

MBA- First Year (Ist Semester)

Session: 2019 July-Dec

Courses: MBA 101-18, MBA 102-18, MBA 103-18, MBA 104-18, MBA 105-18, MBA 106-18, MBA 107-18

Dear Student,

You have to complete three Assignments for each of the courses in the Master of Business Administration for 1st 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 | 28 Aug, 2019 | Concerned Subject Teacher |
| Assignment No.2 | 28 Sep, 2019 | |
| Assignment No.3 | 28 Oct, 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- 1st Semester
Foundations of Management (MBA 101-18)
Assignment No. MBA/FOM/101-18/1

1. Discuss management. (2)
2. Explain the different functions of management and roles of managers. (4)
3. Discuss the Classical and Neo Classical approach in the context of evolution of management. (4)

Assignment format for MBA
A.S. Group of Institutions, Khanna
MBA- 1st Semester
Foundations of Management (MBA 101-18)
Assignment No. MBA/FOM/101-18/2

Zomato initially named as Foddiebay was started in 2008 by Mr. Deepinder Goyal. It is a restaurant searching platform providing in-depth details with autonomous reviews and ratings. Foodiebay, the name was changed to Zomato in November 2010 to increase their reach among people. To differentiate themselves from competitors, Zomato concentrated on adding approx. 18000 new places to eat from. Along with, they also decorated many special features such as pointed to particular dishes or opening times. Zomato further bought urban spoon, a leading restaurant service provider hotel chain for \$52 million to enter US, Canada and Australia to leverage local insights and experiences and to expand their business in overseas. The future goal and objective. Now, the company has spread in 20 countries with its headquartered in new Delhi providing service to over 35 million values customers per month.

Q:1 What are the reasons for Zomato's success? Discuss in detail.

Assignment format for MBA
A.S. Group of Institutions, Khanna
MBA- 1st Semester
Foundations of Management (MBA 101-18)
Assignment No. MBA/FOM/101-18/3

1. Define the concept Line and Staff. (2)
2. What do you mean by delegation? Discuss its importance and factors affecting delegation in detail. (4)
3. Discuss various modern management techniques in detail. (4)

Managerial Economics (MBA 102-18)

Assignment Code: MBA-I (1)/ASST-I/2019-20

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 the three stages of production in the short run? (2)
2. "Managerial economics is the integration of Economic theory with Managerial practice for the purpose of facilitating decision making." Explain. (4)
3. "The amount demanded increases with a fall in price and diminishes with a rise in the price." Discuss. (4)

Managerial Economics (MBA 102-18)

Assignment Code: MBA-I (2)/ASST-II/2019-20

Marks: 10

Food prices often rise or fall with good or bad harvests or because of a change in demand. A recent example is the price of Brazil nuts, which by May this year had risen over 60% on European markets. Part of the reason for the price rise has been on the demand side. Consumption of Brazil nuts has increased as more people switch to healthier diets. This includes the purchase of the nuts themselves and as part of healthier snack foods. With supply being relatively inelastic, any rise in demand tends to have a relatively large effect on price. A more acute reason is on the supply side. There has been a very poor harvest of Brazil nuts. The nuts are grown largely in the Amazon basin which has been hit by drought linked to the El Nino effect. This, however, is only a temporary effect and future harvests should increase again as rainfall returns to normal. However, in the longer term, rainfall patterns may change with the effects of global warming.

Questions :

- a) Explain the supply conditions of Brazil nuts as discussed in the above case.
- b) What determines the price of Brazil nuts?

Managerial Economics (MBA 102-18)

Assignment Code: MBA-I (3)/ASST-III/2019-20

Marks: 10

1. What is Cross Elasticity of Demand? (2)
2. What do you understand by National income? How it can be measured? (4)
3. Describe the main features of land as factor of production. (4)

A.S. Group of Institutions, Khanna
MBA- 1st Semester
Quantitative Techniques (MBA 103-18)
Assignment No. MBA/QT/103-18/1

1. Define the term statistics in singular and plural sense? (2)
2. Discuss the applications of statistics in managerial decision making, giving examples. Also comment on the limitations of statistics.? (4)
3. Give different measures of central tendency with their formulae. Also state the situations where these measures can be used. (4)

A.S. Group of Institutions, Khanna
MBA- 1st Semester
Quantitative Techniques (MBA 103-18)
Assignment No. MBA/QT/103-18/2

Case Study

(10Marks)

What do you understand by the term regression analysis? A company wants to go for regression analysis for the following data. So using regression analysis, find the regression equations 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 |

MBA- 1st Semester
Quantitative Techniques (MBA 103-18)
Assignment No. MBA/QT/103-18/3

1. What do you understand by Binomial Distribution? (2)
2. Explain the meaning and applications of Linear Programming. (4)
3. Write a note on the Hungarian method of assignment. (4)

Accounting for Management and reporting

Assignment Code: MBA-I(1)/104-18/2019-20

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 role of accountant in an organization. (4)
2. What are the various users of accounting information? (4)
3. Difference between book keeping and accounting (2)

Accounting for Management and reporting

Assignment Code: MBA-I(2)/104-18//2019-20

Marks: 10

Classify the following accounts into Personal Account, Real Account & Nominal Account and also give explanation of these accounts.

1. Furniture Account
2. Salary payable Account
3. Outstanding Wages Account
4. National Trading Co. Ltd. Account
5. Stationery Account
6. Building Account
7. Purchase Account
8. Cash Account
9. Rajesh Account
10. Suresh trading Co.

Accounting for Management and reporting

Assignment Code: MBA-I (3)/104-18//2019-20

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 purpose of calculating liquidity and solvency ratios. (4)
2. Discuss the various profitability and turnover ratios and explain their relevance. (4)
3. Difference Between standard costing and budgetary control. (2)

MBA- Ist Semester
Business Environment & Indian Economy (MBA 105-18)
Assignment No. MBA/BE&IE/105-18/1

4. Discuss the three Political institutions. (2)
5. What are the Directive Principles of state policy? (4)
6. Highlight the impact of Recession on economy and remedies to control it. (4)

A.S. Group of Institutions, Khanna
MBA- Ist Semester
Business Environment & Indian Economy (MBA 105-18)
Assignment No. MBA/BE&IE/105-18/2

Case Study (10 Marks)

Globalization reduced tariffs and other barriers to international trade. The successive rounds of trade liberalization at Uruguay, under the General Agreement on Tariffs and Trade (GATT), resulted in a reduction in the tariff and non-tariff barriers. This led to many countries, which were producing goods at low manufacturing costs, exporting their goods to other countries and selling them at prices lower than those prevailing in the importing countries.

Questions:

1. Analysts fear that the increase in the number of anti-dumping measures will influence trade relations among countries and ultimately affect the exporters. In light of the above statement, discuss the need for reducing the number of anti-dumping measures.
2. Explain how anti-dumping measures help countries in protecting domestic marketers.
3. Discuss how India has been effectively using anti-dumping measures.

A.S. Group of Institutions, Khanna
MBA- Ist Semester
Business Environment & Indian Economy (MBA 105-18)
Assignment No. MBA/BE&IE/105-18/3

4. Explain the Impact of Technology on businesses. (2)
5. How do factors like Unemployment and Migration impact an economy? (4)
6. Comment on India's Foreign policy and Five year plans. (4)

A.S. Group of Institutions, Khanna
Business Ethics and CSR (MBA 106-18)

Assignment Code: MBA–I/ASST-I/2019-20

Marks: 10

1. Profit is not a dirty word. What is important is how profit is earned. Discuss in the light of Business Ethics. (2)
2. What are the ethical problems that lead to unethical behavior in business? (4)
3. Discuss the various emerging issues in Business ethics. How these issues can be handled? (4)

A.S. Group of Institutions, Khanna
Business Ethics and CSR (MBA 106-18)

Assignment Code: MBA–I/ASST-II/2019-20

Marks: 10

Rajiv is an IAS aspirant. He studied in two premier institutions and worked for a while in an IT company. He quit the job and started preparing for the civil services exams. In his first attempt he wrote mains but could not qualify for the personality test. In next two attempts, however, he gave interviews but fate had it that his name did not appear in the final list. In all three attempts he had scored less in Mains and in two interviews his score was average if not bad.

As per the guidelines, Rajiv had only four attempts to get into IAS. For the last attempt, he decided to take a break of one year and prepare extremely well giving no chance to fate. By then he had spend five years just for preparing for this exam with no job in hand.

He did prepare well and easily sailed through the Preliminary and Mains exam. For his final interview, Rajiv, prepared himself very well. He read widely. He contacted his peers and well wishes, talked to them extensively and took feedback on his body language and communication skills. He took mock tests at prominent institutions and got a very positive feedback. His confidence was at an all time high. By the time interview call letter came, Rajiv was fully ready to face his final test to realize the dream of becoming an IAS officer.

On the previous day of his interview, Rajiv talked to his parents, girlfriend and teachers and sought their wishes. He had a sound sleep too.

His interview was scheduled in the second session i.e. in the afternoon. On the day of his interview, in the morning Rajiv was calm, composed and had a friendly chat with fellow aspirants who had stayed together in a friend's room.

He had his lunch and left room in his bike half an hour before the scheduled time of his appearance at UPSC office.

Rajiv was riding his bike with lots of thoughts in his mind. The road was almost empty. As he was riding, just in front of him, a pending bike collided with the road divider. Seeing this, Rajiv stopped his bike for a minute and went near the accident scene. A man, crying with pain, was lying in a pool of blood and a girl child, around 5 years old was lying unconscious next to the man. Rajiv looked around for help, but two or three cars sped away without stopping by.

Rajiv had to be at UPSC office in 10 minutes. If not he would forever lose his dream of becoming an IAS officer.

In this situation, what should Rajiv do? Justify your answer.

A.S. Group of Institutions, Khanna
Business Ethics and CSR (MBA 106-18)

Assignment Code: MBA-I/ASST-III/2019-20

Marks: 10

1. Business is a part of the ecological system. Elaborate. (2)
2. Discuss in detail various models of corporate social responsibility. (4)
3. What are the various benefits to society when a company actively fulfils its responsibility towards society. (4)

A.S. Group of Institutions, Khanna
MBA- Ist Semester
Business Communication for Managerial Effectiveness (MBA 107-18)
Assignment No. MBA/BCME/107-18/1

1. What do you mean by business communication? Explain the communication process and its models 4
2. .Mention the barriers in communication environment. 4
3. Information gathering options. 2

A.S. Group of Institutions, Khanna
Business Communication for Managerial Effectiveness (MBA 107-18)
Assignment No. MBA/BCME/107-18/2

1. Discuss various strategies which can be adopted by and individual to improve his/her reading skills. 4
2. Discuss ethical constraints in communication process. 4
3. Characteristics of good resume 2

A.S. Group of Institutions, Khanna
Business Communication for Managerial Effectiveness (MBA 107-18)
Assignment No. MBA/BCME/107-18/3

1. Explain the concept of developing online and oral presentations. 4
- 2 .How can you enhance presentations with slides and other visual aids 4
3. Writing business communication 2

