

INTERNAL QUESTIONS FOR TYBMS

SEMESTER VI ATKT MAY 2019

**Operational research**

SEAT NO: 1145454

NAME: Gupta sejal Lallan

**Hungarian Method**

1. Maximization & Minimization Type Problems.
2. Balanced and Unbalanced Problems.
3. Prohibited Assignment Problems,
4. Unique or Multiple Optimal Solutions.
5. Introduction To Operations Research  
Operations Research - Definition, Characteristics of OR

**Corporate communication and public relation**

SEAT NO: 1145472

NAME: Mallya Vijay s.

1. Introduction, Meaning, Scope of Corporate Communication
2. Need and Relevance of Corporate Communication in Contemporary Scenario
3. Importance of Ethics in Corporate Communication,
4. Corporate Communication and Professional Code of Ethics,
5. Mass Media Laws: Defamation, Invasion of Privacy, Copyright Act, Digital Piracy, RTI

**International finance**

SEAT NO:1145454

NAME: Gupta Sejal Lallan

1. Introduction to Balance of Payment, Accounting Principles in Balance of Payment,
2. Components of Balance of Payments, Balance of Payment Identity Indian Heritage in Business Management,
3. Production and Consumption
4. Evolution of International Monetary System , Gold Standard System , Bretton Woods System, Flexible Exchange Rate Regimes – 1973 to Present,
5. Current Exchange Rate Arrangements, European Monetary System, Fixed & Flexible Exchange Rate System

SEAT NO:1145471

NAME: Kumar Sangeeta Dudharamji c.

**1.An introduction to Exchange Rates:**

Foreign Bank Note Market, Spot Foreign Exchange Market  
Exchange Rate Quotations

- 2.Direct & Indirect Rates
- 3.Cross Currency Rates
- 4.Spread & Spread %
- 5.Factors Affecting Exchange Rates

SEAT NO:1145472

NAME: Mallya Vijay Sarvotham P.

- 1.Introduction to Currency Options (Option on Spot, Futures & Futures Style Options),
- 2.Futures Contracts, Markets & the Trading Process,
- 3.Hedging & Speculation with Interest Rate Futures, Currency Options in India
- 4.Introduction to Euro Currency Market, Origin of Euro Currency Market, Euro Bond Market (Deposit, Loan, Notes Market),
- 5.Types of Euro Bonds, Innovation in the Euro Bond Markets, Competitive Advantages of Euro Banks, Control & Regulation of Euro Bond Market

**Innovative financial services**

SEAT NO:1145454

NAME: Gupta Sejal Lallan

**1. Factoring and Forfeiting:**

- Introduction, Types of Factoring, Theoretical Framework, Factoring Cost, Advantages and Disadvantages of Factoring,
2. Factoring in India, Factoring v/s Forfeiting, Working of Forfeiting, Benefits and Drawbacks of Forfeiting, Practical Problems
3. Introduction, Framework, Bill Market Schemes, Factoring V/s Bill Discounting in Receivable Management
4. Introduction, Merchant Bankers/ Lead Managers, Underwriters, Bankers to an Issue, Brokers to an Issue
5. Stock Brokers, Sub Brokers, Foreign Brokers

# Project management

SEAT NO:1145454

NAME: Gupta Sejal Lallan

1. **Organizational Structure (Project Organization):**  
Meaning/Definition of Organizational Structure, Organizational Work Flow, Developing Work Integration Positions,
2. Types of Organizational Structure, Forms of Organization, Strategic Business Units (SBU) in Project Management
3. **Project Planning**-Importance of Project Planning, Functions of Project Planning,
4. System Integration, Project Management Life Cycle, Conflicts & Negotiation Handling in Project Management,
5. Planning Cycle & Master Production Scheduling