

GURU NANAK DEV ENGINEERING COLLEGE, LUDHIANA
Department of Business Administration

No. MBA _____

Date: - _____

To
Controller of Examination,

MST-II

Date Sheet

Date	Time	MBA-I	MBA-II
28/03/17	10:30AM-12:00PM	FM (MBA-15205)	Strategic Mgt. (MBA-15401)
	02:30-4:00PM	HRM (MBA-15203)	International Finance (MBA-15926)
29/03/17	10:30AM-12:00PM	HVPE (MBA-15207)	International HRM (MBA-15967)
	02:30-4:00PM	BE (MBA-15201)	Service Marketing (MBA- 15906)
30/03/17	10:30AM-12:00PM	Marketing Mgt. (MBA-15204)	Entrepreneurship & Managing Small Medium Business (MBA-15402))
	02:30-4:00PM	Research Methodology (MBA-15206)	Org. Development (MBA-15966)
31/03/17	10:30AM-12:00PM	Production & Operation Mgt. (MBA-15202)	International Marketing (MBA-15907)
	02:30-4:00PM	----	Banking & Insurance Operation (MBA-15927)

MBA-1st Year

Paper Code	Title of the Paper	Syllabus for MST -II
MBA-15201	Business Environment	Economic Planning in India: Objectives, Strategies and Evaluation of current five year plan. Monetary and Fiscal Policy. Legal Environment: Company Regulatory Legislations in India, FEMA, Latest EXIM policy. Competition Law, Consumer Protection Act 1986, Right to Information Act 2005, Public Sector in India: Concepts, Philosophy and Objectives, Performance, Problems and Constraints. Disinvestment and Privatization, Joint sector and Cooperative sector in India. Social Environment: Corporate Social Responsibility, Business Ethics, Cross-Cultural Business Environment.
MBA-15202	Production & Operation Management	Production Planning & Control (PPC): –Concepts, Objectives, and Functions, work study – Productivity: Method study; Work measurement. Capacity Planning – Concepts, Factors affecting Capacity Planning, Capacity Planning Decisions. Quality Management: Introduction, Meaning, Quality Characteristics of Goods and Services, Juran’s Quality Trilogy, Deming’s 14 principles, Tools and Techniques for Quality Improvement, Statistical Process Control Chart, Quality Assurance, Total Quality Management (TQM) Model Concept of Six Sigma and its Application. Acceptance Sampling – Meaning, Objectives, Single Sample, Double Sample and Multiple Sample Plans with sated risk, Control charts for variables – Averages and Ranges, Control Charts for Defectives – Fraction Defective and Numbers Defective. �
MBA-15203	Human Resource Management	Unit – II Training & Development: Meaning & Concept of Training & Development, Methods of Training & Development, Difference Between Training & Development, Aligning Training to Business Needs, Future of Training & development. Career Planning & Coaching & Mentoring. Unit-III Performance Appraisal: Meaning & Concept of Performance Appraisal, Methods & Process Of Performance Appraisal, Issues in Performance Appraisal and Potential Appraisal. Compensation Management- Wage & Salary Administration: Meaning & Concept of Wage & Salary Administration, Elements & Methods of Wage & Salary, Incentive Plans & Fringe Benefits. Internal Mobility: Promotion, Transfer, Demotion, Separation. Quality of work life (QWL): Meaning, Concept, Development and Various Approaches of QWL, Techniques for improving QWL. Health, Safety & Employee Welfare, Social Security, Job Stress, Counseling and Monitoring, Job Satisfaction and Morale. Competency Mapping
MBA-15204	Marketing Management	Emerging Trends in Marketing: Green Marketing, Event Marketing, Network Marketing, Direct Marketing, Social Marketing, Buzz Marketing/ Viral Marketing, Consumerism, Customer Relationship Management (CRM), Customer Satisfaction, Loyalty, Retention, Global Marketing, Rural Marketing, E-Commerce: Marketing In The Digital Age. Creating and Managing Product: Market Segmentation & Targeting. Differentiation & Positioning, Competitors Analysis. Product Decisions: Product Mix, Packaging And Labelling Decisions, Branding & Brand Equity, Services Marketing, New Product Development, Consumer Adoption Process, Product Life Cycle and Strategies. Pricing Decisions: Objectives, Factors Affecting Pricing Decisions, Pricing Methods, Price Changes, Pricing Strategies.

MBA-15205	Financial Management	Entire Unit-III and Working Capital Management from Unit-IV
MBA-15206	Research Methodology	<p>Unit –II Sampling Design and Techniques, Data Processing Operations, Editing, Coding, Classification, Tabulation.</p> <p>Unit –III Descriptive Statistics: Central Tendency and Dispersion, Correlation: Linear, Partial and Multiple, Regression, Discriminant Analysis, Conjoint Analysis, Time Series and Business Forecasting. Applications of Index Numbers; Hypothesis</p>
MBA-15207	HVPE	Part - A :- 3 , Part - B :- 4

Paper Code	Title of the Paper	Syllabus for MST -II
MBA-15401	Strategic Management	<p>Unit – III Business level strategies—Porter’s framework of competitive strategies; Conditions, risks and benefits of Cost leadership, Differentiation and Focus strategies. Location and timing tactics. Concept, Importance, Building and use of Core Competence. Strategic Analysis and choice— Corporate level analysis (BCG, GE Ninecell, Hofer’s product market evolution and Shell Directional policy Matrix).</p> <p>Unit IV Industry level analysis ; Porters’s five forces model. Qualitative factors in strategic choice. Strategy implementation: Resource allocation, Projects and Procedural issues.</p> <p>Environmental Appraisal—Concept of environment, components of environment (Economic, legal, social, political and technological). Environmental scanning techniques- ETOP, QUEST and SWOT (TOWS).Internal Appraisal – The internal environment, organisational capabilities in various functional areas and Strategic Advantage Profile. Methods and techniques used for organisational appraisal</p>
MBA-15402	Entrepreneurship & Managing Small Medium Business	<p>Unit – II Concept, need & role of Entrepreneurship Development. Role of the following agencies in the Entrepreneurship Development DIC, SISI, EDII & NIESBUD.</p> <p>Unit – III Small & Medium Enterprises: Small & Medium Industry: Meaning and importance - Definition of SME –role & importance in India Economy, Steps for Starting Small Industry: Decisions to become entrepreneur - Steps to be taken - Search for a business idea, source of ideas, idea processing, selection idea, input requirements, Nature and Components of SME Environment, SME Funding, Sources of Finance for SME’s.</p>
MBA-15927	Banking & Insurance Operations	<p>International banking , Exchange rates, Documentary letter of credit, financing exporters and importers, ECGC Policies and guarantees Banker as lender, Types of loans, Overdraft facilities , Discounting of bills, Financing book dates and supply bills, Charging of Security bills, pledge, mortgage, assignment. Prudential norms for asset classification and capital adequacy. Management of NPAs. Asset liability management and risk management in banks, Basel norms. Money laundering. Introduction to Insurance, Elements of Insurance Risk, Players in Life and Non-Life Insurance sector, Insurance documents, Role and responsibilities IRDA, Provisions of Insurance Act 1938. Insurance Ombudsman. Types of Insurance, Life Insurance and General Insurance Products including unit linked plans</p>
MBA-15926	International Finance	Unit-II and Unit -III of the syllabus
MBA-15906	Service Marketing	<p>Managing relationships in Services: Building customer loyalty, Complaint handling and Service recovery strategies.</p> <p>Service development and design: Challenges of service design, types of new</p>

		<p>services, core and supplementary elements, new service development process. Service blueprinting: Nature, need and process of blueprinting. Physical evidence and the Servicescapes: Nature, Importance and Types, role and its effect on Consumer behaviour.</p> <p>Nature, requirements and types of intermediaries, role of electronic channels in service delivery. Managing demand and capacity, Waiting line strategies integrated. Integrated gaps model of service quality, Prescriptions for closing quality gaps. Services Marketing communications and Services Marketing Triangle, Pricing of services: Pricing approaches, Pricing Strategies.</p>
MBA-15907	International Marketing	<p>International Marketing environment: political, legal, environmental, socio Cultural and Technological environment, Country Risk Analysis, International Economic environment: IMF, WTO, International Monetary System, International Trade Barriers: Tariff and Non Tariff. Regional Blocks: European Union, NAFTA, SAARC, ASEAN, International Marketing Research. Direction & composition of Indian exports: EXIM policy of India, export promotion organizations</p>
MBA-15967	International HRM	2nd Unit & 3rd Unit .
MBA-15966	Organization Development	<p>Unit-II Action Research and OD, Action Research: A Process and an Approach. Managing OD Process: Diagnosis, The Six-Box Model, Third Waves Consulting, Nature of OD intervention, Analysis of Discrepancies, Phases of OD Program, Model of Managing Change, Creating Parallel Learning Structures.. Power, politics and OD: Power defined and explored theories about the sources of Power, Organizational Politics in the practice of OD.</p> <p>Unit-III OD Interventions: AN overview, Team Interventions, (process consultancy) Intergroup and Third Party Peace Making Interventions, (organizational mirror interventions and partnering) Comprehensive Interventions, (real time strategic change)</p>

Note: All students must report at the examination venue 15 minutes before the commencement of the examination.

Head,
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Ludhiana.