# Central University of Rajasthan

## Center for Distance and Online Education (CDOE)

**Dear Learner,**

**Greetings from the CDOE!**

As you are aware, every student enrolled in the ODL Programme is required to write and submit assignments for each course. These assignments form an important component of the continuous assessment and carry **30% weightage** of the overall grade for each course.

Please carefully note the following instructions:

### General Instructions

1. Please remember to attach the designated cover page on every assignment you submit. The format of cover page is attached for your reference.
2. All sections of the assignment are compulsory in nature. All questions are to be attempted, except for those where options are provided.
3. Please write the answer mentioning the correct corresponding question number given in the assignment.
4. Please write on continuous pages and number each page.
5. All assignments should be handwritten. Typed or printed assignment will not be accepted.
6. it is strongly recommended to keep a copy (photocopy or scanned) of the assignment sent by you for your record.
7. **The last date for submitting assignments is 30.11.2026.** Submission of assignments is required to appear in the End Semester Examination.
8. Assignments can be deposited at CDOE, Curaj or sent through post to **Director, Centre for Distance and Online Education (CDOE), Room 102, Administration Building, Central University of Rajasthan, Bandarsindari, District: Ajmer – 305817, Rajasthan**.

Director

Centre for Distance and Online Education (ODL & OP)

# राजस्थान केन्द्रीय विश्वविद्यालय

# CENTRAL UNIVERSITY OF RAJASTHAN

# Assignment

## Open and Distance Learning Programme

**Academic Year : 2026-2027** **Session : July, 2026**

**Learner's Name:** _____

**Enrollment Number:** _____

**Programme Name and Code:** _____

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**Course Code:** _____

**Course Title:** _____

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**Learner's Signature**

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**Centre for Distance and Online Education (CDOE)**

Room 102, Administration Building, Central University of Rajasthan

N.H. 8, Bandarsindari, District: Ajmer – 305817, Rajasthan

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**Central University of Rajasthan**

**Centre for Distance and Online Education (CDOE)**

**Open and Distance Learning Programmes (ODL)**

**(2026-27)**

Programme Name – MBA Programme Code – ODLMBA

**Second Semester**

**Course Name: Marketing Management** **Course Code: ODLMGT406**

**Important Instruction:** All the learners are required to prepare two assignments separately. These assignments are compulsory to submit in a time-bound manner; otherwise, the admit card for the examination will not be generated. Each assignment has to be submitted along with the sample title page on the first page. **Last date of submission: 30.11.2026.**

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**Maximum Marks: 30**

## Assignment – I

**Maximum Marks: 15**

**Note:** *Read carefully and attempt all questions. Write to-the-point answers and give suitable examples to support your answers.*

**Q.1** What is market segmentation? Explain the bases of segmenting consumer markets. **(5 Marks)**

**Q.2** What is the Product Life Cycle (PLC)? Explain the marketing strategies suitable at each stage of the PLC. **(5 Marks)**

**Q.3** What is a distribution channel? Explain the functions and levels of distribution channels. **(5 Marks)**

## Assignment – II

**Maximum Marks: 15**

**Q.4** What is the promotion mix? Explain its elements. **(5 Marks)**

**Q.5** What is sentiment analysis? How do firms use social listening to improve their brands? **(5 Marks)**

**Q.6** How can Geographical Indication (GI) tags help in branding Indian products? Explain with examples. **(5 Marks)**

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**Centre for Distance and Online Education (CDOE)**

**Open and Distance Learning Programmes (ODL)**

**(2026-27)**

Programme Name – MBA Programme Code – ODLMBA

**Second Semester**

**Course Name: Financial Management** **Course Code: ODLMGT407**

**Important Instruction:** All the learners are required to prepare two assignments separately. These assignments are compulsory to submit in a time-bound manner; otherwise, the admit card for the examination will not be generated. Each assignment has to be submitted along with the sample title page on the first page. **Last date of submission: 30.11.2026.**

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**Maximum Marks: 30**

## Assignment – I

**Maximum Marks: 15**

**Note:** *Read carefully and attempt all questions. Write to-the-point answers and give suitable examples to support your answers.*

**Q.1** Wealth maximisation is considered superior to profit maximisation as the goal of a firm. Critically examine this statement. **(5 Marks)**

**Q.2** How does factoring improve a firm's liquidity? Distinguish it from other short-term sources of finance. **(5 Marks)**

**Q.3** A firm has sales of Rs. 10,00,000, variable costs of Rs. 6,00,000, fixed costs of Rs. 2,00,000 and interest of Rs. 50,000. Calculate the operating, financial and combined leverage. **(5 Marks)**

## Assignment – II

**Maximum Marks: 15**

**Q.4** What is Net Present Value? Explain its decision rule, merits and limitations **(5 Marks)**

**Q.5** What is the operating cycle and how does its length affect working capital requirements? Illustrate with an example. **(5 Marks)**

**Q.6** Compare Walter's and Gordon's dividend models and their underlying assumptions. **(5 Marks)**

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**Centre for Distance and Online Education (CDOE)**

**Open and Distance Learning Programmes (ODL)**

**(2026-27)**

Programme Name – MBA Programme Code – ODLMBA

**Second Semester**

**Course Name: Human Resource Management Course Code: ODLMGT408**

**Important Instruction:** All the learners are required to prepare two assignments separately. These assignments are compulsory to submit in a time-bound manner; otherwise, the admit card for the examination will not be generated. Each assignment has to be submitted along with the sample title page on the first page. **Last date of submission: 30.11.2026.**

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**Maximum Marks: 30**

## Assignment – I

**Maximum Marks: 15**

**Note:** *Read carefully and attempt all questions. Write to-the-point answers and give suitable examples to support your answers.*

**Q.1** Define Human Resource Management. Explain its nature and scope. **(5 Marks)**

**Q.2** What is Human Resource Planning (HRP)? Explain the steps in the HRP process. **(5 Marks)**

**Q.3** What is succession planning? Why is it important for organisations? **(5 Marks)**

## Assignment – II

**Maximum Marks: 15**

**Q.4** What is job evaluation? Explain any two methods of job evaluation. **(5 Marks)**

**Q.5** Define a trade union. Explain the functions of trade unions. **(5 Marks)**

**Q.6** What is the gig economy? Discuss the HR challenges in managing gig workers. **(5 Marks)**

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**Open and Distance Learning Programmes (ODL)**

**(2026-27)**

Programme Name – MBA Programme Code – ODLMBA

**Second Semester**

**Course Name: Production Management & Operations Research Course Code: ODLMGT409**

**Important Instruction:** All the learners are required to prepare two assignments separately. These assignments are compulsory to submit in a time-bound manner; otherwise, the admit card for the examination will not be generated. Each assignment has to be submitted along with the sample title page on the first page. **Last date of submission: 30.11.2026.**

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**Maximum Marks: 30**

## Assignment – I

**Maximum Marks: 15**

**Note:** *Read carefully and attempt all questions. Write to-the-point answers and give suitable examples to support your answers.*

**Q.1** What is a production planning system? Briefly explain its objectives and functions. **(5 Marks)**

**Q.2** What is assembly line balancing? Explain its objectives. **(5 Marks)**

**Q.3** Explain Weber's theory of industrial location. Is it still useful for plant location decisions of business firms today? **(5 Marks)**

## Assignment – II

**Maximum Marks: 15**

**Q.4** What is Economic Order Quantity (EOQ)? A firm's annual demand is 12,000 units, the ordering cost is Rs. 240 per order, and the carrying cost is Rs. 4 per unit per year. Calculate the EOQ and the number of orders to be placed in a year. **(5 Marks)**

**Q.5** What is Linear Programming? Briefly explain its assumptions and limitations. **(5 Marks)**

**Q.6** What is game theory? Explain its basic terms, and discuss how it helps managers make decisions in competitive business situations. **(5 Marks)**

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**Centre for Distance and Online Education (CDOE)**

**Open and Distance Learning Programmes (ODL)**

**(2026-27)**

Programme Name – MBA Programme Code – ODLMBA

**Second Semester**

**Course Name: Entrepreneurial Skills** **Course Code: ODLMGT431**

**Important Instruction:** All the learners are required to prepare two assignments separately. These assignments are compulsory to submit in a time-bound manner; otherwise, the admit card for the examination will not be generated. Each assignment has to be submitted along with the sample title page on the first page. **Last date of submission: 30.11.2026.**

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**Maximum Marks: 30**

## Assignment – I

**Maximum Marks: 15**

**Note:** *Read carefully and attempt all questions. Write to-the-point answers and give suitable examples to support your answers.*

**Q.1** Define entrepreneur and entrepreneurship. Explain the different types of entrepreneurs. **(5 Marks)**

**Q.2** What are Intellectual Property Rights (IPR)? Explain their different types. **(5 Marks)**

**Q.3** Distinguish between entrepreneurial skills and entrepreneurial competencies. **(5 Marks)**

## Assignment – II

**Maximum Marks: 15**

**Q.4** What is feasibility analysis? Explain industry, market and financial feasibility. **(5 Marks)**

**Q.5** Discuss the factors an entrepreneur should consider while deciding the location and layout of a new venture. **(5 Marks)**

**Q.6** Explain the Indian approach to entrepreneurship based on Vishwa Kalyan and Atmanirbharta. **(5 Marks)**