

MBA I Year (2nd Sem)

Session: November to March, 2021

Courses: MBA 201-18, MBA 202-18, MBA 203-18, MBA 204-18, 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 Bachelor 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	15.5.21	Concerned Subject Teacher
Assignment No.2	15.6.21	
Assignment No.3	5.7.21	

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 Analysis for Decision Making (MBA 201-18)
Assignment Code: MBA-I(2)/ASST-I/2021-22

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

1. Discuss and differentiate between census and sampling. (2)
2. While collecting data under what circumstances would you prefer random sampling and stratified sampling. (4)
3. How does statistics help in managerial decision making. (4)

Business Analysis for Decision Making (MBA 201-18)
Assignment Code: MBA-I(2)/ASST-II/2021-22

Case Study

Given the following data, using regression analysis, find the regression equation of X on Y and Y on X and consequently find the value of X when Y= 275, and also find the value of Y when X= 50.

X	22	29	36	44	38
Y	211	228	239	251	246

Business Analysis for Decision Making (MBA 201-18)
Assignment Code: MBA-I(2)/ASST-III/2021-22

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

1. Comment on the association between correlation and regression. (2)
2. Is quota sampling same as stratified sampling? (4)
3. How classical approach is different from subjective approach? Also explain under what circumstances you would prefer Bayes theorem to management. (4)

Legal Environment for Business (MBA 202-18)
Assignment Code: MBA - 1(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. What is Articles of Association? (2)
2. What is Sale of Goods Act 1930? How it helps business in India? Discuss. (4)
3. Discuss the Indian legal system in general. When the consent is not said to be free? Discuss. (4)

Legal Environment for Business (MBA 202-18)
Assignment Code: MBA - 1(2nd)/ASST – II/2021-22

Marks: 10

Read the case and answer the questions below –

This case involves a main dispute arose as to the issuance of advance license and its rejection, the question as to whether a government company in which the major shareholder is the government becomes a department of the government or remains as a separate entity was also decided. The Respondent obtained an advance license and submitted to SAIL for the supply of rolled strips in coils under a special scheme. As the license was defective SAIL rejected the license and refused to supply the goods at concessional price. Respondent company contended that the license issuing authority and the major shareholder of SAIL are the same government and because of this SAL could not have rejected the defective advance license.

Answer the following questions

- a. What is the central theme of the case study?
- b. Is the decision of SAIL justified? Yes or No. Justify.

Legal Environment for Business (MBA 202-18)
Assignment Code: MBA - 1(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. What are Statutory meetings. (2)
2. Who is a Director? Discuss the major rights of a director. (4)
3. Discuss the major objectives of Company Law. (4)

Marketing Management (MBA 203-18)
Assignment Code: MBA – 1st (2nd)/ASST – I/2021-22

Marks: 10

1. What new waves of thought have come to light, of date, in marketing? (4)
2. In what way marketing- mix concept help the marketing firms? (4)
3. Outline the basic problems involved in marketing planning. (2)

Marketing Management (MBA 203-18)
Assignment Code: MBA – 1st (2nd)/ASST – II/2021-22

Marks: 10

Soomesh Sharma grew up in a robust north Indian family where taking medicines for petty problems was frowned upon. Elders in the family believed that minor ailments could be cured by appropriate precaution and diet control. Soomesh particularly remembered how he was chided for wanting to eat ice-cream when his throat was sore. He was not only denied his favorite ice-cream, but was also administered liberal doses of ginger juice

Soomesh majored in commerce in college and rounded-off his studies with an MBA in marketing from the USA. He returned to India and bought out Cool Cream Pvt. Ltd., a company recognized as the manufacturer of finest ice-creams throughout the country.

Soomesh was visiting his elder sister who stayed in another town when his throat became infected. Out of old habit, he gave up ice-cream and asked his sister for some ginger juice. His sister, out of sympathy for her brother, mixed some ginger juice in a bowl of ice-cream and Soomesh ate the innovative product with great delight. The entrepreneur in Soomesh told him that his sister had an excellent marketable product. Shortly after returning to his company, Soomesh instructed the R&D centre at Cool Cream to develop a ginger ice-cream. The product so developed was named Adrak Ice-Cream and was tested in the market. The concept of an ice-cream containing ginger, which would protect the throats of those who relished ice-creams, was seen to have been well received.

Soomesh, thereafter, called a conference of various department heads to work out a pricing strategy for Adrak Ice-cream. The manager of finance wanted the price to be cost of the product plus a 100 per cent profit. The R&D chief supported him. He emphasised that the product would be copied in no time and Cool Cream would lose all the advantages and investments for developing the idea. The sales team advocated a low price to introduce the product so that it would be accepted in the market. The manufacturing manager was not willing to compromise on the quality to cut the price/cost. He insisted that Cool Cream must maintain its fair name at all costs. The purchase manager pointed out to the difficulties of buying and keeping stocks of an agricultural product like ginger. He added that this would add to the costs.

You were invited to this brainstorming session as a consultant and are required to recommend a pricing strategy to Soomesh Sharma, the owner of Cool Cream Pvt. Ltd.

Marketing Management (MBA 203-18)
Assignment Code: MBA – 1st (2nd)/ASST – III/2021-22

Marks: 10

1. “Marketing middleman’s are parasites-exploring both producers and consumers”
Do you agree? Give reasons. (4)
2. “Sales promotions bridge the gap left by the salesmanship and advertising.”
Discuss. (4)
3. Draw a label of any Pharmaceutical Syrup. What purposes does the label serves. (2)

Human Resource Management (MBA 204-18)
Assignment Code: MBA – 1st (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. Discuss the competencies of the HR manager. (2)
2. Assess the benefits of aligning HR strategy with business strategy. (4)
3. Distinguish between Training and education. Describe the philosophy of training and the training need assessment and the objectives to be set to begin meeting training needs. (4)

Human Resource Management (MBA 204-18)
Assignment Code: MBA – 1st (2nd)/ASST – II/2021-22

Marks: 10

Read the case and answer the questions below -

The workplace has slowly changed over the past decades. From offices with many small rooms, through large floors with cubicles, through open space for everybody to more diverse offices, with spaces appropriate for different use (report writing, meeting, calling, brainstorming, one-one meetings, coffee drinking etc.).

Now, accelerated by the COVID-19 crisis, we are moving into the next phase: the hybrid workplace. With the hybrid workplace we are able to personalize the workplace, taking several aspects into account. 1. The nature of the work. 2. The task at hand. 3. The personality of the worker. 4. The home situation of the worker. The multi-use offices are still available, and other solutions are added in order to be able to personalize better. Like co-working spaces closer to where people live. Like hotel rooms. Of course the importance of the home office has become more important. Home office design will need to get a lot of attention.

The last years the decline started and that will continue in 2021. In some big organizations every unit had their own business partner. If the activities of these business partners were analyzed, the results showed that a big proportion of these was very operational. Running around chasing numbers by lack of good systems and solving problems of employees by lack of good managers. The business partners complained that they didn't have enough time to participate in the management team meetings and they created small teams around them. As a result nobody was happy. Management didn't get high level HR advice, employees were complaining about the service of HR and the business partners felt exhausted.

HR needs more focus on operations, on people and on clients. The core of HR is the HR service center, focused on high level customer service and using advanced HR tech. Depending on the size of the organization you can benefit from one or more HR advisors/ architects/ business partners, whatever you call

them. Not too many! And in the end, HR should be a partner of the business, a partner of the workforce, a partner of the clients and a partner of the other stakeholders of the organization.

Case Questions

1. Describe the possible challenges faced by the organizations post covid-19 crisis?
2. Design a suitable plan to implement a telecommuting program for your employees. Discuss opportunities and challenges of this.

Human Resource Management (MBA 204-18)

Assignment Code: MBA – 1st (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.

4. Identify the relevance of employment protection legislations in the era of HRM. (2)
5. Explain the significance of Information System in human resource Management. Explain the various approaches to managing information at the macro and micro level. (4)
6. Describe Counseling and its basic conditions, explain the ethical issues involved in counseling and qualities of an effective counseling. (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 and 2 in 400 words and Question no 3 in 200 words.

1. Outline the process of production in detail. (4)
2. What do you understand by TQM? Highlight the contributions made by different experts with respect to TQM. (4)
3. Define Production Management. (2)

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 are 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 and 2 in 400 words and Question no 3 in 200 words.

1. What do you understand by location of a business unit? Explain the various factors affecting locations. (4)
2. What is JIT manufacturing system? (4)
3. Critically examine Weber’s theory of plant location. (2)

Corporate Finance (MBA 206-18)
Assignment Code: MBA I (2)/ASST-I/2021-22

Marks: 10

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

1. “Investment, financing and dividend decisions are interrelated” comment. (4)
2. Classify the sources of finance on the basis of period and ownership. (4)
3. Outline the meaning of corporate Finance. (2)

Corporate Finance (MBA 206-18)
Assignment Code: MBA I (2)/ASST-II/2021-22

Marks: 10

Calculate the future value (by using mathematical formula and Compound interest Factor) at the end of five years of the following series of payments at 10% rate of interest:

- R1= Rs 1,000 at the end of first year
R2= Rs 2,000 at the end of first year
R3= Rs 3,000 at the end of first year
R4= Rs 4,000 at the end of first year

Corporate Finance (MBA 206-18)
Assignment Code: MBA I (2)/ASST-III/2021-22

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 should generally be the features of an appropriate capital structure (4)
2. Discuss the various techniques of inventory management. (4)
3. What do you mean by sensitivity analysis (2)

Entrepreneurship Development and Project Management (MBA 207-18)

Assignment Code: MBA -I (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. Explain how to become a successful entrepreneur? (2)
2. What are the entrepreneurial qualities? How can these be developed? (4)
3. What are the major barriers to the growth of entrepreneurship? Explain the view of different expert on entrepreneurship. (4)

Entrepreneurship Development And Project Management (MBA 207-18)

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

Marks: 10

Read the case and answer the questions below -

Almost after twenty years of struggle, Radha became the only woman entrepreneur in Orissa to manufacture Electrical appliances. She has been able to set her market in the market and is known for quality, standard and safe product. She has successfully managed business to business and business to customer models. She has been awarded for her commendable work from prestigious industrial institutions and media. She started her career as a worker in electrical goods manufacturing company. Under her supervision came the unit where electrical appliances were serviced. She worked there for a couple of years and gained experience in this field. Being an efficient worker, Radha could not satisfy her restless search for a challenge that stretched her interest of starting a service unit of appliances. She resigned from the job and stepped out to do something on her own, in this same field. But Smita did not have the capacity to become self-employed because she was not clear about the prospects. She had lost her father, but her uncle motivated and supported her to go ahead. This chain of difficulties did not lessen Radha's welled-up enthusiasm. After persistent attempts and not very supportive banker, Radha lost hope of getting a loan and with her own resource of Rs. 27,000 managed to set up a unit in a rented premise in a busy commercial area. The place proved to be one of the advantages for Radha. She started with a team of three including herself. For her financial need she twice received micro credit loans from ICECD. The Chinese products in India market initially had poses challenges. But she continued with her good quality and service to clients and succeeded. She feels her products have the required market now and will have in future too. Today, 50 year old Radha is a genial housewife, a grandmother, and a prosperous entrepreneur in the field of electrical appliances. Her tailpiece advice to every prospective woman entrepreneur is —never let your low educational qualification dampen your enterprising inclination, for you too can succeed like me.

Questions :

- a. What made Radha a successful women entrepreneur?
- b. Identify the challenges and problems of women entrepreneurs in India.
- c. Comment upon role of government in entrepreneurship development in India.

Entrepreneurship Development And Project Management (MBA 207-18)

Assignment Code: MBA -I (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. What do you mean by working capital? (2)
2. Explain the general Format on Scope of Feasibility report. (4)
3. Discuss the following points - (4)
 - Define venture financing?
 - Explain seed capital?

Computer Applications for Business (MBAGE 201-18)
Assignment Code: MBA -I (2nd)/ASST – I/2021-22

Marks: 10

1. Classify the computer generations. Discuss their features. (4)
2. 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)
3. What are the features of modern computer? (2)

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Computer Applications for Business (MBAGE 201-18)
Assignment Code: MBA -I (2nd)/ASST – I/2021-22

Marks: 10

Case Study: Apple Computers

Apple Computer is an American Multinational Corporation with a focus on designing and manufacturing consumer electronics and even develops software products. It was confounded by Steve Wozniak and Steve Jobs. Steve Wozniak met Steve Jobs worked part time, where he would finish-up games that they designed in Grass Valley.

In 1975, the first personal computer kit, the Alistair 8800 was announced. Since Steve Wozniak could not afraid an Alistair 8800 he decided to build his own personal computer by using cheaper chips. As circuit board alone, he could do more than Alistair. He and Steve Jobs called it Apple I. Jobs handled on marketing it while Wozniak continued to improve it. By 1977, Wozniak had build Apple II, then he and Jobs decided to form APPLE Computer Inc. when it went public on 1980, its stock value was \$117 million, three years later it was \$985 million.

Steve Wozniak is determined that he will develop a computer even if he was still a child, According to Wozniak, if we try to start our own company, we must have the highest ethics and be open and truthful about things, not hide them. We must not lead people. Know in your heart that you are a good person with good goals because it will carry-over to our own self-confidence make our own product better than the average person would.

Apple computers were pioneers when it comes to the GUI which was later picked-up by Microsoft. The first DTP work was also done in Apple computers. During the beginning of this century, Microsoft and Intel based products dominated the market share. However the introduction of ipod put the Apple back into the business. The world was crazy when the ipods were introduced by Apple.

Questions:

- a) What is the basic philosophy of Apple Computers?
- b) Who are the competitors of Apple Computers and what is the product range?
- c) What are the characteristics to Apple Computers?

Computer Applications for Business (MBAGE 201-18)
Assignment Code: MBA -I (2nd)/ASST – I/2021-22

Marks: 10

1. 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? (4)

2. Define Database. What are the various data types available in MS Access? Write example queries to create table in MS Access. (4)
3. Write formula to add values in range of cells in excel sheet. (2)