

MBA- Second Year (3rd Semester)

Session: 2019 July-Dec

Courses: MBA 301-18, MBA 302-18, MBA 922-18, MBA 921-18, MBA 912-18, MBA 911-18, MBA 931-18, MBA 932-18, HVPE 101-18

Dear Student,

You have to complete three Assignments for each of the courses in the Master of Business Administration for 3rd 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

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Organizational Behaviour & Design (MBA 301-18)

Assignment Code: MBA–II (3)/ASST-I/2018-19

Marks: 10

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

1. Lohari Window and its appreciation. (2)
2. Outline the foundation of Individual Behavior and their importance in understanding, predicting & influencing individual behavior in organization. (4)
3. What is OB and discuss the factors that influence OB. Discuss in the content of culturally diverse organization in a globalized setup. (4)

Organizational Behaviour & Design (MBA 301-18)

Assignment Code: MBA–II (3)/ASST-II/2018-19

Marks: 10

Khanna made a lot of efforts to introduce the change by involving all the workers in it, since the workers lacked training and knowledge about productivity and cost reduction effects of this equipment. Ultimately, the new material handling equipment was installed with the active cooperation of the workers. A few months afterwards, the company decided to install a sophisticated fixture in the electronic assembly department among a group of technical workers. Considering Mr. Khanna's success in the previous change, this job was also assigned to him. Mr. Khanna did not expect any opposition about the proposed change since the group consisted of educated employees, who were in a better position to understand the company problems and utility of the new fixture. Accordingly, he did not make much efforts before introducing the new equipment as he had done in the previous situation. The result was beyond everybody's imagination. The group resisted tooth and nail the introduction of the new system until it was given up. The mistake proved very costly to Mr. Khanna and he lost this job. Questions

1. What, in your opinion, Mr. Khanna would have done to avoid resistance by the technical group to the proposed change?
2. How do you explain the behaviour of the two groups in accepting or rejecting the change contemplated by the management?

Organizational Behaviour & Design (MBA 301-18)

Assignment Code: MBA–II(3)/ASST-III/2018-19

Marks: 10

1. Perceptual process. is service Gap Model? (2)
2. What is stress, what are its causes and implication on individuals health and behavior. What are the steps taken by today's organizations to manage stress amongst its managers? (4)
3. What is a learning organization. Outline its pre-requisites and importance for a creative & innovative organizational culture. How does it help the organizations survive in cut throat competition? (4)

MBA- 3rd Semester
Marketing Research (MBA 302- 18)
Assignment No. MBA/MR/302/1

1. Define the term Marketing Research? (2)
2. Illustrate the scope of Marketing Research. (4)
3. Explain in detail the process of Marketing Research. (4)

MBA- 3rd Semester
Marketing Research (MBA 302- 18)
Assignment No. MBA/MR/302/2

CASE STUDY

How Coca-Cola Lost Millions with This Mistake

In the mid-1980s, the Coca-Cola Company made a decision to introduce a new beverage product (Hartley, 1995, pp. 129–145). The company had evidence that taste was the single most important cause of Coke’s decline in the market share in the late 1970s and early 1980s. A new product dubbed “New Coke” was developed that was sweeter than the original-formula Coke.

Almost 200,000 blind product taste tests were conducted in the United States, and more than one-half of the participants favored New Coke over both the original formula and Pepsi.

The new product was introduced and the original formula was withdrawn from the market. **This turned out to be a big mistake!** Eventually, the company reintroduced the original formula as Coke Classic and tried to market the two products simultaneously.

Ultimately, New Coke was withdrawn from the market.

Questions:

- 1) Explain the need for conduction market research in the case given. (2)
- 2) What went wrong with Coke’s market research? (4)
- 3) What according to you could have been done to avoid the above situation? (4)

MBA- 3rd Semester
Marketing Research (MBA 302- 18)
Assignment No. MBA/MR/302/3

1. What are the types of Informal Experimental Research Design? (2)
2. Prepare a questionnaire for studying the marketability of a hypothetical consumer product? (4)
3. Explain in detail the Scales of Measurement used in Marketing Research. (4)

Services Marketing (MBA 922-18)

Assignment Code: MBA-II (3)/ASST-I/2018-19

Marks: 10

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

4. What is Service Market Triangle? (2)
5. Discuss different pricing strategies in service industry. (4)
6. Process and Physical evidence are very important to financial services organizations. Explain with relevant examples. (4)

Services Marketing (MBA 922-18)

Assignment Code: MBA-II (3)/ASST-II/2018-19

Marks: 10

1. Perceived risk of services is higher and therefore good communication strategies require that a marketer convert intangibles into tangibles. Comment on the statement. How can a marketer convert intangibles into tangibles? Discuss with help of examples.

Services Marketing (MBA 922-18)

Assignment Code: MBA-II(3)/ASST-III/2018-19

Marks: 10

4. What is service Gap Model? (2)
5. What do you mean by post purchase evaluation of services? (4)
6. Why building customer relationship so important in service industry? How can CRM help in service recovery? (4)

**Assignment format for MBA
A.S. Group of Institutions, Khanna
MBA- 3rd Semester
Consumer Behavior (MBA 921-18)
Assignment No. MBA/CB/921-18/1**

1. Discuss the term consumer behavior. (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- 3rd Semester
Consumer Behavior (MBA 921-18)
Assignment No. MBA/CB/921-18/2**

McDonalds revolutionized the American fast food industry by bringing in the discipline of production tone of the most mundane activities like making burgers. Believing in a simple credo of quality, service, cleanliness and value (QSCV), McDonalds became a formidable brand, figuring almost always among the top 10 global companies.

Q: How McDonalds managed various aspects of its business to achieve a brand identity characterized by the “uniformity aspect”?

**Assignment format for MBA
A.S. Group of Institutions, Khanna
MBA- 3rd Semester
Consumer Behavior (MBA 921-18)
Assignment No. MBA/CB/921-18/3**

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)

Management of Financial Services (MBA 912-18)

Assignment Code: MBA–II (3)/ASST-I/2018-19

Marks: 10

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

7. How credit cards differ from debit cards? (2)
8. What do you mean by exchange traded funds? (4)
9. What do you mean by RBI? Discuss in detail functions of Reserve Bank of India in the Indian financial system. (4)

Management of Financial Services (MBA 912-18)

Assignment Code: MBA–II (3)/ASST-II/2018-19

Marks: 10

1. Chanchal Dass wish to create a corpus for his two granddaughters - aged 2 and 4. He has thought of investing Rs 4,000 to Rs 5,000 per month through Systematic Investment Plans (SIPs) offered by mutual funds. He can also consider lump sum investment of : Rs.2,00,000 with investment horizon of 5 years. You are required to:
 - a) Suggest an appropriate mutual fund scheme considering his age of 68 years
 - b) Is it possible to even-out the volatility of equity market by investing in mutual funds?
 - c) What factors should Chanchal Dass consider while investing in mutual funds?

Management of Financial Services (MBA 912-18)

Assignment Code: MBA–II(3)/ASST-III/2018-19

Marks: 10

7. Define pros and cons of plastic money. (2)
8. What do you mean by merchant banking? Discuss in detail SEBI guidelines of merchant banking. (4)
9. Discuss the importance of money market in India in the era of globalization. (4)

Investment Management and Portfolio Analysis (MBA 911-18)

Assignment Code: MBA–II(3)/ASST-I/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. Write a note on the functions of primary and secondary market. (4)
2. What are the various alternative of investment? (4)
3. Define objectives of Investment. (2)

Investment Management and Portfolio Analysis (MBA 911-18)

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

Marks: 10

Case Study

Using trends in stock market identify the various chart patterns and subsequently comment on such patterns.

Investment Management and Portfolio Analysis (MBA 911-18)

Assignment Code: MBA–II(3)/ASST-I/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 Various approaches of portfolio management, (4)
2. Discuss the various types of charts used in technical analysis. (4)
3. Difference between fundamental and technical analysis? (2)

Organizational Change and Development (MBA 931-18)

Assignment Code: MBA-II(3)/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. Define Organizational development & What is the need to study OD? (2)
2. Discuss in detail about foundations of Organizational development? (4)
3. What are Values, Assumptions and Beliefs in OC&D. Discuss their Implications. (4)

Organizational Change and Development (MBA 931-18)

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

Marks: 10

The personnel office of Prasant Chemicals limited informed the middle managers through a circular that a group of consultants would be calling on them later in the week to provide training on team building. The consultants would be emphasizing on how to develop team work and to build inter group relationships throughout the Company. The information also contained the approach to be adopted by the consultants and explained the five-step process of team building: problem sensing, examining differences, giving and receiving feedback, developing interactive skills, and follow up actions. The circular also included a note on the utility of team building in organisational effectiveness. On receiving the circular, middle managers, felt tensed as they thought team building as an exercise involving a lot of hocus-pocus as they experienced in sensitivity training exercises in which participants used to attack each other and let out their aggression by heaping abuse on those dislike. Therefore, the managers felt that the consultants were not needed for team building. One of the managers commented, „now that as we understand what is involved in team building, we can go ahead and conduct session ourselves. All we have to do is to choose a manager who is liked by everyone and put him in the role of change agent! consultant. After all, you really do not need high priced consultants to do team building stuff. You just have a good feel for human factor“. The other managers generally agreed. However, the corporate personal director turned down their suggestion and proceeded with his original programme of hiring consultants.

Questions :

1. Why did middle managers show resistance to team building approach of organisation development?
2. Do you think the managers had accurate view of team building concept and role of external consultant in that?

Organizational Change and Development (MBA 931-18)

Assignment Code: MBA-II(3)/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 phases of OD program? (2)
2. Discuss about Six-Box Model. (4)

3. What is Organizational Politics in the practice of OD? (4)

Employee Relations (MBA 932-18)

Assignment Code: MBA-II(3)/ASST-I/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 evolution of Industrial relations (4)
2. What are the provisions regarding the employment of young children and women in factories act? (4)
3. Explain the types of trade unions. (2)

Employee Relations (MBA 932-18)

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

Marks: 10

Using example of two companies, comment on the causes and subsequent outcomes of industrial strikes.

Employee Relations (MBA 932-18)

Assignment Code: MBA-II(3)/ASST-III/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 dispute settlement machinery under the Industrial Disputes Act, 1947 (4)
2. What are the various agencies for administering the labour welfare laws in India (4)
3. What are the functions of ILO (2)

Human Values, De-addiction and Traffic Rules (HVPE 101-18)

Assignment Code: MBA–III(2)/ASST-I/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. What is self exploration? What is its purpose? (4)
2. What do you mean by your natural acceptance? Illustrate with examples. (4)
3. What are the basic guidelines for value education? (2)

Human Values, De-addiction and Traffic Rules (HVPE 101-18)

Assignment Code: MBA–III(2)/ASST-II/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 how the activities of the Body are different from those of the Self with the help of an example. (4)
2. Describe in brief the salient values in human relationship? (4)
3. “Physical facilities are necessary and complete for animals, while they are necessary but not complete for humans” Comment. (2)

Human Values, De-addiction and Traffic Rules (HVPE 101-18)

Assignment Code: MBA–III(2)/ASST-III/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. What are the five dimensions of Human Endeavour in society? (4)
2. What do you mean by co-existence? How are units in co-existence being in space? (4)
3. Compare the four orders in nature on the basis of their salient aspects. (2)