

MBA 3Sem Imp List

Entrepreneurship

1. Define entrepreneurship and its characteristics.
 2. Explain the process of entrepreneurial development.
 3. What are the different types of entrepreneurs?
 4. Discuss the role of entrepreneurship in economic development.
 5. What are the sources of business ideas?
 6. Explain the steps involved in preparing a business plan.
 7. Discuss the financial and non-financial incentives for entrepreneurs.
 8. What is the role of government in promoting entrepreneurship?
 9. Explain the challenges faced by entrepreneurs.
 10. Describe the concept of social entrepreneurship.
 11. What are the different forms of business ownership?
 12. Explain the importance of innovation in entrepreneurship.
 13. Discuss the impact of globalization on entrepreneurship.
 14. What are the various schemes for small-scale industries?
 15. Explain the role of venture capital in entrepreneurship development.
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VUCA Management

(Volatility, Uncertainty, Complexity, Ambiguity)

1. What is VUCA? Explain each component.
2. How does VUCA affect organizational decision making?
3. Discuss strategies to manage volatility in business.
4. Explain how organizations can deal with uncertainty.
5. What are the challenges of complexity in management?
6. Describe ways to handle ambiguity in the workplace.
7. Discuss the role of leadership in VUCA environments.
8. Explain scenario planning as a VUCA management tool.

9. How can agility improve VUCA management?
 10. Discuss the importance of communication in VUCA situations.
 11. What are the implications of VUCA for strategic management?
 12. Explain how technology can help manage VUCA challenges.
 13. Discuss the concept of resilience in VUCA management.
 14. What role does innovation play in managing VUCA?
 15. Explain risk management in the context of VUCA.
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Corporate Legal Framework, Financial Markets & Services

1. Explain the concept and types of companies.
 2. Discuss the main provisions of the Companies Act.
 3. What are the functions of SEBI?
 4. Explain the structure of financial markets in India.
 5. What are primary and secondary markets?
 6. Discuss the role of stock exchanges.
 7. Explain different types of financial services.
 8. What is merchant banking?
 9. Discuss the procedure for issue of shares.
 10. Explain the concept of corporate governance.
 11. What are insider trading and its regulations?
 12. Discuss mutual funds and their types.
 13. Explain the process of IPO.
 14. What are derivatives? Explain their types.
 15. Describe the legal formalities in company formation.
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Security Analysis & Portfolio Management

1. Define security analysis and its objectives.
2. Explain fundamental analysis and its components.

3. What is technical analysis? Discuss its tools.
 4. Describe efficient market hypothesis.
 5. Explain the concept of portfolio management.
 6. Discuss different types of portfolios.
 7. What is diversification? Explain its benefits.
 8. Discuss risk and return relationship.
 9. Explain capital asset pricing model (CAPM).
 10. What is the role of portfolio manager?
 11. Discuss the measures of portfolio performance.
 12. Explain security valuation methods.
 13. What are bonds? Explain their types and features.
 14. Discuss the impact of interest rates on securities.
 15. Explain the process of portfolio evaluation.
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Consumer Behaviour & Customer Relationship Management

1. Define consumer behavior and its importance.
2. Explain the consumer decision-making process.
3. Discuss factors influencing consumer behavior.
4. What is market segmentation? Explain its basis.
5. Describe the role of perception in consumer behavior.
6. Explain the concept of motivation and learning.
7. Discuss the importance of consumer attitudes.
8. What is Customer Relationship Management (CRM)?
9. Explain the benefits of CRM to businesses.
10. Discuss strategies for effective CRM.
11. What is customer retention and its importance?
12. Explain the role of technology in CRM.
13. Discuss challenges in implementing CRM.

14. What is the role of customer feedback?
 15. Explain loyalty programs and their impact.
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Services Marketing

1. Define services marketing and its characteristics.
 2. Explain the service marketing mix (7 Ps).
 3. Discuss the differences between goods and services marketing.
 4. What is service quality? Explain SERVQUAL model.
 5. Describe the role of customer satisfaction in services marketing.
 6. Explain the concept of service recovery.
 7. Discuss strategies for marketing intangible services.
 8. What are the challenges in services marketing?
 9. Explain the importance of relationship marketing in services.
 10. Discuss pricing strategies for services.
 11. What is the role of technology in services marketing?
 12. Explain the role of customer experience management.
 13. Discuss service innovation and its significance.
 14. What are the channels of service distribution?
 15. Explain the concept of internal marketing.
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Industrial Relations

1. Define industrial relations and its importance.
2. Discuss the factors affecting industrial relations.
3. Explain the role of trade unions in industrial relations.
4. What are the causes of industrial disputes?
5. Discuss the machinery for dispute resolution.
6. Explain collective bargaining and its process.
7. Describe the role of government in industrial relations.

8. What is grievance handling? Explain the procedure.
 9. Discuss the importance of worker participation in management.
 10. Explain industrial democracy.
 11. Discuss the concept of industrial peace.
 12. What are the types of industrial conflicts?
 13. Explain the role of labor laws in industrial relations.
 14. Discuss the impact of globalization on industrial relations.
 15. What is the role of arbitration and mediation?
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Compensation & Welfare Management

1. Define compensation management and its objectives.
2. Discuss different components of employee compensation.
3. Explain job evaluation and its methods.
4. What is wage policy? Discuss its principles.
5. Explain the concept of incentive plans.
6. Discuss the role of benefits and services in compensation.
7. What is the importance of social security in employee welfare?
8. Explain various welfare measures provided by organizations.
9. Discuss the legal provisions related to employee compensation.
10. What are fringe benefits? Explain their significance.
11. Describe the concept of minimum wage and fair wage.
12. Discuss the challenges in compensation management.
13. Explain performance-based compensation systems.
14. What is workers' compensation act?
15. Discuss the role of compensation in employee motivation.