

Assignments-II
Case Analysis- Compulsory (Marks: 5)

You are a director of the business research agency, Master Research Associates located in Delhi. You have received the following letter from Marketing Manager of a company dealing in consumer leather products.

The Director
Master Research Associates
New Delhi.

Delhi
Dt.....

Sir,

I write this in connection with a major problem that our firm has been facing for the past few months. Before I specify the problem, let me give you some idea about my firm.

This firm was initially set up as a partnership firm 10 years ago. Three years ago, it was converted into a Private Limited Company. The Company is engaged in manufacture of certain leather consumer products. These products are –shoes, ladies leather hand bags, purses and belts. The company accounted for about 10% of the market share in shoes which is the main product.

Since last year, the company has been facing stiff competition from another firm which has come up recently in the city. This is reflected in the declining monthly sales. The company is concerned over this development and would like to regain its hold over the shoe market.

At a recent meeting of Board of Directors, a decision was taken in favour of a systematic study by an outside expert agency.

On behalf of our company, I invite you to visit us for preliminary consultations. You may then prepare a detailed project proposal for our consideration so that the proposed study can be sponsored at an early date.

I look forward to hearing from you.

Yours faithfully
A. Dhruva.

As desired by the company you have held consultations with M.D. and other officials. It has come out in the consultations that the company wants to have a detailed profile of its customers, the products that are considered 'good' or 'bad' according to them, reasons for switching over to competing brands etc. The company is also interested whether it is advisable to strengthen its marketing efforts or concentrate on improving the quality of its shoes to regain its lost market.

You are now expected to submit a detailed research proposal indicating the problem faced by the company, research design, and list of information to be collected, method of collecting such information, sample design, time and cost of the proposed study.

Assignment –II

Case Analysis (Compulsory) Marks: 5

Madhuri and Company has been manufacturing pressure cookers in two of its plants located at Hyderabad and Visakhapatnam. The plant at Hyderabad manufactures 80 percent of the cookers and the plant at Visakhapatnam manufactures 20 per cent. At Hyderabad plant 85 out of 100 cookers are rated standard quality and at Visakhapatnam plant 65 out of 100 cookers are rated of standard quality

1. What is the probability that the cooker selected at random came from plant at Hyderabad, given that it is of standard quality?
2. What is the probability that the cooker came from plant at Visakhapatnam, given that it is of standard quality?

PAPER –IX: MANAGERIAL ECONOMICS

SUBJECT CODE-109

Marks: 3 x 5 = 15

Assignment – I

Answer any three of the following. All questions carry equal marks.

- 1) What is managerial economics? Explain the scope and importance of managerial economics in business decision-making.
- 2) Explain the concept of cross-elasticity of demand. How would you measure such elasticity? Explain.
- 3) What is production function? How does a long-run production function differ from a short-run production function? Explain.
- 4) What is pricing? Explain the methods of pricing under monopolistic and oligopolistic competitive situations.
- 5) Describe the relative merits and demerits of various methods of pricing? Explain the role of costs in pricing.

Assignment –II

Case Analysis (Compulsory) Marks: 5

Indian car market is an evolving one with many foreign entrants doing a good job. Some of the bright engineers from IIT, Mumbai with a marketing guy from IIM, Ahmedabad, analyzed the car market and felt that there is still a slot for a new car that can be indigenously produced. The volumes are in favour of 'small cars' in India accounting for 60 percent of the market. They have also visualized the parking difficulties in most of the Indian cities and towns. The Maruti 800 brand is still the popular brand in small car market but the team planned for a different car, still cheaper and affordable to Indian market.

To develop the car on technological front, they studied German and Japanese car technologies and finalised upon the German technology. In all, they identified 100 engineers, 50 HR & Marketing professionals. The factory is decided to be located at Bangalore. The investment for the small car project is decided at about Rs. 1,000 crores, most of that to be funded by the institutional finance. The promoters wanted to wait to go for primary market. They also carried out a market research project that gave them a result that there is a scope for a low priced car in Indian market. Finally, the team decided to launch a new mini car in Indian market to compete with Maruti 800.

Questions:

1. What product features do you suggest for the proposed car?
2. What should be the 'positioning' theme?
3. What advertising strategy do you suggest for the product?

PAPER –VII FINANCIAL MANAGEMENT

SUBJECT CODE-107

Marks: 3 x 5 = 15

Assignment – I

Answer any three of the following. All questions carry equal marks.

- 1) Define finance function. Explain the relative merits and demerits of various long-term sources of financing available to a corporate enterprise.
- 2) What is capital structure? Explain in detail about various determinants of capital structure of modern business firm.
- 3) Define capital budgeting. Briefly explain the different discounted cash flow techniques of capital budgeting.
- 4) Explain the Modigliani and Miller hypothesis of dividend irrelevance. Does this hypothesis suffer from any deficiencies? Explain.

Assignment –II

Case Analysis (Compulsory) Marks: 5

A Company budgets for a production of 1,50,000 units. The variable cost per unit is Rs.14 and fixed cost is Rs.2 per unit. The company fixes its selling price to fetch a profit of 15% on cost.

- (a) What is the break – even point?
- (b) What is the profit – volume ratio?
- (c) If it reduces the selling price by 5%, how the revised selling price affects the break-even point and the profit volume ratio?
- (d) If a profit increase of 10% is desired more than the budget, what should be the sales at the reduced prices?

PAPER –V: OPERATIONS MANAGEMENT

SUBJECT CODE-105

Marks: 3 x 5 = 15

Assignment – I

Answer any three of the following. All questions carry equal marks.

- 1) What is operations management? Describe the role and importance of operations management in corporate management.
- 2) What do you mean by facilities planning? Explain the factors influencing location and layout of facilities.
- 3) Distinguish between work design and job design. Explain the significance of work and job design in production management.
- 4) What is value engineering? Explain its role in production planning and control.
- 5) Explain the meaning and functions of stores management.

PAPER -III BUSINESS ENVIRONMENT

SUBJECT CODE-103

Marks: 3 x 5 = 15

Assignment – I

Answer any three of the following. All questions carry equal marks.

- 1) What do you understand by business environment? Discuss the economic and social environment of Indian business.
- 2) Distinguish between public sector and private sector. Examine the problems and prospects of public sector enterprises in India.
- 3) What is industrial policy? Critically evaluate the changes in Indian industrial policy that have taken place from time to time.
- 4) Discuss the pros and cons of external debt in the economic development of our country. What policy changes do you advocate?
- 5) Critically examine the impact of financial sector reforms initiated by the Government on performance of Indian economy.

Assignment –II

Case Analysis (Compulsory) Marks ; 5

The Economic Times, 22 October, 2000, reported that Reliance Industries entered into a swap deal for the export and import of 36 cargoes of naphtha over the next six months. Accordingly three cargoes of 50,000 tonnes each were to be exported every month from Reliance Petroleum's Jamnagar refinery and three cargoes of the same amount were to be imported to the Reliance Industries' hazira facility. The deal was done through Japanese traders Mitsubishi, Marubeni, itochu, IdCmistu and Shell. The export was done at around Arabin Gulf prices Plus \$22.

Reliance, needs petrochemical grade naphtha for its Hazira facility which is not being produced at Jamnagar. There fore, its cracker at Hazira gets petrochemical grade naphtha from the international markets in return for Reliance Petroleum selling another grade of naphtha from its Jamnagar refinery to the international oil trade.

Meetings are scheduled to be held at 9:00 a.m. sharp every Monday. After the first few weeks, it was noticed that many of the volunteers were not coming on time. They have been filtering in every 5 or 10 minutes until almost 10:00 a.m. Mrs. Aggarwal has felt that she has to delay the start of the meeting until all the volunteers arrive. The last few weeks, the meetings have not started until 10:00 a.m. Many a time, no one shows up at 9:00 a.m.

Mrs. Aggarwal fails to understand the reasons behind this tardiness. She feels it is important to start the meetings on time so that they can finish in time. On the other hand, she feels that her hands are tied because after all the people are volunteers and she cannot reprimand them or make them get to the meeting on time. She is willing to change the time bound and if the meetings were changed to start at 10:00 a.m., the volunteers will probably not all come until 11:00 a.m.

Question:

What advice would you give Mrs. Aggarwal in terms of reinforcement of motivation in order to get the volunteers to come on time?

PAPER-II: HUMAN RESOURCE MANAGEMENT

SUBJECT CODE-102

Marks: 3 x 5 = 15

Assignment – I

Answer any three of the following. All questions carry equal marks.

- 1) Define human resources management. Describe the managerial and operating functions of human resources management.
- 2) Distinguish between recruitment and selection. Briefly explain the various methods of recruitment and selection practiced in Indian organizations.
- 3) What is performance appraisal? Examine the merits and demerits of different methods of performance appraisal.
- 4) What is mentoring? Discuss the role and importance of mentoring in human resources development.
- 5) Distinguish between a grievance and dispute. Explain the procedures of grievance handling in a typical industrial organization.

Assignments in Distance Education

The students of Executive M.B.A. Programme need to submit the Internal Assignments which carry marks to the term end examinations. The systems of assignments are intended to compel the students to read the study material and promote learning in the process. It also gives opportunity to converse with the counsellor, to receive advice on their problems and to confirm their understanding of the problem. Through the assessed assignments, the distance teacher will be able to check the students' progress and guide them to overcome in their drawbacks.

Assignments provide several opportunities and benefits to the students in distance learning system. Some such benefits are presented below :

- * Provide effective feedback through which students connect their mistakes and control their progress.
- * Encourages the students to practice the methods of retaining knowledge and writing skills.
- * Gives the students opportunities for application and transfer of their knowledge.
- * Activate the learners to prepare well for term end examinations with self-confidence.
- * Gives the learners a measure of how successful their work is through a feedback system.
- * Forms basis for communication between learners and their counsellors thereby reducing the students feeling of isolation.
- * Maintains and develops learners' motivation and commitment to ensure regularity in their studies

In view of these benefits, the students are advised to utilize the opportunity of assignments as integral part of the Executive MBA Programme and also develop active learning and regularity in studies for fulfilling the course objectives.

COMMON INSTRUCTIONS

- i. For the MBA I year Programme, there are 10 subjects / papers. Each paper will have assignments:
- ii. In each assignments, there will be 5 essay type questions, only 3 must be answered (Marks : $3 \times 5 = 15$)
- iii. In assignments II, there will be a case analysis and must be answered compulsory (Marks : 5)
- iv. Assignments for each paper must be submitted separately as per the instructions and format stated in the guidelines for assignments.