



**Dr. B. R. AMBEDKAR OPEN UNIVERSITY**  
**ROAD NO. 46, JUBILEE HILLS, HYDERABAD – 500 033. T.S.**

**Dear Student,**

We are enclosing two assignments in each course, for all the six courses of **FIRST SEMESTER**, first year **MBA Programme (Batch: 2017-18)**. Please note the following points while answering these assignments:

1. Writing and submitting these given 'Assignments' are compulsory for the students of MBA Programme. They have a weightage of 30% in each course.
2. You have to submit both the assignments compulsorily. You will not be allowed to appear for the year-end examinations of any course, unless you submit the specified number of assignments in time, for that course.
3. Each assignment carries a maximum of 15 marks and you have to score a minimum of 40% marks, i.e., 6 out of 15, to qualify in that assignment. If you fail to score the minimum marks in any assignment, you have to necessarily resubmit that particular uncleared assignment along with the regular/current batch. Repetition of the same assignment will in no case be allowed.
4. The maximum marks for each course at the semester-end examination are 70 and you have to score a minimum of 40% marks, i.e., 28 out of 70 marks.
5. Division will be awarded on the basis of the aggregate marks obtained in assignments as well as in the semester-end examinations.
6. The last date for submission of all the assignments is: **20<sup>th</sup> Dec., 2018**

**ASSIGNMENTS SUBMITTED AFTER THE DUE DATE WILL NOT BE ACCEPTED.**

7. If, under unavoidable circumstances, you fail to submit the assignments within the stipulated time, your results will be declared only after the submission and evaluation of all the assignments.
8. If any student fails to submit all the assignments within the stipulated time, he/she has to answer the set of assignments that are sent to the batch in currency/progress at that time.
9. You have to submit your assignments in the same Study Centre to which you are attached.
10. The first page of your response sheet should be in the following format.

Student Enrolment No. :  
Name of the Student :  
Address :  
Mobile No. :

E-mail Id. :  
Name of the Programme :  
Course Code & Title :  
Assignment No(s). :  
Study Centre (Name & Code) :  
Date of Submission :  
Signature of the Student :

11. Please go through the relevant course units thoroughly before answering your assignments.
12. In case the assignment is in figurative / problem & solution model, you have to answer it in the required / pertinent format. You should give working notes also wherever necessary.
13. Before submitting the assignments, check them carefully to make sure that you have attempted all the main points of all the questions.
14. You are required to use only foolscap paper for your responses. Allow some margin on the left, in order to facilitate the evaluator to record his comments.
15. You have to answer the assignments in your own words.
16. Do not copy from the response sheets of other students. If copying is noticed, the assignments of all such students will be rejected.
17. Start each assignment on separate sheets of paper.
18. You can consult your counsellors and get clarification on your doubts, if any, while answering the assignments.
19. The assignments should be neatly hand written. **Typed or Computerized assignments will not be accepted.**
20. You have to prepare your responses in duplicate, submit the original at your study centre and retain the second copy with yourself as a record.
21. You can collect back the evaluated assignments from your study centre, if you want.
22. In case you request for a change of study centre, you should submit your assignments only to the original study centre until the University gives effect to such request for change of study centre.
23. Further correspondence should be made to the following address:

**The Director (SSB)  
Dr. B. R. Ambedkar Open University  
Prof. G. Ram Reddy Marg,  
Road No.46, Jubilee Hills,  
Hyderabad – 500 033. T.S.**

*Sd/-*  
*HEAD (I/c)*  
**DEPARTMENT OF BUSINESS MANAGEMENT**



**DR. B. R. AMBEDKAR OPEN UNIVERSITY**  
**DEPARTMENT OF BUSINESS MANAGEMENT**  
**MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME**  
**(BATCH: 2017-18)**  
**COURSE – 01: MANAGEMENT PROCESS**  
**(FIRST SEMESTER)**

**ASSIGNMENT – I**

**(MARKS: 15)**

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. Is manager necessary for a business organisation? Can an organization run with the help of self-managed teams without the layers of hierarchy and top-management? Substantiate your answers with some examples and/or explanations.
2. Explain any TWO of the following:
  - i) Need of Foyal’s Principles of Management;
  - ii) Importance of Planning;
  - iii) Types of Decisions; and
  - iv) MBO and its Characteristics.
3. Define and explain the concept of ‘Organisation’. Distinguish between ‘Formal and Informal Organisations’.

**ASSIGNMENT – II**

**(MARKS: 15)**

ANSER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. Explain the meaning, objectives and importance of ‘Organizational Design’.
2. Explain any TWO of the following:
  - i) Centralisation and Decentralisation of Authority,
  - ii) The Concept of Leadership, and
  - iii) The Concept of Motivation.
3. Write short notes on:
  - i) Policies of Control, and
  - ii) Symptoms of Lack of Coordination.

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**COURSE – 02: MANAGERIAL ECONOMICS  
(FIRST SEMESTER)**

**ASSIGNMENT – I**

**(MARKS: 15)**

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. Define and explain the following:
  - i) Managerial Economics, and
  - ii) Value Maximisation.
2. Given a firm's demand function,  $P = 90 - 0.25Q$  and the average cost function,  $AC = Q^2 - 12Q + 75 + 4/Q$ . Find the level of output 'Q' which:
  - i) Maximizes total revenue, and
  - ii) Maximizes profits.
3. a) Define and explain the 'Law of Demand', and  
b) Explain the concept of 'Advertising Elasticity of Demand'.

**ASSIGNMENT – II**

**(MARKS: 15)**

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

4. a) What is meant by 'Production Function'? What are its assumptions?  
b) What do you understand by 'Economies of large scale production'? Explain in brief.
5. Define / Explain any THREE of the following:
  - i) Out of Pocket Costs,
  - ii) Short-run Total Costs,
  - iii) Saucer-shaped Long Run Average Cost Curve, and
  - iv) Rent Theory of Profit.
6. How does a firm determine the price and output under monopolistic competition? Explain.

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**COURSE – 03: BUSINESS ENVIRONMENT  
(FIRST SEMESTER)**

**ASSIGNMENT – I (MARKS: 15)**

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. What do you understand by the term ‘Business Environment’? Explain briefly the inter-relationship between business and environment.
2. Explain any TWO of the following:
  - i) NITI Aayog and its Objectives,
  - ii) Economic Growth and Economic Development, and
  - iii) Liberalisation.
3. a) What is ‘Financial System’? What are its constituents?  
b) Write a brief note on ‘Constitution of India’.

**ASSIGNMENT – II (MARKS: 15)**

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) What are the objectives of FEMA, 1999?  
b) What are the objectives of Competition Act, 2002?
2. Define and Explain any THREE of the following:
  - i) Copy Right,
  - ii) Factors influencing Demographic Trends,
  - iii) Technology and Competitive Advantage, and
  - iv) Culture and its elements.
3. What is meant by ‘Monetary Policy’? Explain briefly the objectives of monetary policy in India.

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**COURSE – 04: ACCOUNTING FOR MANAGEMENT  
(FIRST SEMESTER)**

**ASSIGNMENT – I**

**(MARKS: 15)**

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

- 1 Explain the meaning, functions, merits and demerits of financial accounting.
2. Explain / Solve any TWO of the following:
  - i) Trial Balance,
  - ii) Errors of Principle,
  - iii) Prepare a Trading Account of Mr. Devji for the year ending 31st March, 2018 from the following particulars:

	Rs.
Cash Sales	20,00,000
Credit Sales	50,00,000
Stock of goods on 1st April, 2017	10,00,000
Stock of goods on 31st March, 2018	18,00,000
Cash Purchases	14,50,000
Credit Purchases	28,50,000
Returns Inwards	90,000
Returns Outwards	70,000
Goods withdrawn by Mr. Devji for personal use	44,000
Goods distributed as free samples during the year	17,500
Carriage Inwards	30,500
Carriage Outwards	17,000

- iv) Prepare a Balance Sheet as on 31st March, 2018 from the below given balances extracted from the books of Mr. Bolenath.

	Rs.		Rs.
Sundry Creditors	2,60,000	Loan from Mrs. Bolenath	22,000
Cash in Hand	18,000	Balance with SBI Bank	1,56,000
Capital	5,02,000	Net Profit	1,80,800
Drawings	28,800	Sundry Debtors	2,36,000

Closing Raw Materials	16,000	Closing Work-in-Progress	18,000
Closing Finished Goods	1,52,000	Trade Marks	16,000
Plant and Machinery	1,00,000	Land and Buildings	2,64,000
Bills Receivable	8,000	Bills Payable	48,000

- v) a) Explain the concept of 'Book Building'.  
b) Define the terms: i. Cost, ii. Costing, and iii. Cost Accounting.

**ASSIGNMENT – II (MARKS: 15)**

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

- What is Marginal Costing? How is it different from Direct Costing?
  - What do you understand by Standard Costing? Explain its merits.
- Define and Explain:
  - Flexible Budget with an illustration of your own, and
  - Profitability Ratios with any five pertinent figurative examples.
- Draw and explain the format of 'Cash Flow Statement' as per AS-3.
  - Write a brief note on Social Reporting.

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**COURSE – 05: MANAGERIAL COMMUNICATION  
(FIRST SEMESTER)**

**ASSIGNMENT – I**

**(MARKS: 15)**

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. Define and distinguish between 'Business Communication and Managerial Communication'
2. Write short notes on any THREE of the following:
  - i) Social Media;
  - ii) Conversation;
  - iii) Tools of Written Communication; and
  - iv) Oculistics.
3. a) Write any five merits and demerits of telephonic talk in comparison to modern communication devices?  
b) Write the merits and demerits of Visual Communication.

**ASSIGNMENT – II**

**(MARKS: 15)**

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. What is meant by 'Meeting'? How do you conduct a formal meeting? Explain in brief.
2. Explain:
  - i) Interpersonal Communication, and
  - ii) Advertising as a Form of Communication.
3. a) Explain the structure of a Business Report.  
b) Give any five tips for an effective presentation of reports.

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**COURSE – 06: INFORMATION TECHNOLOGY FOR MANAGERS  
(FIRST SEMESTER)**

**ASSIGNMENT – I**

**(MARKS: 15)**

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. Explain any ONE of the following in brevity giving contemporary examples:
  - i) Internet addressing, or
  - ii) Role of Information Technology in Supply Chain Management.
2. Explain any TWO of the following:
  - i) Data Flow Diagrams (DFDs),
  - ii) The V-model of SDLC, and
  - iii) Information Systems Accreditation.
3. a) What are data Communication Devices? Explain.  
b) What is meant by 'Bandwidth'? Explain.

**ASSIGNMENT – II**

**(MARKS: 15)**

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. Explain in detail the 'New Information Services' that you studied in your course ware.
2. Define and Explain:
  - i) Data management and its functions,
  - ii) Data Manipulation Language (DML), and
  - iii) Keys.
3. a) What do you understand by 'Intellectual Property Rights'? Explain briefly.  
b) What is 'Disaster Management'? Explain in brief.

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