

ASSIGNMENTS

MB0022 Management Process and Organizational Behaviour

(3 credits)

Assignment 1

(4 * 10 = 40 Marks)

Answer the following questions:

1. Elaborate the functions of Management
2. Compare Classical Conditioning theory versus Operant Conditioning theory
3. Define Attitude. Explain the Cognitive Dissonance theory
4. Define Personality. Elucidate Trait theory

Case Study

Ashish shah is the Managing Director of Sai Furnitures a medium sized house hold furniture manufacturing firm in Manipal. He holds a Bachelors Degree in engineering and a Masters Degree in management. He has been managing the company from its inception in 1982. For more than two decades, the company is doing reasonable well.

Of late, Mr. Shah has noticed that the workers are not working to their full potential. It is a well-known fact that they filled their days with unnecessary and unproductive activities and worked only for the sake of wages. About a year back, the situation has become quite alarming as the organisation began to crumble under the weight of uneconomical effort. The situation demanded prompt remedial measure to check the detrimental trend that was noticed in the last year. Mr. Shah knew very well that the only way to progress and prosper is to motivate workers to peak performance through various incentive plans.

Mr. Shah summoned the HR Manager and enquired – What is the problem with the workers? We pay the highest in the industry. Our working conditions are excellent. Our fringe benefits are the best in the industry. Still the workers are not motivated. Find out what the workers really want? Unless productivity increases we are doomed.

The HR Manager made a detailed investigation and comes out with the following reply – The wages, fringe benefits and working conditions are not enough. Other things are equally important. I have found out from the workers that work and efficiency go unnoticed and unrewarded in the company. The promotions and benefit plans are tied to the length of service. Even unproductive workers enjoy all the benefits in the organisation, which in fact, according to the workers, should go only to those who work hard. As a result more and more workers are joining the bandwagon of non-performers. This has become quite alarming as workers refuse to perform.

Read and analyze the above case, on the basis of your individual analysis answer the following questions:

Questions:

1. Explain the motivational problem in this case by relating it to Herzberg's theory.
2. Analyse the problem in depth and find out a solution to the problem.
3. If you were the HR Manager how would you motivate the employees so that they work better? **(20 marks)**

MB0022 Management Process and Organizational Behaviour

(3 credits)

Assignment 2

(4 * 10 = 40 Marks)

Answer the following questions:

1. Define Perception. Interpret the various barriers to Perception
2. Define Motivation. Describe Hertzberg's Two-factor theory of Motivation
3. Elaborate on different types of Groups
4. Enumerate the sources of Power in Organizations

Case Study

Mr. Ravinder Rao is a B.E. in Computer Science from the Regional Engineering College, Surathkal and is working as a Project Manager in Mangala Tech., a leading software company in India. Mr. Rao was an all-rounder, who did exceedingly well in his studies as well as other extracurricular activities. Though he secured admission for MBA at Manipal Institute of Management, due to financial constraints he discontinued his studies and joined Mangala Tech. He proved to be good in his job and within a short period of 5 years rose to the position of Project Manager.

Gradually Mr. Rao began to feel dissatisfied with the work environment in general and his own work in particular. He wanted to get an MBA degree and as his desire remained unfulfilled, he was feeling quite restless. His friends appreciated his feelings and suggested that he should meet his boss Mr. S. S. Pai and discuss the matter with him. Mr. Rao then approached Mr. Pai and asked him to sanction study leave for two years. Mr. Pai was

not helpful and discouraged Mr. Rao by saying that for a talented person like Mr. Rao, a MBA degree would make no difference and moreover, the company had no such policies of granting study leave. After about a month Mr. Ravindra Rao put in his resignation.

Read and analyze the above case, on the basis of your individual analysis answer the following questions:

Questions:

1. Critically analyze the attitude and action of Mr. Ravinder Rao.
2. If you were Mr. S. S. Pai, what advice would you give Mr. Rao and why?

(20 marks)

MB0023 Business Communication

(3 credits)

Assignment 1

(60 Marks)

Answer the following questions:

Section 1 Each question carries 10 marks. (30)

1. Write letters of application with a resume in response to the following advertisement:

We require young candidates with brilliant academic record for our marketing trainee scheme. Selected candidates will be trained for two months. On successful completion of training they will be absorbed in a suitable scale on our management cadre and posted to our units in Hyderabad, Mumbai and Delhi. During training, they will be paid a fixed stipend of Rs. 5000/- per month. Applicants should be graduates in MBA with a first class and possess qualities of leadership. Age should not exceed 23 years. Apply within 10 days to Manipal Apparel Industries, 43/77, M.G. Road, Manipal.

2. The paragraph given below is an unedited draft that contains many errors. Find and correct them.

Cross-cultural research interests to me. Miller wrote that American parents want their children to sleep on their own beds as soon as possible. It is important for babies learn to sleeping through night by herself. She said that Mayan mothers express the pity on American babies because she has to sleep alone. Japanese parents believe babies should sleeps with their parent too. Cultures who want children to developing independence wants children to sleep alone. Cultures who value interdependence likes babies to sleep with the parent. When mother nurse her baby, it is good for baby to sleep her mother. If baby wake up the night, mother can hold and nurse baby back sleep. Mother can fall asleep with baby too. Then mother is not so tired a next day. Learning about how cultures around world live fascinate to me.

3. How should you communicate –
a) at the beginning of the interview.

b) at the closing of the interview.

Section 2 Each question carries 5 marks. (30)

1. Prepare a memo for circulation to all employees of your organization announcing a change in the working hours and explaining the reasons for the change.
2. As the departmental head of HRD, write a memo to the financial manager seeking his approval for purchasing additional systems worth Rs. 2.5 lakhs.
3. How can overhead projectors be used to enhance the quality of presentations?
4. What are listening skills? Enlist the types of listening skills.
5. In the following sentences, fill in each blank with a verb that makes sense to you as a reader.
 - a) The teacher finished ____ and then asked for questions about the examination that Thursday.
 - b) The students appreciated ____ about what would be on the test.
 - c) One of the students asked the teacher to postpone ____ the test until Monday.
 - d) The teacher told the students that they had to get used to ____ tests every week.
 - e) A few students considered ____ after class to study together in small groups.
6. What are the purposes of conducting a Group discussion?

MB0023 Business Communication

(3 credits)

Assignment 2

(60 Marks)

Answer the following questions:

Section 1 Each question carries 10 marks. (30)

1. Assume that you have decided to establish a manufacturing unit in your town and that you wish to avail of the loan facility under the self-employment scheme of the Government of India. Draft a technical proposal for the production of an item of your choice, seeking loan from the Regional Director of the Industrial Promotion Corporation of your State. Invent the details you consider necessary.

2. Prepare a power point slide on the different Parts of Speech with sufficient examples.
3. Choose the best word to fill in the blanks from the alternatives given below.

My name is Laura and I train people in modern management techniques. Old style managers were i)____. They took all the decisions and told their ii)____ what to do without talking to them. They were often very iii) ____ from their employees. They iv)____ their decisions from above and their whole approach was v)____ and vi)____. A modern manager has to be more vii)____ and viii)____. Decision-making needs to be ix)____ so everyone should be involved in the process of x)_____.

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|-------------------------------------|-------------------|------------------|-----------|
| i) a. authority
authorizing | b. authorized | c. authoritarian | d. |
| ii) a. subordinates
speculators | b. superiors | c. sponsors | d. |
| iii) a. above | b. further | c. long | d. remote |
| iv) a. imported
pressured | b. imposed | c. stressed | d. |
| v) a. bottom-up
down | b. upside-down | c. inside-out | d. top- |
| vi) a. bureaucratic
restructured | b. administrative | c. organized | d. |

- vii) a. closed b. shut c. over d. open
 viii) a. advanced b. relaxing c. approachable d. distant
 ix) a. decentralized b. unfocused c. depreciated d. restructured
 x) a. talking b. consultation c. speaking d. discussing

Section 2 Each question carries 5 marks. (30)

1. What do you mean by the barriers of communication? Explain any two barriers of communication.
2. What are the different types of sentences? Give 4 examples for each type.
3. The head of your organization is worried about the amount of time employees are spending during the 'tea break'. Draft a memo to be signed by him and circulated to all employees asking them to be at their desk during duty hours.
4. What role does body language play in making oral presentation effective?
5. Write a letter to a travel agency to book a seat for you by flight NO. C748 from Mumbai to Ahmedabad on 22nd August 2007.
6. Look at the business cards given below and say whether the sentences that follow are true or false.

<p>Mrs Paula Howard M.A. <i>Customer Services</i></p> <p>Provector Insurance PO Box 274 Ipswich, IP41 6HJ Tel.: 01473262626</p>
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<p><i>William J Davenport Sr.</i></p> <p>Vice President, Finance Global Foods Inc.</p>

- i) Paula Howard is married.
- ii) Willaim Davenport has a son named William
- iii) Mr. Davenport's middle name could be Robert.
- iv) If you write to Paula, you could address her as 'Ms Paula'
- v) Paula Howard doesn't have a middle name.

MB0024 Statistics for Management

(3 credits)

Assignment 1

(6 * 10 = 60 Marks)

Answer the following questions:

1. Explain the limitations of statistics in your own words
2. Briefly explain relative frequency of occurrence in your own words
3. Write short notes on Bernoulli distribution. Also write the use of Bernoulli process
4. Discuss briefly the continuous probability distribution
5. Write short notes on simple random sampling
6. State central limit theorem .Explain it in your own words

MB0024 Statistics for Management

(3 credits)

Assignment 2

(6 * 10 = 60 Marks)

Answer the following questions:

1. What is the criteria of a good estimator, explain the points in your own words
2. Write short notes on interval estimates
3. Explain Type I and Type II errors in testing of Hypothesis
4. Write down the properties of chi-square distribution
5. Briefly explain the concept of Correlation in your own words
6. What do you mean by regression analysis; explain in your own words

MB0025 Financial and Management Accounting

(3 credits)

Assignment 1

(6 × 10 = 60 Marks)

Answer the following questions:

1. Elaborate on Basic Accounting Concepts
2. Explain various types of Journals
3. Write a note on types of Errors and their Rectification
4. Enumerate various sub-fields of accounting
5. Compare
 - i. Marginal Costing Vs CVP Analysis
 - ii. Standard Costing Vs Variance Analysis
6. Differentiate between Management Accounting and Financial Accounting

MB0025 Financial and Management Accounting

(3 credits)

Assignment 2

(6 × 10 = 60 Marks)

Answer the following questions:

1. Write a note on three Important Profitability Ratios
2. Elaborate on Objectives of Fund Flow Statement
3. Explain the various steps involved in preparing a Cash Flow Statement
4. Elucidate various bases of Cost Classification
5. Describe the advantages of Break –Even Chart
6. Discuss the Limitations of Budgetary Control

MB0026 Managerial Economics

(3 credits)

Assignment 1

(6 × 10 = 60 Marks)

Answer the following questions:

1. Explain different types of Elasticity of Demand
2. Write a note on Market Equilibrium
3. Elaborate on the Law of Economies of scale
4. Write a note on Profit Maximization Model
5. Enumerate the different Pricing Policies
6. Write a note on Market Structures

MB0026 Managerial Economics

(3 credits)

Assignment 2

(6 × 10 = 60 Marks)

Answer the following questions:

1. Interpret the concept of Consumer Surplus
2. Explain the basic concepts of Macro Economics
3. Write a note on Consumption Function
4. Elaborate on Monetary Policy
5. Define Business Cycle. Elucidate characteristics and phases of Business Cycle.
6. Write a note on Externalities

MB0027 Human Resource Management

(3 credits)

Assignment 1

(4 × 10 = 40 Marks)

Answer the following questions:

1. Write a note on the Human Resources and their importance
2. Distinguish amongst Personnel Management and Human Resources Management
3. Interpret Human Resource Planning
4. Discuss Individual Evaluation Methods

Case Study

Vinod has been working in I.G. Ferns and Curtains for almost 15 years. He has been a sincere worker. He leaves his house at 7 a.m. and works till 5.30 p.m. every day. If there is heavy orders, he even works till late in the evenings and if necessary even on Sundays. Though other workers leave their work incomplete at 5.00 p.m. the closing time resume their work only the next day, Vinod does not do so. He invariable completes his work before leaving even it is passed the closing time. The Manager thus depends on Vinod to complete the work left incomplete by other tailors. If there is an additional order, the manager invariably gives it to Vinod.

Vinod married Diana about two years back. After his marriage, he has been indulging in alcoholism. Vinod's marital life was in trouble not very successful. He started developing feeling of hatred towards his wife. He was dissatisfied in his sexual relations and started visiting prostitutes. Here he came under the influence of youngsters. Seeing the deteriorating morale and social life of Vinod, his brother approached IG Ferns and certain and asked them not to overburden him with work. She alleged that because of his working for long hours, he does not pay any attention to his family life. His wife has almost rejected him and if these states of affairs continue she has threatened to break the nuptial bondage.

The firm's policy at present is to redress the grievances of the employees and to deal with only those grievances relating to the terms and conditions of employment and work.

Questions:

1. Does the issue raised by Vinod's mother come under the purview of Human Resource Management?
2. If you were the Manager, how would you redress this grievance?

3. Do you suggest a change in the present HR policy? If so, mention the policy. **(20 marks)**

MB0027 Human Resource Management

(3 credits)

Assignment 2

(4 × 10 = 40 Marks)

Answer the following questions:

1. Define Morale. Write importance of Morale
2. Elaborate on Principles for Maintenance of Discipline
3. Enumerate the Grievance Handling Procedure
4. Interpret the various aspects of Charismatic Leadership

Case Study

Ivan has been working in I.G. Ferns and Advertisers for about 5 years as a copyman. His job as copyman is to design advertisement for use in newspapers and magazines for the company's clients. He must work closely with the girls in the photography section, with members of the sales and promotion department and with the Vice-president who is in-charge of the whole sales & promotion department.

Ivan is an extremely enthusiastic worker with many good ideas. But he has considerable trouble in dealing with people. He is too impatient with the girls in the photography section and constantly chasing them to finish his own work in time on one occasion he went in to the ladies dressing room where the girls were putting make up and asked them to speed up. The girls were

annoyed but through they expressed their displeasure they did not complain.

He makes it clear to everyone that his ideas are always best and this is not taken kindly by others in the sales and promotion department. On another occasion, when there was a conference, and the Vice-president was making a speech, Ivan cut the speech short by an aggressive answer. It was a good answer and the Vice-president took it sportingly. He even congratulated Ivan on his innovative ideas.

Though the girls did not complain and the Vice-president did not mind, some other people in the department thought that Ivan did not behave properly. Ivan always created unpleasantness wherever he went.

As a manager you are concerned about the animosity he is creating in your department. As per the performance appraisal policy of the company, each employee has to undergo a performance evaluation interview every year. The rating of the employee is based in terms of achievement and evaluation of behavioral attributes. Based on the rating the employee will be given an increment.

Questions:

1. As Ivan's manager, what should your strategy be in handling the performance evaluation interview with Ivan?
2. What remedial measures do you suggest to tackle the situation?
3. As an appraiser do you suggest with holding Ivan's increment? Give reasons. **(20 marks)**