

MBA II Year (3rd Semester)

Session: October, 2021 to January, 2022

Courses: MBA 301-18, MBA 302-18, MBA 931-18, MBA 932-18, MBA 911-18, MBA 912-18

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	20 th October,2021	Concerned Subject Teacher
Assignment No.2	20 th November,2021	
Assignment No.3	20 th 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

Organization Behaviour and Design (MBA 301-18)

Assignment Code: MBA -II (3)/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. Explain any three situational theories of leadership. How do leaders use politics in an Organization? (2)
2. 'Perception is an important cognitive process deciding how a person will behave'. Comment. (4)
3. Compare and contrast supportive model and custodial model of organizational behavior. (4)

Organization Behaviour and Design (MBA 301-18)

Assignment Code: MBA -II (3)/ASST – II/2021-22

Marks: 10

Read the case and answer the questions below -

Larry Field had a lot of fun in high school. He was a fairly good student, especially in math, he worked harder than most of his friends, and worked summers for a local surveyor, William Loude, and when he graduated Mr. Loude offered him a job as number-three man on one of his survey crews. The pay wasn't very high, but Larry already was good at the work, and he believed all he needed was a steady job to boost his confidence to ask Alice to marry him. Once he did, events unfolded rapidly.

Two months later, one of the crew chiefs quit just when Mr. Loude's crews had more work than they could handle. Mr. Loude hated to turn down work, so he made Larry Field a crew chief, giving his crew some of the old instruments that weren't good enough for the precision work of the top crews, and assigned him the easy title surveys in town. Because it meant a jump in salary, Larry had no choice but to accept the crew chief position. But it scared him. He had never been very ambitious or curious, so he'd paid little attention to the training of his former crew chief. He knew how to run the instruments—the basics, anyway—but every morning he woke up terrified that he would be sent on a job he couldn't handle. During his first few months as a crew chief, Larry began doing things that his wife thought he had outgrown. He frequently talked so fast that he would stumble over his own words, stammer, turn red in the face, and have to start all over again. He began smoking, too, something he had not done since they had started dating.

Case Questions

1. What signs of stress was Larry Field exhibiting?
2. How was Larry Field trying to cope with his stress? Can you suggest more effective methods?

Organization Behaviour and Design (MBA 301-18)

Assignment Code: MBA -II (3)/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. “Group properties shape the behavior of the individual and the group” Comment on the statement. (2)
2. Assess the need of creating a learning organization. (4)
3. Comment on the measures to control dysfunctional behavior in the organization. (4)

Marketing Research (MBA 302-18)

Assignment Code: MBA–II (3)/ASST-I/2021-2022

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 marketing research. (2)
2. Describe the various types of research? (4)
3. What are the steps in the marketing research process? (4)

Marketing Research (MBA 302-18)

Assignment Code: MBA–II (3)/ASST-II/2021-2022

Marks: 10

Role playing

You are marketing research manager for the Coca Cola Company. The company would like to determine whether it should increase, decrease or maintain the current level of advertising cost spent on current soft-drink. Design a field experiment to address this issue.

Marketing Research (MBA 302-18)

Assignment Code: MBA–II (3)/ASST-III/2021-2022

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 internal and external validity. (2)
2. Discuss the various methods for controlling extraneous variables? (4)
3. Classify the various types of scaling techniques. (4)

Organization Change and Development (MBA – 931-18)

Assignment Code: MBA -II (3)/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. The focus of OD is on Organizations and making them functions better, that is, on total system change'. Elaborate the comment. (2)
2. Highlight the goals of the six box model and discuss how the same can help any organization suffering from the impact of Covid-19 pandemic? (4)
3. "Nothing is constant, the only change is constant". Explain the statement w.r.t. factor responsible for the change. (4)

Organization Change and Development (MBA – 931-18)

Assignment Code: MBA -II (3)/ASST – II/2021-22

Marks: 10

Read the case and answer the questions below –

The New England Arts Project had its headquarters above an Italian restaurant in Portsmouth, New Hampshire. The project had five full-time employees, and during busy times of the year, particularly the month before Christmas, it hired as many as six part-time workers to type, address envelopes, and send out mailings. Although each of the five full-timers had a title and a formal job description, an observer would have had trouble telling their positions apart. Suzanne Clammer, for instance, was the executive director, the head of the office, but she could be found typing or licking envelopes just as often as Martin Welk, who had been working for less than a year as office coordinator, the lowest position in the project's hierarchy. To Welk, fresh out of college, where he had written his papers on a word processor, computers were just another tool to make a job easier. But his belief was not shared by the others in the office, the youngest of whom had fifteen years more seniority than he. A computer would eat the project's mailing list, they said, destroying any chance of raising funds for the year. "We'll lose all control," Suzanne Clammer complained. She saw some kind of office automation as inevitable, yet she kept thinking she would probably quit before it came about. She liked hand-addressing mailings to arts patrons whom she had met, and she felt sure that the recipients contributed more because they recognized her neat blue printing.

One morning Clammer called Martin Welk into her office, shut the door, and asked him if he could recommend any computer consultants. She had read an article that explained how a company could waste thousands of dollars by adopting integrated office automation in the wrong way, and she figured the project would have to hire somebody for at least six months to get the

new machines working and to teach the staff how to use them. Welk was pleased because Clammer evidently had accepted the idea of a computer in the office. But he also realized that as the resident authority on computers, he had a lot of work to do before they went shopping for machines.

Case Questions

1. Is organization development appropriate in this situation? Why or why not?
2. What kinds of resistance to change have the employees of the project displayed?
3. What can Martin Welk do to overcome the resistance?

Organization Change and Development (MBA – 931-18)

Assignment Code: MBA -II (3)/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 contemporary issues in OD. (2)
2. Evaluate the impact of organization politics in the practice of OD. (4)
3. Delineate the important factors involved in consent to change. (4)

Employee Relations (MBA 932-18)

Assignment Code: MBA-II (3)/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. Outline the causes of poor industrial relations. (2)
2. Discuss the evolution of Industrial relations. (4)
3. What are the provisions regarding the safety measures in factories act? (4)

Employee Relations (MBA 932-18)

Assignment Code: MBA-II(3)/ASST-II/2021-22

Marks: 10

Take example of any two companies, comment on the causes and subsequent outcomes of industrial strikes in those companies.

Employee Relations (MBA 932-18)

Assignment Code: MBA-II(3)/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 are the functions of ILO (2)
2. Explain the dispute settlement machinery under the Industrial Disputes Act, 1947. (4)
3. What are the various agencies for administering the labour welfare laws in India (4)

Investment Analysis and Portfolio Management (MBA 911-18)

Assignment Code: MBA–II (3)/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 a Confidence indicator? (2)
2. Narrate the objectives of Investment Management. How the investment opportunities identifier? (4)
3. Who are the participants in the secondary market? Explain in details with example trading anti settlement mechanisms. (4)

Investment Analysis and Portfolio Management (MBA 911-18)

Assignment Code: MBA–II (3)/ASST-II/2021-22

Marks: 10

Mr. Sunil Mehta, he is professor in Degree College. As his age is 60 years and as per rule of government his retirement will come at the age of 62 years. So, before retirement he wants to manage his retired life by securing his future. So he wants to have a proper portfolio for his money investment.

So, he went to investment Management Company. So, that he may have proper portfolio management for his money. There he got suggestion to make investment in 6 scrips for inclusion in portfolio.

The details of the scrips, proposed share of each scrip in the portfolio, and the individual stock beta are given below:

Scrip	Proportion in the Portfolio	Stock Beta
SBI	0.15	1.07
Ranbaxy	0.20	0.25
Cipla	0.15	0.85
ACC	0.25	0.32
TCS	0.15	0.86
Maruti	0.10	0.68

- 1) What will be portfolio beta of Mr. Mehta's Investment ?

Investment Analysis and Portfolio Management (MBA 911-18)

Assignment Code: MBA-II (3)/ASST-III/2021-22

Marks: 10

1. What is Figure Charting? (2)
2. What is Dow Theory all about? Critically appraise the Dow Theory. (4)
3. Describe the Arbitrage Pricing Theory. (4)

Management of Financial Services (MBA 912-18)

Assignment Code: MBA–II (3)/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. How credit cards differ from debit cards? (2)
2. What do you understand by term financial services? What are the various kinds of financial services provided by banks and financial institutions? (4)
3. What do you mean by SEBI? Discuss in detail role and objectives of SEBI. (4)

Management of Financial Services (MBA 912-18)

Assignment Code: MBA–II (3)/ASST-II/2021-22

Marks: 10

Case study

Our monetary system has undergone a sea of change in the past century. If our great grandfathers were to see our lives today, they would not be able to relate to any form of payment. Fiat currency, plastic money, negotiable instruments are all creations of the financial innovation that has taken the world by storm in the past century. Although there is widespread skepticism about the fact that fiat currency has historically always declined to zero in value, it is currently in use all over the world. However, if critics are to be believed, this innovation might be going too far. There have been some experts that have suggested that the government must adopt a drastic change in the way that we handle our finances. This drastic change is outlawing the use of cash! It may seem bizarre but many countries are already implementing these rules in a big way. If these rules do get implemented, for the first time in monetary history, we may have a society which doesn't use cash! Glimpses of what that would look like are already being seen in some countries. Britain does not accept cash for bus tickets any longer! France has outlawed cash transactions greater than 1000 Euros In America, possession of even moderately large amounts of money can lead to the money being forfeited.

1. Discuss the pros and cons of living in a cashless society.

Management of Financial Services (MBA 912-18)

Assignment Code: MBA–II(3)/ASST-III/2021-22

Marks: 10

1. What is credit rating? (2)
2. Define asset liability management. Explain the process of Asset Liability Management. (4)
3. What do you mean by merchant banking? Discuss in detail SEBI guidelines of merchant banking. (4)