

MBA II Year (3rd Sem)

Session: July-December, 2020

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 Aug,2020	Concerned Subject Teacher
Assignment No.2	20 th Sept,2020	
Assignment No.3	20 th Oct,2020	

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.

Organization Behaviour and Design (MBA 301-18)

Assignment Code: MBA -3 (3rd)/ASST – I/2020

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 various factors affecting the perception of employees in an organization. (2)
2. “Since Behaviour is generally predictable, there is no need to formally study OB”. Elucidate the statement. (4)
3. Motivation is a product of values one seeks and ones estimation of the probability that a certain action will lead to these values. Discuss the idea contained in the statement. (4)

Organization Behaviour and Design (MBA 301-18)

Assignment Code: MBA -3 (3rd)/ASST – II/2020

Read the case and answer the questions below -

Marks: 10

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 -3 (3rd)/ASST – II/2020

Marks: 10

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

1. “Most effective leaders show great concern for both the task and people” Comment on the statement (2)
2. Assess the need of creating a learning organization. (4)
3. Critically examine as to how does a strong culture affect an organizations efforts to improve diversity (4)

Marketing Research (MBA 302-18)
Assignment Code: MBA–II (3)/ASST-I/2020

Marks: 10

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

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

Marketing Research (MBA 302-18)
Assignment Code: MBA–II (3)/ASST-II/2020

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-II/2020

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

Organization Change and Development (MBA – 931-18)

Assignment Code: MBA -3 (3rd)/ASST – I/2020

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. "Change is highly important to the success of an organization but many people have the tendency covertly to resist it" .Explain this statement and point out the reasons for resistance to change. (4)

Organization Change and Development (MBA – 931-18)

Assignment Code: MBA -3 (3rd)/ASST – II/2020

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 -3 (3rd)/ASST – II/2020

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. “Change is highly important to the success of an organization but many people have the tendency covertly to resist it”. Explain this statement and point out the reasons for resistance to change. (4)

Employee Relations (MBA 932-18)

Assignment Code: MBA–II(3)/ASST-I/2020

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 the evolution of Industrial relations. (4)
2. What are provisions regarding employment of young children and women in factories act? (4)
3. Explain the types of trade unions. (2)

Employee Relations (MBA 932-18)

Assignment Code: MBA–II (3)/ASST-I/2020

Marks: 10

Using example of two companies, comment on the causes and subsequent outcomes of industrial strikes.

Employee Relations (MBA 932-18)

Assignment Code: MBA–II(3)/ASST-II/2020

Marks: 10

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

1. Explain the dispute settlement machinery under the Industrial Disputes Act, 1947. (4)
2. What are the various agencies for administering the labour welfare laws in India (4)
3. What are the functions of ILO? (2)

Investment Management and Portfolio Analysis (MBA 911-18)

Assignment Code: MBA–II (3)/ASST-I/2020

Marks: 10

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

1. Both primary and secondary markets play a crucial role in mobilising money in the country's economy. Justify the statement. (4)
2. Your friend is searching for investment alternatives for parking his idle funds and come to you for seeking your advice. What alternatives would you suggest? (4)
3. Outline the main objectives of Investment. (2)

Investment Management and Portfolio Analysis (MBA 911-18)

Assignment Code: MBA–II (3)/ASST-I/2020

Marks: 10

Case Study

Suppose we have two assets classes, Asset class A has standard deviation of 6 percent and an excess expected return of 8 percent over the proposed holding period. Asset class B has a standard deviation of 4 percent and an excess expected return of 6 percent. Find out the risk return tradeoff profile of both assets.

Investment Management and Portfolio Analysis(MBA 911-18)

Assignment Code: MBA–II (3)/ASST-I/2020

Marks: 10

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

1. *The common practice in the traditional approach of portfolio management is to evaluate the entire financial plan of the individual and in the modern approach; portfolios are constructed to maximize the expected return for a given level of risk.* Elucidate the statement by giving all steps in traditional approach (4)
2. Forward and futures contracts are similar in many ways: both involve the agreement to buy and sell assets at a future date and both have prices that are derived from some underlying asset. But both are different from each other on some grounds. Discuss those grounds.
3. Difference between fundamental and technical analysis? (2)

Management of Financial Services (MBA 912-18)

Assignment Code: MBA–II (3)/ASST-I/2020

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 mean by exchange traded funds? (4)
3. What do you mean by RBI? Discuss in detail functions of Reserve Bank of India in the Indian financial system. (4)

Management of Financial Services (MBA 912-18)

Assignment Code: MBA–II (3)/ASST-II/2020

Marks: 10

1. Chanchal Dass wish to create a corpus for his two granddaughters - aged 2 and 4. He has thought of investing Rs 4,000 to Rs 5,000 per month through Systematic Investment Plans (SIPs) offered by mutual funds. He can also consider lump sum investment of : Rs.2,00,000 with investment horizon of 5 years. You are required to:
 - a) Suggest an appropriate mutual fund scheme considering his age of 68 years
 - b) Is it possible to even-out the volatility of equity market by investing in mutual funds?
 - c) What factors should Chanchal Dass consider while investing in mutual funds?

Management of Financial Services (MBA 912-18)

Assignment Code: MBA–II(3)/ASST-II/2020

Marks: 10

1. Define pros and cons of plastic money. (2)
2. What do you mean by merchant banking? Discuss in detail SEBI guidelines of merchant banking. (4)
3. Discuss the importance of money market in India in the era of globalization. (4)

