

**MBA- II Year (IVSem )**

**Session:** Jan- May 2019

**Courses:** MBA 401,402,906,907,926,927,966,967

**Dear Student,**

You have to complete three Assignments for each of the courses in the Master of Business & Administration IInd 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	10 Feb, 2019	<b>Concerned Subject Teacher</b>
Assignment No.2	10 March, 2019	
Assignment No.3	10 April, 2019	

**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

### **Strategic Management (MBA401)**

Assignment Code: MBA-II(4)/ASST-I/2018-19

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 Corporate strategy. (2)
2. What is the process of strategic management? (4)
3. Discuss the various levels at which strategy operates. (4)

### **Strategic Management (MBA401)**

Assignment Code: MBA-II(4)/ASST-I/2018-19

Marks: 10

Wal-Mart Stores, Inc (Wal-Mart), one of the largest retailers in the world, entered India in 2007 with an equal joint venture with Bharti Enterprises (Bharti), a leading India-based business group. The Bharti-Walmart venture operated wholesale cash-and-carry stores and also provided back-end supply chain support to the Bharti's retail stores. It opened its first cash-and-carry wholesale store named 'Best Price' in India in 2009. Analysts said that the joint venture operating wholesale cash-and-carry stores can prove a good deal for Indian retailers, who can get products at low costs. The cash-and-carry venture is indeed highly successful with several small stores stocking their products, due to their low prices and high margins.

#### **Questions:**

1. What are the main reasons for the success of Wal-Mart's cash-and-carry stores in India?
2. Is Wal-Mart's stance about operating only fully-owned stores in India right? Do you think it is missing a huge opportunity by not lending its name to the stores that are being operated under the joint venture?

### **Strategic Management (MBA401)**

Assignment Code: MBA-II(4)/ASST-I/2018-19

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 competitive advantage (2)
2. What is Environmental Scanning? Discuss its various techniques? (4)
3. Discuss value chain analysis in detail (4)

### **Entrepreneurship and Managing Small and Medium Business (MBA402)**

Assignment Code: MBA–II(4)/ASST-I/2018-19

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 Entrepreneur and Entrepreneurship & What is the difference between them. (2)
2. Role of Entrepreneur in Indian Economy ? (4)
3. Discuss the Reasons for failure of Entrepreneurial Ventures and What suggestions you want to give for improvements . (4)

### **Entrepreneurship and Managing Small and Medium Business (MBA402)**

Assignment Code: MBA–II(4)/ASST-I/2018-19

Marks: 10

Sunita was the only daughter of ABCL Ltd. ABCL Ltd was a textile manufacturing enterprise in Ludhiana. The company was earning good profits. It started in the year 1976. Sunita also wanted to open her own business and earned good profits. She thought of opening a new manufacturing unit of woolen sweaters and jackets in Ludhiana. The idea generated in her mind since her father was in the textile business. Sunita's father cautioned her but sunita was adamant. She said, "I believe in my intuition and I know that I will do good in this business" She started her own business with a money borrowed from her father. She purchased machinery and employed required employees to do the business. First year of the business was not good. She was not able to get the orders from since number of good manufacturers were there in the same business. She thought of taking loan and improve upon manufacturing.

#### **Questions:-**

1. Which agencies can provide loan to Sunita.?
2. Do you think sunita searched for the right business idea and took the right decision of manufacturing woolen clothes.?
3. Do you think sunita carefully analysed the SME environment.? Explain

### **Entrepreneurship and Managing Small and Medium Business (MBA402)**

Assignment Code: MBA–II(4)/ASST-I/2018-19

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 Medium and Small Enterprises & Why they are important. (2)
2. Role of Medium and Small Enterprises in Indian Economy ? (4)
3. Search for an business idea, process of business idea & requirement of inputs for that idea. (4)

**Service Marketing (MBA906)**

Assignment Code: MBA-II(4)/ASST-I/2018-19

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 Services. (2)
2. What are the characteristics of services? (4)
3. Discuss the various types of services (4)

**Service Marketing (MBA906)**

Assignment Code: MBA-II(4)/ASST-I/2018-19

Marks: 10

Discuss how IRCTC (Indian Railway Catering and Tourism Corporation) has been successful to deliver and integrate services through the e-commerce platform.

**Service Marketing (MBA906)**

Assignment Code: MBA-II(4)/ASST-I/2018-19

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 Physical Evidence. (2)
2. What is Servicescape? Discuss its types, roles and its effect on behavior. (4)
3. Explain pricing strategies for services in detail..(4)

### **International Marketing (MBA907)**

Assignment Code: MBA-II(4)/ASST-I/2018-19

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 International Marketing & What is the importance and scope of international Marketing? (2)
2. Discuss in detail about International Market entry strategies? (4)
3. What is an International Marketing Environment and how it can be affected? (4)

### **International Marketing (MBA907)**

Assignment Code: MBA-II(4)/ASST-I/2018-19

Marks: 10

Operating from 82 overseas offices, the trading group is involved in a wide range of business projects worldwide. The company's main exports include semiconductors, plants, chemicals and textiles. Another part of the group exports energy, chemicals and machinery. In addition to international trade, the division carries out project engineering, organizing business, natural resources development and investment in privatization projects for developing countries as well as Promising start-ups. The Construction Group carries out various construction, civil engineering, industrial plant and land development projects as well as nuclear process plant construction. One of its most notable achievements was the construction of the world's tallest building, the PETRONAS Towers in Kuala Lumpur, Malaysia. Samsung Electronics Samsung Electronics has 54, 000 staff operating in 46 countries. Samsung Electronics and its affiliates manufacture a vast range of electrical and allied products including television and audio equipment, videos, CCTV, home appliances, phones, electrical parts and components, next generation memory chips, color TV Picture tubes, glass bulbs as well as developing computer systems. One of its many typical operating subsidiaries is Samsung Electronics UK. Samsung entered the UK in 1984 and currently has its headquarters in surrey, a European customers service and distribution centre in Telford, a research centre in Middlesex and a manufacturing facility in Wyngard, Samsung UK has five product divisions : consumer electronics, telecoms, fax and printer, computer peripherals and notebook PC products. It is the market leader in many products including computer monitors, fax machines and digital cellular phones. Samsung's affiliates are independent companies but work together to produce Samsung products. Samsung Electronics emerged as a global enterprise through projects with leading overseas companies, along with technology transfer arrangements and joint investments. Based on open management and the desire to bring the world together, Samsung Electronics, together with overseas companies which are leading electronics world businesses in their own right, make products which ' will help people have rich and more abundant lives'. Some of the more recent strategic alliances include those outlined in Table 2. The Samsung group is a major world player, including in its portfolio many consumer and business-to-business products and services at the cutting edge of technology.

### **Case discussion questions**

- a. Identify and describe what you think are the reasons for samsung's different market entry strategies.
- b. Samsung have utilized numerous market entry modes in their global expansion. Identify the product/market groupings under each entry mode and what you think are

**International Marketing (MBA907)**

Assignment Code: MBA-II(4)/ASST-I/2018-19

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 Trade institutions discuss about them in brief? (2)
2. Discuss about International Trade barriers. (4)
3. What are the steps to process the Export order. Discuss in detail? (4)

**International Finance (MBA 926)**  
**Assignment No. MBA/FI/926/1**

Assignment Code: MBA-II(4)/ASST-I/2018-19

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 factors that affect international trade flows? (2)
2. Discuss the challenges of international financial management? (4)
3. Write a note on the Gold Standard and the Bretten Woods System. (4)

**International Finance (MBA 926)**

Assignment Code: MBA-II(4)/ASST-I/2018-19

Marks: 10

Prime Minister Dr Singh was right in advocating a phased movement to full convertibility starting with Special Economic Zones (SEZs), we need to move along the convertibility highway, even if slowly. Our Economy was in take off stage and needed timely infusions of fixed and working capital. Since India is now an enterprise driven economy like most others, the Rupee needs to become more convertible to reduce transaction costs. Fears of a Recurrence of the 1991 crisis, when our reserves were insufficient to finance 3 weeks imports are perhaps exaggerated. The currency has been ruling at below 47 to a dollar for the last 6 months. Investors and rating agencies are convinced that the India's growth story is here to stay. Their views determine flows of FDI & FPI in a big way. Current Account transactions no longer influence a country's BoP profile to the extent they did a couple of decades ago. Despite a ballooning trade deficit, our reserves have steadily increased over the years to 144 billion dollars.

Question:

- 1) Current Account Transactions no longer influence a country's B.O.P. Discuss.
- 2) What is Capital Account Convertibility?
- 3) What are the risks in Capital Account Convertibility in Indian context?

**International Finance (MBA 926)**

Assignment Code: MBA-II(4)/ASST-I/2018-19

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 the term Country Risk Analysis? (2)
2. Explain the different types of Exposures involved in Foreign Exchange Risk. (4)
3. Write a note on the sources of International Finance. (4)

### **Banking and Insurance Operations (MBA 927)**

Assignment Code: MBA-II(4)/ASST-I/2018-19

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 holder in due course as defined in Negotiable Instrument Act? (2)
2. Bring out the role of RBI as regulator of banking system in Ind (4)
3. Insurance is not to prevent risk but to identify the losses arising from a certain risk, Comment. (4)

### **Banking and Insurance Operations (MBA 927)**

Assignment Code: MBA-II(4)/ASST-I/2018-19

Marks: 10

Mr. A issues an open cheque for Rs. 5000 in favour of Mr. B who strikes out the word 'bearer' and puts crossing across the cheque. The cheque is therefore negotiated to Mr. C, Mr. D and Mr. E. when finally presented by Mr. E's banker, it is returned with remarks: payment countermanded by drawer.

In response to a legal notice from Mr. E, Mr. A pleads that

- i.) The cheque was issued to Mr. B under threat from him, and
- ii.) The cheque was altered after it had been issued and therefore he (Mr. A) is not bound to pay the cheque.

Discuss whether Mr. A's argument is valid or not. Give reasons.

### **Banking and Insurance Operations (MBA 927)**

Assignment Code: MBA-II(4)/ASST-I/2018-19

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 'Insurance Ombudsman' (2)
2. What do you mean by I.R.D.A. discuss the provisions of IRDA Ac (4)
3. What are the various policies issued under export credit and guarantee corporation act? (4)



### **Organization Development (MBA 966)**

Assignment Code: MBA-II(4)/ASST-I/2018-19

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 Organizational development & What is the need to study OD? (2)
2. Discuss in detail about foundations of Organizational development? (4)
3. What is an International Marketing Environment and how it can be affected? (4)

### **Organization Development (MBA 966)**

Assignment Code: MBA-II(4)/ASST-I/2018-19

Marks: 10

The personnel office of Prasant Chemicals limited informed the middle managers through a circular that a group of consultants would be calling on them later in the week to provide training on team building. The consultants would be emphasizing on how to develop team work and to build inter group relationships throughout the Company. The information also contained the approach to be adopted by the consultants and explained the five-step process of team building: problem sensing, examining differences, giving and receiving feedback, developing interactive skills, and follow up actions. The circular also included a note on the utility of team building in organisational effectiveness. On receiving the circular, middle managers, felt tensed as they thought team building as an exercise involving a lot of hocus-pocus as they experienced in sensitivity training exercises in which participants used to attack each other and let out their aggression by heaping abuse on those dislike. Therefore, the managers felt that the consultants were not needed for team building. One of the managers commented, „now that as we understand what is involved in team building, we can go ahead and conduct session ourselves. All we have to do is to choose a manager who is liked by everyone and put him in the role of change agent! consultant. After all, you really do not need high priced consultants to do team building stuff. You just have a good feel for human factor“. The other managers generally agreed. However, the corporate personal director turned down their suggestion and proceeded with his original programme of hiring consultants.

#### **Questions :**

1. Why did middle managers show resistance to team building approach of organisation development?
2. Do you think the managers had accurate view of team building concept and role of external consultant in that?

### **Organization Development (MBA 966)**

Assignment Code: MBA-II(4)/ASST-I/2018-19

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 phases of OD program? (2)
2. Discuss about Six-Box Model. (4)
3. What is Organizational Politics in the practice of OD? (4)

**International Human resource Management (MBA 967)**

Assignment Code: MBA-II(4)/ASST-I/2018-19

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 is the influence of National culture on Organisation Culture? (4)
2. Discuss the cultural and behavioural differences in different countries. (4)
3. Define cultural shock. (2)

**International Human resource Management (MBA 967)**

Assignment Code: MBA-II(4)/ASST-II/2018-19

Marks: 10

**WHOM DO YOU SATISFY? EXPATRIATES OR NATONALS?**

Hi-Tech Electronics Limited was established in 2006 in Kaulalumpur, Malaysia, It produces & markets all types electronics good in most of Asian and Pacific Countries. It has been one among the top five companies as for the level of technology and one among the top three companies regarding marketing of the products in Malaysia. The company's policies and practices concerning human resources management are the top in the country. The company's salary administration policies and practices were taken as guidelines not only by the other companies but also by various wage boards and pay commissions in the country. But this company has been struggling a lot because of a minor problem relating to administration of a salary and benefits. The problem is stated hereunder. The company employed nearly 400 national young graduate and post graduate engineers and 20 expatriate engineers. The employees form the cream of the company's present human resource. The expatriate employees occupied higher position in all the departments including Human Resources Department. The Company's salary policy and benefits policy were formulated mainly on the basis of expatriate employees' desire. The base salary of the company is same for both the expatriate and national employees. But expatriate receive additional allowances like international market allowance, education allowance, risk allowance, setting-in-allowance, car allowance, housing allowance and entertainment allowance. Thus, expatriates receive nearly 250% more salary than the national doing the same job.

The national employees demanded the management to pay equally with that of expatriates immediately. According to them, the pay pocket frustrates them severely.

**Questions for discussion**

1. What is the crucial issue in the case?
2. If you were the HR manager of the company, whom do you satisfy?

**International Human resource Management (MBA 967)**

Assignment Code: MBA-II (4)/ASST-III/2018-19

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 are the various problems faced by expatriates? (4)
2. Discuss the role of communication for international and cross cultural management. (4)
3. Define Ethnocentric and Geocentric staffing approach. (2)