

MBA 2 Sem Imp List

Marketing Management (15 Questions)

1. What is marketing management? Explain its importance.
2. Define market segmentation and explain its types.
3. Explain the marketing mix and its components.
4. What are the functions of marketing?
5. Discuss the role of consumer behavior in marketing.
6. What is product life cycle? Explain its stages.
7. Explain the concept of branding and its importance.
8. What are the different pricing strategies?
9. Describe the channels of distribution.
10. Explain the role of advertising in marketing.
11. What is market research? Discuss its process.
12. Explain the importance of digital marketing today.
13. What is customer relationship management (CRM)?
14. Discuss the impact of globalization on marketing.
15. Explain services marketing and its characteristics.

Financial Management (15 Questions)

1. Define financial management and explain its objectives.
2. What is capital budgeting? Explain different techniques.
3. Discuss sources of long-term finance.
4. Explain working capital and its management.
5. What is financial leverage? Explain its effects.
6. Describe the time value of money concept.
7. Explain the importance of financial planning.

8. What are the components of capital structure?
 9. Discuss dividend policies and types of dividends.
 10. What is ratio analysis? Explain key financial ratios.
 11. Define cost of capital and methods of calculation.
 12. Explain the concept of break-even analysis.
 13. Discuss the importance of cash flow management.
 14. What is fund flow analysis?
 15. Explain the role of a financial manager.
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Human Resource Management (15 Questions)

1. Define human resource management and its functions.
 2. Explain the recruitment and selection process.
 3. What is performance appraisal? Discuss its methods.
 4. Describe training and development in HRM.
 5. Explain employee motivation theories.
 6. Discuss the role of HR in organizational development.
 7. What is job analysis? Explain its components.
 8. Define labor relations and collective bargaining.
 9. What are the functions of a trade union?
 10. Explain the concept of compensation management.
 11. Discuss HR planning and forecasting.
 12. What is employee counseling?
 13. Explain the importance of health and safety in HRM.
 14. Describe the process of employee grievance handling.
 15. Discuss the impact of technology on HRM.
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Operations Management (15 Questions)

1. Define operations management and its objectives.

2. Explain production planning and control.
 3. What is inventory management? Describe techniques used.
 4. Discuss different types of production systems.
 5. Explain quality control and quality assurance.
 6. What is work study? Discuss its importance.
 7. Describe facility layout and types.
 8. Explain supply chain management.
 9. What is capacity planning?
 10. Discuss just-in-time (JIT) production system.
 11. What are the different methods of production scheduling?
 12. Explain maintenance management and its types.
 13. Describe the role of automation in operations.
 14. What is total quality management (TQM)?
 15. Discuss the importance of lean manufacturing.
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Operations Research (15 Questions)

1. What is operations research? Explain its scope and applications.
2. Define linear programming and its formulation.
3. Explain graphical method for solving linear programming problems.
4. What is the transportation problem? Describe the methods of solution.
5. Discuss the assignment problem and its applications.
6. Explain queuing theory and its importance.
7. What is inventory control? Describe EOQ model.
8. Define decision theory and its types.
9. Explain the concept of simulation and its uses.
10. Describe project management and CPM/PERT techniques.
11. What are the assumptions of linear programming?
12. Discuss sensitivity analysis in operations research.

13. Explain the difference between deterministic and probabilistic models.
 14. What is game theory? Explain its applications.
 15. Discuss the role of OR in managerial decision making.
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Computer Applications in Management (10 Questions)

1. What are the major computer applications in management?
 2. Explain the role and importance of Management Information Systems (MIS).
 3. Describe the basics of database management systems.
 4. What is Enterprise Resource Planning (ERP)? Explain its benefits.
 5. Discuss different types of software used in management.
 6. Explain data security and its importance.
 7. What is cloud computing? How is it used in management?
 8. Describe the use of spreadsheets and MS Excel in business.
 9. Explain decision support systems (DSS) and their applications.
 10. Discuss the impact of information technology on business operations.
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Research Methodology for Management (10 Questions)

1. What is research methodology? Explain its significance in management.
2. Define research problem and describe how to formulate it.
3. Explain different types of research designs.
4. Discuss qualitative and quantitative research methods.
5. What are sampling techniques? Explain probability and non-probability sampling.
6. Describe various methods of data collection.
7. Explain the importance of literature review in research.
8. What is hypothesis? Explain its role in research.
9. Discuss data analysis and interpretation techniques.
10. Explain the ethical considerations in management research.