

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

**Session:** Feb-May, 2021

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

### **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	10 March, 2021	<b>Concerned Subject Teacher</b>
Assignment No.2	10 April, 2021	
Assignment No.3	10 May, 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,

**CS (MBA 401-18)**  
**Assignment Code: MBA – II (4)/ ASST-I/2020-21**

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 process of strategic management in detail. (4)
2. What do you mean by environmental scanning? Discuss its various techniques. (4)
3. Define Strategy. (2)

**CS (MBA 401-18)**  
**Assignment Code: MBA – II (4)/ ASST-II/2020-21**

**Case study**

For many years McDonalds enjoyed worldwide success built on a few well known, highly standard conditions. The company with a 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 in 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. McDonalds 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?

**CS (MBA 401-18)**  
**Assignment Code: MBA – II (4)/ ASST-III/2020-21**

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 process of internal environmental analysis in detail . (4)
2. Explain corporate level strategies in detail (4)
3. Define synergy (2)

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. Discuss the benefits of studying International HRM.  
(2)
2. Assess the importance of training for cross cultural assignments.  
(4)
3. Design a suitable repatriation program for an employee joining from a long assignment from USA to India.

(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 the following points -  
(4)
  - Issues of social dumping

- Impact of digital economy

**Performance and Compensation Management MBA-936-18**  
**Assignment Code: MBA–II(4)/ASST-I/2020-21**

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

1. Discuss briefly the main statutory provisions governing different components of reward system. (4)
2. Elaborate the various compensation philosophies adopted by various organizations for providing compensation. (4)
3. Discuss various components of remuneration. (2)

**Performance and Compensation Management MBA-936-18**  
**Assignment Code: MBA–II(4)/ASST-II/2020-21**

Case Study:

A senior Executive, middle age was expecting promotion for the past four 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 have 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.

Answer the following questions:

1. What is the major issue in this case?
2. Is the performance evaluation system in the company not good?
3. Who is responsible for the poor performance of the executive?

**Performance and Compensation Management MBA-936-18**  
**Assignment Code: MBA–II(4)/ASST-III/2020-21**

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

1. Critically evaluate the model of performance and decrease stress. (4)
2. What is meant by internal equity and external equity in compensation system? Why such parity is important in an organization. (4)
3. Write short notes on: (2)
  - a.) Wage boards
  - b.) Performance based pay

**Behavioural Finance (MBA 913-18)**  
**Assignment Code: MBA II(4)/ASST-I/2020-21**

Marks: 10

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

1. How reasoned emotions overreactions and optimism effect investment Decisions. (4)
2. Discuss the scope and objectives of behaviour Finance (4)
3. Define the meaning of Behavioural Finance. (2)

**Behavioural Finance (MBA 913-18)**  
**Assignment Code: MBA II(4)/ASST-II/2020-21**

Marks: 10

Two choices have been given to an investor.

Option 1: A sure gain of Rs 900

Option 2: 90% chance of winning Rs. 1000 and 10% chance of winning 0 .Suppose investor takes decision on the basis of loss aversion bias. Which option would he choose and why?

**Behavioural Finance (MBA 913-18)**  
**Assignment Code: MBA II(4)/ASST-III/2020-21**

Marks: 10

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

1. Briefly explain expected utility theory. (4)
2. How mental accounting affect decision of investors. (4)
3. Define heuristics (2)

**International Finance and Financial Derivatives (MBA 915-18)**  
**Assignment No. MBA/IFFD/915-18/1**

1. Why MNC consider better than domestic companies? (2)
2. As an investor, what factors would you consider before investing in the emerging stock market of a developing country? (4)
3. How the balance of payments always balance? Explain. (4)

**A.S. Group of Institutions, Khanna**  
**MBA- 4<sup>th</sup> Semester**  
**International Finance and Financial Derivatives (MBA 915-18)**  
**Assignment No. MBA/IFFD/915-18/2**

Case Study:

The local cable television company is planning to add one channel to its basic service. There are five channels to choose from, and the company would like some input from its subscribers. There are about 20,000 subscribers, and the company knows that 35 percent, of these are college Students 45 percent are white-collar workers, 15 percent are blue collar and 5 percent are other. However, the company believes there is much variation in these groups.

- a. Is there a need for sampling justified in this situation? How?
- b. Which sampling technique would be most appropriate and why?
- c. Discuss how sample size can be computed and how it is related to sample error?

**A.S. Group of Institutions, Khanna**  
**MBA- 4<sup>th</sup> Semester**  
**International Finance and Financial Derivatives (MBA 915-18)**  
**Assignment No. MBA/IFFD/915-18/3**

1. Define foreign exchangereserve? Why countries hold forex reserves? (2)
2. Who is international financial manager? Write a detailed note on the role of international manager in relation to multinational corporations. (4)
3. What is prevailing trend of FDI in India & how far it helped for the growth and development of country since liberalization? (4)

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

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

Marks: 10

1. Explain the need and relevance of Indian Ethos . (4)
2. Highlight the Management lessons and best practices from Mahabhart. (4)
3. Distinguish between Ethics & Ethos. (2)

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

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

Marks: 10

**Case Study**

Shekhar, a sales manager of Abhinav Pvt. Ltd, was facing problem in leading his team of 10 subordinates. The team members never thought of new techniques for convincing the prospective clients and if the existing techniques failed, they simply gave up. He saw that they were not taking any initiatives and responsibilities. All responsibilities related to quality fell onto his shoulders. He was taking on more organizational duties than desired and had very less time to focus on bigger picture issues that his leadership role demanded.

Shekhar knew that he had to let his subordinates take initiatives for the tasks within their roles, but he was unable to make this change. Whenever he tried giving them responsibilities, the subordinate did not step forward. The clients who could not be convinced by his team members were handed over to him. Shekhar ended up doing things on his own as he could not let results of the team suffer.

He was frustrated.

1. Why was Shekhar frustrated?
2. What was wrong with his leadership?
3. If you were the sales manager, could you use any Indian motivation strategy to make the situation better?

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

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

Marks: 10

1. Discuss the concept of Self- Management. How it is helpful to live a more effective and efficient life. (4)
2. What do you understand by Leadership? Discuss the contemporary approaches of Leadership. (4)
3. Distinguish between regular and spiritual values of management. (2)

