

MBA-1ST SEM (2023-25) WINTER VACATION ASSIGNMENTS

Answer all questions and submit it in A4 sheets.

MB 101 Principle and Practices of Management

Q1. What are the various environmental factors that a manager should consider in an organization?

Q2. Explain the importance of controlling in an organization. What are the problems faced by the organization in implementing an effective control system?

MB 102 Managerial Economics

Q1. Explain the concept of 5 years Economic Planning in India with major characteristics of plan.

Q2. How demand forecasting is done in Industry? Explain the concept with proper example.

MB 103 Statistical Methods for Decision-Making

Q1. Why measure of central tendency is needed in any managerial decision making? Explain the concept with proper example.

Q2. What do you mean by coefficient of variation (CV)? Why CV is needed for good decision making in management?

MB 104 Accounting and Financial Analysis

Q1. Write down the format of Cash Flow Statement and also write down its importance.

Q2. .Calculate Cash from Operation from the following information :

Particulars	2022 (Rs.)	2023 (Rs.)
Debtors	42,000	46,000
Prepaid Expenses	2,000	2,700
Accrued Income	1,500	1,200
Bills Receivable	14,000	12,000
Income Received in Advance	800	1,000
Bills Payable	13,000	11,000
Creditors	26,000	28,000
Outstanding Expenses	8,000	6,000

Profit earned during 2023 amounted to Rs. 1,00,000 after taking into account the following adjustments

- | | |
|----------------------------------|-----------|
| (i) Profit on Sale of Investment | Rs. 2,000 |
| (ii) Loss on Sale of Machine | Rs. 900 |
| (iii) Goodwill Amortized | Rs. 3,000 |
| (iv) Depreciation Charged | Rs. 2,900 |

Q3. Philips Ltd. Earned a profit of Rs. 2,50,000 after charging the following Items

S. No.	Particulars	Rs.
1	Depreciation on Fixed Tangible Assets	20,000
2.	(Machinery)	2,000
3.	Loss on Sale of Fixed Tangible Assets	9,000
4.	(Furniture)	2,500
5.	Writing off Goodwill	35,000
6.	Provision for Doubtful Debts	15,000
7.	Provision for Taxation	8,000
	Transfer to general reserve	
	Gain on Sale of fixed Tangible Assets (Machinery)	

The following information about assets and liabilities is as follows

Particulars	31-03-2011	31-03-2012
Trade Receivables	50,000	62,000
Trade payables	45,000	55,000
Income received in advance	12,000	8,000
	6,000	3,000

Outstanding expenses	-----	5,000
Prepaid expenses		

You are required to calculate Cash from Operating Activities

MB 105 Marketing Management

Q1. Conduct a research about a firm that manufactures and sells Television. Find out its marketing communication strategy. Find out what kind of advertisements and consumer-oriented sales promotions the firm is conducting for its products (i.e., television). As a consumer, which promotional activity is most appealing to you? State reasons to support your answer.

Q2. Identify a marketing communication campaign of a FMCG product that adopted all the following promotions: Print advertisements, TV advertisements, Public Relations and Sales promotion. Which of these promotions do you think were most effective?

MB 106 Human Resource Management

As expected, XYZ Company is growing! Sales are at record high levels, and the CEO has approved hiring five new production team members. Your job is to design a recruitment and selection plan. Your plan should include:

- a. A brief Job Description of the position
- b. The plan and activities for recruitment. How and where will you find the applicants?
- c. Finalizing on how to sort the applicants to determine who and how many will attend the interview.
- d. A plan for the interview process. Who will interview? What is the interview format? Include few sample interview questions.
- e. How will you make your selection decision?