**Pragnya Education Trust’s**

**Pragnya college of management & computer studies,**

**Handewadi, Pune-411060, 2019-2020**

**Assignment**

**Class: BBA Semester V**

**Subject: Research Methodology**

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1. Give the Introduction to Research Methodology and explain why there is a need of motivation in Research?
2. Explain the Formulation of Research Hypothesis and its importance?
3. Explain the Meaning of Research Design and Need for Research Design?
4. Write a short note on:
5. Chi-square Analysis,
6. Analysis of Variance

**Subject: Database Administration & Data Mining**

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1. Give the introduction to DBMS and the Objectives related to DBMS?
2. Explain the Transaction management, Properties of Transaction (ACID Properties)?
3. Explain the Applications, Advantages, Limitations of Data Warehousing?
4. Explain the Need of Data Mining, Applications, Advantages, and Limitations to Data Mining?

**Subject: Business Ethics**

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1. Explain the Meaning of Organizational Ethical Climate?
2. Write a short note on:
   1. Ethical Code of Conduct in Global Business
   2. Leadership Ethics at the organizational level
3. What are the Awareness of rule and regulations of an organization, up skilling and Ethical knowledge of employees?
4. Explain the Whistleblower Act and Employee Rights: Privacy and Safety?

**Subject: Management of Corporate Social Responsibility**

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1. Explain the Meaning and Definition of Corporate Philanthropy?
2. What is Scope of CSR Activities under Schedule VII?
3. What is the Computation of Net Profit’s implementation in India?
4. Write a note on:
5. Role of Non-profit &Local Self-Governance in implementing CSR
6. Carroll’s Model
7. International framework of CSR

**Subject: Marketing Environment Analysis and Strategies**

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1. Explain the Marketing Microenvironment and Marketing intermediaries?
2. Explain the Analysis Parameters - Industry Size, Segment Size, Category Size, Segment wise contribution, Growth Patterns?
3. Write about Consumer Buying Behavior?
4. What are the CSF, KPI, BCG matrix, Porter’s 5 force analyses?

**Subject: Analysis of Financial Statistics**

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1. Explain the Schedule III as per Companies Act2013. Also explain the necessities of analyzing the financial statements?
2. Write short note on:
3. Ratio Analysis,
4. Fund Flow Statement.
5. What are the direct and indirect methods of Cash Flow statements?
6. What is Trend Analysis for Financial statements

**Subject: Cross-Cultural HR & Industrial Relations**

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1. Explain the various Cultural differences and similarities in the cross-culture management?
2. Write about Cross-Culture and Human Resource Management?
3. Explain the need and importance of Training Development and performance Appraisal?
4. Write a note on:
   1. Strike & Lockout
   2. Lay-off

**Subject: Legal Aspects in Marketing Management**

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1. Write a short note on Tele sales and Direct Mail Sales?
2. What are the different Laws for Broadcasting the Advertisement?
3. Explain the Concept of CRM, Terms and conditions related to CRM?
4. How Harms and Offence – Children, Medicine and Health can occur under Misleading Advertisement?

**Subject: Legal Aspects in Finance**

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1. Give the Introduction to Legal aspect: Finance, Securities market?
2. Write a short note on:

Listings of Securities

Issue of Capital and Disclosure Requirements (ICDR)

1. Explain the Investor Education and Protection Fund (IEPF)under SEBI Regulations and Companies Act, 2013?
2. Give the procedure of GST Registration?

Subject: Case study in HR

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**Solve the following case study**

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 labelling 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 Cadre.