

**Assignment**  
**Master of Business Administration**  
**(Through Distance Education)**  
**(Odd Semester)**  
**MBA I Semester**

**Session: 2015-16**



**Directorate of Distance Education**  
**Guru Jambheshwar University of Science & Technology**  
**Hisar**

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**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**

**DIRECTORATE OF DISTANCE EDUCATION**

**ASSIGNMENT**

**Programme : MBA**

**Semester : I**

**Course: Management Process and Organization Behaviour**

**Code: CP-101**

**Important Instructions**

Attempt all three questions from each part of assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

**PART-I**

**(15 Marks)**

1. Discuss various theories of management with special reference to human relations school of management. Which theory is better in terms of feasibility and pragmatism? Justify by illustrating live examples from the current business situations.
2. “Understanding organization behavior is more than understanding only individuals’ behavior”. Do you agree? Justify your logic by explaining the importance of group dynamics in organizations.
3. “Leadership theories need to be redefined in global context”. Explain this rationale through situational leadership style in globalised era when organizations are required to work in tandem with cross cultural work ethics.

**PART-II**

**(15 Marks)**

1. Explain various types of organizations and discuss the role of managers in different types of organizational structure. Take hypothetical example to elaborate the concept.
2. Suppose you are working as a human resource manager in a service organization and find out the problems of reduced level of motivation during the recent past. How would you proceed to identify the problems and the causes? Also explain your strategies to build good customer relations.
3. As a manager of an organization how would you deal the issues of stress? Do you think that leadership plays an important role in solving the problems of stress at work places? Elaborate the types, nature and consequences of stress and remedies to manage the same.

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**DIRECTORATE OF DISTANCE EDUCATION**

**ASSIGNMENT**

**Programme : MBA**

**Semester : I**

**Course: Managerial Economics**

**Code: CP-102**

**Important Instructions**

Attempt all three questions from each part of assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

**PART-I**

**(15 Marks)**

1. Explain various theories of the firm. How decision making is influenced by the micro economic considerations? Illustrate.
2. "Cost concept is important in decision making related to various functional areas of management". Discuss the nature, role and significance of various types of costs in managerial decisions.
3. "Law of demand does not hold true in all situations." Do you agree with this statement? Justify your logic by using particular examples.

**PART-II**

**(15 Marks)**

1. "Managerial economic facilitates the process of decision making and it is more multidisciplinary in nature". How would you explain the significance of managerial economics in decision making related to various functional areas of management?
2. As a manager of a retail store you are responsible for creating a basket of goods and services for a particular set of customers. How would you use the concept and theory of indifference curve in deciding the set of commodities to be offered to different segments of the customers?
3. "Pricing decisions are very crucial to a firm and understanding market structures are more important." If you are a manager of an organization, how would you suggest to your organization that pricing policies should be decided in view of the changing market structures?

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**DIRECTORATE OF DISTANCE EDUCATION**

**ASSIGNMENT**

**Programme : MBA**

**Semester : I**

**Course: Environment Management**

**Code: CP-103**

**Important Instructions**

Attempt all three questions from each part of assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

**PART-I**

**(15 Marks)**

1. Explain the concept of sustainable development. How it affects the managerial decisions in longer run? Discuss the stand of Indian government for promoting sustainable development.
2. Discuss the concept of Environment Management System. Examine the current scenario of implementation of EMS by the Indian Companies.
3. Critically examine various provisions of the WTO which affect international trade and its practice.

**PART-II**

**(15 Marks)**

1. Environment accounting and auditing are getting important place in international accounting policies now a day. In the light of this statement, explain the concept, genesis and nature of environmental accounting and auditing. Are Indian firms adopting the standards? Illustrate.
2. There have been various talks and negotiations at world level regarding international trade and practices right from 1992 Rio Summit. What has been the Indian stand on these trade negotiations?
3. Elaborate the need, relevance and significance of the environmental laws in India and their status of implementation.

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**ASSIGNMENT**

**Programme : MBA**

**Semester : I**

**Course: Accounting for Managers**

**Code: CP-104**

**Important Instructions**

Attempt all three questions from each part of the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

**PART-I**

**(15 Marks)**

1. Differentiate financial accounting, management accounting and cost accounting with suitable examples.
2. What is a balance sheet? What are its components? Prepare a balance sheet by taking at least twenty hypothetical transactions.
3. "Financial performance of firms depends on financial ratios." In light of this statement, discuss the various types of financial ratios along-with their formulae and interpretation.

**PART-II**

**(15 Marks)**

1. 'Balance sheet and funds flow statements seem to be similar'. Do you agree this statement? Justify your answer with suitable illustrations by preparing a hypothetical balance sheet and Funds flow statement with the help of hypothetical figures.
2. Take a balance sheet of any organization and calculate various financial ratios. Also comment on the financial positions of that firm.
3. Explain the factors while preparing a performance budget of any hypothetical organization. How it is different from a zero based budgeting?

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**ASSIGNMENT**

**Programme : MBA**

**Semester : I**

**Course: Business Communication**

**Code: CP-105**

**Important Instructions**

Attempt all three questions from each part of the assignment given below. All questions are to be attempted in legible handwriting on plain white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

**PART-I**

**(15 Marks)**

1. "Communication is affected by the factors which are uncontrollable sometimes". Discuss various communication barriers in the light of this statement and also explain what the managers should do to establish effective communication among employees?
2. Explain the changing nature of communication theories in recent times when organizations are getting more globalised in terms of culture and dynamic practices of business.
3. There are various forms of communicating with the customers, clients, consumers, public, advertisers, promoters, employees, shareholders, government, NGOs and other stakeholders of business. Prepare the formats for each one of these.

**PART-II**

**(15 Marks)**

1. "Grape-wine is the worst form of communication still it has some advantages". Discuss the causes and consequences of grape-wine communication. How as a manager you can overcome the problems created by grape-wine?
2. As a manager you come to know that the sales of the products offered by your company are going down drastically due to brand switchover. How would you win the trust of the loyal customers of your company by communication strategy? Also write a hypothetical communiqué addressed to your customers so that they may come back to you soon.
3. Consider a situation where the employees of your company of which you are CMD, are on the verge of complaining each other over trivial issues. How would you address the problems of those employees who have lost trust in management over some issues? Elaborate your communication strategies to solve this problem.

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**ASSIGNMENT**

**Programme: MBA**

**Semester: I**

**Course: Computer Applications in Management**

**Code: CP-106**

**Important Instructions**

Attempt all three questions from each part of the assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

**(PART-I)**

**(15 Marks)**

1. Explain the nature, role and importance of IT in decision making related to the functional areas of management. How the applications of software packages make the managerial decisions efficient and transparent? Illustrate.
2. “Application of spreadsheets in managing data related to organizations should be used in proper and systematic manner”. Discuss the DBMS usefulness in organizations.
3. Explain the steps important for implementation of a programme in an organization. Take hypothetical problem and formulate a flow chart.

**PART-II**

**(15 Marks)**

1. Suppose you are manager in an organization and you have to develop a system of employees support containing their every detail from personal, financial, work, performance and job related. How would you develop a system of data for this purpose? Illustrate.
2. Organization-customer interface has gained importance in recent past as it leads to revenue maximization objectives of the firm. How IT and programming help in increasing this interface with the customers and organizations?
3. Visit an organization of your choice or where you work and prepare the detailed report of the application of IT and Computers in various sections/ departments of that organization. Also discuss their pros and cons and give suggestions, if any for improvement in the same.

