

## MBA- Second Year (4<sup>th</sup> Semester)

**Session:** Feb-May, 2022

**Courses:** MBA 401-18, MBA 403-18, MBA 913-18, MBA 915-18, MBA 933-18, MBA 936-18,

**Dear Student,**

You have to complete three Assignments for each of the courses in the Master of Business Administration for 4<sup>th</sup> semester. 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	20 March, 2022	<b>Concerned Subject Teacher</b>
Assignment No.2	20 April, 2022	
Assignment No.3	20 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,

**Corporate Strategy (MBA 401-18)**  
**Assignment Code: MBA – II (4)/ 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. What is value chain analysis? (2)
2. Wh  
at do you mean by environmental scanning? Discuss its various techniques. (4)
3. Expl  
ain the process of strategic management in detail. (4)

**Corporate Strategy (MBA 401-18)**  
**Assignment Code: MBA – II (4)/ ASST-II/2021-22**

**Case study**

For many years McDonalds enjoyed worldwide success built on a few well known, highly standard conditions. The company with golden arches served a simple menu – Hamburger, French fries and milk shakes or soft drinks. The food was prices low, its quality was consistent and it was served speedily from establishments that all looked alike and were extremely clean. In recent years, however McDonalds has seen its growth rate slow down and its dominant market position slip. Why? The changes that have been occurring are due to the country's external environment. Let's start with the population scene. For many years, the McDonalds main customer group was young couples with several kids. Today, people are marrying at a much later age and families have fewer children. So McDonald's old customer base is eroding. Then there are the cultural changes. Also consumers have become more health conscious. Let's face it – burgers, fries and shakes (foundation of McDonald's success) are not exactly at the top of the dietician's menu recommendations today. Consumers want convenience. In the past, they hopped in the car and drove to McDonalds. Today, they can pop something into the microwave oven or phone Domino's to have a pizza delivered. Another challenge came as consumers became more concerned about their physical environment. McDonald's polystyrene hamburger packaging was attacked by the people who demand the use of recycled or biodegradable products.

**Question:** What should be the course of action to regain its dominant market position and to tackle the competition?

**Corporate Strategy (MBA 401-18)**  
**Assignment Code: MBA – II (4)/ 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 is Resource Allocation? (2)
2. Explain corporate level strategic alternatives in detail. (4)
3. Discuss various techniques of strategic control. Explain each of them with examples (4)

**Workshop on Indian Ethos(MBA 403-18)**

Assignment Code: MBA - 4 /ASST – I/2021-22

Marks: 10

1. Explain the role of Indian Ethos in management Practices (4)
2. Highlight the Management lessons & best practices from Bible and Mahabharata. (4)
3. Distinguish between Indian Management vs Western Management. (2)

**Workshop on Indian Ethos(MBA 403-18)**

Assignment Code: MBA - 4 /ASST – II/2021-22

Marks: 10

**Case Study**

Swaraj was the manager of "Health and More" gymnasium. The facilities in the gym included exercise bike, stair climbers, treadmills and a small weight room. But the main attraction of the gym was the aerobics classes. Health and More used to run 80 classes of aerobics per week to cater to all the people looking for varied timings. It was bread and butter of the gym.

Swaraj had recently taken over as the manager from the position of head aerobics instructor. The gym was undergoing the worst time when he became the manager. To reduce the cost, he eliminated the positions of assistant manager and weight room manager. He also reduced the book-keeper and member coordinator to half time. Now, he managed the centre with the help of half book-keeper and member coordinator. There was unhappiness among staff members because of these changes.

Swaraj observed that the receptionists wasted their time in chatting with the employees rather than doing the job assigned to them. The aerobics instructors also did not prepare well before the classes and wasted time in searching and changing the music. They swapped their duties without informing the managers as per their convenience.

Swaraj called for a general meeting and asked the employees to help Health and More to achieve greater heights for the betterment of all. He provided the instructors and receptionists with sweatshirt of the gym to promote family feeling. He instructed that there will be no idle chatter in the gym. Instructor should prepare for the class 15 minutes ahead of time. All swapping of the shifts will take place through Swaraj.

After a month, Swaraj was perplexed. Two of her receptionists have quit. Three aerobics instructors chose to teach at the university. Although the remaining staff followed the instruction but their morale was all-time low.

Swaraj wandered, "I always loved this place and cared for it even when I was a simple instructor. What's wrong with these people? Aren't they proud of being a part of the best gym in the town? Who is wrong... me or them? What should I do to motivate them?"

1. In the beginning of the case, what was motivating Swaraj and what was the motivating factors for his employees? Explain with the help of Maslow theory.
2. What should Swaraj do to improve the situation?

**Workshop on Indian Ethos(MBA 403-18)**

Assignment Code: MBA - 4 /ASST – III/2021-22

Marks: 10

1. Compare the ancient and modern system of education in India. (4)
2. What do you understand by Leadership? Discuss the contemporary approaches of Leadership. (4)
3. Discuss the various Paths of Yoga (2)

**Behavioural Finance (MBA 913-18)**

Assignment Code: MBA–II (4)/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. Differentiate between homo economics and behaviorally biased investors. (2)
2. Explain the reasons behind the evolution of behavioural finance. What are the major milestones in the development of the discipline of behavioural finance (4)
3. Discuss the expected utility theory with its assumption. (4)

**Behavioural Finance (MBA 913-18)**

Assignment Code: MBA–II (4)/ASST-II/2021-22

Marks: 10

Bournelorth Co is an IT company which was established by three friends ten years ago. It was listed on a local stock exchange for smaller companies nine months ago. Bournelorth Co originally provided support to businesses in the financial services sector. It has been able to expand into other sectors over time due to the excellent services it has provided and the high quality staff whom its founders recruited. The founders have been happy with the level of profits which the IT services have generated. Over time they have increasingly left the supervision of the IT services in the hands of experienced managers and focused on developing diagnostic applications (apps). The founders have worked fairly independently of each other on development work. Each has a small team of staff and all three want their teams to work in an informal environment which they believe enhances creativity. Two apps which Bournelorth Co developed were very successful and generated significant profits. The founders wanted the company to invest much more in developing diagnostic apps. Previously they had preferred to use internal funding, because they were worried that external finance providers would want a lot of information about how Bournelorth Co is performing. However, the amount of finance required meant that funding had to be obtained from external sources and they decided to seek a listing, as two of Bournelorth Co's principal competitors had recently been successfully listed. 25% of Bournelorth Co's equity shares were made available on the stock exchange for external investors, which was the minimum allowed by the rules of the exchange. The founders have continued to own the remaining 75% of Bournelorth Co's equity share capital. Although the listing was fully subscribed, the price which new investors paid was lower than the directors had originally hoped. The board now consists of the three founders, who are the executive directors, and two independent non-executive directors, who were appointed when the company was listed. The non-executive directors have expressed concerns about the lack of frequency of formal board meetings and the limited time spent by the executive directors overseeing the company's activities, compared with the time they spend leading development work. The non-executive directors would also like Bournelorth Co's external auditors to carry out a thorough review of its risk management and control systems. The funds obtained from the listing have helped Bournelorth Co expand its development activities. Bournelorth Co's competitors have recently launched some very successful diagnostic apps and its executive directors are now afraid that Bournelorth Co will fall behind its competitors unless there is further investment in development. However, they disagree about how this investment should be funded. One executive director believes that Bournelorth Co should consider selling off its IT support and consultancy services business. The second executive director favours a rights issue and the third executive director would prefer to seek debt finance. At present Bournelorth Co has low gearing and the director who is in favour of debt finance believes that there is too much uncertainty associated with obtaining further equity finance, as investors do not always act rationally.

**Required :**

**(i) Assess how behavioural factors may affect the share price of Bournelorth Co.**

**Behavioural Finance (MBA 913-18)**

Assignment Code: MBA–II (4)/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 hedging effect. (2)
2. How value investing is different from growth investing? (4)
3. Discuss the factors affecting investor sentiments .Also explain the investor sentiment drivers. (4)

### **MBA 915-18 International Finance and Financial Derivatives**

Assignment Code: MBA–II (4)/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 are objectives of Bretton wood system of Exchange rate system? (2)
2. Discuss the nature and scope of international finance. (4)
3. Write a note on the following : (4)
  - a) Gold Standard
  - b) Economic and monetary union

### **MBA 915-18 International Finance and Financial Derivatives**

Assignment Code: MBA–II (4)/ASST-II/2021-22

Marks: 10

Suppose you are a financial advisor and your client, who is currently investing only in the U.S. Stock market, is considering diversifying into the U.K. Stock market. At the moment, there are neither particular barriers nor restrictions on investing in the U.K. Stock market. Your client would like to know what kind of benefits can be expected from doing so. Using the theory of portfolio selection how the maximum benefits can be claimed. Discuss following questions:

1. Illustrate various combinations of portfolio risk and return that can be generated by investing in U.S. and U.K. Stock markets with different proportions.
2. Would the theory of market efficiency helpful in decision making?
3. Is derivatives can be used to tradeoff the positions.
4. Would there be any change in portfolio if there are some restrictions announced by Government?

### **MBA 915-18 International Finance and Financial Derivatives**

Assignment Code: MBA–II (4)/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. Distinguish between call option and put option. (2)
2. What is forward premium or forward discount? “Forward rate is an unbiased predictor of future spot rate”. Discuss. (4)
3. Write a note on the following : (4)
  - a) Swap
  - b) Derivatives

**International Human Resource Management (MBA 933-18)**

Assignment Code: MBA - 4 (4<sup>th</sup>)/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. Differentiate between HRM and International HRM. (2)
2. Assess the importance of training for cross cultural assignments. (4)
3. Highlight the issues, opportunities and challenges pertaining to international HRM.(4)

**International Human Resource Management (MBA 933-18)**

Assignment Code: MBA - 4 (4<sup>th</sup>)/ASST – II/2021-22

Marks: 10

Read the case and answer the questions below -

In a society a man is generally considered to be the bread earner while the woman is considered to be a homemaker. Thus, it gives external responsibilities on both man and woman. This creates an unwanted tension to man to earn more while for woman to perform her household duties. This type of stereotyping affects a lot to the relationship in which both are pretty serious about their career and role in society. Thus living in a stereotypic society becomes a mammoth task.

With present scenario where most of the employees are male, it is very depressing situation for women as in most of the cases where both the partners having same experience and qualification are applying for similar jobs, the male counterpart gets to land a job while the female counterpart is given a job of less importance. This type of situation is known as trailing spouse. Though, with efforts the female counterpart gets to acquire her desired position in the organization but it usually hurts the pace of her achievement rate and somewhat delays her progress in career.

In order to overcome the problem of compromise in the career growth, many prefer a lifestyle widely known as dual career commute couples. This gives couple the liberty to choose their own career path but at the cost of living apart. Each one of them is satisfied about their work life but it puts the two into long-distance relationship. There also exist a lot of other problems.

**Case Questions**

1. Describe the challenges faced by women in International HRM or as a dual career couple?
2. If you are given the task to design a suitable strategy, suggest effective methods to solve such issues.

**International Human Resource Management (MBA 933-18)**

Assignment Code: MBA - 4 (4<sup>th</sup>)/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. Identify the sources of organizational knowledge. (2)
2. Create a suitable package for an international employee. (4)
3. Discuss role of cross cultural leadership in managing multicultural teams (4)

**Performance and Compensation Management (MBA 936-18)**

**Assignment Code: MBA–II (4)/ASST-I/2021-22**

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

1. Outline the objectives of performance management system. (2)
2. Performance management process is a continuous cycle divided into five phases viz. performance planning, analysis appraisal and development. Justify the statement. (4)
3. Give the purpose of Philips Model of potential appraisal, also give two by two matrix on which model work . (4)

**Performance and Compensation Management (MBA 936-18)**

**Assignment Code: MBA–II (4)/ASST-I/2021-22**

Case Study (10)

Raghu was working as a senior executive in a company. He was expecting promotion for the past six years, which is due for him as he is with the organization from its inception. The performance appraisal methods are changing every year, as HR manager is highly curious adventurous in testing many new methods. The middle age executive cannot cope up with up gradation of softwares related to performance appraisal. He is sincere in his job, not very high performing or low. He accomplishes his targets and has been loyal to the organization. When every time his promotion is denied based on performance rankings and his juniors move up the later, he felt cheated and victimized. He curse and loath the system of performance appraisals and recently, his behavior is changing on the negative side, not cooperating with the superiors (once juniors), absenteeism increases, and performance still going low. Is the performance evaluation system in the company not good? 3. Who is responsible for the poor performance of the Raghu?

**Performance and Compensation Management (MBA 936-18)**

**Assignment Code: MBA–II (4)/ASST-I/2021-22**

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

1. Outline the objectives of Minimum wages Act,1948 (2)
2. How equity based rewards are advantageous for employee but still here are some issues with equity based compensation. Discuss (4)
3. Classify the employee welfare measure on different basis. (4)

