

CENTRE FOR DISTANCE AND ONLINE EDUCATION

JAMIA MILLIA ISLAMIA, NEW DELHI – 110025

STUDENT'S ASSIGNMENTS

MBA (DISTANCE MODE)

SEMESTER I

SESSION 2023-24 (January)

STUDENT ASSIGNMENTS
(SESSION 2023-24)

INSTRUCTIONS

The students are required to read carefully and follow the instructions given below:

- Submission of one complete Assignment in each course of the programme every year/semester is compulsory.
- Completed Assignments on prescribed Assignment Booklet/A4 size papers are to be submitted by hand/ through post to the Study Centre /uploaded on Google classroom as per the date notified by the CDOE.
- For Assignments Submitted after the notified date a late fee of **Rs. 100/-** per course assignment will be payable through Demand Draft in favour of Jamia Millia Islamia, Payable at New Delhi.
- Write your name, roll number and other details as required on the cover page of Assignment Booklet/sheets.
- **For your record, keep a photocopy of your Assignment.**
- **Please go through your Programme Guide carefully for further detail**

Course Title: Managerial Economics
Session: 2023-24

Course Code: DMBA CP-103
Maximum Marks – 25

Note: Attempt any two of the following five questions. All questions carry equal marks.

1. Discuss the nature and scope of managerial economics. “Managerial economics is the integration of economic theory and business practices”, comment.
2. What is elasticity of demand? Calculate price elasticity of demand if quantity demanded of a product increased from 500 units to 1000 units when its price decreased from Rs 100 to Rs 50.
3. Discuss the managerial significance of Break-Even analysis. A company makes a product with a selling price of Rs 20 per unit and variable costs of Rs 12 per unit. The fixed costs for the period are Rs 40,000. What is the required output level to make a target profit of Rs10,000?
4. What is perfect competition? Explain price determination under perfect competition with a diagram.
5. Write notes on any two:
 - Non-Price competition
 - Production Isoquants
 - Indifference curves
 - Monetary policy

Course Title – Human Resource Management
Session – 2023-24

Course Code – DMBA CP-104
Maximum Marks – 25

Note: Attempt any two of the following five questions. All questions carry equal marks.

1. Define HRM. Explain the opportunities and challenges in HRM.
2. What is Diversity? Explain the major reasons that have made Diversity a challenge for today’s organizations.
3. Discuss the importance of HRD both at micro level and macro level.
4. What do you mean by labour welfare? Explain the qualification, duties and responsibilities of a labour welfare officer.
5. Write notes on any two:
 - Job Analysis
 - Talent Management
 - Balance Score Card.
 - Collective bargaining

Course Title- Business Communication
Session -2023-24

Course Code- DMBA-CP-105
Maximum Marks-25

Note: Attempt any two of the following five questions. All questions carry equal marks.

1. What are the essential factors for communication? State the strategies for improving organizational communication?
2. There has been a paradigm shift in business communication in the new millennium. Discuss.

3. What is effective listening? 3. 'Good service providers endeavour to become listening organizations.' Discuss.
4. With the help of a suitable illustration, describe the various parts of a business letter.
5. Write notes on any two:
 - Cross Cultural communication
 - Grapevine communication
 - Conferences
 - letters of enquiry

Course Title- Financial Accounting
Session -2023-24

Course Code- DMBA-CP-106
Maximum Marks-25

Note: Attempt any two of the following five questions. All questions carry equal marks.

1. Journalize the following transactions of M/s Vikas & Sons for the month of April, 2024 and post them in the Ledger.
 - April 01: Started business with a capital of Rs. 100,000.
 - April 05: Purchased goods from Aman on credit Rs. 20,000.
 - April 10: Paid cash to Amit Rs. 10,000.
 - April 14: Sold goods to Mahesh Rs. 25,000.
 - April 19: Received cash from Mahesh Rs. 10,000.
 - April 22: Further purchased goods from Aman Rs. 10,000.
 - April 25: Paid cash to Aman Rs. 10,000.
 - April 29: Paid wages Rs. 5000.
 - April 30: Paid rent Rs. 2000.
2. From the following information prepare a comparative balance sheet.

	31 st March, 23	31 st March, 24
Equity share capital	4,00,000	6,00,000
Debentures	2,00,000	3,25,000
Sundry creditors	2,55,000	1,17,000
Bank overdraft	7,000	10,000
Total Liabilities and Capital	8,62,000	10,52,000
Plant and machinery	1,00,000	2,00,000
Land and building	3,60,000	5,40,000
Investments	2,70,000	1,70,000
Sundry debtors	1,00,000	88,000
Cash in hand	32,000	54,000
Total assets	8,62,000	10,52,000

3. Ajay purchased a machinery on April 1st, 2015 for Rs. 2,00,000. The useful life of the equipment was five years and the scrap value was estimated as Rs 50,000 at the end of five years. Prepare the machinery and Depreciation ledger accounts in the books of Ajay for the year ending 31st March every year by using straight line method.
4. Differentiate between Fund Flow Statement and Cash Flow Statement.
5. Write notes on any two:
 - IFRS
 - LIFO & FIFO method
 - Realization Concept
 - Sales-ledge

Course Title: Marketing Management
Session-2023-24

Course Code: DMBA CP-107
Maximum Marks: 25

Note: Attempt any two of the following five questions. All questions carry equal marks.

1. Describe the different marketing philosophies. Analyse the planning process of strategic marketing to attain competitive advantage.
2. Elaborate the various steps in the new product development process.
3. 'A wide range of marketing channels are available that can be utilized for reaching out to prospective customers.' Explain.
4. What are the different modes of social media marketing? Discuss social media as a marketing tool.
5. Write notes on any two:
 - Significance of consumer behavior
 - Market segmentation
 - Marketing-Oriented Pricing
 - Green Marketing

Course Title- IT Application in Management
Session -2023-24

Course Code- DMBA-CP-108
Maximum Marks-25

Note: Attempt any two of the following five questions. All question carry equal marks.

1. Convert the following
 - Hexadecimal Number EC2 To Binary Number
 - Binary Number 10011100110 To Hexadecimal Number
 - Decimal Number 650 to Hexadecimal Number
 - Octal Number 2374 To Decimal Number
2. Differentiate between RAM and ROM. Explain the types of RAM and ROM.
3. How a computer data be secured? What are the various threats to computers with reference to data security?
4. What is data communication? Explain the different types of communication used in computer networks.
5. Write notes on any two:
 - Data and Information
 - System and Application Software
 - Emerging Trends in IT
 - DBMS