**Pragnya Education Trust’s**

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

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

**Assignment**

**Class: BBA Semester VI**

**Subject: Essential of E-Commerce**

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1. Give the Introduction to E-Commerce and the Role of E-Commerce in Business Economy?
2. What do you mean by E-Distribution – Introduction, Features, Scope and Advantages?
3. Write a note on Introduction, Features, Scope and Advantages of Electronic Data interchange, Internet, Intranet, Extranet, Backend Informatics and System Integration.
4. Write a short note on :
5. FIAT Currency
6. Crypto Currency
7. UPI
8. NEFT & RTGS

**Subject: Management Information System**

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1. Explain the Meaning and basic concept of Information Technology and MIS?
2. Explain in detail Management Information System as an instrument for organizational change.?
3. Write a short note on:
   1. System Analysis
   2. MIS application,
4. Explain the Enterprise Model System and E-Business?

**Subject: Business Project Management**

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1. Explain the opportunities in the project management field?
2. Write a note on Developing a Business Project Management Plan?
3. How will you Calculate the Net Present Value? Explain with example
4. Write a note on :

* CPM & PERT
* ROI

**Subject: Management of Innovation & Sustainability**

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1. Give a general Management of Innovation Sustainability? How can you say that Sustainability as Key Driver of Innovation.
2. Differentiate between Differences between invention and innovation.
3. What are the different Organizational characteristics that facilitate the innovation process?
4. Write a note on Green Organizations? Explain with some examples.

**Subject: International Brand Management**

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1. Give the fundamental concepts of Branding along with purpose and characteristics?
2. Explain the Creating brand associations and introducing a new brand in the international market?
3. Write a note on Processes and methods of measuring brand performance?
4. Write short note on:

International Geographic areas

Brand Portfolios

Brand revitalization

**Subject: Financial Management**

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1. What are long term sources of Finance- Owned funds and Borrowed Funds?
2. Explain the Factors affecting Capital Structure-Internal Factors, External Factors & General Factors?
3. Write a note on Modern Concept of Capitalization?
4. What are the different Techniques of Capital Budgeting?

**Subject: Global HRM**

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1. Write a note on the Advertiser Meaning and definition of Global HRM?
2. Explain the Categorization of countries and employees in the concept of Global HRM?
3. What do you mean by Global Recruitment function; head-hunters, cross-national advertising, e-recruitment?
4. Explain the Ethics-related challenges for the HR function of the multinational enterprise?

**Subject: Cases in Marketing**

**Solve the Case Study:**

Here's a design company that knows how to lead with simplicity in its case studies. As soon as the visitor arrives at the page, they’re greeted with a big, bold photo and the title of the case study — which just so happens to summarize how IDEO helped its client. It summarizes the case study in three snippets: The challenge, the impact, and the outcome.

Immediately, IDEO communicates its impact — the company partnered with H&M to remove plastic from its packaging — but it doesn't stop there. As the user scrolls down, the challenge, impact, and progress are elaborated upon with comprehensive (but not overwhelming) copy that outlines what that process looked like, replete with quotes and intriguing visuals.

**Attempt the following questions**

* Split up the takeaways of your case studies into bite-sized sections.
* Always use visuals and images to enrich the case study experience, especially if it’s a comprehensive case study.

**Subject: Cases in Finance**

**Solve the Case Study:**

A bank named ‘Dhan Sangraha Karta’ allows Kapoor family to deposit their money time and

again in it. It gives a definite return to this family which is in the form of interest. To get this

interest the money stored in the household of Kapoor family gets entry into this bank. Nearby

there is a stock exchange, Mr. Raj an Kapoor, who is the head of the family, goes there and

buys securities. He says that in this way more return in earned by him on his saved money

though the risk is also there.

1. Identify the process in above case performed by the bank and the stock

exchange.

2. What are the roles of the bank and the stock exchange with respect to each

other

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1. Identify the process in above case performed by the bank and the stock exchange.
2. What are the roles of the bank and the stock exchange with respect to each other?
3. Name a condition for the bank to perform its role in this process.
4. Name a condition for the stock market to perform its role in this process.

**Subject: Recent Trends & HR Accounting**

**Solve the Case Study:**

The case ‘Google’s Hybrid Workplace Model and Location Based Pay’ describes Google’s plans for a ‘hybrid workforce model’ that encouraged employees to return to office for better collaboration. The case first focuses on the company’s plans to create more options to attract employees back into offices based on the annual employee survey ‘Googlegeist’ conducted in February 2021, which indicated that more than 70 percent employees were unwilling to return to work and were ready to forego the facilities offered at the workplace. Accordingly, Google planned to create new office locations so that employees had greater location options to work from closer to home. Under the new work plan announced in May 2021, about 60 percent of the employees had to come to office three days a week; another 20 percent had to work in new office locations; and 20 percent could work remotely. The case then touches upon the key elements of the new workplace model that offered greater choice of office locations, availability of non-office locations, new collaboration technology, and greater work flexibility to enable employees to collaborate effectively across work environments. Google’s Real estate and Workplace Services team was responsible for implementing the new workplace design. The case finally discusses the location based pay policy that Google planned to implement with the new hybrid work model where the compensation of employees would vary based on their choice of location. Employees, however, perceived this as a violation of the principle of equal work and equal pay, leading to changes in job related attitudes.

## **Issues**

* Analyze the elements of a hybrid workplace model.
* Understand the challenges of implementing new hybrid workplace policies.
* Examine the importance of work and pay equity.
* Understand the importance of workplace re-design to boost employee collaboration.
* Become aware of the shifting expectations of employees remote work models.