

Assignment Questions for MBA 2ND Semester (R & B)

INSTRUCTIONS FOR THE ASSIGNMENT

1. Answer any three questions (10X3=30) (Maximum 800 words) from each of the paper.
2. It is also advised to write the assignment answer in A4 size paper using double side (to avoid the wastage of paper) with your own handwriting in black/Blue ball point pen. Pictures, diagrams, tables can also use for better description.
3. Students can refer both Primary & Secondary sources for preparing the assignment.
4. You are instructed to submit assignment at the time of University Examination.
5. The assignments will be collected paper wise during the day of examination. Use plastic cover or plastic sheets, plastic sticks are strictly prohibited.
6. Photocopied assignment will not be accepted. However one can keep a copy (Soft/Hard) of the same for further reference.
7. Take Printout of last page and mention question no, if additional page required for any question.

2YR MBA 2nd SEMESTER EXAMINATION, 2025 (NEW SYLLABUS)- (ADMISSION BATCH 2021, 2020, 2019, 2018, 2017)-Regular & Back TIME – 1.30 P.M to 4.30 P.M

DATE	PAPER	SUBJECT
28/07/2025	P-9	ME
29/07/2025	P-10	CL & TC
30/07/2025	P-11	BPSM
31/07/2025	P-12	DM
31/07/2025	P-12	E-B (Ad. Batch 22/21/20/19)
01/08/2025	P-13	CMA
02/08/2025	P-14	QMM
04/08/2025	P-15	Retail Management
05/08/2025	P-16	CG

(No need to attached this page, this instruction page is only for your information)

Student Name: _____ University Roll No.: _____

Course: MBA Semester: 2ND Subject: ME Total No. of pages submitted: _____

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Total Mark		

Q1. Case Prompt:

A start-up company in the electric vehicle (EV) sector is facing multiple economic challenges including raw material price volatility, uncertain demand, and competitive pressure from established players. The CEO is unsure whether to adopt a traditional economic model or a more managerial-oriented approach to make strategic decisions.

Assignment Question:

Evaluate the economic paradigms applicable to this situation and recommend how the managerial role can help integrate economic theory into practical decision-making for the EV startup.

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Q2. Case Prompt:

A new beverage brand is entering a tier-2 Indian city. The marketing team is unsure how to position the product, price it, or estimate demand, given the presence of local competitors and seasonal changes in consumption.

Assignment Question:

How should the firm apply the concepts of elasticity, consumer equilibrium, and demand determinants to forecast market demand effectively in this scenario?

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Q3. Case Prompt:

A medium-scale organic fertilizer producer is facing challenges in meeting rising demand. The production manager must decide whether to scale operations in the short run using overtime or to invest in automation for long-term gains.

Assignment Question:

Discuss how the concepts of short-run and long-run production functions can guide the company's decision-making. Use appropriate economic reasoning to justify the optimal path.

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Q4. Case Prompt:

An FMCG company operating in a monopolistic competition market is trying to decide whether to reduce prices to stay competitive or increase advertising expenditure to enhance brand loyalty.

Assignment Question:

Analyze how understanding the market structure, cost concepts, and pricing strategies will influence the company's decision. Include a brief discussion of cost estimation techniques.

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Q5. Case Prompt:

A tourism-based startup in Goa observed high profits during the festive season but a significant decline during off-season months. The business is struggling to break even annually and is considering diversifying into allied services.

Assignment Question:

Apply the concepts of profit theories, break-even analysis, and business cycle understanding to evaluate the startup's situation and suggest sustainable managerial decisions.

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Q1. Case Study 1: Formation of a New Startup

An entrepreneur in Bengaluru wants to form a new IT company. He is unfamiliar with the Companies Act 2013 and the steps involved in forming a company.

Assignment Tasks:

- Discuss the key definitions and concepts under the Companies Act 2013 relevant to company formation.
- Outline the steps involved in the formation and incorporation of a company.
- Differentiate between Memorandum of Association and Articles of Association, and explain their legal significance.

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Q2. Case Study 2: Choosing the Right Business Form

A founder is confused whether to incorporate his new venture as a One Person Company (OPC) or a Private Limited Company. He is also unsure of his legal identity as a promoter.

Assignment Tasks:

- a) Compare One Person Company (OPC) and Private Limited Company based on ownership, liability, and governance.
- b) Define the roles and responsibilities of a Promoter in company incorporation.
- c) Explain the purpose and legal requirements of issuing a Prospectus under the Companies Act.

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Q3. Case Study 3: Expanding to a Public Company

XYZ Pvt. Ltd. is planning to expand and go public by listing on the stock exchange. The board is reviewing the types of companies and director appointments needed.

Assignment Tasks:

- a) Differentiate among a Public Company, Small Company, Subsidiary, and Unlimited Company.
- b) Explain the legal procedure and eligibility for appointment of directors and nominee directors.
- c) Analyze the challenges XYZ Pvt. Ltd. may face during this transition and suggest legal safeguard.

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Q4. Case Study 4: Annual General Meetings and Director Duties

A manufacturing company is preparing for its Annual General Meeting (AGM). Several directors are also managing other companies, raising concerns about governance and accountability.

Assignment Tasks:

- a) List and explain the duties of directors under the Companies Act 2013.
- b) Outline the procedures for holding AGMs, maintaining the register of members, and recording minutes.
- c) Evaluate how corporate governance can be improved by strictly adhering to these meeting requirements.

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Q5. Case Study 5: Compliance with TDS, GST, and Corporate Returns

A retail business is expanding and needs to implement proper tax compliance systems, including TDS, GST, and filing corporate tax returns.

Assignment Tasks:

- a) Explain the concept and compliance process for TDS (Tax Deducted at Source).
- b) Discuss the filing of corporate tax returns – procedure and due dates.
- c) Design a tax calendar that includes all due dates for TDS, GST, and returns applicable to a mid-sized company.

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Q1. Case Study 1: The Satyam Scandal – A Turning Point in Indian Corporate Governance

Satyam Computers, once a leading IT company in India, was involved in a massive financial fraud, raising serious questions about corporate governance practices in India.

Assignment Tasks:

- Describe the **historical evolution** of corporate governance in India.
- Identify and evaluate **issues in corporate governance** reflected in the Satyam case.
- Compare **corporate governance vs. good governance** principles in context of the scandal.

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Q2. Case Study 2: Infosys – A Model of Transparent Governance or a Story of Boardroom Conflicts?

Infosys, known for its ethical practices, faced board-level disputes that shook investor confidence. This led to CEO exits and governance reforms.

Assignment Tasks:

- a) Analyze the **current scenario** of corporate governance in India based on Infosys' experience.
- b) Discuss how companies should fulfill their **obligations to investors, employees, customers, and managers**.
- c) Discuss the findings of **key Indian committee reports** (e.g., Narayana Murthy Committee, Kotak Committee) and their relevance to the Infosys case.

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Q3. Case Study 3: Role of Institutional Investors in Ensuring Governance – The Case of Yes Bank

Yes Bank faced governance issues related to promoter dominance and risky lending. Institutional investors and regulators had to step in to protect shareholders and restore stability.

Assignment Tasks:

- a) Discuss **shareholder rights and privileges** and how they were impacted in this case.
- b) Examine the **problems faced by investors** and the legal safeguards available for protection.
- c) Discuss the **role of banks and financial institutions** in influencing corporate governance outcomes.

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Q4. Case Study 4: Tata Group – Balancing Corporate Governance with Social Responsibility

Tata Group is often cited as a pioneer in ethical business practices and CSR. However, recent leadership challenges have raised governance questions.

Assignment Tasks:

- a) Discuss the role of corporations in the **global society** with examples from the Tata Group.
- b) Analyze the **concept and implementation of CSR** in India vs. countries like USA and Germany.
- c) Review the **CSR laws in India** under the Companies Act, 2013 and how they affect business practices.

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Q5. List out the points you like most in any Indian Corporate - highlighting the aspects of Corporate Governance followed by it.

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Q1. Case Study on Job Order Costing in Customized Manufacturing

A medium-sized manufacturing company receives a customized order from a client. The estimated job costs include: Direct Materials – ₹15,000; Direct Labour – ₹10,000 (1,000 hours @ ₹10/hour); Variable Overheads – ₹5 per direct labour hour; and Fixed Overheads – ₹20,000 (allocated over 2,000 direct labour hours for the factory). The company applies a 25% profit margin on total cost.

Assignment Task:

Using this case, address the following:

- Calculate the estimated total cost of the job.
- Determine the appropriate selling price based on the company's profit margin policy.
- Suppose actual direct labour hours used were 1,200, and variable overheads amounted to ₹6,500. Recalculate the total cost and profit, assuming all other cost estimates remain unchanged.
- Explain the concept of Job Order Costing and evaluate its appropriateness for this business context.

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Q2. Case Study on Process Costing with Normal and Abnormal Losses

Sunshine Products Ltd. manufactures a single product that undergoes three sequential processes. The company faces material loss at each stage and sells the scrap. No opening or closing inventory exists.

Assignment Task:

Using the provided production and cost data for April 2025, complete the following:

- a) Prepare Process I, II, and III Accounts.
- b) Compute and record Normal Loss and Abnormal Loss/Gain for each process.
- c) Analyze the impact of process losses on overall production efficiency and unit cost.
- d) Suggest how the company could minimize abnormal loss through process optimization or better quality control.

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Q3. Case Study on Cost-Volume-Profit Analysis and Sales Mix Strategy

A company manufactures two products, X and Y, using shared production resources. Product X contributes ₹40 per unit and Product Y contributes ₹70 per unit towards covering fixed costs and profit. The company maintains a 60:40 sales mix and budgets for 10,000 units in total.

Assignment Task:

Based on the case, answer the following:

- a) Calculate the Break-Even Point (BEP) in units for each product, based on the given sales mix.
- b) Determine the overall BEP for the company in both total units and total sales value.
- c) If the company targets a profit of ₹3,00,000, how many units of X and Y should be sold, assuming the same sales mix?
- d) Discuss how altering the sales mix can affect the break-even point and profit levels, using hypothetical scenarios.

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Q4 Case Study on Zero-Based Budgeting in a Restructuring Organization

A large public sector enterprise is undergoing financial restructuring and is exploring more strategic approaches to budget formulation. Traditional incremental budgeting has led to inefficient resource allocation in the past.

Assignment Task:

Critically assess the application of Zero-Based Budgeting (ZBB) in this context. In your response:

- a) Define the concept and steps of ZBB with reference to this case.
- b) Highlight the key benefits and drawbacks of ZBB.
- c) Identify scenarios where ZBB would be more effective than traditional budgeting, especially during economic uncertainty or structural change.
- d) Propose a framework for implementing ZBB in a large organization facing cost pressures.

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Q5. Case Study on the Role of Management Accounting in Decision-Making

A manufacturing company relies heavily on financial accounting for reporting but struggles with real-time decision-making in a volatile market. Management is considering integrating management accounting tools to support strategic and operational decisions.

Assignment Task:

Based on this case scenario, address the following:

- a) Differentiate between the purposes and features of financial accounting and management accounting.
- b) Provide examples of key decisions (e.g., pricing, make-or-buy, product mix) where management accounting information would be more useful than financial data.
- c) Explain how real-time cost analysis, budgeting, and performance evaluation tools enhance managerial decisions.
- d) Suggest ways to integrate management accounting practices into the company's decision-making process.

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Q1. Problem Scenario:

An event management company must schedule keynote speakers, manage workshop slots, and allocate staff to booths during a 3-day business expo.

Tasks:

- Calculate the number of ways to assign 4 keynote speakers to 4 different time slots from a list of 10 speakers.
- Create a **matrix** representing staff allocations to 3 events and calculate the **total manpower per event**.
- Use **determinants** to check whether the budget allocation system (represented by a matrix) is consistent or needs adjustment.

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Q2. Problem Scenario:

A retail chain collected customer footfall and sales data for 6 locations over the last quarter and now wants to analyze it to decide where to open a new outlet.

Tasks:

- a) Classify and tabulate the raw sales data into frequency distributions.
- b) Create meaningful charts to visualize customer trends.
- c) Calculate **mean, median, mode**, and **standard deviation** to determine customer preferences.

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Q3. Problem Scenario:

An online retailer wants to estimate the likelihood of late deliveries based on weather conditions, and also explore the relationship between customer income and product spending.

Tasks:

- a) Define the **sample space** for delivery outcomes (on-time, late, failed) and calculate probabilities using actual delivery data.
- b) Use **Bayes' Theorem** to revise the probability of late deliveries given new weather data.
- c) Conduct a **correlation analysis** between income level and monthly spending from customer survey data.

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Q4. Problem Scenario:

A clothing brand has 4 years of monthly sales data and wants to forecast the next quarter's revenue.

Tasks:

- a) Break the data into **trend, seasonal, and irregular components**.
- b) Apply **moving average** method to smooth the data and highlight trends.
- c) Use appropriate methods to **measure seasonal variation** and forecast the next 3 months' sales.

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Q5. Problem Scenario:

A manufacturing unit produces two types of products using limited raw material and labor hours. They also need to transport finished goods to multiple warehouses at minimum cost.

Tasks:

- a) Formulate and solve a **linear programming problem** to maximize profit within resource constraints.
- b) Construct a **transportation table** using the North-West Corner Rule to determine initial cost.
- c) Solve an **assignment problem** to allocate 4 employees to 4 machines based on productivity scores to maximize efficiency.

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Q1. Urban Disaster Vulnerability and Resilience Building

Case Context: Urban areas in many parts of the world, especially in developing countries, face increasing disaster risks due to rapid urbanization, poor planning, and population pressure.

Assignment Task: Analyze a real or hypothetical urban locality that is vulnerable to disasters (e.g., floods, earthquakes, heatwaves). Identify the key challenges related to unplanned development and overcrowding. Based on your analysis, suggest specific and actionable strategies to strengthen urban infrastructure and community resilience against disasters.

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Course: **MBA Semester: 2ND Subject: DM** Total No. of pages submitted: _____

Q2. Air Pollution: Ecological and Societal Impacts with Reference to India

Case Context: Air pollution has emerged as a serious environmental and health challenge in several Indian cities.

Assignment Task: Select a case study of a highly polluted urban area in India (e.g., Delhi, Kanpur, or Kolkata). Define air pollution and explore its major sources in that region. Discuss its impacts on human health, biodiversity, and climate. Examine why air pollution poses a particularly significant threat in the Indian context and propose measures for its mitigation.

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Q3. Landslides in the Himalayan Region: Causes and Mitigation

Case Context: The Himalayan region is increasingly experiencing frequent landslides, threatening lives, infrastructure, and the environment.

Assignment Task: Using a specific case study from the Indian Himalayan region (e.g., Uttarakhand, Himachal Pradesh, or Sikkim), identify the natural and anthropogenic factors contributing to landslides. Analyze the socio-economic and environmental implications of such events. Suggest sustainable, long-term mitigation strategies that balance development with ecological preservation.

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Q4. Managing Floods and Cyclones in India: Challenges and Strategies

Case Context: India frequently faces natural disasters like floods and cyclones, affecting millions of people annually.

Assignment Task: Choose a recent disaster event (e.g., Cyclone Amphan, Assam Floods) and analyze its causes, impact, and the response mechanism deployed. Discuss the key challenges India faces in managing such disasters. Propose recommendations to strengthen early warning systems, infrastructure preparedness, and community resilience.

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Q5. Industrial Disasters and Lessons for Future Risk Reduction

Case Context: The Bhopal Gas Tragedy (India) and the Chernobyl Nuclear Disaster (Ukraine) are two of the most devastating industrial disasters in history.

Assignment Task: Compare the Bhopal and Chernobyl disasters with regard to their causes, impacts, and response efforts. Apply the principles of disaster management—mitigation, preparedness, response, and recovery—to analyze how such events could have been better managed or prevented. Recommend key policy and regulatory changes to minimize the risk of future industrial disasters.

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Course: MBA Semester: 2ND Subject: BPSM

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Q1. Case Study 1: Planning a New Business Venture

An entrepreneur plans to launch a chain of organic food cafes across metro cities. He must go through various stages of business planning and develop a strategic management model for success.

Assignment Tasks:

- Identify the stages of business planning involved in this venture.
- Define strategic management, and discuss its need, dimensions, and levels in the context of this startup.
- Examine how the entrepreneur can use strategic decision-making models for location and pricing decisions.

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Q2. Case Study 2: Strategic Vision of a Manufacturing Company

A mid-sized manufacturing firm aims to expand to new international markets. The management is in the process of redefining its mission and vision.

Assignment Tasks:

- a) Draft a vision and mission statement and objectives that reflects the company's future direction.
- b) Perform an environmental analysis to assess external and internal factors affecting the expansion.
- c) Conduct a detailed SWOT analysis for the company's international expansion.

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Course: MBA Semester: 2ND Subject: BPSM Total No. of pages submitted: _____

Q3. Case Study 3: Competitive Landscape of the Indian Telecom Sector

Reliance Jio has rapidly grown in India's telecom sector. The firm has adopted aggressive strategies to gain market share from competitors like Airtel and Vodafone.

Assignment Tasks:

- a) Analyze the industry structure and identify the competitive forces using Porter's Five Forces Model.
- b) Evaluate the strategic responses of competitors and suggest strategic improvements for Reliance Jio.
- c) Discuss the characteristics and challenges faced by MNCs operating in the Indian telecom sector.

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Q4. Case Study 4: Strategic Transformation at Tata Motors

Tata Motors initiated a major strategic overhaul to become a global player in the automobile industry. The company aims to implement new product development strategies and sustainability goals.

Assignment Tasks:

- a) Identify the long-term objectives and techniques of strategy implementation that Tata Motors might pursue in its transformation journey.
- b) Describe the processes for guiding and evaluating strategic actions to ensure performance.
- c) Discuss the control mechanisms that can be adopted for measuring success.

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Q5. As a corporate planner of a large MNC, how would you plan the environment for the different units located at different places and belonging to different industries?

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Q1. Case Study 1: The Evolution of Indian Retail – A Story of Transformation

Over the past two decades, India has witnessed a major transformation in its retail landscape. From traditional kirana stores to large malls, and now to online platforms, the retail journey has been dynamic.

Assignment Tasks:

- Describe the **evolution of the Indian retail industry** and its key milestones in the current **changing trends**.
- Analyze the **importance of retailing** in India's economy using sectoral statistics.
- Discuss the **impact of a global recession** on Indian retail businesses using real examples (e.g., 2008 crisis or COVID-19).

Ans:

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Q2. Case Study 2: Big Bazaar vs. Reliance Smart – A Format War

Two major Indian retail players operate in supermarket formats but have different approaches to strategy, location, and store image.

Assignment Tasks:

- a) Evaluate **location decisions** taken by these two brands and how they affect customer footfall.
- b) Discuss how these retailers build their **retail mix**—product, price, place, promotion, people, and physical evidence.
- c) Suggest improvements for enhancing store image and strategic positioning.

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Q3. Case Study 3: Choosing the Right Store Location for a New Apparel Outlet

A new fashion retailer wants to open outlets in major cities. It seeks help to decide on store location and layout to attract its target customers.

Assignment Tasks:

- a) Apply **location analysis characteristics** and conduct a **country/regional analysis** for site selection.
- b) Identify the **general design and layout** principles applicable to apparel retail.
- c) Describe the **exterior and interior design elements** that influence customer perception.

Ans:

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Q4. Case Study 4: Pricing and Merchandise Strategy at DMart

DMart has gained popularity in India through a value-based pricing strategy and efficient merchandise planning. However, competition is growing with aggressive pricing from online platforms.

Assignment Tasks:

- a) Discuss the **pricing strategies** and compare them with competitors like Amazon or Flipkart.
- b) Describe the **advertising objectives and promotional mix** suitable for a discount retailer.
- c) Evaluate how DMart can adopt **e-retailing** strategies and explore **alternative sales channels** for future growth.

Ans:

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Q5. Organized retailing in India is poised for exponential growth. It is expected to experience new paradigms due to the changing dynamics in areas such as demand, supply, technology, supply chain management, government policy. What are the underlying opportunities and challenges in this sector? It is said that as consumerism is rapidly growing, rural consumers will be the biggest beneficiaries. At the same time, the retailer is expected to provide value to the customers, associates, employees and consumers. It may be noted that it is difficult to sustain retail business with such dynamics and changes taking place in the market. The need of hour is flexibility in business so that it can change according to the needs of the market. 3 With fast changes in rural market, some large companies are ready to enter the organized retail business in small cities and towns. The question is how far they would succeed. If they enter this field, they have to decide that weather they should focus on value retailing or lifestyle retailing. Retail cannot develop by setting up only malls. In order to promote retail we also have to promote India as a shopping destination. For this, it is necessary to give Indian retail an Indian face. While we bring in foreign formats to grow, it is very important that India develops her own format rather than just to imitate foreign malls.

Questions

1. How is organized retailing different from unorganized retailing? State the advantages and disadvantages of both forms.
2. Taking example of an organized retailer in India, explain how have they been successful in giving an Indian face to retail?
3. List the opportunities and threats before organized retailing

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Course: MBA Semester: 2ND Subject: EB

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Q1. What do you mean by E-Commerce? Explain different types of E-Commerce with suitable diagrams and give examples of each? Write down the advantages and disadvantages of E-Commerce?

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Q2. Elaborate the steps to launch business online in details? How internet is useful? What are the benefits of internet?

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Q3. What do you mean by web based business? What are the advantages of web based business?
How it differs from E-Commerce?

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Q4. Define e-commerce payment system? Discuss different types of e-commerce payment system in details? Briefly elaborate online shopping?

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Q5. Explain different types of E-Security and Maintenance Strategy by taking suitable examples from each and encryption in detail?

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