

MBA-II Year (IV Sem)

Session: Jan- May 2020

Courses: MBA 401-18, MBA-403-18, MBA-923-18, MBA-926-18, MBA-913-18, MBA-915-18, MBA-933-18, MBA-936-18

Dear Student,

You have to complete three Assignments for each of the courses in the Bachelors of Business & Administration II 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		Concerned Subject Teacher
Assignment No.2		
Assignment No.3		

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

Corporate Strategy(MBA 401-18)
Assignment Code: MBA–IV/ASST-I/2019-20

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

1. What is Strategy?(2)
2. Strategic management process (4)
3. Strategic intent of an organization(4)

Corporate Strategy (MBA 401-18)
Assignment Code: MBA–IV/ASST-II/2019-20

Case Study (10)

Until 1996, Pizza in India was synonymous only a bread dough base slathered with some ketchup. Since 1996, there was a proliferation of 'high-priced branded' pizzas in the market, with the entry of international pizza chains. Domino's and Pizza Hut, the two big US fast food chains entered India in 1996. Each claimed it had the original recipe as the Italians first wrote it and was trying desperately to create brand loyalty. Domino's and Pizza Hut - tried to grab as large a slice of the pizza pie as possible.

While Pizza Hut relied on its USP of "dining experience", Domino's USP was a 30-minute delivery frame. To penetrate the market, both the players redefined their recipes to suit the Indian tastes. Domino's went a step ahead by differentiating regions and applying the taste-factor accordingly. Domino's also made ordering simpler through a single toll-free number through out the country.

1. What are the reasons of Domino's success over Pizza Hut in India?

Corporate Strategy (MBA 401-18)
Assignment Code: MBA–IV/ASST-III/2019-20

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

1. Write a note on SWOT analysis (2)
2. Discuss different corporate level strategies. (4)
3. Write a detailed note on strategic evaluation and control (4)

Workshop on Indian Ethos (MBA 403-18)

Assignment Code: MBA–II /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 is the role of Indian Ethos in managerial practices? (2)
2. Discuss the importance of Karma to managers.
(4)
3. Self Management skills are important in the work place. Discuss with examples.
(4)

Workshop on Indian Ethos (MBA 403-18)

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

Marks: 10

NOTE: Attempt Case Study in 250 words.

1. Case Study

You are a traffic constable and while on duty you see 3 people riding a motorcycle without a helmet and jumping the red signal. On stopping them, you came to know that one of them met with an accident due to potholes and is severely bleeding and due to non-arrival of ambulance they are taking him to the hospital. On further enquiry, you came to know that the driver does not have a driving license and works as day wager. While on his way to work, he found the man lying injured on the road and in a rush to take him to hospital, he left his helmet on the site of an accident. The driver expresses his financial inability to pay increased fines. Recently, due to the enforcement of new Motor Vehicles Act, you are under severe pressure from your seniors for strict enforcement.

1. What are the ethical issues involved and the options available to you in such a situation.
2. Also suggest a course of action you would like to follow.

Workshop on Indian Ethos (MBA 403-18)

Assignment Code: MBA–II /ASST-III/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 is the relevance of value based management in global change? (2)
2. “Every religion has evolved the techniques for meditation”. Discuss. (4)
3. Whether the Gurukula system of education benefits in the present days? If yes. Discuss.

Integrated Marketing Communication and Sales Management MBA-923-18
Assignment Code: MBA-II(4)/ASST-I/2019-20

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

1. Explain the role of integrated marketing communication. What do you think ,which approach is more effective than conventional approaches to communicate with consumer? (2)
2. State the role of state promotion manager in the advertising management. (4)
3. Suppose you are “company Advertisement manager”. How would you select advertising agency? (4)

Integrated Marketing Communication and Sales Management MBA-923-18
Assignment Code: MBA-II(4)/ASST-II/2019-20

Case study

Pizza Hut has a sence of occasion,of being there at the right time. Be it a heart-shaped pizza on Valentine’s day or special promotion during the Cricket World Cup, Pizza Hut is on the ball-with eye catching promotions. In the summer of 2000,in new delhi Pizza Hut launched its innovative Pizza Pooch menu as well as a birthday party package exclusively for kids in the 6-10 years age group.

Senior marketing manager, Tricon Restaurants International,said, ”there is a specific reason to cater to this segment. Though, at this age children are under their parents guidance, they perceive themselves to be teenagers and have the ability to choose or demand a particular brand of their own choice”

The \$20 billion Tricon Restaurants that own Pizza Hut, Taco Bell and Kentuchy Fried Chicken (KFC) has nearly 29,000 outlet globally. The largest number of pizza hut outlet is in paris ,followed by Moscow and Hong Kong. Pizza Hut started operations in India nearly seven years ago with just a single outlet. Today it has spread itself in several cities and it also has a 100 per cent vegetarian restaurant in Ahmedabad.

Innovative promotional activities and a popular logo have helped Pizza Hut expand. The senior marketing manager said ,”Our focus is not just on offering a great pizza but also on providing excitement and good customer service.”The manager futher emphasized on the customer focused operations and intensive research done to identify customer needs and satisfaction.

Besides, Pizza Hut conduct in-house research on psychographics of the Indian consumer that led to the use of cartoon character in campaigns. The Indian Market Research Bureau(IMRB) also carries cut regular surprise checks at the different outlet to moniter the quality of service.

Moreover,a regular test ,CHAMPS(Cleanliness ,Hospitality ,Accuracy of order, Maintenance, Product quality and speed of service) is conducted in house.

The company says that its Pizza Pooch birthday package is full of fun and excitement. What is unique in the package is the nominal price of Rs.125 per child that offers much more than only

goodies in the main menu. The birthday party includes a well-decorated area within the Pizza Hut outlet with several gifts for the children.

Moreover, the party is conducted by a trained host with lots of games ,prizes and a special gift for the birthday child. Pizza Hut , better known as a family restaurant, takes the onus of relieving parents of the cumbersome job of clearing up the mess after the kiddies have enjoyed themselves thoroughly.

The Pizza Pooch menu, on the other hand ,includes a wholesome delicious meal and gift for a child. The menu has been intricately designed with pictorial games. A free set of crayons is provided to keep the children occupied while their parents dine.

The campaigns created by HTA are eye-catching with cartoon characters on the mailers ,hoardings and print advertisements where the cartoon characters are aimed at matching the varying moods of kids. The birthday party concept is not entirely original-local fast food major nirula's has been doing it for years, as does KFC.

PROBLEMS AND ISSUES

1. What factors, in your opinion, are favourable to make the Pizza Hut promotion successful?
2. Suggest two promotions to attract girls to Pizza Hut. Give your reasons for suggesting specific promotions.

Integrated Marketing Communication and Sales Management MBA-923-18 **Assignment Code: MBA-II(4)/ASST-III/2019-20**

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

1. What is unique selling proposition.
2. What is sale promotion? Enlist & explain different sales promotion techniques used by tour & travel companies to promote their domestic & international tours.
3. "Effective management of sales force is the key to success of any organisation" Analyse the statement.

Product and Brand Development (MBA 926-18)
Assignment Code: MBA-IV/ASST-I/2019-20

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

1. What is Product?(2)
2. Discuss the impact of global forces on product (4)
3. What are the challenges, process and issues on product planning and development? (4)

Product and Brand Development (MBA 926-18)
Assignment Code: MBA-IV/ASST-I/2019-20

Case Study

In early 2002, Coca-Cola India (CCI) launched a new advertisement campaign featuring leading bollywood actor - Aamir Khan. The advertisement with the tag line - 'Thanda Matlab Coca-Cola' was targeted at rural and semi-urban consumers. According to company sources, the idea was to position Coca-Cola as a generic brand for cold drinks. The campaign was launched to support CCI's rural marketing initiatives. CCI began focusing on the rural market in the early 2000s in order to increase volumes. This decision was not surprising, given the huge size of the untapped rural market in India. With flat sales in the urban areas, it was clear that CCI would have to shift its focus to the rural market. Nantoo Banerjee, spokeswoman - CCI, said, "The real market in India is in the rural areas. If you can crack it, there is tremendous potential

1. According to you, what could be the Coca Cola best rural marketing strategy?

Product and Brand Development (MBA 926-18)
Assignment Code: MBA-IV/ASST-I/2019-20

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

1. Define the term 'Brand' (2)
2. Discuss various types and functions of brand. (4)
3. Branding challenges and opportunities.(4)

Behavioural Finance MBA-913-18
Assignment Code: MBA-IV(4)/ASST-I/2019-20

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

1. Differentiate between homo economics and behaviorally biased investors. (2)
2. Discuss the reasons behind the evolution of behavioural finance. What are the major milestones in the development of the discipline of Behavioural Finance? (4)
3. What do you understand by anomaly? What are the different market anomalies as per behavioural finance. (4)

Behavioural Finance MBA-913-18
Assignment Code: MBA-IV(4)/ASST-I/2019-20

NOTE: All questions are compulsory.

Case study

Finance has studied around the globe from ages but the dimensions of behavioural science has been related with finance only a few decades before. This led to evaluation of behavioural finance, where effect of human emotions, cognitive errors and psychology on investment decision is studied. The main objective of this discipline was to explore the individual investment's, investment preference i.e., utilitarian or value –expressive. Moreover, the extent to which their investment decisions dominated by their investment preference has been studied. The relationship between demographic factors and investment preference of an individual has also been analyzed, which shows that individual investors at Indian stock exchange in general, are more value-expressive than utilitarian. Their investment decisions are affected by many behavioral biases as well as with certain demographic factors.

1. Analyze the factors that influenced the decision of investment among investors in current scenario.

Behavioural Finance MBA-913-18
Assignment Code: MBA-IV(4)/ASST-I/2019-20

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 systematic approaches of using behavioural finance adopted by the investors in corporate decision making? (2)
2. “Bubbles are created because of investor rationality”. Discuss three bubbles in financial history with their reasons and outcomes. (4)

3. "Financial decision-making is related to investor emotions". Discuss this statement in detail.(4)

International Finance and Financial Derivatives (MBA 915-18)
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. Why MNC consider better than domestic companies? (4)
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. (2)

International Finance and Financial Derivatives (MBA 915-18)
Assignment Code: MBA-II(4)/ASST-II/2020-21

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 arc 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?

International Finance and Financial Derivatives (MBA 915-18)
Assignment Code: MBA-III(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. Define foreign exchange reserve? Why countries hold forex reserves? (4)
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? (2)

MBA- IV Semester
International Human Resource Management (MBA 933-18)
Assignment Code: MBA–II(4)/ASST-I/2019-20

1. Explain role of corporate HR function. (2)
2. Analyze the factors necessary for selection of international staff. (4)
3. Assess the need of motivating international teams. (4)

MBA- IV Semester
International Human Resource Management (MBA 933-18)
Assignment Code: MBA–II(4)/ASST-II/2019-20

Case Study (10 Marks)

A leading international airlines – Monair based in a small country was facing issues in its organization. In the past few years, the number of international pilots was increasing and the company paid them twice the salary than the local ones. This was because local pilots were not sufficient to handle the demand of the Monair. However, the local pilots were now fighting for their rights as Monair was discriminating with them. The issue went out of hand and trade unions demanded company to take appropriate steps.

Questions:

1. Justify the issue faced by Monair.
2. Recommend a plan to overcome the issue faced by the company.

MBA- IV Semester
International Human Resource Management (MBA 933-18)
Assignment Code: MBA–II(4)/ASST-III/2019-20

1. Determine role of leadership in managing cross cultural teams. (2)
2. Distinguish the HR policies in any two nations of your choice(4)
3. Evaluate external factors and its impact IHRM . (4)

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

