



KARNATAKA STATE OPEN UNIVERSITY

MUKTHA GANGOTRI, MYSORE-570 006

DEPARTMENT OF STUDIES AND RESEARCH IN MANAGEMENT

MBA I-SEMESTER ASSIGNMENT CIRCULAR & QUESTIONS- 2020

INSTRUCTIONS:

NOTE: - You are required to read the following instructions carefully before you answer.

1. Assignment cover page should be superscribed by "Assignment for MBA-I Semester: 2020-21", and Department Address, Title of the Programme, submitted by: Name, Roll No of the Candidate. (Assignment without Name and Roll No will be rejected)
2. Candidate should answer **both questions** under each paper. Each question carries 10 marks. No seminar will be conducted.
3. Candidate should write the assignment **separately** for all the 6 (Six) subject / course mentioning **Name and Roll No in each paper.**
4. Candidate should **not reproduce the answer either from the study material** or from any website and should refer reference books, journals and reports of National and International.
5. Your assignment should reach to:

Chairperson
DOS&R in Management
Karnataka State Open University,
Mukthagangothri, Mysore-570006
6. **Assignments should reach us on or before 01.08.2020.** The assignments received after the last date will be summarily rejected. **No further extension is allowed.**
7. Assignment sent to any other address of the Department will not be valued.
8. The list of students, who have submitted the assignments will be displayed on the website after examination. Any discrepancies therein should be brought to the notice of the Department with in **fifteen days**. In case the Department has not received the assignments, you may have to send it again along with the necessary proof of sending it earlier. Please note that no changes will be made in IA, once the results are announced.
9. *The students are advised to keep a copy of the Assignments with them and submit it in case the University demands the same.*

ASSIGNMENTS

Course 01 : Management Process

01. What is Decision – Making ? Explain the importance of Decision – Making in management.
02. Define leadership. Elaborate the various theories of leadership.

Course 02 : Managerial Economics

01. What is promotional or advertising elasticity of demand ? What are its effects on demand curve ? What are the determinants of advertising elasticity ?
02. What are the considerations involved in formulating the price policy ? Explain the rejections of Price policy.

Course 03 : Accounting for Managers

01. What are the different groups under which ratios are classified ?
02. Discuss the Issues, challenges and prospects of modern accounting system.

Course 04 : Organisational Behaviour

01. Outline the components of an effective organizational culture. Do you think that varied cultures can have an impact on the business ethics of an organization ? Explain with example.
02. What is Personality ? Explain the various theories of personality.

Course-05: Statistics and optionalization techniques

01. A hotel management is planning to add another 700 room hotel to their chain. Existing occupancy has been found to be an average of 70% on annual basis. It has been estimated that the cost per room per annum of Rs. 20,000. Following data, based on demand at similar hotels of the chain has been tabulated.

Season	Number of days	Daily demand	Average cost per occupied room per day
Peak Season	210	700	100
Normal Season	130	600	85
Slack Season	90	500	65

- (a) Prepare a pay-off table for a complex with 500, 600 and 700 rooms.
 (b) Advise management as to the number of rooms it should construct under new proposal.
 (c) How to utilise spare capacity due to poor occupancy rate ?

02. The following information is known for a project. Draw the network and find the critical path.
 Capital letters denote activities and number in bracket denote activity times.

This must be completed	Before this can Start
A (30)	C
B (7)	D
B	G
B	K
C (1)	D
C	G
D (14)	E
E (10)	F
F (7)	H
F	I
F	L
G (21)	I
G	L
H (7)	J (15)
I (12)	J
K (30)	L (15)

Course 06 : Business Environment

01. Briefly explain the impact of COVID-19 on the Indian Business Environment.

02. Why is the study of social environment important for a business. Explain.