augmented Reality?

**Subject: Financial System**

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1. Explain the Role of Role of SEBI and RBI as a Regulatory?
2. Give the general Introduction to Primary and Secondary Markets?
3. Write a note on Credit rating and Venture Capital?
4. What are the Commodity market, money and forex market?

**Subject: Advertising and Sales Promotion** \_

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Write a note on the Advertiser and the Advertising Agency interface?

Explain the Styles and Stages in advertising with one case study?

Explain the role of The Internet as an Advertising Medium?

Explain the Concepts and Criteria, Building, Measuring and Managing Brand Equity

**Subject: Labour Laws**

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**Write a short note on:**

1. Employees Provident Fund Act, 1952
2. Employees State Insurance Act 1948
3. Workman’s compensation Act 1923
4. Payment of Bonus Act, 1965

**Subject: Cases in Finance**

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The case study discusses the rise and fall of Jet Airways (India) Limited, a major airline in India. It helps students understand the various warning signals which, if read properly, would have made it apparent that the company was financially unviable. The case also helps to evaluate the various reorganization strategies.

Around 3:35 p.m. on May 25, 2019, Naresh Goyal (Naresh), founder of Jet Airways (India) Limited (Jet Airways), and his wife, Anita Goyal (Anita), who were on board the Dubai-bound Emirates Boeing 777 aircraft EK 507 were asked to deplane at Mumbai Airport. The airplane was on the taxiway when the air traffic control summoned it back and Naresh and Anita were asked to deboard. There was a lookout circular against Naresh for his alleged involvement in financial irregularities at Jet Airways, which barred him from traveling outside India.

Issues

**The case is structured to achieve the following teaching objectives:**

* To understand the financial performance of the company.
* To understand the early warning signals and risk factors that may lead to bankruptcy.
* To understand whether the company was headed toward bankruptcy by calculating Altman Z-score Model using real data.

**Subject: Cases in Marketing**

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The case “Netflix’s Pricing Strategies to Arrest Falling Subscriber Numbers” talks about the various new pricing strategies that leading global streaming giant Netflix, Inc. was contemplating introducing to arrest the rising number of service cancellations among its subscribers. The case explores how Netflix had always been abreast of the ever-changing customer preferences in the home entertainment space and had changed its business model accordingly to serve customers, thereby emerging a winner each time. In the late 2010s, Netflix was faced with a new set of challenges. It was experiencing a fall in subscriber numbers and, consequently revenues, due to a gamut of reasons. Besides, its investment costs were also high due to the focus on content creation that it had undertaken to retain customers. Netflix was considering introducing a host of new pricing strategies – to earn revenues, retain customers, and compete effectively – thereby bringing in a change in its business model again. So, will Netflix again successfully change its business model to emerge a winner?

Issues

**The case is structured to achieve the following teaching objectives:**

* Understand the key components of a business model.
* Analyze the circumstances that lead to the reinvention of business models.
* Examine the various pricing strategies and their business effectiveness.
* Identify the impact of new pricing strategies on business prospects.

**Subject: Cases in HRM**

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Watson Public Ltd Company is well known for its welfare activities and employee-oriented schemes in the manufacturing industry for more than ten decades. The company employs more than 800 workers and 150 administrative staff and 80 management-level employees. The Top-level management views all the employees at the same level. This can be clearly understood by seeing the uniform of the company which is the Same for all starting from MD to floor level workers. The company has 2 different cafeterias at different places one near the plant for workers and others near the Administration building. Though the place is different the amenities, infrastructure and the food provided are of the same quality. In short, the company stands by the rule of **Employee Equality.**

The company has one registered trade union. The relationship between the union and the management is very cordial. The company has not lost a single man day due to strike. The company is not a paymaster in that industry. The compensation policy of that company, when compared to other similar companies, is very less still the employees don’t have many grievances due to the other benefits provided by the company. But the company is facing a countable number of problems in supplying the materials in the recent past days. Problems like quality issues, mismatch in packing materials (placing material A in the box of material B) incorrect labeling of material, not dispatching the material on time, etc…

The management views the case as there are loopholes in the system of various departments and hand over the responsibility to the HR department to solve the issue. When the HR manager goes through the issues he realized that the issues are not relating to the system but it relates to the employees. When investigated he come to know that the reason behind the casual approach by employees in work is

* The company hired new employees for a higher-level post without considering the potential internal candidates.
* The newly hired employees are placed with higher packages than that of existing employees in the same cadre.

### ****Questions:****

1. Narrate the case with a suitable title for the case. Justify your title.