

MBA I Year (2nd Sem)

Session: January to June, 2022

Courses: MBA 201-18, MBA 202-18, MBA 203-18, MBA 204-18, MBA 205-18, MBA 205-18, MBA 206-18, MBA 207-18, MBAGE 201 -18

Dear Student,

You have to complete three Assignments for each of the courses in the Master 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	23 March, 2022	Concerned Subject Teacher
Assignment No.2	23 April, 2022	
Assignment No.3	23 May, 2022	

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

Business Analytics for Decision Making (MBA 201-18)

Assignment Code: MBA-I (2)/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 Standard Error. (2)
2. Define Statistics. What are the applications of inferential statistics in managerial decision making? (4)
3. Write a note on the following: (4)
 - a) Rules of tabulation
 - b) Techniques of non-probability sampling

Business Analytics for Decision Making (MBA 201-18)

Assignment Code: MBA-I (2)/ASST-II/2021-22

Marks: 10

Case Study

The local cable television company is planning to add one channel to its basic service. There are five channels to choose from, and the company would like some input from its subscribers. There are about 20,000 subscribers, and the company knows that 35 percent, of these are college Students 45 percent are white-collar workers, 15 percent are blue collar and 5 percent are other. However, the company believes there is much variation in these groups.

- a. Is there a need for sampling justified in this situation? How?
- b. Which sampling technique would be most appropriate and why?
- c. Discuss how sample size can be computed and how it is related to sample error?

Business Analytics for Decision Making (MBA 201-18)

Assignment Code: MBA-I (2)/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 census survey? (2)
2. Discuss in detail the role of forecasting in business. Explain by citing examples (4)
3. Write a note on the following: (4)
 - a) Problems in construction of Index numbers.
 - b) Linear and non-linear equations in Time Series Analysis.

Legal Environment for Business (MBA 202-18)
Assignment Code: MBA-I(2)/ASST-I/2021-22

Marks: 10

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

1. How offer is different from invitation to offer (2)
2. Agency is a special kind of contract which establishes a legal relationship between Principal and agent. Elucidate the statement by giving various modes of agency (4)
3. Mr Sudhir offered to take a house on lease for three years at Rs. 50000 per annum if the house was put into thorough repair and drawing room was handsomely decorated to the present style” Is this valid offer. If not than give reason. (4)

Legal Environment for Business (MBA 202-18)
Assignment Code: MBA-I(2)/ASST-II/2021-22

Marks: 10

Case Study

S formed a company with a capital of 40,000. He sold his business to the company for 30000. As a part payment for sale, he accepted 20,000 shares of 1 each. The balance of 10,000 considered as loan and secured the amount by the issue of debentures. His wife, daughter and four sons took one share each. Owing to strike the company was wound up. The assets of the company were valued at 6,000. The debts due to unsecured creditors were 7,000, s retained the entire sum of 6,000 as part payment of loan. The other creditors objected. Their contention was that a man could not own any money to himself, and the entire sum of 6,000 should be paid to them. Examine the rights of S and creditors. Who will succeed?

Legal Environment for Business (MBA 202-18)
Assignment Code: MBA-I(2)/ASST-III/2021-22

Marks: 10

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

1. What does the word “Not Negotiable means? (2)
2. Construct the sample of Promissory Note, Bills of exchange and Cheque.(4)
3. How partnership firm is dissolved? (4)

Marketing Management (MBA 203-18)

Assignment Code: MBA – 1st (2nd)/ASST – I/2021-22

Marks: 10

1. What is Strategic Planning? Narrate the process of Strategic Planning in logical sequence. (4)
2. Explain any five new ways of thought in Marketing? (4)
3. What factors make segmentation a thundering success? (2)

Marketing Management (MBA 203-18)

Assignment Code: MBA – 1st (2nd)/ASST – II/2021-22

Case Study

Marks: 10

Vanita was the only daughter of her parents who had come to Pune from Dharwar many decades ago. The family ran Rupali Cafe in front of the Wadia group of colleges. The café was open from 7 a.m. to 10 a.m. and again from 12 noon to 5 p.m. It provided clean, high quality, vegetarian items to its clients, who were mostly the students and staff of the four colleges located in the During her MBA studies, Vanita fell in love with her class-fellow Vilas. Vilas' family came from Madhya Pradesh and was not very rich. Vanita's parents, though conservative, agreed to the marriage on the condition that their horoscopes matched. They also wanted a son-in-law who would help Vanita run Rupali Café. Victor, Vanita and Vilas' class fellow, having a fund of bright, modern and innovative ideas, had impressed both Vanita and Vilas. They felt that business. could really flourish if the three Vs joined as partners for running Rupali Cafe. Victor was quick to point out that the contemporary concept of a café had changed. He advocated the introduction of non-vegetarian items, addition of a beer bar and keeping the cafe open without a break from 7 a.m. to 11 p.m.

There was a brainstorming session in the MBA marketing class when the professor was absent. While Nitin, Basant, Sandeep and Asha pleaded for status quo, Bindu, Subashish, Danny and Sachin sided with Victor. Eventually, professionalism prevailed and it was decided that the three Vs should carry out an appropriate marketing research. They should study the market. behaviour, determine market size for each activity and test market their products before taking any drastic step. There was also a suggestion to invest in proper advertising. All these ideas were put to Vanita's parents. Her father exhibited clear vision. associated with an intelligent and enterprising businessman. He accepted Victor's views, in principle, but insisted that a clear plan be prepared. The plan should give the rationale behind each step, the cost and time required for implementing that step, anticipated income from that activity, etc., before Victor's proposals could be considered for implementation/or were rejected.

Assignment

Cast yourself in the role of Vanita and Vilas and prepare plan; assume the data not given in the narrative.

Marketing Management (MBA 203-18)

Assignment Code: MBA – 1st (2nd)/ASST – III/2021-22

Marks: 10

1. “Marketing needs the services of middlemen but not too many” (4)
2. Draw a label of any Pharmaceutical Syrup. What purposes does the label serves. (4)
3. “Sales promotions bridge the gap left by the salesmanship and advertising.” Discuss. (2)

Human Resource Management (MBA 204-18)
Assignment Code: MBA - 2 (2nd) /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. Distinguish between HRM and HRD (2)
2. Outline the legal, social, economic and political factors that may impact recruitment policy of the company. (4)
3. Why is HRM becoming a challenging function in the globalized era and knowledge age? (4)

Human Resource Management (MBA 204-18)
Assignment Code: MBA - 2 (2nd) /ASST – II/2021-22

Marks: 10

Case Study

The Mathematics of Recruitment – The Infosys case study

When you look at large companies with a workforce nearing the population of some small eastern European cities, we often forget the hard work of an HR team. And employees are a weird kind. They strive hard to get into a company and a few years later, the same company wants to make them leave. Handling this attrition also lands on the head of the HR department of a company.

It's a thankless job and it's degree of thanklessness is directly proportional to the size of the company. Take Indian tech behemoth Infosys for example. It has a whopping 160,000 people on its payroll. This IT services company made its billions by building software and its gargantuan workforce builds it, module after module, day after day. In the case of Infosys, their annual attrition rate is an alarming 18%. This means that 18% of Infosys's workforce leaves or retires every year. To put that in terms of the number of employees, that's a loss of 30,000 people every year. To put that in perspective again, Infosys loses the workforce of Facebook 5 times over, every year. That's 30,000 hires a year. 30,000 people who will sign that offer letter every year to join Infosys. Even startups, who hire comparatively minuscule numbers every year, find it hard to hire the numbers they set for themselves. 30,000 is really a big deal.

Let's get to the mathematics of this task –

- The aim is **to hire 30,000 people to stay at 160,000 employees.**
- Let's assume that it takes a recruiter to go through **20 shortlisted résumés to hire a person.**
- This means that **to hire 30,000 people** the hiring team at Infosys will have to **go through 600,000 résumés**
- These **600,000 résumés need to be assessed over a span of one year**

And we're not even taking into account the amount of time and effort 30,000 interviews will take. HR is possible one of the most understated activities of a company, but without them, you would

have no company at all. Even companies like Google have a team of close to a 1000 recruiters, working day and night to hire the best talent for the company and even they're only 50,000 employees worldwide. One can only imagine what the recruitment team of Infosys would be like. There are many job seekers who're often disheartened and angry at the slow response times of companies. Yes, companies must value their prospective employees and respond on priority. But these numbers should help us think from their shoes too. After all, the next time you're applying for Infosys, remember that there are going to be 599,999 others in contention too.

a) Assess the problem highlighted by the case and possible solution for the same.

Human Resource Management (MBA 204-18)
Assignment Code: MBA - 2 (2nd) /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. Discuss the terms: HR Audit & Outplacement. (2)
2. Briefly examine the provisions of employee health, safety and welfare. (4)
3. Using an example of an Indian organization, evaluate the need of grievance redressal (4)

Production and Operations Management (MBA 205-18)

Assignment Code: MBA – II (2)/ 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 Production Management (2)
2. What do you understand by TQM? Highlight the contributions made by different experts with respect to TQM. (4)
3. Outline the process of production in detail (4)

Production and Operations Management (MBA 205-18)

Assignment Code: MBA – II (2)/ ASST-II/2021-22

Case study

Marks: 10

A new phenomenon called “Apparel on Demand” is slowly making its presence felt. It is an extension of JIT linking retailers and manufacturers for a just-in-time responsiveness. XYZ Ltd. Clothing Inc. Promoted by a young management graduate has recently ventured into the business of making reasonably priced custom jeans for women. It has partnered with many stores selling women garments. In the stores, women are electronically measured and information like colour, fabric, style etc. is recorded. The information reaches the XYZ Ltd. manufacturing facility at Ahmedabad almost immediately through a state-of-the-art infrastructure system. XYZ Ltd. guarantees delivery of the custom jeans within 10 days. With the growing acceptance of jeans among the women in India, especially in the urban areas, the market for women jeans is growing at a fast pace. XYZ Ltd. with its unique business model hopes to garner a significant share of the market. The promoter of XYZ Ltd. along with her top executives is confident that their concept of JIT jeans would work.

Questions:

1. Do you think that XYZ Ltd. Strategy would work? Why or why not?
2. Comment on the necessity of a robust supply chain in the context of XYZ Ltd. Clothing Inc.

Production and Operations Management (MBA 205-18)

Assignment Code: MBA – II (2)/ 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. Describe JIT manufacturing system (2)
2. What do you understand by location of a business unit? Explain the various factors affecting locations. (4)
3. Analyse Weber’s theory of plant location. (4)

Corporate Finance and Policy (MBA 206-21)
Assignment Code: MBA-I (2)/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 future value? (2)
2. “*The whole of financial management revolves around risk-return trade-offs*”. Explain the statement in light of the various decision making areas of financial management. (4)
3. What are the various components of Indian financial system? Critically examine the role Played by the financial system in the development of the economy. (4)

Corporate Finance and Policy(MBA 206-21)
Assignment Code: MBA-I (2)/ASST-II/2021-22

Case Study

Marks: 10

“*A business that doesn't grow dies*”, says Mr. Shah, the owner of Shah Marble Ltd. With glorious 36 months of its grand success having a capital base of Rs. 80 crores. Within a short span of time, the company could generate cash flow which not only covered fixed cash payment obligations but also create sufficient buffer. The company is on the growth path and a new breed of consumers is eager to buy the Italian marble sold by Shah Marble Ltd. To meet the increasing demand, Mr. Shah decided to expand his business by acquiring a mine. This required an investment of Rs.120 crores. To seek advice in this matter, he called his financial advisor Mr. Seth who advised him about the judicious mix of equity (40%) and Debt (60%). Mr. Seth also suggested him to take loan from a financial institution as the cost of raising funds from financial institutions is low. Though this will increase the financial risk but will also raise the return to equity shareholders. He also apprised him that issue of debt will not dilute the control of equity shareholders. At the same time, the interest on loan is a tax deductible expense for computation of tax liability. After due deliberations with Mr. Seth, Mr. Shah decided to raise funds from a financial institution.

- (a) Identify and explain the concept of Financial Management as advised by Mr. Seth in the above situation.
- (b) State the four factors affecting the concept as identified in part (a) above which have been discussed between Mr. Shah and Mr. Seth.

Corporate Finance and Policy(MBA 206-21)
Assignment Code: MBA-I (2)/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 a hybrid security? (2)
2. What is optimal capital structure? Explain the MM hypothesis and the arbitrage Mechanism to support MM hypothesis of capital structure. (4)
3. What is working capital management all about? Explain the determinants of working capital. (4)

Entrepreneurship & Project Management (MBA-207-18)
Assignment Code: MBA-I (2)/ASST-I/2022-23

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 between Entrepreneur and Manager (2)
- 2 Discuss different types of entrepreneur. (4)
- 3 Define the term misconceptions. Elaborate major misconceptions about entrepreneurship. (4)

Entrepreneurship & Project Management (MBA-207-18)
Assignment Code: MBA-I (2)/ASST-II/2022-23

Marks: 10

Case Study (10)

This case study discusses one of the largest ever acquisition deals in India's e-commerce industry – Walmart's acquisition of a majority stake in Flipkart, the largest online marketplace in India. This is also the biggest ever deals in the history of Walmart, which is trying hard to expand in the online retail business around the world to compete with its rival Amazon. While the deal is expected to generate synergies for both Walmart and Flipkart, Walmart will have to face challenges as Flipkart has accumulated losses of US\$3.6 billion and these are not going to decrease in the near future because of the deep discount strategy followed by Indian online retailers. It is high time as the management of Walmart has been developing some foolproof plan to reduce Flipkart's losses and keep its number one position intact while competing with Amazon in the Indian market.

- a) Analyze the reasons of acquisition of Flipkart by Walmart.
- b) Evaluate the impact of this acquisition on retail industry.

Entrepreneurship & Project Management (MBA-207-18)
Assignment Code: MBA-I (2)/ASST-III/2022-23

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 between venture capital and private equity (2)
2. Write a note on PERT and CPM model (4)
3. Explain value chain analysis with the help of suitable examples. (4)

Computer Applications for Business (MBAGE201-18)

Assignment Code: MBA-I (2)/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 a note on the need of public awareness about environment. (2)
2. Classify the computer generations. Discuss their features (4)
3. Explain working of windows and multitasking environment. Write the list and features of different windows operating systems marketed by Microsoft Inc. Define process manager. (4)

Computer Applications for Business (MBAGE201-18)

Assignment Code: MBA-I (2)/ASST-II/2021-22

Case Study

If you want to create a batch of documents that are personalized for each recipient. For example, a form letter might be personalized to address each recipient by name. A data source, like a list, spreadsheet, or database, is associated with the document. Placeholders--called merge fields--tell Word where in the document to include information from the data source.

- prepare a data source document (an Access 2010 database) for a form letter;
- create the form letter;
- prepare a set of field trip notices;
- prepare mailing labels;
- prepare a new form letter using an existing data source document (an Access 2010 database)

Computer Applications for Business (MBAGE201-18)

Assignment Code: MBA-I (2)/ASST-III/2021-22

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

1. Discuss the need and process to use Macros in MS Excel. Elaborate? (2)
2. Explain need of mail merge. Discuss process to apply mail merge in MS word documents. What are the various options to add headers and footers in MS Word?
Or
How can you create your own design template in MS Power point? Discuss Auto content wizard (4)
3. Define Database. What are the various data types available in MS Access? Write example queries to create table in MS Access. (4)