

## MBA I Year (1<sup>st</sup> Sem)

**Session:** October to February, 2021

**Courses:** MBA 101-18, MBA 102-18, MBA 103-18, MBA 104-18, MBA 105-18, MBA 106-18, MBA 107-18

**Dear Student,**

You have to complete three Assignments for each of the courses in the Bachelor of Business & Administration I year. Before you attempt the assignments, please read the instructions carefully.

### **Submission**

The student needs to submit all the assignments within the stipulated time. The completed assignments should be submitted as per the following schedule.

<b>Assignment Number</b>	<b>Last Date of Submission</b>	<b>To be Submitted to</b>
Assignment No.1	30 <sup>th</sup> October, 2021	<b>Concerned Subject Teacher</b>
Assignment No.2	20 <sup>th</sup> November, 2021	
Assignment No.3	15 <sup>th</sup> December, 2021	

### **Instructions**

The students are advised to follow the instructions carefully before writing the assignments:

1. The title page should contain information about Name, Roll Number, Programme Title, Course Code, Course Title, Assignment Code, Signature and Date. It may look like this:

Name.....	Roll No.....
Programme Title .....	Course Code & Title.....
Assignment Code.....	
Signature.....	
Date.....	

2. It is important that student should write the answers of all the questions in his/her own words. The answers should be according to the word-limit set for a particular section.
3. It is expected that answer to each question be written as per guidelines mentioned in the assignment. Make sure that the answer is logical and systematic.
4. Use A4 size ruled paper for writing assignment and tie all the pages carefully. Allow a 4 cm margin on the left and leave some space between each answer. This will facilitate the evaluator to write useful comments in the margin at appropriate places.
5. Responses should be hand written. Do not copy answers from the book and sheets of other student.
6. Write the question number with each answer.

**WISH YOU ALL THE BEST**

A.S. Group of Institutions,  
Khanna.

**Foundation of Management (MBA 101-18)**

Assignment Code: MBA-1/ASST-I/2021-22

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 and 3 in 400 words.

1. Planning is looking ahead whereas control is looking back. Do you agree? (2)
2. "Management is the art and science of decision making and leadership". Discuss. (4)
3. Compare between Taylor and Fayol's Contributions in the field of management. (4)

**Foundation of Management (MBA 101-18)**

Assignment Code: MBA-1/ASST-II/2021-22

Marks: 10

**Case study**

You, Mr. A of Alfa community a newly appointed manager of a workshop which has been categorized as an essential service. This means that the workshop must function on all days. Rules lay down that at least two individuals must be on duty irrespective of their seniority or specialization. The workshop is manned by an equal number of individuals of two communities, the Alfas and the Betas. A good tradition has been built up over the years, i.e. when one community has a festival, the workers from the other community man the workshop and vice versa.

Recently, elections to the labour union were held and Mr. B of the Beta community was elected the leader. The new leader is reported to be very whimsical, though very good at heart. Your day of trial dawned when it came to light that on Friday next, both the communities claim to have their festival. Each community wants the other to perform the duty on that day. While the Alfas are banking on you, the Betas are equally sure of their leader winning the day for them. You realize that there have been a lot of discussions and further negotiations and discussions are making the situation worse. The attitudes of both the parties are hardening and the last discussions had ended in a war of words. You do not want to damage the good relations between the two communities built over the years but still have to solve the problem.

What will you do?

**Foundation of Management (MBA 101-18)**

Assignment Code: MBA – 1 /ASST – III/2021-22

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 and 3 in 400 words.

1. "Delegation of authority is the key to organization". Why? (2)
2. Explain Mckinsey's &S approach in detail. (4)
3. Enumerate the important technique of budgetary control. (4)

**Managerial Economics (MBA 102-18)**

Assignment Code: MBA-I (1)/ASST-I/2021-22

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 and 3 in 400 words.

1. What is scarcity? (2)
2. "Managerial economics is the integration of Economic theory with Managerial practice for the purpose of facilitating decision making." Explain. (4)
3. "The amount demanded increases with a fall in price and diminishes with a rise in the price." Discuss. (4)

**Managerial Economics (MBA 102-18)**

Assignment Code: MBA-I (1)/ASST-II/2021-22

Marks: 10

**Case study**

Food prices often rise or fall with good or bad harvests or because of a change in demand. A recent example is the price of Brazil nuts, which by May this year had risen over 60% on European markets. Part of the reason for the price rise has been on the demand side. Consumption of Brazil nuts has increased as more people switch to healthier diets. This includes the purchase of the nuts themselves and as part of healthier snack foods. With supply being relatively inelastic, any rise in demand tends to have a relatively large effect on price. A more acute reason is on the supply side. There has been a very poor harvest of Brazil nuts. The nuts are grown largely in the Amazon basin which has been hit by drought linked to the El Nino effect. This, however, is only a temporary effect and future harvests should increase again as rainfall returns to normal. However, in the longer term, rainfall patterns may change with the effects of global warming.

Questions :

- a) Explain the supply conditions of Brazil nuts as discussed in the above case.
- b) What determines the price of Brazil nuts?

**Managerial Economics (MBA 102-18)**

Assignment Code: MBA-I (1)/ASST-III/2021-22

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 and 3 in 400 words.

1. What is collusive oligopoly? (2)
2. What do you understand by National income? How it can be measured? (4)
3. Describe the main features of land as factor of production. (4)

**Quantitative Techniques (MBA 103-18)**

Assignment Code: MBA-I (1)/ASST-I/2021-22

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 and 3 in 400 words.

1. Write the properties of standard deviation. (2)
2. Define Statistics and discuss its features, formation and Limitations. (4)
3. Define arithmetic mean. Write the properties of arithmetic mean. Also, elaborate various methods of calculation with the help of example. (4)

**Quantitative Techniques (MBA 103-18)**

Assignment Code: MBA-I (1)/ASST-II/2021-22

Marks: 10

**Case study**

Dr. K A Hammed incorporated the chemical, Industrial and Pharmaceutical laboratories which came to be known as Cipla. Cipla's products are categorized as prescription, animal Health care products, OTC products, bulk drugs and technology services Over the years Cipla' sales have grown such that it now exports countries in Europe, Australia, Asia etc in 2007, it took over Ranbaxy and GlaxoSmithKline to become the largest pharmaceutical company in the domestic market. The sales turnover of Cipla from 1989-2006 being given, calculate:

1. Average sales of Cipla Ltd for 1989-2006.
2. Median sales of Cipla Ltd for 1989-2006

<b>Year</b>	<b>Sales</b>	<b>Year</b>	<b>Sales</b>
1989	971	1998	5170
1990	928	1999	6255
1991	1236	2000	7721
1992	1514	2001	10643
1993	1990	2002	14008
1994	2454	2003	15730
1995	2987	2004	20554
1996	3623	2005	24008
1997	4525	2006	31036

**Quantitative Techniques (MBA 103-18)**

Assignment Code: MBA-I (1)/ASST-III/2021-22

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 and 3 in 400 words.

1. Define PERT. (2)
2. Calculate Karl Pearson's coefficient of correlation from the following data and interpret its value

Roll no.	1	2	3.	4.	5.
Marks science	48	36	18	23	47
Marks in ma	43	20	40	25	45

3. Explain normal distribution and its application. (4)

**Accounting for Management and Reporting(MBA 104-18)**

Assignment Code: MBA-I(1)/104-18/2021-22

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 and 3 in 400 words.

1. Differentiate book keeping and accounting (2)
2. How the different branches of accounting are related to each other. (4)
3. The financial statements of an entity are not only prepared for internal users but also for external stakeholders. Elucidate the statement. (4)

**Accounting for Management and reporting(MBA 104-18)**

Assignment Code: MBA-I(2)/104-18//2021-22

Marks: 10

a) From the following particulars, find out the break-even-point:

Variable Cost per unit	₹ 15
Fixed Expenses	54,000
Selling Price per unit	20

What should be the selling price per unit, if the break-even point should be brought down to 6,000 units?

b) From the following particulars, calculate:

- (i) Break-even point in terms of sales value and in units.
- (ii) Number of units that must be sold to earn a profit of Rs. 90,000.

Fixed Factory Overheads Cost	₹ 60,000
Fixed Selling Overheads Cost	12,000
Variable Manufacturing Cost per unit	12
Variable Selling Cost per unit	3
Selling Price per unit	24

**Accounting for Management and reporting(MBA 104-18)**

Assignment Code: MBA-I (3)/104-18//2021-22

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 and 3 in 400 words.

1. Difference Between standard costing and budgetary control. (2)
2. Discuss the relevance of liquidity, profitability and turnover ratios. (4)
3. How human resource accounting is useful for organization. (4)

**Business Environment & Indian Economy (MBA 105-18)**

Assignment Code: MBA -I (1)/ASST – I/2021-22

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 and 3 in 400 words.

1. Discuss the three Political institutions. (2)
2. Explain the three phases of adjustment as money grows in the Fisher effect. (4)
3. Highlight the impact of Recession on economy and remedies to control it. (4)

**Business Environment & Indian Economy (MBA 105-18)**

Assignment Code: MBA -I (1)/ASST – II/2021-22

**Case Study**

Marks: 10

Globalization reduced tariffs and other barriers to international trade. The successive rounds of trade liberalization at Uruguay, under the General Agreement on Tariffs and Trade (GATT), resulted in a reduction in the tariff and non-tariff barriers. This led to many countries, which were producing goods at low manufacturing costs, exporting their goods to other countries and selling them at prices lower than those prevailing in the importing countries.

**Questions:**

1. Analysts fear that the increase in the number of anti-dumping measures will influence trade relations among countries and ultimately affect the exporters. In light of the above statement, discuss the need for reducing the number of anti-dumping measures.
2. Explain how anti-dumping measures help countries in protecting domestic marketers.
3. Discuss how India has been effectively using anti-dumping measures.

**Business Environment & Indian Economy (MBA 105-18)**

Assignment Code: MBA -I (1)/ASST – III/2021-22

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 and 3 in 400 words.

1. Explain the Impact of Technology on businesses. (2)
2. Highlight the manner through which OPEC cartel was successful in raising oil prices (4)
3. Comment on the following - (4)
  - sacrifice ratio
  - liquidity trap
  - stagflation
  - Deadweight loss

**Business Ethics and CSR (MBA 106-18)**

Assignment Code: MBA - I(1)/ ASST-I/2021-22

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 and 3 in 400 words.

1. Define Code of Ethics. (2)
2. “Ethical conduct of business does not impair profitability instead improves it”. Do you agree with the given statement? Give reasons in support of your answer. (4)
3. What do you mean by values? Describe the various types of values. What is the difference between morals and values? (4)

**Business Ethics and CSR (MBA 106-18)**

Assignment Code: MBA - I(1)/ ASST-II/2021-22

Marks: 10

**Case Study:**

An Employer X has been running a consulting business for a long time and needs to hire a person to help her manage it. She does several interviews and finally employs a candidate Y for the job who is asked to start work from the following week. In the meantime, X gets a call from her friend who recommends her Z – an extremely talented and deserving person for the job. Although X refuses her, her friend insists. Z comes in with the perfect resume and is liked by the employer. Now what? Dilemma lies in choosing someone who is best for the business or someone who is ethically has the first say.

According to you, what should Employer X do in this situation?

**Business Ethics and CSR (MBA 106-18)**

Assignment Code: MBA - I(1)/ ASST-III/2021-22

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 and 3 in 400 words.

1. What do you understand by corporate sustainability? (2)
2. Discuss various theories of Corporate Social Responsibility. (4)
3. Why should a business be socially responsible? (4)



**Business Communication For Managerial Effectiveness (MBA107-18)**

Assignment Code: MBA-I (1)/ASST-I/2020-21

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 and 3 in 400 words.

1. Cross cultural communication. (2)
2. Explain the concept of Business Communication with its model. (4)
3. Describe the guidelines for successful collaborative writing. (4)

**Business Communication For Managerial Effectiveness (MBA107-18)**

Assignment Code: MBA-I (1)/ASST-II/2020-21

Marks: 10

**Case study**

Effective communication skills play a vital role in all aspects of life, be in work of developing social relationships or communication skills are of utmost importance. Proper communication skills help people in understanding each other and work together. But, everyone is not lucky enough to get the exposure of the real world. Things that happen in the beginning of our life often leave an indelible mark on us. Our memories are vital because they shape our experience, relations and sense of self. Many students who are hardworking, born in small towns studying in diverse vernacular medium schools facing severe problems while speaking in English, not because they did not get their school life but the society in which they are living was not used to it and which they use to live was surrounded by non-English speaking area. Hence they hesitate in interacting with those people who speaks perfect English, even though many of them are admitted in English medium schools. But the result was disappointed every time. Many of them are amazing students in their subjects, sports and various extracurricular activities. But their major weakness was to speak English with perfection. Many of them who went on study in colleges and universities for higher education cannot write and speak their own. They realized that they cannot survive in workplace and their professional circuit without English. Many of them do not even make an attempt to communicate in English due to grammar and pronunciation. However it is advisable that they should continue to communicate in English. Many of them do not even make an attempt to communicate in English due to people make fun of their mistakes, scolding by teacher in the class for their poor usage of grammar and pronunciation. However it is advisable that they should continue to communicate in English without losing hope in their speaking skills. Students have to successfully overcome their struggle and approach their life with confidence. When a company appears for a placement programme in college speaking skills with a polished approach is a must from the student side. If they fail to impress rejection is very much evident. In order to avoid the pitiable situation, each student has to start working on their speaking skills and get through their group discussion and personal interview. They have to do self discovery and work on continuous improvement. If their no goal there is no progress. They have to climb the ladder and achieve their daily life. The zeal of learning English has to be intense in their action. Without any procrastination, the students should precede glad in achieving their goal of effective English communication.

**Questions:**

- a. What are all the environment factors that could affect your communication skills?
- b. Do you agree with this statement “you are a product of your surroundings?” give your comments.
- c. What measure one can follow in order to improve communication skills?
- d. Do you think negative motivation is necessary for enhancing your speaking skills?

**Business Communication For Managerial Effectiveness (MBA107-18)**

Assignment Code: MBA-I (1)/ASST-III/2020-21

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 and 3 in 400 words.

1. Explain Role Play and Simulation Games. (2)
2. What do you mean by writing employment messages? Explain the employment strategy adopted by employers. (4)
3. What do you understand by Employer- Employee relationship and Interviewer- Interviewee relationship? (4)