INSTRUCTIONS FOR THE ASSIGNMENT

1. **Answer all questions from each of the selected paper. (i.e 6 papers out of 8)**
2. **The word limit is 800 for each question.**
3. **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 with black ball point pen.**
4. **The mark per question will be decided by DDCE during evaluation.**
5. **The date and mode of submission of assignment will be notified as per the notification of Utkal University/ Higher Education Govt. of Odisha.**

COVER PAGE

Assignment paper submitted at Directorate of Distance & Continuing Education, Utkal University, Vanivihar.

Submitted By:

Student Name:_____.

University Roll No.: _____

Subject: _____ Semester: _____

Paper Name: _____

Total No. of pages submitted: _____

Declaration: I _____do hereby declare that the Assignment papers submitted by me for the partial fulfillment of the requirement of MBA/ IMBA/ BBA/ PGD____ is written by my own handwriting.

(Signature of the Student)

MBA 2ND SEMESTER ASSIGNMENT QUESTIONS (R & B)
CBCS DDCE
MANAGERIAL ECONOMICS

1. Analyze critically various methods of demand forecasting.

2. Describe why long run average cost curve is called an envelope curve and planning curve.

3. Explain what are the major macro economics issues related to business decision-making.

4. Explain how price and output determination under monopolistic market condition ? Illustrate your answer graphically.

5. What is business cycle? Explain different phases of business cycle.

CORPORATE LAW & TAX COMPLIANCES

1. What is Memorandum of Association of a company ? How it is different Article of a company ? How it is different from Article of Association ? What are its uses ?

2. Discuss the powers and duties of a Director of a company under the Companies Act, 2013.

3. Define Winding Up of a company. Enumerate different modes of winding up of a company with suitable examples.

4. Explain the term "Tax Evasion", "Tax Avoidance" and "Tax Planning". Distinguish between "Tax Avoidance".

5. Explain the genesis and benefits of GST.

BUSINESS POLICY & STRATEGIC MANAGEMENT

1. Define Business Policy and discuss the various stages of strategic management process.

2. What is BCG analysis ? Discuss the four different stages and also explain its advantages.

3. Define Industry Analysis and explain the Porter's five force model to justify the Analysis.

4. Briefly explain the function and challenges of MNC's in the international market.

5. Outline the process of strategic implementation with considering a recent case study.

E-BUSINESS

1. Describe the various e-commerce models.

2. What are the advantages offered by e-commerce ?

3. State the advantages and disadvantages of B2B model.

4. Give a comparison between traditional payment system and e-payment system.

5. Write short notes on the following
   (a) Design marketing
   (b) Role of IT in Business
   (c) Downsides of EDI

COST AND MANAGEMENT ACCOUNTING

1. Compute material cost variances from the following data in a product prepared from a chemical mix :

Chemicals	Standard		Actual	
	Quantity (Units)	Price (Rs.)	Quantity (Units)	Price (Rs.)
A	30	6 per unit	40	7 per unit

B	40	8 per unit	20	9 per unit
C	30	11 per unit	40	13per unit
Total	100 units		100 units	

2. What are the major application of Break Even Analysis ?

3. What are features of Zero Base Budgeting ? How is it different from Traditional Budgeting ?

4. The cost sheet of 400 units of a product is as follows :

    Material Cost Rs. 2,000

    Labour Cost Rs. 4,000

    Variable Cost Rs. 3,200

    Fixed Cost Rs. 5,800

    Total COST Rs. 15,000

    The company has a capacity to produce 200 more products, current selling price per product is Rs. 50. A foreign buyer wants to purchase 200 units of the same product at Rs. 40 per unit. Should the offer be accepted?

5. What do you mean by Management Accounting ? How it differs from Cost Accounting ?

QUANTITATIVE METHODS FOR MANAGEMENT

1. Define statistics both in singular and plural sense and also explain what the limitation of statistics are .

2. Solve the LPP wit graphical method :

    Max. $Z = 3X_1 + 2X_2$

    S.T.C. $X_1 + X_2 < 4$

    $X_1 - X_2 < 2$

    N.N.C $X_1 , X_2 > 0$

3. What are different measurement of central tendency, what are their uses ?

4. The following table gives the weekly wages in rupees of workers in a certain commercial organization. The frequency of the class-interval 49-52 is missing . It is known that the mean of the above frequency distribution is Rs. 47.2. Find the missing frequency:

Weekly wages (in Rs.)	Number of workers
40-43	31
43-46	58
46-49	60
49-52	–
52-55	27

5. Determine how job should be assigned to machines to minimize setup times, which are given unbalanced problem:

	Job 1	Job2	Job3	Job4
Machine1	13	5	8	8
Machine 2	3	12	6	6
Machine 3	5	8	4	9

RETAIL MANAGEMENT

1. Why location decision of a retail store is so important ? Discuss different types of retail location with their advantages and disadvantages.

2.   What is the relevance of pricing strategy in overall marketing mix ? Discuss the various pricing approaches available to a retailer.

3.   What is retail marketing mix ? Discuss ,in detail, in the context of Big Bazzar.

4.   What are the components of retail communication mix ? Suggest a communication mix to promote a multi-brand retail front in India.

5.   What is merchandise planning ? Explain the conditions for a effective merchandise planning.

CORPORATE GOVERNANCE

1.   What is corporate governance ? Explain the basic features for good governance.

2.   What are the obligations of companies towards investors and employees relating to corporate governance ?

3.   Explain the role and responsibilities of board of directors in companies.

4.   Explain the concepts of CSR. Is CSR and corporate governance different or same ? Justify.

5.   Why investor protection is needed for corporation?Explain various recommendations given by different committees.