

**MBA- I Year (II Sem )**

**Session:** Jan- May 2019

**Courses:** MBA 201-18, 202-18, 203-18, 204-18, 205-18, 206-18, 207-18, MBAGE 201-18

**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.

<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

**A.S. Group of Institutions, Khanna**  
**MBA- 2<sup>nd</sup> Semester**  
**Business Analysis for Decision Making (MBA 201-18)**  
**Assignment No. MBA/BAFDM/201-18/1**

1. Discuss and differentiate between census and sampling. (2)
2. Discuss in detail the different types of sampling methods. (4)
3. Discuss the application of statistics in managerial decision making. (4)

**A.S. Group of Institutions, Khanna**  
**MBA- 2<sup>nd</sup> Semester**  
**Business Analysis for Decision Making (MBA 201-18)**  
**Assignment No. MBA/BAFDM/201-18/2**

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

**A.S. Group of Institutions, Khanna**  
**MBA- 2<sup>nd</sup> Semester**  
**Business Analysis for Decision Making (MBA 201-18)**  
**Assignment No. MBA/BAFDM/201-18/3**

1. Comment on the association between correlation and regression. (2)
2. Explain the least square method of trend analysis. (4)

What is the difference between classical approach and subjective approach to probability? Also explain the application of Bayes theorem to management. (4)

**A.S. Group of Institutions, Khanna**  
**MBA 2<sup>nd</sup> semester**  
**Legal Environment for Business (MBA 202-18)**  
**Assignment No. MBA/LEB/202-18/1**

1. Define Contract and agreement. (2)
2. Write a note on the structure of Indian Legal System. (4)
3. What are the various sources of Law? (4)

**A.S. Group of Institutions, Khanna**  
**MBA 2<sup>nd</sup> semester**  
**Legal Environment for Business (MBA 202-18)**  
**Assignment No. MBA/LEB/202-18/2**

Case Study

(10)

Mr Balfour was a civil engineer, and worked for the Government as the Director of [Irrigation](#) in [Ceylon](#) (now [Sri Lanka](#)). Mrs Balfour was living with him. In 1915, they both came back to England during Mr Balfour's leave. But Mrs Balfour had developed [rheumatic arthritis](#). Her doctor advised her to stay in England, because the Ceylon climate would be detrimental to her health. Mr Balfour's boat was about to set sail, and he orally promised her £30 a month until she came back to Ceylon. This understanding was made while their relationship was fine; however the relationship later soured and Mr. Balfour failed to pay the amount. Mrs Balfour sued him to keep up with the monthly £30 payment. It was held that plaintiff could not recover the amount. Discuss on what grounds court had declined to enforce an agreement between spouses? Does the fact that they were husband and wife matter?

**A.S. Group of Institutions, Khanna**  
**MBA 2<sup>nd</sup> semester**  
**Legal Environment for Business (MBA 202-18)**  
**Assignment No. MBA/LEB/202-18/3**

1. Difference between Promissory notes and Bills of exchange. (2)
  2. Explain the Various Rules regarding the crossing of cheque. (4)
- What are the statutory provisions of lifting up of corporate veil? (4)

**A.S. Group of Institutions, Khanna**  
**MBA 2<sup>nd</sup> semester**  
**Marketing Management (MBA 203-18)**  
**Assignment Code: MBA–I(2)/ASST-I/2018-19**

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

1. What new waves of thought have come to light, of late, in marketing? (4)
2. What is marketing environment? How do you define Indian marketing environment? What are it's components? (4)
3. What is the importance of marketing mix to the marketing company?  
Is marketing mix a stagnant concept? (2)

**A.S. Group of Institutions, Khanna**  
**MBA 2<sup>nd</sup> semester**  
**Marketing Management (MBA 203-18)**  
**Assignment Code: MBA–I(2)/ASST-II/2018-19**

**1. Case Study: Channel of Distribution- New Drug** (10)

Shri Hari narayan Barua was the most reputed lawyer in Assam. He was extremely intelligent and very rich. His wife bore him a son, named Archit. The son inherited a razor sharp intellect from his father.

During his travels with his father, young Archit could not help but notice that many men grew their facial hair at a late age. Archit soon became Dr. Archit K. Barua, skin specialist, and worked on his pet project – facial hair. At the age of 26 he developed a composite medical treatment that could divert the nutrition from facial hair to hair on the head. This treatment deferred the growth of facial hair, reduced the quantum of growth on the face and improved hair growth on the scalp. This could counter baldness, through the medication could not totally cure baldness.

The medication consisted of a powder, which was to be applied on the face for keeping the face clear and smooth and a tablet, which was for diverting the nourishment to the hair roots on the head. Both these medicines were to be taken on alternate days for three months and thereafter once a week for six months.

Hari Narayan Babu was overjoyed with his son's invention. He set up of a factory for producing these wonder drugs. On his 28<sup>th</sup> birthday, Archit got the factory and a duly registered company as a birthday gift.

Mr. Edward Dexson, a retired general manager, marketing of Hindustan Tele Systems Ltd, and a few youngsters were recruited for marketing the powder and the tablets. The marketing team decided that the distribution channel/sales network should be in place before production started in full swing. Name of the distributors/ retailers would be needed during the advertisement campaign. However, the marketers could not identify what distribution channel should be adopted for these products. The idea was so novel that the marketing team was not clear about

the target segment. Even prolonged discussions yielded no unanimous solution. Finally, Mr. Dexson ruled that the facial powder should be sold through barbers (since it was related to having) and the tablets should be marketed by medical stores/ chemists. Distributors, normally covering a state, were to be appointed. They would deal with the retailers on the one hand and with the company headquarters (located at the factory) on the other hand. Both the Baruas were not happy with these decisions, but they knew little about marketing or distribution channels and so on. They, therefore, had little choice.

Discuss the correctness of Mr. Dexson's plans and, if required, suggest a distribution channel, which in your view, would be suitable for this product. Give arguments to support your recommendations.

**A.S. Group of Institutions, Khanna**  
**MBA 2<sup>nd</sup> semester**  
**Marketing Management (MBA 203-18)**  
**Assignment Code: MBA-I(2)/ASST-III/2018-19**

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

1. What is PLC? What are its major implication and merits and limits? (4)
2. What is personal selling? Under what marketing conditions is it the most relevant? (4)
3. "Marketing needs the services of middleman but not too many". Explain . (2)

**A.S. Group of Institutions, Khanna**  
**MBA- 2nd Semester**  
**Human Resource Management (MBA 204-18)**  
**Assignment No. MBA/HRM/204-18/1**

*Submission Date: 6 February, 2019*

1. What is HRM? (2)
2. Explain environment of HRM. (4)
3. Why is HRM becoming a challenging function in the globalized era and knowledge age? (4)

**A.S. Group of Institutions, Khanna**  
**MBA- 2nd Semester**  
**Human Resource Management (MBA 204-18)**  
**Assignment No. MBA/HRM/204-18/2**

*Submission Date: 6 March, 2019*

**The Mathematics of Recruitment – The Infosys case study**

When you look at large companies with a workforce nearing the population of some small eastern European cities, we often forget the hard work of an HR team. And employees are a weird kind. They strive hard to get into a company and a few years later, the same company wants to make them leave. Handling this attrition also lands on the head of the HR department of a company.

It's a thankless job and it's degree of thanklessness is directly proportional to the size of the company. Take Indian tech behemoth Infosys for example. It has a whopping 160,000 people on its payroll. This IT services company made its billions by building software and its gargantuan workforce builds it, module after module, day after day. In the case of Infosys, their annual attrition rate is an alarming 18%. This means that 18% of Infosys's workforce leaves or retires every year. To put that in terms of the number of employees, that's a loss of 30,000 people every year. To put that in perspective again, Infosys loses the workforce of Facebook 5 times over, every year. That's 30,000 hires a year. 30,000 people who will sign that offer letter every year to join Infosys. Even startups, who hire comparatively minuscule numbers every year, find it hard to hire the numbers they set for themselves. 30,000 is really a big deal.

Let's get to the mathematics of this task –

- The aim is **to hire 30,000 people to stay at 160,000 employees.**
- Let's assume that it takes a recruiter to go through **20 shortlisted résumés to hire a person.**
- This means that **to hire 30,000 people** the hiring team at Infosys will have to **go through 600,000 résumés**
- These **600,000 résumés need to be assessed over a span of one year**

And we're not even taking into account the amount of time and effort 30,000 interviews will take. HR is possibly one of the most understated activities of a company, but without them, you would have no company at all. Even companies like Google have a team of close to a 1000 recruiters, working day and night to hire the best talent for the company and even they're only 50,000 employees worldwide. One can only imagine what the recruitment team of Infosys would be like.

There are many job seekers who're often disheartened and angry at the slow response times of companies. Yes, companies must value their prospective employees and respond on priority. But these numbers should help us think from their shoes too. After all, the next time you're applying for Infosys, remember that there are going to be 599,999 others in contention too.

**A.S. Group of Institutions, Khanna  
MBA- 2nd Semester  
Human Resource Management (MBA 204-18)  
Assignment No. MBA/HRM/204-18/3**

*Submission Date: 2 April, 2019*

1. Discuss the terms: HR Audit & Outplacement. (2)
2. In banking sector – to avoid the possibility of fraud, jobs are rotated and that is true even for sensitive positions like cash management. Discuss in detail, the advantages and disadvantages of using the method in a bank. As a top decision maker, would you recommend such strategy for your bank? (4)
3. Write in detail, about the 7 stage OD model of Edward Huse. Discuss its implications for an Indian garment factory. (4)

**.S. Group of Institutions, Khanna**  
**MBA 2<sup>nd</sup> semester**  
**Production and operations Management (MBA 205-18)**  
**Assignment No. MBA/POM/205/1**

1. Define Product and Plant layout  
(2)
2. What is the contribution of Henryford and crossby in Production and Operations Management? (4)
3. What are the various factors effecting capacity planning?  
(4)

**A.S. Group of Institutions, Khanna**  
**MBA 2<sup>nd</sup> semester**  
**Production and operations Management (MBA 205-18)**  
**Assignment No. MBA/POM/205/2**

**Case Study**

Let us assume that a new medical facility, Health-care, is to be located in Delhi. The location factors, factor rating and scores for two potential sites are shown in the following table. Which is the best location based on factor rating method?

Sl. No.	Location factor	Factor rating	Rating	
			Location 1	Location 2
1.	Facility utilization	8	3	5
2.	Total patient per month	5	4	3
3.	Average time per emergency trip	6	4	5
4.	Land and construction costs	3	1	2
5.	Employee preferences	5	5	3

**A.S. Group of Institutions, Khanna**  
**MBA 2<sup>nd</sup> semester**  
**Production and operations Management (MBA 205-18)**  
**Assignment No. MBA/POM/205/3**

1. Just in time inventory system (2)
2. Explain the concept and Importance of value analysis. (4)
3. Discuss the Kanban technique of Inventory Management.

**A.S. Group of Institutions, Khanna**  
**MBA- 2<sup>nd</sup> Semester**  
**Coporate Finance& Indian Financial System (MBA 206-18)**  
**Assignment No. MBA/CFIFS/206/1**

1. Write down the meaning and definition of Financial Management. (2)
2. Discuss the scope of Financial Management. (4)
3. Write a note the twin goals of Financial Management. (4)

**A.S. Group of Institutions, Khanna**  
**MBA- 2<sup>nd</sup> Semester**  
**Corporate Finance and Indian Financial System (MBA 206-18)**  
**Assignment No. MBA/CFIFS/206/2**

**Case Study (10Marks)**

Determine the net present value from the following data of two machines X and Y, and suggest which project should be accepted:

Cost of machine X-Rs. 3,00,000      Y- Rs.4,00,000

Estimated life X-5years                      Y-5years

Estimated salvage value X-Rs.20,000 Y-Rs. 30,000



Net profit after depreciation and tax:

Year	Machine X	Machine Y
1	50,000	50,000
2	80,000	40,000
3	90,000	60,000
4	20,000	80,000
5	50,000	60,000

Depreciation has been charged at straight line method. Discounting rate is 10%. Present value factors at 10% for five years are .909, .826, .751, .683 and .621

**A.S. Group of Institutions, Khanna**  
**MBA- 2<sup>nd</sup> Semester**  
**Corporate Finance and Indian Financial System (MBA 206-18)**  
**Assignment No. MBA/CFIFS/206/3**

1. Select any five companies and find how these companies are calling their financial manager. (2)
2. Bring out the emerging role of financial manager in the era of changing business environment. (4)
3. Select one company each under the manufacturing and IT industry & explain the structure of Finance department. (4)

**A.S. Group of Institutions, Khanna**  
**MBA 2<sup>nd</sup> semester**  
**Entrepreneurship Development and Project Management (MBA207-18)**  
**Assignment No. MBA/SM/207-18/1**

1. Define Entrepreneurship. (2)
2. Write a detailed note on women entrepreneurs. (4)
3. Discuss the various categories of entrepreneurs. (4)

**A.S. Group of Institutions, Khanna**  
**MBA 2<sup>nd</sup> semester**  
**Entrepreneurship Development and Project Management (MBA207-18)**  
**Assignment No. MBA/SM/207-18/2**

**Case Study (10)**

This case study discusses one of the largest ever acquisition deals in India's e-commerce industry – Walmart's acquisition of a majority stake in Flipkart, the largest online marketplace in India. This is also the biggest ever deals in the history of Walmart, which is trying hard to expand in the online retail business around the world to compete with its rival Amazon. While the deal is expected to generate synergies for both Walmart and Flipkart, Walmart will have to face challenges as Flipkart has accumulated losses of US\$3.6 billion and these are not going to decrease in the near future because of the deep discount strategy followed by Indian online retailers. It is high time the management of Walmart

developed some foolproof plan to reduce Flipkart's losses and keep its number one position intact while competing with Amazon in the Indian market.

- a) Analyze the acquisition of Flipkart by Walmart and its potential synergies and challenges.
- b) Evaluate the impact of merger and acquisition on industry

**A.S. Group of Institutions, Khanna**  
**MBA 2<sup>nd</sup> semester**  
**Entrepreneurship Development and Project Management (MBA207-18)**  
**Assignment No. MBA/SM/207-18/3**

1. Define entrepreneurial innovation. (2)
2. Write a note on PERT and CPM model.? (4)
3. Discuss value chain analysis in detail (4)

**A.S. Group of Institutions, Khanna**  
**MBA- 2<sup>nd</sup> Semester**  
**Computer Applications for Business (MBAGE 201-18)**  
**Assignment No. MBA/CA/201-18/1**

**Submission Date: 12/02/2019**

4. Explain the characteristics of Computer? (2)
5. Define Memory? Explain its types in detail? (4)
6. Discuss the classifications of computers. (4)

**A.S. Group of Institutions, Khanna**  
**MBA- 2<sup>nd</sup> Semester**  
**Computer Applications for Business (MBAGE 201-18)**  
**Assignment No. MBA/CA/201-18/2**

**Submission Date: 13/03/2019**

A school wants to automate its functioning. It will be storing records of the students & teachers on computer, students will be taught with computers, their attendance will be maintained and

sent to their parents through email. As you are assigned this task, suggest the hardware and software requirement specifying their use for efficient execution. (10 Marks)

**A.S. Group of Institutions, Khanna**  
**MBA- 2<sup>nd</sup> Semester**  
**Computer Applications for Business (MBAGE 201-18)**  
**Assignment No. MBA/CA/201-18/3**

**Submission Date: 04/04/2019**

4. Explain concept of Operating System in detail ? (2)
5. How a table can be created in the MS-Access? After creating a table, how it's rows and columns can be increased or decreased. (4)
6. Explain the utility of Mail Merge. (4)