



DR. B.R. AMBEDKAR OPEN UNIVERSITY
ROAD NO. 46, JUBILEE HILLS, HYDERABAD - 33. TELANGANA.
FACULTY OF COMMERCE

Prof. I. ANAND PAWAR
Head
Dept of Business Management

Phone (O): +91-040-23680440
Mobile: +91 98858 48800
E- mail:deancommerce.braou@gmail.com.

Lr. No. 335/BRAOU/FC/2022-23

Date: 20.01.2023

To

The Director (SSB)
Dr. B.R. Ambedkar Open University
Jubilee Hills, Hyderabad – 33.

(THROUGH PROPER CHANNEL)

Sir,

Sub: Sending the Assignments of MBA First Year First Semester (Batch:2022-23) – Reg.

Please find the enclosed two assignments in each course, pertaining to the Academic Year 2022-23 batch of First Year First Semester students of MBA programme along with a letter addressed (Guidelines) to the students, for onward action.

A copy of the above is also attached through your email Id: ssbunit3@gmail.com.

Thanking you,

Yours sincerely,

Sd/-

HEAD
Dept of Business Management

Encl: As above

E-mail Id. :
Name of the Programme :
Course Code & 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.
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 counselors 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 (Student Services Branch)
Dr. B. R. Ambedkar Open University, Prof. G. Ram Reddy Marg,
Road No.46, Jubilee Hills, Hyderabad – 500 033**

Sd/-
HEAD
DEPARTMENT OF BUSINESS MANAGEMENT



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

**MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME
(BATCH: 2022-23)**

COURSE – MBA-10101MP: MANAGEMENT PROCESS

(First Semester)

ASSIGNMENT – I (MARKS: 15)
ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. a) Explain the following:
(i) Scientific Management; (ii) Administrative Theory; and
(iii) Peter Drucker Contributions.
b) Discuss the Functions of Management.
2. a) “Predicting what Business Conditions will be in future”- Discuss.
b) Define Decision making. What are the different techniques used in decision making process.
3. a) Define the term Organisation Structure. How formal organization is different from Informal organization.
b) “Delegation leads to better decisions’. Explain How to make delegation effective?

ASSIGNMENT – II (MARKS: 15)
ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. a) Explain the meaning and importance of leadership. Narrate the contingent theories of leadership.
b) Define ‘Managerial Communication’. Narrate the steps involved in communication process. Also discuss the barriers to communication in brief.
2. a) Discuss the requirements of effective control systems in an organization.
b) Write a brief note on principles and forms coordination.
3. Analyse the following case-let and answer the questions asked at the end:

Dr. Alok Banerjee is the Chief Executive of a medium sized pharmaceutical firm in Kolkata. He holds a Ph.D. in pharmacy. However, he has not been involved in research and development of new products for two decades. Though turnover is not a problem for the company. Dr. Banerjee and his senior colleagues noticed that the workers on hourly basis are not working up to their full potential. It is a well-known fact

that they filled their days with unnecessary and unproductive activities and worked only for the sake of a pay- cheque. In the recent past the situation has become quite alarming as the organization began to crumble under the weight of uneconomical effort. The situation demanded immediate managerial attention and prompt remedial measures. Dr. Banerjee knew very well that the only way to progress and prosper is to motivate workers to peak performance through various incentive plans. One fine morning, Dr. Banerjee contacted the Personnel Manager and enquired: "What is the problem with the workers on hourly basis? The wage bill shows that we pay them the highest in the industry. Our working conditions are fine. Our fringe benefits are excellent. Still these workers are not motivated. What do they require really?" The personnel Manager gave the following reply: "I have already informed you a number of times, that money, working conditions and benefits are not enough! Other things are equally important. One of the workers in that group recently gave me a clue as to why more and more workers are joining the bandwagon of non-performers. He felt bad that hard work and efficiency go unnoticed and unrewarded in our organization. Our promotions and benefit plans are tied to length of service. Even the lazy workers, accordingly, enjoy all the benefits in the organization, which in fact, according to the workers, should go only to those who work hard". Dr. Banerjee then wanted the personnel manager to look into the problem more closely and find out a solution to the workers on Hourly basis.

Questions:

- a) Explain the motivational problems in this case. If you were the manager, how would you motivate the employees so that they work better?
- b) What would be your response to Benerjee's statement, if you were the personnel manager in the company?



DR. B.R. AMBEDKAR OPEN UNIVERSITY

**DEPARTMENT OF BUSINESS MANAGEMENT
MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME
(BATCH: 2022-23)**

**COURSE – MBA-10102: MANAGERIAL ECONOMICS
(First Semester)**

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) Write a brief note 'Managerial Economics' and its relationship with other disciplines.
b) Why it is important to study the theory of firm? Illustrate your answer with reference to different types of firms.
2. a) What is law of Demand? Discuss the characteristics of law of demand.
b) "A small change in price may lead to a great change in quantity demanded" - Comment.
3. a) What is production function? Evaluate the Cobb- Douglass Production Function.
b) Explain the concepts: (i) Isoquant; (ii) MRTP; and (iii) Economies of cost.

ASSIGNMENT – II

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) "Knowledge of the firms Short-Run Cost Function is essential to take operational decisions" – discuss the different types of Short-Run Cost Function symbolically.
b) What do you understand by 'Profit'? Explain the concept of Cost- Volume- Profit Analysis.
2. a) Explain the different types of market structures and discuss their usefulness in managerial decision making.
b) "Success of business objectives depends on pricing methods practiced by firms"- Discuss.
3. Analyse the following Case-let and answer the questions asked at the end:

Gagan Pvt. Ltd. was established in 1995. The company started manufacturing of Water Geyser with a brand name of 'Ganga'. During initial 10 years, the company made good profits. But, its profits gradually declined due to competition from national brands. The promoters of the company had a committed team of workers who were

constantly working on Research and Development. Finally, they came out in the year 2006, with an innovative product, named Maha Ganga which runs even at very low voltage and consumes less electricity. Thus, the company is monopoly manufacturer of 'Maha Ganga'. The company is currently supplying its products in geographically separated markets of Punjab and Haryana. The company is currently charging the same price in Punjab and Haryana. The Chief Economist of the company has informed the top management that price elasticity of demand at currently-charged price is 3 in Punjab and 5 in Haryana. The top management is planning to charge two different prices in Punjab and Haryana in order to make more profits.

Questions:

- a) Will it be possible for the company to charge two different prices in Punjab and Haryana? If yes, under what conditions? Explain.
- b) Will it be profitable for the company to charge two different prices in Punjab and Haryana? Explain.
- c) Given the volume of total production, supply will be transferred from Punjab to Haryana or from Haryana to Punjab. Why?
(Assume that transport cost for supplying the product in Punjab and Haryana is the same for the company.)



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

MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME
(BATCH: 2022-23)

COURSE – MBA-10103: BUSINESS ENVIRONMENT
(First Semester)

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) Discuss how the external environment affects the future of the business with suitable examples.
b) Write a brief note on the role of different Trade Agreements and International Organisations in International Business.
2. a) Explain the different types of Economic systems. In 21st century what type of economic system is suitable to India and Why?
b) “Economic Development is different from Economic Growth” - Justify your answer with suitable answers.
3. a) Discuss in detail Fundamental Rights and Directive Principles of State Policy.
b) What are the Salient Features of Consumer Protection Act, 2019 and Foreign Exchange Management Act, 2022?

ASSIGNMENT – II

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) Discuss the concept of demographic dividend and its impact on economic growth.
b) State the salient features of Science and Technology Policy of 2020. What are the government initiatives to promote S&T in India?
2. a) “MSME Sector is referred to as the growth engine of the India” - In the light of the above statement discuss the recent initiatives of GOI to promote MSME Sector.
b) Explain the meaning and importance of the following policies:
(i) Monetary Policy & (ii) Fiscal Policy.
3. Analyse the following case-let and answer the questions asked at the end:

The Indian economy has seen several developments in the recent past. A significant note of critical incidents has led to modernization and industrial effectiveness resulting in establishment of new forms of enterprises. Many organisations have developed their own business models which can combat the adverse effects of business environment. Companies have made alternative plans to develop innovative strategies to regain their lost positions due to the impediments of harsh reactions of

the environmental variables. Many firms found birth during the early stages of industrialization and slowly rapid development of industrial infrastructure paved way for intense competition to emerge in the Indian economy. The government has played a significant role in making several industrial reforms and accordingly managing the forces of market demand and supply. Several firms have been marginalized keeping in mind the intensity and diversity in economic infrastructure. Modern firms have also felt the need for sectoral reforms to reengineer the economic spurge of the Indian economy. Too many reforms can also sometimes deviate an economy from its pre-stated goals and result in an mixed economy system to emerge. MNC's have also contributed vehemently keeping in mind the inflow of technology and allied services to the Indian sectors. Many reforms have revamped the survivability of business firms, but never the less it has also had its fair share of bottlenecks.

Questions:

- a) In the light of the above case identify the key factors of macro environment that influences business establishment and provide a note on its influences.
- b) How can our Indian economy better sustain amongst the severe competition and industrial reforms? Discuss the pros and cons of the industrial reforms to Indian sector.



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

MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME
(BATCH: 2022-23)

COURSE – MBA10104AFM: ACCOUNTING FOR MANAGEMENT
(First Semester)

ASSIGNMENT – I (MARKS: 15)
ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. a) Write a brief note on: (i) Financial Accounting; (ii) Cost Accounting; and (iii) Human Resource Accounting

b) Prepare general journal entries for the following transactions of a business called Pose for Pics in 2019:

Aug.1: Hashim Khan, the owner, invested Rs.57,500/- cash and Rs.32,500 of photography equipment in the business.

Aug.04: Paid Rs. 3,000 cash for an insurance policy covering the next 24 months.

Aug.07: Services are performed and clients are billed for Rs. 10,000/-.

Aug.13: Purchased office supplies for Rs.1,400/-. Cash paid Rs.400 and remaining outstanding.

Aug.20: Received Rs.2,000/- cash in photography fees earned previously.

Aug.24: The client immediately pays Rs.15,000/- for services to be performed at a later date.

Aug.29: In addition, the business acquires photography equipment. The purchase price is Rs.100,000/-, pays Rs. 25,000/- cash and signs a note for the balance.

2. a) From the following information, prepare a comparative balance sheet of Deepthi Ltd.

Particulars	31.3.2019	31.3.2020
Equity share capital	50,00,000	50,00,000
Fixed assets	72,00,000	60,00,000
Reserves and surplus	12,00,000	10,00,000
Investments	10,00,000	10,00,000
Long- Term loans	30,00,000	30,00,000
Current Assets	21,00,000	30,00,000
Current Liabilities	11,00,000	10,00,000

b) Explain different types of shares. Also distinguish between Shares and Debentures.

3. a) What do you understand by terms Underwriting and Underwriting commission? Discuss with suitable examples.
b) A firm has two alternative plans for raising additional funds of Rs. 10,00,000/-:
(i) Issue of 10,000 Debentures of Rs.100 each bearing 10% Interest per annum; or

(ii) Issue of 4,000 debentures of Rs. 100 each bearing 10% interest per annum and balance sheet by issue of 12% preference shares.
 You are requested to calculate the Financial Break Even Point for each plan assuming a tax rate of 50%.

ASSIGNMENT – II **(MARKS: 15)**
ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. a) Explain the various types of ratios used in financial statements analysis with one suitable example for each ratio.

b) ABCD Ltd. sells its products @ a gross profit of 20% on sales. The following Information is extracted from its annual accounts for the year.

	Amount
Sales (3 months credit)	60,00,000
Raw materials	18,00,000
Wages (15 days in arrears)	9,60,000
Manufacturing Expenses (One month in arrears)	12,00,000
Administrative expenses (one month in Arrears)	4,80,000
Sales promotion expenses (payable half yearly in advance)	2,00,000
Income tax (last quarter instalment due)	4,00,000

The company enjoys one month credit from the suppliers of raw materials and maintain two months stock of raw materials and one months finished goods. Cash balance is maintained at Rs.1,00,000.
 Calculate its net working capital.

2. a) What do you understand by Accounting Standards? Examine the progress made by ASB (India) in standard setting.

b) Discuss in detail social reporting practices in India.

3. Analyse the following case-let and answer the questions asked at the end:

Presentation of Report:

The following data relate to XYZ Ltd., which had a profit plan approved for selling 10,000 units per month at an average selling price of Rs. 10 per unit. The budgeted variable cost of production was Rs. 5 per unit and fixed costs were budgeted at Rs. 30,000 planned income being Rs. 20,000 per month. Because of shortage of Raw Material the plan could produce only 8,000 units and the cost of production was increased by Re 1.00 per unit. Consequently the selling was raised by Rs. 2.00 per unit. To modify production process in order to meet the material shortage, the company incurred an expenditure of Rs. 2000 in research and development. Set out a performance budget and submit a summary report on profit plan to managing director.



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

MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME
(BATCH: 2022-23)

COURSE – MBA-10105MC: Managerial Communication
(First Semester)

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) “In modern days business communication plays an important role” - Comment.
b) Distinguish between formal and informal communication channels. Discuss the role of social media in present day business.
2. a) Explain the meaning and characteristics of Oral and Written communication. Discuss its advantages and disadvantages.
b) Write a brief note on following: (i) OCULESICS; (ii) HAPTICS; and (iii) CHRONEMICS.
3. a) Describe how you would develop and use the following: (i) Pie Chart, (ii) Line Graph, and (iii) Flow Chart.
b) What do you understand by Mass Media? Discuss the different types of mass media channels with examples.

ASSIGNMENT – II

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) “Effective listening is important to managers” - In light of the above statement discuss the barriers to listening. How to improve listening abilities?
b) “Understanding Interpersonal communication is essential to maintain healthy relationships” - Comment.
2. a) What are the basic characteristics and principles of a good report?
b) Discuss the various types of tools to presentation with suitable examples.
3. Analyse the following case-let and answer the questions asked at the end:

Lalith works at Hotel Amazing as a manager. Each day he greets guests, answers their questions, and arranges tours, transport and other activities for the guests while they are staying at the hotel. Today Lalith has a severe backache. Unfortunately he is left with no leave. He was hoping it would be a quiet day because he was not in mood to answer any queries.

As he was resting with his head down, Deepa, a guest at the hotel came to his desk. She wanted to visit some place so she came over to Lalith and asked for his assistance. Lalith was not very attentive to her request. His face showed his annoyance as he handed her a map of the city, without uttering a single word. When Deepa asked him what bus to catch, he pointed to a bus timetable. Deepa was very annoyed by Lalith's lack of assistance and told him so. During Deepa's outburst Lalith picked up ringing telephone and turned his back on her. Deepa could not believe Lalith's attitude and told him that she would take up this matter with the management of the hotel.

Questions:

- a) Describe Lalith's non-verbal communication (tone of voice, gestures, posture, eye contact, appearance, and use of personal space).
- b) What parts of the case study show us examples of poor communication?



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

MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME
(BATCH: 2022-23)

COURSE – MBA-10106ITM: INFORMATION TECHNOLOGY FOR MANAGERS
(First Semester)

ASSIGNMENT – I **(MARKS: 15)**
ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. a) Why there is need for integrating information systems into business? Discuss the strategic information systems.
b) Write a brief note on: (i) Hardware, (ii) Software, (iii) Internet, (iv) WWW and (v) E-Commerce.
2. a) Explain the information requirements and information systems in an organisation for Decision Making.
b) What is SDLC? Explain the different types of SDLC models.
3. a) Distinguish between Asynchronous and Synchronous Transmission.
b) Discuss in detail emerging trends in data communication.

ASSIGNMENT – II **(MARKS: 15)**
ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. a) Define Data Base Management. Discuss the different types of Database Languages.
b)“AI is very useful for managers” - Comment.
2. a) What do mean by computer virus? What kind of protection can be used to overcome these viruses?
c) What is Information Technology Act, 2021? Explain the need and salient features of the Act.
3. Analyse the following case-let and answer the questions asked at the end:

E-Governance has become a popular focus of government efforts in many countries around the world. More and more governments around the world have implemented and introduced e-Government systems as a means of reducing costs, improving services, saving time and increasing effectiveness and efficiency in the public sector. e-Government and Internet have made an essential change in the whole society structure, values, culture and the conducting business by utilizing the potential of ICT as a tool in the daily work.

The purpose of e-government is not only the conversion of traditional information into bits and bytes and making it reachable via the internet websites or giving government officials computers or automating old practices to an electronic platform, but it also calls for rethinking ways the government functions are carried out today in order to improve processes and integration. Governments have different strategies to build e-government. Some have created comprehensive long-term plans. Others have opted to identify just a few key areas as the focus of early projects.

Questions:

- a) How Big Data support E-Governance? Discuss in detail.
- b) How governments can identify the reach of benefits to the original beneficiaries by using Big Data Analytics? Consider any two government services and narrate your views.
