



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**, of First Year, **MBA Programme (2021-22 Batch)**. Please note the following points, while answering these assignments:

1. Writing and submitting the '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 together *compulsorily*. You will not be allowed to appear for the year-end examinations of any course, unless you submit both the assignments in time, pertaining to 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. Dates of submission for the assignments are:

****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 and front page* of your *response sheet* should be in the following format.

Student's Admission No. :
Name of the Student :
Address :
Mobile No. :
E-mail Id. :
Name of the Programme :
Year and Semester :
Course Code and Title :
Assignment No. :
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 asked to answer.
14. You are required to use only *foolscap/A4-size paper* for your responses. Allow '*an inch*' 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. Write each assignment in a separate set of papers/sheets.
18. You can consult your respective course counsellor/s, and get clarification on your doubts, if any, while answering the assignments.
19. The assignment response sheets should be neatly presented with your own hand writing.
Typed or Computerized assignments will not be accepted.

20. You have to prepare your responses in duplicate (one - *original* and another - a *photocopy*), submit the original hand written one at your Study Centre and retain the second photocopy one with yourself as a record, for your future reference.
21. You can collect back the evaluated assignments from your Study Centre, with a written request, in case you want.
22. In case you give request for a *change in Study Centre*, you should submit your assignments only to the original Study Centre until the University gives effect to such request.
23. Further correspondence should be made only to the below addressee:

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

*Sd/-
HEAD
DEPT OF BUSINESS MANAGEMENT*



DR. B.R. AMBEDKAR OPEN UNIVERSITY
DEPARTMENT OF BUSINESS MANAGEMENT

MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME

(BATCH: 2021-22)

COURSE – 1: MANAGEMENT PROCESS
(FIRST SEMESTER)

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) Explain the Nature and Scope of Management.
b) Discuss the importance of Management and the practices followed in USA and JAPAN.
2. a) “Plan is nothing bad Planning is everything” – Discuss.
b) Describe the Process and Techniques of decision making.
3. a) What are the principles of organization? Also distinguish between Formal and Informal Organization.
b) Discuss the Process and limitations of delegation of authority.

ASSIGNMENT – II

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) Describe different channels of communication with suitable examples.
b) Explain the theories of Leadership with their animations.
2. a) Discuss the techniques of Control System. Identify the essentials of effective Control System.
b) Explain the principles and forms of Coordination.

3. Analyze the case given below and answer the questions following it:

Mr. Ravi had recently joined as the Managing Director of a car manufacturing company which at present is incurring heavy losses. Mr. Ravi has been entrusted with the formidable task of rejuvenating the company. He faces many challenges to achieve this task, such as controlling costs and expenses, increasing the productivity and boosting the morale of the employees so that they unhesitatingly cooperate to achieve the set standards of output.

Mr. Ravi, in his previous company, also a car manufacturing company, as the Deputy Managing Director, have proved to be a proficient manager and a talented leader who had successfully inspired his employees to increase productivity. He was commended for this maximum concern for both the workers and production and also for bringing an integration and harmony between the needs of employees and of their production.

In the new company also, Mr. Ravi continued his policies of participative management and his high concern for production and people. To revive the company back to health, he effected some major changes. First of all, he decentralized the organization so that subordinates could exercise their discretion and initiate in decision-making and their imagination and creativity in performing other managerial functions. Furthermore, he empowered junior managers to sanction expenditure up to an approved limit without seeking prior approval of higher management. The communication system was also improved to facilitate free flow of upward and downward communication.

Mr. Ravi also adopted several measures to cut costs and wasteful expenditure. He banned donations to charitable institutions but increased the amount being spent on the welfare activities of employees.

Will Mr. Ravi's leadership style prove effective in ensuring a bright future of the company? Some employees are of the view that things are being done but they might not be effective in the long run. Others disagreed with them and said: "O.K..we'll give it a try".

Questions:

1. Is Mr. Ravi a Theory X or a Theory Y Manager? Give reasons for your answer.
2. Will you advise Mr. Ravi to change his presumptions about the nature of the people at work? Give reasons.
3. In terms of the 'Management Grid' developed by Blake and Mouton, how would you describe Mr. Ravi's leadership style? Is it the best style in the managerial grid? Give reasons.



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COURSE – 2: MANAGERIAL ECONOMICS
(FIRST SEMESTER)

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) Explain the nature and scope of Managerial Economics.
b) What are the objectives of firm? Discuss the theories of firm.
2. a) How do you clarify different types of demand elasticity?
How do you measure the price elasticity of demand?
b) Explain the purposes and types of old forecasting.
3. What are the optimizations of employment of input factors in the long-run?
Specify the reasons for economics and Diseconomies of scale.

ASSIGNMENT – II

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) Identify different types cost concepts used in the process of cost analysis.
b) Define the term 'profit' and describe the theories of profit (including CVP).
2. a) What are the different types of market structures?
Explain the pricing decisions under different market conditions.
b) Describe the pricing methods and strategies.

3. a) M/s. Mahindra Techno (I) Pvt. Ltd. Develops customized software and general utility software viz., 'MTL'. The company normally generates 3,000 units of 'MTL' per month at a total cost of Rs. 27.50,000. However, it can support at full capacity the clientele of 3,500 units per month at a total cost of Rs. 30,00,000.

Calculate:

- i. Average cost per unit of 'MTL' under normal working conditions;
 - ii. Average variable cost per unit;
 - iii. Total fixed cost; and
 - iv. Average fixed cost per unit under normal working conditions.
- b) A small company from Andaman and Nicobar Islands offers to purchase 500 units per month at a price of Rs.750 per unit of 'MTL' under a brand name of 'ANTIL'.
- i. Would you advice that the offer be accepted?
 - ii. What minimum price should M/s. Mahindra Techno (I) Pvt. Ltd. quote under this situation?

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COURSE – 3: BUSINESS ENVIRONMENT
(FIRST SEMESTER)

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) Explain various external and internal factors that influence the business policies.
b) What is SWOT analysis? Explain its advantages and limitations.
2. a) Explain the structure and pattern of Indian Industrial development.
b) Discuss the measures initiated by Govt. towards LPG.
3. a) Analyse the impact of political environment on business decision making.
b) Analyse the important provisions of FEMA and the role played by RBI in managing Foreign exchange reserves in India.

ASSIGNMENT –II

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) Explain the factors influencing demographic trend.
b) Analyse the impact of technology and social factors on business.
2. a) Evaluate different industrial policies and their impact on Indian Economy.
b) Explain the objectives and Instruments of Monetary policy in India.
3. Critically examine India's foreign trade position before and after covid-19.



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COURSE – 4: ACCOUNTING FOR MANAGEMENT
(FIRST SEMESTER)

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) What are the functions and principles of Accounting?
b) Explain different types of subsidiary books with their relative merits and demerits.
2. a) From the following Trial Balances (Partial) of M/s. Navjyoth Traders, prepare a Trading and Profit and Loss Account for the year ending 31st March, 2021.

Particulars	Debit	Credit
Stock on 1 st April, 2019	5,000	----
Purchases and Sales	50,000	75,000
Returns	4,000	2,000
Carriage	2,500	----
Inwards	2,000	----
Stationery	3,000	1,800
Rent Interest	1,500	5,000
Salaries	4,800	----
General Trade Expenses	2,000	----
Discount	500	1,000
Insurance	1,250	----

The Closing Stock on 31st 2020 is Rs.14,000/-

- b) The following Balances are of M/s Shree G. Ltd. as on 31st March 2018. You are required to prepare the final accounts of the company taking into account of accompanying additional information.

CREDIT	Rupees	DEBIT	Rupees
Equity Share Capital	40,00,000	Land & Building	30,72,000
12%, Rs.1,000 Debentures	30,00,000	Plant & Machinery	33,00,000
Profit and Loss Account	2,62,500	Stock-in-trade (Opening)	7,50,000
Bills Payables	3,70,000	Debtors	8,70,000
Creditors	4,00,000	Goodwill	1,50,000
Sales	41,50,000	Patents and Trade Marks	1,00,000
General Reserve	2,50,000	Cash and Bank	4,06,500
Bad Debts Provision	35,000	Calls in Arrear	75,000
		Interim Dividend(Paid)	3,92,500
		Purchases	18,50,000
		Preliminary Expenses	50,000
		Wages	9,79,800
		General Expenses	68,350
		Salaries	2,02,250
		Bad Debts	21,100
		Debenture Interest (Paid)	1,80,000
TOTAL	1,24,67,500	TOTAL	1,24,67,500

Additional Information:

- a) Depreciate plant & machinery @ 15%
 - b) Write off Rs.5,000 from preliminary expenses.
 - c) Two quarter's debenture interest is due.
 - d) Company has a policy to maintain 5% provision on debtors for doubtful debts.
 - e) Corporate income tax rate is 35%
 - f) Stock-in-trade on 31-03-20XY was Rs.9,50,000
 - g) A claim of Rs.40,000 for workmen's compensation is being disputed by the company.
3. a) Explore different methods and techniques of cost accounting.
- b) The standard mix of product is an under:
- | | | |
|---|------------------------------|-------|
| A | 60 units at 15 Ps. per unit | Rs.9 |
| B | 80 units at 20 Ps. per unit | Rs.16 |
| C | 100 units at 25 Ps. per unit | Rs.25 |
| | ----- | ----- |
| | 240 | Rs.50 |
| | ----- | ----- |

Ten units of finished product should be obtained from the above mentioned mix.

During the month of January, 2000 ten mixes were completed and the consumption was as follows:

A	640 units at 15 Ps. per unit	Rs.128
B	960 units at 20 Ps. per unit	Rs.144
C	840 units at 25 Ps. per unit	Rs.252
	-----	-----
	2440	Rs.524
	-----	-----

The actual output was 90 units. Calculate various material variances.

ASSIGNMENT – II
ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

(MARKS: 15)

1. a) The production costs of a factory are given as follows:

	<u>Rupees</u>
Direct Wages	90,000
Direct Materials	1,20,000
Production Overheads: Fixed	40,000
Variable	60,000

During the forthcoming year it is anticipated that:

- a) Average rate for direct labour remuneration will fall from Rs.0.90 per hour to Rs.0.75 per hour.
 - b) Production efficiency will be reduced by 5%.
 - c) Price per unit of direct material and of other materials and services which comprise overheads will remain unchanged.
 - d) Direct labour hours will increase by 33.33%. Draw up a budget.
- b) The following are the Balance Sheets of M/s.Virat Traders for the year 2016 and 2017, Discuss the Financial Position of the Company in Two years with the help of Common Size Balance Sheet.

Balance Sheet as at 31st December

Liabilities	2016 Rs.	2017 Rs.	Assets	2016 Rs.	2017 Rs.
Share Capital	525000	575000	Goodwill	85000	5000
Reserve	252000	252000	Plant & Equipment	426000	413000
Surplus	175535	59070	Patents	30000	24000
6% Debentures	125000	100000	Investments	105000	25800
Accrued interest			Cash & Bank	170650	287000
On Debentures	3750	3000	Sundry debtors	138760	153000

Sundry Creditors	112000	142000	Inventories	235800	287670
Dividends Payable		25000	Prepaid expenses	3200	4600
Taxation Provision	8000	48000	Debentures discount	6875	5000
	-----	-----		-----	-----
	1201285	1205070		1201285	1205070

2. a) Total debt is two-third of net worth; turnover of total assets is 1:8; 30 days sales are in the form of debtors, turnover of inventory is 5; cost of goods sold in a year is Rs.900000; and the acid test ratio is 1:1 Prepare Balance Sheet

b) From the following balances extracted from Chandra Tiles Ltd. as on 31st December, 2016-17. You are required to prepare (i) Schedule of changes in working capital, and (i) funds flow statement.

LIABILITIES	As on the 31 st Dec.		ASSETS	As on the 31 st Dec.	
	2016	2017		2016	2017
Share Capital	100000	110000	Buildings	40000	38000
General Reserve	14000	1800	Plant & Machinery	37000	36000
P & L a/c	16000	13000	Investment	10000	21000
Creditors	8000	5400	Stock	30000	234000
Bills payable	1200	800	Bills Receivable	2000	3200
Provision for tax	16000	18000	Debtors	18000	19000
Provision for doubtful Debts	400	600	Cash at Bank	6600	15200
			Preliminary Expenses	12000	10000
	155600	165800		155600	165800

Additional Information:

- i. Depreciation charged on plant was Rs.4,000
 - ii. Provision for taxation Rs.19,000 was made during the year 2017.
 - iii. Interim dividend of Rs.80,000 was paid during the year.
 - iv. A price of machinery was sold for Rs.8,000 during the year 2017, It cost Rs.12,000 depreciation of Rs.7,000 has been provided on it.
3. a) What are the objectives of financial reporting? Explain the highlights of financial reporting under the Companies Act.2013.
- b) Identify the differences between Indian accounting standards and International accounting Standards.



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COURSE – 5: MANAGERIAL COMMUNICATION
(FIRST SEMESTER)

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) What are the different communication types in business context? List out the barriers that causes problems in communication.
b) Describe different models of communication.
2. a) Explain the importance of speaking. Suggest ways to make an effective speech.
b) What are the principles of written communication? Explain its advantages and disadvantages.
3. a) Discuss the use of technology-enabled communication tools in promoting business.
b) Identify different media tools of visual communication. Explain its advantages and disadvantages.

ASSIGNMENT – II

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) “Managers cannot manage people without effective listening abilities” – Discuss.
b) Describe the process and factors influencing inter-personal communication. How to improve inter-personal communication skills?
2. a) Explain the purpose and principles of report writing.
b) Discuss the importance, methods and steps involved in presentation.

3. Analyze the case given below and answer the questions following it:

Rahul Gupta is a senior vice president at a medical equipment manufacturing firm based in New Delhi, he had come up to occupy the senior position in such a big firm due to determination, urge to learn and grow, and total commitment to any job assigned to Rahul. He had valued all such qualities and without any gender bias would encourage all with such skills to work hard and give their best to the organization.

Mahathi was one such sales manager who had proved his ability in successfully solving all the challenging assignments given to him. It was this ability and attitude which made the organization send Mahesh to bag a deal as a strategic partner with Korean distributor Huzen.

Just before lunch, Rahul's personal secretary brought he a fax from one of the company's Korean distributors where the latter was asking why was the company not considering him as a strategic partner and sending a woman to work out the agreement? Rahul recalled his meeting with president, Manohar Pandit when the latter had suggested sending Mahesh to Korea to sign the deal. Manohar had emphasized that Koreans placed a lot of importance on personal connections and business people spent a lot of time in maintaining such harmonious relationship. When Rahul had expressed fears about sending a women (Mahathi) because of their (Koreans) value system which teaches that women have to obey the males members of the society and must occupy only lower job status than their male counterparts. Manohar had brushed aside her inhibitions by saying that now with so many companies such as LG, Hyundai, Samsung etc.,. Setting up base in India, they must have seen Indians (Both males and females) matching and working neck to neck in all business activities and transactions. Thus they must be more receptive to accept business talks from such an able and qualified person as Mahathi.

Towards the evening, Rahul received an E mail from Mahesh read as "These Korean people just don't listen when I talk. They feel everything is fine as things are functioning as it should and object to any suggestions made by me. I feel they are just not willing to communicate with me. What should I do? Can you help me?"— Mahathi.

Since Manohar had gone to attend an international conference, Rahul had to take a decision whether to recall Mahesh and send another man to represent the company? Or follow the company's policy of letting the most efficient employee (here Mahesh) to persist and work out an agreement with the Korean distributor.

Questions for discussion

1. Do you feel Mahathi has a communication problem or is it a cross cultural communication barrier? Explain with reasons.
2. Can you suggest ways in which Rahul can solve this problem?
3. How would you help Mahesh to streamline his communication process, if he were asked to continue to try and strike a deal?



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COURSE – 6: INFORMATION TECHNOLOGY FOR MANAGERS
(FIRST SEMESTER)

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) Discuss the role of IT in business. Also discuss the IT applications of the functional areas.
b) Analyse the importance of IT in supply chain management and CRM.
2. a) What are the types of SLDC Models? Explain the merits and demerits of each model.
b) Describe the methodology for developing business continuity plan (BCP).
3. a) Identify the data communication systems and explain future of digital trends.
b) Explain different types of communication networks and capabilities of www.

ASSIGNMENT – II

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) Discuss the need and functions of data management.
b) Explain various applications of DBMS and data analysis.
2. a) What is need for the cyber laws? Elaborate on the Indian IT Act, 2000.
b) Describe the different strategies of disaster recovery.
3. a) What is Management Information System (MIS)? Explain the different frameworks for effective creation and successful implementation of MIS in an organization of your choice.
b) Explain the following:
1) Data Dictionary; (ii) Decision Tables; and (iii) Decision Trees.
