

# **MBA 4Sem Imp List**

## **Strategic Management**

1. Define strategic management and explain its importance.
  2. What is SWOT analysis? Explain its components.
  3. Discuss the different types of strategies in strategic management.
  4. Explain the process of strategy formulation.
  5. What is environmental scanning?
  6. Describe the concept of competitive advantage.
  7. Explain Porter's Five Forces Model.
  8. Discuss the BCG growth-share matrix.
  9. What are the levels of strategy?
  10. Explain the role of leadership in strategic management.
  11. Discuss strategy implementation challenges.
  12. What is strategic control?
  13. Explain the concept of corporate governance in strategic management.
  14. Discuss the role of innovation in strategic management.
  15. Explain the Balanced Scorecard approach.
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## **Financial Derivatives**

1. Define financial derivatives and their types.
2. Explain forwards and futures contracts.
3. What are options? Describe call and put options.
4. Discuss the concept of swaps and their uses.
5. Explain the role of derivatives in risk management.
6. What is hedging? Explain with examples.
7. Discuss the pricing factors of options.
8. Explain the difference between exchange-traded and OTC derivatives.

9. What are the risks associated with derivatives trading?
  10. Discuss the Black-Scholes model briefly.
  11. Explain margin and mark-to-market in futures trading.
  12. What is speculation in derivatives markets?
  13. Discuss the regulatory framework for derivatives in India.
  14. Explain credit derivatives and their importance.
  15. What is the role of derivatives in portfolio management?
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### **Behavioral Finance**

1. What is behavioral finance? How is it different from traditional finance?
  2. Explain cognitive biases with examples.
  3. Discuss the concept of herd behavior.
  4. What is overconfidence bias?
  5. Explain loss aversion and its impact on investors.
  6. Describe the disposition effect in investing.
  7. What are heuristics in financial decision-making?
  8. Discuss the role of emotions in investment decisions.
  9. Explain prospect theory.
  10. What is mental accounting?
  11. Discuss the impact of anchoring bias on investors.
  12. Explain how behavioral finance affects market anomalies.
  13. What is framing effect in financial choices?
  14. Discuss the role of investor psychology in financial markets.
  15. How can behavioral finance help in portfolio management?
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### **International Financial Management**

1. Define international financial management and its scope.
2. Explain foreign exchange market and its participants.

3. What is exchange rate? Discuss types of exchange rate systems.
  4. Explain factors affecting exchange rate determination.
  5. Discuss the concept of purchasing power parity (PPP).
  6. What is foreign exchange risk? How is it managed?
  7. Explain the methods of hedging foreign exchange risk.
  8. Discuss international capital budgeting techniques.
  9. What are the features of international financial markets?
  10. Explain balance of payments and its components.
  11. Discuss the role of IMF and World Bank.
  12. What is currency swap?
  13. Explain political risk and how firms manage it.
  14. Discuss the role of multinational corporations in global finance.
  15. Explain the concept of transfer pricing.
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### **Sales & Distribution Management**

1. Define sales management and explain its importance.
2. Discuss the process of sales forecasting.
3. Explain the roles and responsibilities of a sales manager.
4. What is the sales force structure?
5. Discuss different types of sales territories.
6. Explain the steps in personal selling process.
7. What are the key components of a sales budget?
8. Discuss methods of sales performance evaluation.
9. Explain channel management and distribution strategies.
10. What is retail distribution and its importance?
11. Discuss the role of logistics in distribution management.
12. Explain the concept of supply chain management.
13. What are the challenges in managing sales force?

14. Discuss ethical issues in sales management.
  15. Explain motivation and compensation of sales personnel.
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### **Advertising and Brand Management**

1. Define advertising and explain its objectives.
  2. Discuss the advertising planning process.
  3. Explain different types of advertising media.
  4. What is brand management?
  5. Discuss the importance of brand equity.
  6. Explain the stages of brand development.
  7. What are the components of brand positioning?
  8. Discuss the concept of brand loyalty.
  9. Explain the role of advertising in brand building.
  10. What is integrated marketing communication (IMC)?
  11. Discuss the measurement of advertising effectiveness.
  12. Explain the challenges in advertising management.
  13. What is the role of digital advertising today?
  14. Discuss ethical issues in advertising.
  15. Explain strategies for managing brand crisis.
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### **Retail Marketing Management**

1. Define retail marketing and explain its significance.
2. Discuss different types of retail formats.
3. Explain retail store layout and design principles.
4. What is category management in retailing?
5. Discuss the role of technology in retail marketing.
6. Explain the concept of retail branding.
7. What are the challenges faced by retailers?

8. Discuss pricing strategies in retail marketing.
  9. Explain customer relationship management in retail.
  10. What is the role of supply chain management in retail?
  11. Discuss the impact of e-commerce on retail marketing.
  12. Explain the process of retail merchandising.
  13. What are the various retail promotional strategies?
  14. Discuss legal and ethical issues in retailing.
  15. Explain the future trends in retail marketing.
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### **Performance Management & Counseling**

1. Define performance management and its objectives.
  2. Discuss the components of performance management system.
  3. Explain the process of performance appraisal.
  4. What are different methods of performance appraisal?
  5. Discuss the role of counseling in performance management.
  6. Explain feedback and its importance in performance management.
  7. What is 360-degree feedback?
  8. Discuss the challenges in performance management.
  9. Explain goal setting theory in performance management.
  10. What is the role of coaching in employee performance?
  11. Discuss the importance of continuous performance monitoring.
  12. Explain legal issues related to performance appraisal.
  13. What are the competencies in performance management?
  14. Discuss linking performance management to rewards.
  15. Explain career counseling and its role in organizations.
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### **Strategic Human Resources Management**

1. Define strategic human resource management (SHRM).

2. Explain the relationship between business strategy and HR strategy.
  3. Discuss the role of HR in strategy formulation and implementation.
  4. What are the components of SHRM?
  5. Explain strategic workforce planning.
  6. Discuss competency mapping and its significance.
  7. What is talent management?
  8. Explain the role of HR analytics in SHRM.
  9. Discuss strategic compensation management.
  10. Explain the importance of change management in HR.
  11. What are the challenges faced in SHRM?
  12. Discuss the role of leadership development in SHRM.
  13. Explain the concept of employer branding.
  14. What is HR scorecard?
  15. Discuss global HR strategies.
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### **International Human Resources Management**

1. Define international human resource management (IHRM).
2. Discuss the challenges of managing expatriates.
3. Explain the process of international staffing.
4. What are cultural differences in international HRM?
5. Discuss compensation management for international employees.
6. Explain training and development in IHRM.
7. What is performance management in an international context?
8. Discuss labor relations in international business.
9. Explain the role of global mobility in IHRM.
10. What are the legal issues in international HRM?
11. Discuss repatriation and its challenges.
12. Explain the concept of cross-cultural management.

13. What are the strategies for managing global teams?
14. Discuss HR policies for international assignments.
15. Explain the impact of globalization on HRM.