**Pragnya Education Trust’s**

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

**Handewadi, Pune-411060, 2021-2022**

**Assignment**

**Class: BBA Semester VI**

**Subject: Essentials of E-Commerce**

1. Give the Introduction to E-Commerce and the Role of E-Commerce in Business Economy?
2. What are the Factors responsible for the growth of E-Commerce in India and the Opportunities and Challenges for E-Commerce in India?
3. Write a note on Introduction, Features, Scope and Advantages Electronic Data
4. Interchange, Internet, Intranet, Extranet, Backend Informatics and System Integration
5. Write a short note on :
6. UPI
7. SEO
8. PPC
9. Cyber-crime against government institutions.

**Subject: Management Information System**

1. Explain the Meaning and basic concept of Information Technology and MIS?
2. Write a note on Decision Making and Models of Decision Making?
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**

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 Return on Investment (ROI)? Explain with example
4. Write a note on :

* Closing a project
* Reviewing a project

**Subject: Management of Innovations and Sustainability**

1. Give a general Management of Innovation Sustainability?
2. Differentiate between Differences between invention and innovation.
3. What are the different Organizational characteristics that facilitate the innovation process?
4. Explain the Ecologic aspects of sustainable development?

**Subject: International Brand Management**

1. Explain the Purpose and Characteristics of strong brands?
2. Explain the Creating brand associations and introducing a new brand in the international market?
3. Write a note on Interpret brand performance data, Brand evaluation plans in the international scenario?
4. Explain the Concepts and tools for managing brands over time,?

**Subject: Financial Management**

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

**Subject: Global Human Resource Management**

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**

This case study discusses the positioning strategy adopted by the Indian arm of US-headquartered e-commerce giant, Amazon, to promote its content streaming service, Amazon Prime Video (APV), in India. The case explores the Video-On-Demand (VoD) market scenario in India along with the competitive frame of reference for APV, and the various market conditions it had to face in the country. The case also reviews the tagline used by Amazon in its latest campaign ‘India ka naya prime time’, to position APV in the Indian market. The case also presents the measures adopted by APV to differentiate itself from its competitors. At the end, it facilitates a critical discussion on the sustainability of APV in India in the long run, given the competition, consumption pattern, and outlook of the Indian market.

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| **Issues:**  » Critically analyze the positioning strategy adopted by Amazon India in order to position APV as the go to service for content seekers, to enjoy quality streaming of content in their preferred genres and in different languages, without having to face limitations of time, place, and choice.  » Study the competitive frame of reference and its importance in developing a positioning strategy to fight competition.  » Understand how Amazon India came up with a marketing strategy to differentiate APV from other OTT service providers in India.. |

**Subject: Cases in Finance**

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Think and Learn Private Limited (TALPL) was founded in the year 2011 by an engineering graduate, Byju Raveendran (Raveendran), as an online educational service provider offering teaching services leveraging web-based technologies. In the year 2015, TALPL introduced the Byju’s app, an innovative online interactive education tool that created an interesting learning environment for students from the school going age to graduate students and for those preparing for competitive exams.  
  
The concept, scalability of the business model, and ever-changing educational environment in India and across the globe opened the doors to growth for TALPL, and attracted large scale investments from prominent startup investors across the globe. TALPL sponsored Byju’s went on to become a unicorn and then a decacorn, the first EdTech company in India to achieve the feat and the second of all the startups in the country after Paytm to do so. India-based Byju’s, the Learning App, a technology-based educational tool, was developed and marketed by educational technology and online tutorial firm Think and Learn Private Limited (TALPL). TALPL was founded by Byju Raveendran (Raveendran), an engineering graduate and a tutor by profession. To pursue his passion for guiding and motivating students preparing for competitive exams, Raveendran quit his job in a shipping company and started tutoring students for competitive entrance exams like the Common Admission Test (CAT) , Management Aptitude Test (MAT) , etc . Raveendran was skilled at simplifying mathematical concepts, and this helped young graduates crack tough competitive exams. He himself cleared the CAT with a 100 percentile. After he launched his tutoring classes in the year 2006, Raveendran became immensely popular among competitive exam aspirants.  
  
The present case study can be used to discuss the business model of Byju’s app, and to look at the different sources of financing available to startup companies, the different stages in financing, the EdTech industry, and the role of technology in revolutionizing the education sector in India and in the world. Answer the following according to the Case..

* Sources of startup financing.
* Stages of startup financing.
* Evolution of the EdTech industry in India.

**Subject: Cases in Finance**

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Harsha and Franklin both of them are postgraduates in management under different streams from the same B-School. Both of them are close to each other from the college days itself and the same friendship is continuing in the organization too as they are placed in the same company, Hy-tech technology solutions. Harsha placed in the HR department as employee counselor and Franklin in the finance department as a key finance executive. As per the grade is concerned both are at the same level but when responsibility is concerned Franklin is holding more responsibility being in core finance.

By nature, Harsha is friendly in nature and ready to help the needy. Franklin is silent in nature ready to help if approached personally and always a bit egoistic in nature. They have successfully completed 4 years in the organization. And management is very much satisfied with both of them as they are equally talented and constant performers.

Harsha felt that now a day’s Franklin is not like as he uses to be in the past. She noticed some behavioral changes with him. During general conversations, she feels that Franklin is taunting her that she is famous among the employees in the organization; on the other hand, he is not even recognized by fellow employees.

One morning Mr. Mehta General Manager Hy-tech technology solutions shocked while going through the mail received from Franklin about his resignation. Mr. Mehta called Harsha immediately and discussed the same as she is close to Franklin. By hearing the news Harsha got stunned and said that she does not know this before she also revealed here current experience with him. Mr. Mehta who does not want to lose both of them promised her that he will handle this and he won’t allow Franklin to resign.

In the afternoon Mr. Metha took Franklin to Canteen to make him comfortable after some general discussion he starts on the issue. Franklin, after some hesitation, opened his thinking in front of Mr. Mehta. The problem of Franklin is

1) When he comes alone to canteen the people from others don’t even recognize him but if he accompanied by Harsha he gets well treated by others.

2) one day both of them entered the company together the security in the gate wished them but the next day when he came alone the same security did not do so.

3) Even in meetings held in the office, the points raised by Harsha will get more value so many times he keeps silent in the meeting.

It happens to Franklin that he has to face such degradation in each day of work which totally disturbs him. Franklin also questioned that” Harsha and myself have the same qualification, from the same institute, passed out in the same year both with first class. We have the same number of experiences in this organization. Moreover, the responsibilities with me are more valuable than those of Harsha. After all these things if I am been ignored or unrecognized by the fellow employees my ego does not allow me to continue here”.

By listening to this statement Mr.Metha felt that it is not going to be very difficult to stop his resignation. Mr. Mehta explained Franklin the reasons for such partial behavior of the employees. After listening to Mr. Mehta Franklin said sorry for his reaction and ready to take back his resignation. And he called Harsha and spoke with like before.

**Answer the following question**

1. What is the actual problem with the case?
2. Find the reason that Mr. Mehta would have given to Franklin