MBA I Year (1ˢᵗ Sem)

Session: November to March, 2021
Courses: MBA 101-18, MBA 102-18, MBA 103-18, MBA 104-18, MBA 105-18, MBA 105-18, 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.

Assignment Number	Last Date of Submission	To be Submitted to
Assignment No.1	20ᵗʰ Dec,2020	**Concerned Subject Teacher**
Assignment No.2	20ᵗʰ January,2021	
Assignment No.3	20ᵗʰ Feb,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

Foundations of Management (MBA 101-18)

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

1. "Looking Ahead is essence of management". Comment   (4)
2. How do you distinguish between line and staff functions? What are the reasons for giving different roles to the functions in organization   (4)
3. "There is no alternative to planning "Discuss this statement.   (2)

Foundations of Management (MBA 101-18)

You, Mr A of Alfa community, are a newly appointed manager of a workshop which has been categorised 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 specialisation. 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 viceversa. 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 realise 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?

Foundations of Management (MBA 101-18)

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

1. Enumerate the important techniques of budgetary control.   (4)

2. Discuss the reasons for achieving coordination in an enterprise. Distinguish between coordination and cooperation.   (4)

3. Discuss the factors influencing the span of control/management/supervison.   (2)

Managerial Economics (MBA 102-18)

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. What are the three stages of production in the short run? (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/2020-21

Marks: 10

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/2020-21

Marks: 10

1. What is Cross Elasticity of Demand? (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/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.

4. Define Statistics and discuss its formation and Limitations. (2)

5. An Incomplete distribution is given below:

Variable	0-10	10-20	20-30	30-40	40-50	50-60	60-70	Total
Frequency	10	20	-	40	-	25	15	170

You are given that the median value is 35. Find out missing Frequency. (4)

6. Explain the following term:
   a) Correlation   b) Regression (4)

Quantitative Techniques (MBA 103-18)

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

Marks: 10

1. Obtain the regression equation of Y on X from the following data:

X	78	89	97	69	59	79	68	61
Y	125	137	156	112	107	136	124	108

(4)

2. From the following table, calculate the coefficient of correlation by Karl Person's method:
Arithmetic means of X and Y series are 6 and 8 respectively

X	6	2	10	4	8
Y	9	11	-	8	7

3. Two dice are tossed. Find the Probability that the sum of dots on the faces that turn up is:
   (i) 7   (ii) 11

Quantitative Techniques (MBA 103-18)

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.

4. Explain Normal Distribution and its application. (2)

5. Use Simplex Method to solve the following LPP:

Max. $Z = 5x_1 + 8x_2$

Subject to constraints:

$$2x_1 + x_2 \leq 48$$
$$2x_1 + 5x_2 \leq 100$$
$$2x_1 + 3x_2 \leq 80$$

Where, $x_1 \geq 0$; $x_2 \geq 0$ (4)

3. Find the basic feasible solution by at least 3 different methods for following transportation problem:

From/To	A	B	C	D	Availability
F_1	10	7	3	6	3
F_2	1	6	7	3	5
F_3	7	4	5	6	7
Demand	3	2	6	4	15

(4)

Accounting for Management and reporting (MBA 104-18)

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

Marks: 10

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

4. Accounting plays a vital role in running a business. Do you agree?   (4)

5. The financial statements of an entity are not only prepared for internal users but also for external stakeholders. Elucidate the statement.   (4)

6. Differentiate book keeping and accounting   (2)

Accounting for Management and reporting (MBA 104-18)

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

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 information, ascertain by how much the value of sales must be increased by the company to break-even:

	₹
Sales	3,00,000
Fixed Cost	1,50,000
Variable Cost	2,00,000

Accounting for Management and reporting (MBA 104-18)

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

Marks: 10

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

4. What is the purpose of calculating liquidity and solvency ratios?   (4)

5. Discuss the various profitability and turnover ratios and explain their relevance. (4)

6. Difference Between standard costing and budgetary control.   (2)

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

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 4 in 400 words.

1. Discuss the three Political institutions.   (2)
2. What are the Directive Principles of state policy?   (4)
3. Highlight the impact of Recession on economy and remedies to control it.   (4)

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

Case Study   **(10 Marks)**

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.

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

1. Explain the Impact of Technology on businesses.   (2)
2. How do factors like Unemployment and Migration impact an economy?   (4)
3. Comment on India's Foreign policy and Five year plans.   (4)

Marks: 10

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

1. "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)

2. What do you mean by values? Describe the various types of values. What is the difference between morals and values? (4)

3. Define Code of Ethics. (2)

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.

Marks: 10

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

1. Discuss various theories of Corporate Social Responsibility. (4)

2. Why should a business be socially responsible? (4)

3. What do you understand by corporate sustainability? (2)

Business communication for managerial effectiveness
Assignment Code: MBA–I (1)/107-18/2020-21

Marks: 10

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

1. What do you mean by Businesses communication explain its process and any two models? (4)

2. Explain the concept of communication and ethics. (4)

3. Explain in detail various business barriers and the strategies to overcome. (2)

Business communication for managerial effectiveness
Assignment Code: MBA–I(2)/107-18//2020-21

Marks: 10

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

1. Just a minute presentation (2)

2. Explain glassobhbia and points to overcome it. (4)

3. Explain the concept of enhancing the presentation with slides and other visual aids. (4)

Business communication for managerial effectiveness

Assignment Code: MBA–I (3)/107-18//2020-21

Marks: 10

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

1. Define employer employee relationship as well as interviewer and interviewee relationship.(4)

2. . What do you mean by design and deliver oral and online presentations? (4)

3. Group discussion. (2)