

MBA- First Year (2nd Semester)

Session: 2020 Jan - May

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 Master of Business Administration for 2nd 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.

Assignment Number	Last Date of Submission	To be Submitted to
Assignment No.1	10 Feb, 2020	Concerned Subject Teacher
Assignment No.2	10 March, 2020	
Assignment No.3	10 April, 2020	

Instructions

The students are advised to follow the instructions carefully before writing the assignments: 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	

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. 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. 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. Responses should be hand written. Do not copy answers from the book and sheets of other student. 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/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 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/2020-21

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/2020-21

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 would you prefer Bayes theorem to management. (4)

Legal Environment for Business (MBA 202-18)
Assignment Code: MBA-I(2)/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. How void contract is different from void agreement? (2)
2. All Contracts are Agreements but all Agreements are not Contracts. How would you justify the statement
(4)
3. Mr A offered to take a house on lease for three years at Rs. 50000 per annum if the house was put into thorough repair and drawing room was handsomely decorated to the present style” Is this valid offer. If not than give reason. (4)

Legal Environment for Business (MBA 202-18)
Assignment Code: MBA-I(2)/ASST-II/2020-21
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 [rheumatarthritis](#). 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?

Legal Environment for Business (MBA 202-18)
Assignment Code: MBA-I(2)/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. How company is different from partnership? (2)
2. Under what circumstances court may lift the corporate veil. (4)
3. Suppose you have a partnership firm and you want to dissolve the firm without intervention of court. How would you dissolve the firm (4)

MBA- II Semester
Marketing Management (MBA 203-18)
Assignment Code: MBA-I(2)/ASST-I/2020-21

1. Money spend on advertisement is a waste. How far do you agree with this statement. (2)
2. Marketing decisions are generally influenced by pricing. Explain this statement by giving examples. (4)
3. Explain the importance of product packages in the present marketing environment. (4)

MBA- II Semester
Marketing Management (MBA 203-18)
Assignment Code: MBA-I(2)/ASST-II/2019-20

Case Study

(10 Marks)

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.

Questions:

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

MBA- II Semester
Marketing Management (MBA 203-18)
Assignment Code: MBA-I(2)/ASST-III/2020-21

1. What is CRM(2)
2. Discuss the impact of Ecommerce in detail. (4)
3. Evaluate BoP in brief. (4)

MBA- II Semester
Human Resource Management (MBA 204-18)
Assignment Code: MBA-I(2)/ASST-I/2020-21

1. Write a note on Strategic HRM. (2)
2. Discuss the evolution of HRM in India. (4)
3. Design the structure of HR department in a hypothetical organization. (4)

MBA- II Semester
Human Resource Management (MBA 204-18)
Assignment Code: MBA-I(2)/ASST-II/2019-20

Case Study

(10 Marks)

Mr. John was the manager for a leading company in India. However, for the past few months he has been under repeated stress. The problem is high employee turnover post few weeks of transferring an employee to new location. His idea of rightsizing has brought huge loss to the

company and as a result, the company is losing huge workforce post transfer. He took the matter up with the subordinates during their exit interview but got no credible response. Mr. John is worried as to where his policies have gone wrong.

Questions:

1. Analyze the issue faced by Mr. John and his company. Do you believe Mr. John is at fault?
2. Create a suitable plan to overcome the issue.

MBA- II Semester
Human Resource Management (MBA 204-18)
Assignment Code: MBA-I(2)/ASST-III/2020-21

1. Explain need of employee health and safety.(2)
2. Appraise conflict resolution machinery in India. (4)
3. Evaluate issues in collective bargaining and suitable strategies for its success. (4)

Production &Operations management MBA-205-18
Assignment Code: MBA-I(2)/ASST-I/2020-21

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

1. Explain the “Transformation Process Model” for a chemical plant operations. What are the responsibilities of an operation managers.
2. Explain product design & development with the help of suitable example.
3. What is Productivity? Discuss various problems faced in facility layout in current scenario.

Production &Operations management MBA-205-18
Assignment Code: MBA-I(2)/ASST-II/2020-21

Case study

Assume that you are working as a assistant manager in operations department of allied associates Pvt ltd for the sake of organizational improvement and hopes of getting competitive advantage over the competitors, management wants to implement the concept of “six sigma”in the organization.a team of marketing and operations department experts is formulated and are asked for their suggestions and opinion on this decision. Now you are required to provide the team of experts the recommendations on the basis of your knowledge of “Production and operations management” on the following domains:

1. what are the factors that will explain the organization is prepared for the deployment of “six sigma”?provide suitable detail to support your point.
2. What possible obstacles that the management have to face while implimenting of “six sigma”.

(10)

Production & Operations management MBA-205-18
Assignment Code: MBA-I(2)/ASST-III/2020-21

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

1. Discuss in detail TQM concept. (2)
2. Discuss the concept of acceptance sampling? Explain the different acceptance sampling plan in current business scenario. (4)
3. Discuss the factors affecting inventory control policy in detail. (4)

Corporate Finance and Indian Financial System MBA-206-18
Assignment Code: MBA-I(2)/ASST-I/2020-21

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

4. "The whole of financial management revolves around risk-return trade-offs". Explain the statement in light of the various decision making areas of financial management. (2)
5. What are the principles followed in estimating the cash flows in capital budgeting? Explain the process of capital budgeting? (4)
6. What do you mean by optimal capital structure? Examine the principal factors affecting the capital structure of firm? (4)

Corporate Finance and Indian Financial System MBA-206-18
Assignment Code: MBA-I(2)/ASST-II/2020-21

Case Study

"A business that doesn't grow dies", says Mr. Shah, the owner of Shah Marble Ltd. with glorious 36 months of its grand success having a capital base of Rs. 80 crores. Within a short span of time, the company could generate cash flow which not only covered fixed cash payment obligations but also create sufficient buffer. The company is on the growth path and a new breed of consumers is eager to buy the Italian marble sold by Shah Marble Ltd. To meet the increasing demand, Mr. Shah decided to expand his business by acquiring a mine. This required an investment of Rs.120 crores. To seek advice in this matter, he called his financial advisor Mr. Seth who advised him about the judicious mix of equity (40%) and Debt (60%). Mr. Seth also suggested him to take loan from a financial institution as the cost of raising funds from financial institutions is low. Though this will increase the financial risk but will also raise the return to equity shareholders. He also apprised him that issue of debt will not dilute the control of equity shareholders. At the same time, the interest on loan is a tax deductible expense for computation of tax liability. After due deliberations with Mr. Seth, Mr. Shah decided to raise funds from a financial institution.

(a) Identify and explain the concept of Financial Management as advised by Mr. Seth in the above situation.

(b) State the four factors affecting the concept as identified in part (a) above which have been discussed between Mr. Shah and Mr. Seth (10)

Corporate Finance and Indian Financial System MBA-206-18
Assignment Code: MBA-I(2)/ASST-III/2020-21

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

4. How gross working capital differ from net working capital (2)
5. "Efficient cash management will aim at maximizing the cash inflows and slowing cash outflows". Discuss. (4)
6. Critically examine the role played by the financial system in the development of
7. the economy. (4)

Entrepreneurship development and project.managent MBA-207-18
Assignment Code: MBA-I(2)/ASST-I/2020-21

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

- 1 Differentiate between Entrepreneurship and Intrapreneurship. (2)
- 2 Discuss different types of entrepreneur. (4)
- 3 Analyse the role and challenges of women entrepreneurs. (4)

Entrepreneurship development a d project managementm MBA-207-18
Assignment Code: MBA-I(2)/ASST-II/2020-21

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 retailbusiness around the world to compete with its rival Amazon. While the deal is expected to generatesynergies for both Walmart and Flipkart, Walmart will have to face challenges as Flipkart hasaccumulated losses of US\$3.6 billion and these are not going to decrease in the near future because ofthe deep discount strategy followed by Indian online retailers. It is high time the management of Walmartdeveloped 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

Entrepreneurship development and project management MBA-207--18
Assignment Code: MBA-I(2)/ASST-III/2020-21

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

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

Computer Applications for business MBAGE-201-18
Assignment Code: MBA-I(2)/ASST-I/2020-21

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

- 1.Explain various components of computer system (2)
- 2.Explain the need of primary and secondary storage device in computer (4)
- 3.Explain the difference between test based and GUI based operating system (4)

Computer Applications for business MBAGE-201-18
Assignment Code: MBA-I(2)/ASST-II/2020-21

Case Study

10 Marks

A manufacturing company of auto spare parts wants to become paperless by computerizing all its operations. It will communicate with clients, store inventory and records and persuade clients by showing them presentations with the help of computers. As you are assigned this task, suggest the hardware and software requirement specifying their use for efficient execution.

Computer Applications for business MBAGE-201--18
Assignment Code: MBA-I(2)/ASST-III/2020-21

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

1. Describe the various techniques used to create query (2)
2. How function make tasks easy in excel. explain different kinds of mathematical and statistical functions with example (4)
3. Explain need of main merge . Discuss process to apply mail merge in Ms word document(4)