

Assignment Questions for MBA 3RD SEMESTER (R & B)

INSTRUCTIONS FOR THE ASSIGNMENT

(No need to print this instruction page)

1. Answer any three questions (10X3=30) (Maximum 800 words) from each of the paper.
2. It is also advised to take a printout this paper in A4 size (print double side to avoid the wastage of paper) and write the assignment answers with your own handwriting in black/Blue ball point pen. Pictures, diagrams, tables can also used 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 assignments 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.
8. It is mandatory for the students to mention his/her name, enrollment no and no. of pages in the top of the page and put name and signature in the bottom of the page (Declaration).

MBA 3RD SEMESTER EXAMINATION – REGULAR & BACK **TIME 1.30 P.M TO 4.30 P.M**

<u>DATE</u>	<u>PAPER</u>	<u>SUBJECT</u>
27/01/2026	1330302109	MCSI
28/01/2026	1330302110	POM
29/01/2026	1330302111	ED
30/01/2026	1330302112	BIM
31/01/2026	1330302113	IBF
02/02/2026	1330302114	MIS
03/02/2026	1330302115	BEE
04/02/2026	1330302116	RM



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ASSIGNMENT ANSWER SCRIPT

Roll No.

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Name of Student _____

Name of the Examination **MBA 3RD SEMESTER**

Paper :1: **MANAGEMENT OF CHANGE & STRATEGIC ISSUES**

Date of Submission _____

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Q. No.	Marks
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1. A public sector organization introduced a new digital attendance system. Senior employees are reluctant to use it and prefer the old manual process. Productivity has declined.

Questions:

- A. Identify the type of resistance to change.
- B. Suggest OD interventions to overcome this resistance.

Ans:

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Q.2.- A university decides to shift from traditional teaching methods to blended learning. Faculty members feel unprepared and anxious about technology.

Questions:

- A. What kind of change is being implemented?
- B. How can planned change be managed effectively?

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Q.3.- A hospital hires an external consultant to improve teamwork and communication among staff.
Some employees doubt the consultant's understanding of internal issues.

Questions:

- A. Who is the change agent in this case?
- B. Mention the advantages and limitations of using an external change agent.

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Q.4.- An organization with a rigid hierarchical structure wants to adopt a participative management style. Employees are confused about new roles and decision-making authority.

Questions:

- A. Why is cultural change difficult?
- B. Suggest suitable OD techniques to support this change.

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Q.5.- After a new principal takes charge, several administrative and academic reforms are introduced at once. Staff members feel stressed and overloaded.

Questions:

- A. What problem in change implementation is evident?
- B. What steps should leadership take to ensure successful change?

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Name of the Examination **MBA 3RD SEMESTER**

Paper :2: **PRODUCTION & OPERATION MANAGEMENT**

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Q.1. SmartHome Appliances planned to launch a new smart washing machine with advanced features such as app-based control and energy efficiency. While customers appreciated innovation, complaints arose about high prices, complex usage, and frequent maintenance issues.

Questions:

- A. Identify the **product design issues** highlighted in the case.
- B. How do **customer needs and usability** influence product design?
- C. What trade-offs exist between **innovation, cost, and quality** in product design?

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Q.2.- Quick Serve Bank introduced ATMs, mobile banking apps, and AI-based chatbots to improve customer service and reduce operating costs. While younger customers welcomed the change, elderly customers faced difficulties using digital platforms.

Questions:

- A. Identify the **type of automation** used by QuickServe Bank.
- B. What are the **benefits of service automation** in banking?
- C. What challenges are faced by customers due to automation?

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Q.3.- CarePlus Hospital plans to open a new branch in a metropolitan city. Management wants to ensure maximum accessibility for patients, availability of skilled doctors, and compliance with regulatory requirements. However, real estate costs in central locations are very high.

Questions:

- A. Identify the **key factors in service facility location**.
- B. Why is **customer accessibility** critical for hospitals?
- C. How do **cost considerations** affect service location decisions?

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Q 4.- Build Right Constructions is handling a large infrastructure project with uncertain activity durations due to weather conditions and supply delays. The project manager decided to use PERT to plan and control the project by estimating optimistic, most likely, and pessimistic time for each activity.

Questions:

- A. Why is **PERT** suitable for this project?
- B. Explain the importance of **three-time estimates** in PERT.
- C. What is meant by the **expected activity time**?

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Q 5.- Bright Tech Ltd., an electronics manufacturing company, is considering launching a new gadget. The management has two options:

1. **Invest in high-end technology** (Option A) – high cost but potentially high returns.
2. **Invest in standard technology** (Option B) – lower cost but moderate returns.

Market research shows that the probability of high demand is 0.6 and low demand is 0.4. Estimated profits (in lakhs) are:

Option	High Demand	Low Demand
A	50	10
B	30	20

The management wants to use a **decision tree** to determine the best investment option.

Questions:

- A. Identify the **decision problem** faced by Bright Tech Ltd.
- B. Draw a **decision tree** representing the options, probabilities, and payoffs.
- C. Calculate the **expected monetary value (EMV)** for each option.

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Name of the Examination **MBA 3RD SEMESTER**

Paper : 3: **ENTREPRENEURSHIP DEVELOPMENT**

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Q.1.- FreshServe Foods encourages employees to develop new products based on customer feedback. Employees are empowered to propose changes to production processes and marketing strategies. Management organizes regular brainstorming sessions and promotes cross-functional collaboration.

Questions:

- A. Which aspect of entrepreneurial culture is highlighted in this case?
- B. How does **proactivity** contribute to competitive advantage?
- C. Explain how **cross-functional collaboration** supports entrepreneurship.

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Paper : 3: **ENTREPRENEURSHIP DEVELOPMENT**

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Q.2.- Ms. Anjali Verma started Tech Girls Academy, a training institute for girls in technology and coding. She faced difficulty in convincing parents to allow girls to pursue tech education and limited access to mentorship. She collaborated with schools and organized awareness campaigns to promote her initiative.

Questions:

- A. Identify the social challenges faced by Ms. Anjali Verma.
- B. How did collaboration and awareness programs help overcome challenges?
- C. What role does mentorship play in women entrepreneurship?

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Paper :3: **ENTREPRENEURSHIP DEVELOPMENT**

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Q.3.-UrbanFarms started an urban organic farming initiative in a metro city. The founders identified opportunities arising from increasing health consciousness, demand for organic produce, and social media marketing. Their success depended on recognizing **market trends and consumer behavior**.

Questions:

- A. Which **component of entrepreneurial environment** is highlighted in this case?
- B. How does **market and consumer trend analysis** help in opportunity recognition?
- C. Explain the role of **technological environment** in supporting this business.

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Q.4.-GreenEnergy Pvt. Ltd. plans to set up a solar power plant. The project has a high initial cost but promises long-term environmental and economic benefits. The management wants to assess **feasibility, return on investment, and social impact** before approval.

Questions:

- A. Which types of **project appraisal** are relevant for Green Energy Pvt. Ltd.?
- B. Explain the importance of **economic and social appraisal** in infrastructure projects.
- C. How can **risk analysis** be incorporated into project appraisal?

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Q.5.- TechSolutions Ltd., an IT company, ensures product quality, transparent billing, and timely customer support. The company also runs digital literacy programs in rural areas to educate communities about technology usage.

Questions:

- A. Identify the **types of social responsibility** in this case.
- B. How does responsibility towards customers improve business sustainability?
- C. Explain the role of community engagement in enhancing corporate reputation.

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Paper : 4: **BANKING & INSURANCE MANAGEMENT**

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Q.1. Trust Bank has built a reputation for excellent customer service. The bank ensures **confidentiality, timely service, and ethical practices**. A customer recently complained about unauthorized access to their account information, and the bank promptly investigated and resolved the issue.

Questions:

- A. Identify the **principles of banking** highlighted in this case.
- B. How does maintaining **confidentiality and trust** benefit the bank?
- C. Explain the role of **ethical practices** in customer relationship management.

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Q.2. Mr. Suresh bought a car insurance policy for his new vehicle. After a minor accident, he filed a claim. The insurance company sent an assessor, who evaluated the damage and approved the claim after deducting the applicable excess and depreciation.

Questions:

- A. Identify the type of insurance involved in this case.
- B. Explain the terms premium, sum insured, and excess in motor insurance.
- C. How do insurance companies assess and settle claims?

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Q.3. SecureBank provides loans to both established businesses and startups. For startups, the risk is higher due to **uncertain cash flows and lack of credit history**. The bank decided to charge a higher interest rate and ask for personal guarantees to mitigate risk.

Questions:

- A. What **credit management technique** is used to handle higher-risk borrowers?
- B. Explain the importance of **risk assessment in lending decisions**.
- C. How do interest rates and guarantees help in **risk mitigation**?

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Q.4. Quick Serve Bank noticed a decline in customer satisfaction due to **delayed resolution of complaints**. The bank implemented a CRM system to track complaints, assign them to relevant staff, and monitor response times. Customer feedback improved significantly.

Questions:

- A. Identify the **CRM challenge** addressed by Quick Serve Bank.
- B. How does effective **complaint management** impact customer loyalty?
- C. Explain the importance of **CRM in service quality improvement**.

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Name of the Examination **MBA 3RD SEMESTER**

Paper : 4: **BANKING & INSURANCE MANAGEMENT**

Date of Submission _____

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Q.5. Ms. Kapoor, an insurance agent, signed a contract agreeing to achieve specific sales targets each quarter. Despite repeated warnings, she consistently failed to meet the targets. The company terminates her contract citing breach of contract.

Questions:

- A. Was the termination justified under the terms of the contract?
- B. What steps should the company follow before terminating for performance issues?
- C. How can an insurance company ensure fairness while terminating for non-performance?

Ans:-

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Name of the Examination **MBA 3RD SEMESTER**

Paper : 5: **MANAGEMENT INFORMATION SYSTEM**

Date of Submission _____

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Q.1.- XYZ Manufacturing uses MIS to help managers decide on production schedules based on market demand, raw material availability, and workforce capacity. A sudden surge in orders leads to delayed production and missed deadlines.

Questions:

- A. How can the MIS model be improved to handle dynamic changes in demand?
- B. Identify the types of decisions (strategic, tactical, operational) affected in this case.
- C. Discuss how data, information, and decision-making are linked in the MIS model.

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Name of the Examination **MBA 3RD SEMESTER**

Paper :5: **MANAGEMENT INFORMATION SYSTEM**

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Q.2.- A software company develops a hospital management system. During deployment, hospital staff complain that the system lacks key features like patient history tracking and billing integration. It is later found that the development team did not fully consult end-users during the requirement analysis phase.

Questions:

- A. Which phase of the SDLC was neglected in this scenario?
- B. How could proper requirement analysis have prevented this problem?
- C. Discuss the importance of stakeholder involvement in the SDLC.

Ans:-

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Paper : 5: **MANAGEMENT INFORMATION SYSTEM**

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Q.3.- XYZ Bank launches a new online banking system. After launch, customers face slow transactions and frequent system crashes during peak hours. Analysis reveals that the database design and server capacity were inadequately planned.

Questions:

- A. Which SDLC phase's shortcomings caused this problem?
- B. How can scalability and performance be ensured during system design?
- C. Discuss the impact of poor design on user satisfaction and business operations.

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Q.4.- A retail store implements a new point-of-sale system. The analyst observes employees using the system to understand workflow. However, employees change their usual behavior because they know they are being observed.

Questions:

- A. Which fact-finding technique is being applied?
- B. What is the main limitation illustrated in this case?
- C. How can the analyst minimize bias during observation?

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Name of Student _____

Name of the Examination **MBA 3RD SEMESTER**

Paper :6: **INTERNATIONAL BUSINESS AND FINANCE**

Date of Submission _____

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Q.1.- Caselet: Trade Tariffs and Business Decision-Making

Rising tariffs have become a key instrument of trade policy across the world, influencing business costs, pricing, and competitiveness.

Zenith Auto Components Ltd., an Indian auto-parts manufacturer, exports nearly **35%** of its production to overseas markets and imports specialized steel and electronic sensors from foreign suppliers. Recently, the Indian government imposed a **20% import tariff** on certain raw materials to encourage domestic sourcing. At the same time, a major importing country introduced **counter-tariffs** on Indian auto components.

As a result, Zenith Auto Components faces:

- Increased input costs due to higher import tariffs
- Declining export orders because of retaliatory tariffs
- Pressure on profit margins and pricing decisions
- Uncertainty in supply chain planning

The management is evaluating options such as increasing prices, identifying local suppliers, renegotiating export contracts, or shifting part of production abroad.

Questions

1. What is the rationale behind imposing import tariffs?
2. How do tariffs affect the cost structure of Zenith Auto Components Ltd.?
3. What strategic options are available to the firm to mitigate tariff impact?

Ans:-

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Q.3.- Caselet: Multinational Enterprise and Global Strategy

Globalization has encouraged firms to expand beyond national boundaries to access new markets, resources, and efficiencies.

NovaTech Solutions Inc., a US-based multinational enterprise, operates in over **25 countries**, including India, China, and Germany. The company manufactures electronic components in Southeast Asia, conducts R&D in the US and Europe, and markets its products worldwide.

Recently, NovaTech faced challenges such as **cultural differences, exchange rate volatility, host-country regulations**, and **rising geopolitical tensions**. In India, the government introduced stricter data-localization norms and higher compliance requirements, increasing operating costs. Meanwhile, fluctuations in exchange rates affected profit repatriation to the parent company.

The management must decide whether to **standardize operations globally** or **adapt strategies to local market conditions** while balancing cost efficiency and regulatory compliance.

Questions

1. Define a multinational enterprise (MNE).
2. What motives drive NovaTech Solutions to operate in multiple countries?
3. Identify the major challenges faced by the MNE in host countries.

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Paper :6: **INTERNATIONAL BUSINESS AND FINANCE**

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Q.4.- Caselet: International Monetary and Financial System and Global Stability

The **international monetary and financial system (IMFS)** provides the framework for exchange rate determination, cross-border capital flows, and international payments. Institutions such as the **International Monetary Fund (IMF)**, **World Bank**, and **Bank for International Settlements (BIS)** play a vital role in maintaining global financial stability.

Emergia, a developing economy, has been facing a **persistent current account deficit**, declining foreign exchange reserves, and rapid capital outflows due to rising interest rates in advanced economies. The depreciation of its currency has increased the cost of external debt servicing and contributed to domestic inflation.

To stabilize its economy, Emergia approached the **IMF** for financial assistance. The IMF proposed a stabilization package involving **fiscal discipline, monetary tightening, exchange rate adjustment, and structural reforms**. While these measures aim to restore macroeconomic stability, concerns remain regarding their short-term impact on growth and employment.

Questions

1. What is the international monetary and financial system?
2. Explain the role of the IMF in managing balance of payments crises.
3. How do capital flows and exchange rate movements affect emerging economies?

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Name of the Examination **MBA 3RD SEMESTER**

Paper:7: **RESEARCH METHODOLOGY**

Date of Submission _____

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Q.1.- A retail chain notices a decline in footfall. The management conducts focus group discussions and in-depth interviews with customers to understand their shopping experience and expectations.

Questions:

- A. Which type of research is being conducted?
- B. Explain how this research helps management.
- C. State one advantage of this research approach.

Ans:-

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Paper :7: **RESEARCH METHODOLOGY**

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Q.4.- An organization introduces a new training programme and assumes that it will improve employee productivity.

Questions:

- A. Formulate the research hypothesis.
- B. Identify whether it is a **simple or complex hypothesis**.
- C. State one variable involved in the hypothesis.

Ans:-

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Paper :7: **RESEARCH METHODOLOGY**

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Q.5.- A company prepares a detailed document at the end of the financial year covering financial results, management discussion, future plans, and corporate governance practices. This report is circulated to shareholders.

Questions:

- A. Identify the type of report.
- B. Is this a **formal or informal report**? Give reasons.
- C. Mention two features of this report.

Ans:-

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Name of Student _____

Name of the Examination **MBA 3RD SEMESTER**

Paper :8: **BUSINESS ECONOMIC ENVIRONMENT**

Date of Submission _____

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Q.1.- Case:-1 A traditional retail company operating physical stores noticed a decline in sales due to the rapid growth of e-commerce platforms and digital payment systems. The company decided to launch an online store and adopt digital marketing strategies.

Questions:

- A. Which element of the business environment is highlighted here?
- B. How does technological environment affect business operations?
- C. What challenges may the company face during digital transformation?

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Q.2.-During an economic slowdown, industrial production declined and unemployment increased. To stimulate economic activity, RBI reduced the **repo rate**, **CRR**, and **SLR**, and infused liquidity into the banking system.

Questions:

- A. What type of monetary policy is adopted in this case?
- B. Explain the role of CRR and SLR in controlling credit.
- C. Suggest other measures RBI can take to revive the economy.

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Q.3.-ABC Ltd., a large industrial house, acquired several smaller firms in the cement industry. After these acquisitions, ABC Ltd. controlled more than 40% of the market share, enabling it to influence prices and limit competition.

Questions:

- A. Which objective of the MRTP Act is relevant in this case?
- B. What powers did the MRTP Commission have to deal with such cases?
- C. Explain how the MRTP Act aimed to prevent the growth of monopolies.

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Paper :8: **BUSINESS ECONOMIC ENVIRONMENT**

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Q.4.- After 1991, industrial licensing was abolished for most industries, and private as well as foreign players were allowed to enter many sectors that were earlier restricted.

Questions:

- A. Which industrial policy change is highlighted here?
- B. What were the main objectives of Industrial Policy, 1991?
- C. How did de-licensing improve industrial efficiency?

Ans:-

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Q.5.- Developed countries provide heavy subsidies to their farmers, enabling them to export agricultural products at lower prices. Indian farmers claim that such practices hurt their income and competitiveness.

Questions:

- A. Which WTO agreement is relevant in this case?
- B. Explain the issue of agricultural subsidies under WTO rules.
- C. How do subsidies distort international trade?

Ans:-

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Q.-----.- (Additional Sheet, if required)

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