

Assignment Questions for MBA 1ST 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 1ST SEMESTER EXAMINATION – REGULAR & BACK

TIME 9.00 A.M TO 12.00 P.M

<u>DATE</u>	<u>PAPER</u>	<u>SUBJECT</u>
27/01/2026	1330302101	MCP
28/01/2026	1330302102	BRFW
29/01/2026	1330302103	FA
30/01/2026	1330302104	BE
31/01/2026	1330302105	HRM
02/02/2026	1330302106	MM
03/02/2026	1330302107	FM
04/02/2026	1330302108	OB



CDOE/DDCE UTKAL UNIVERSITY, VANI VIHAR, BHUBANESWAR
ASSIGNMENT ANSWER SCRIPT

Roll No.

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Name of Student _____

Name of the Examination: **MBA 1ST SEMESTER**

Paper: **1: MANAGEMENT CONCEPTS AND PRACTICES**

Date of Submission _____

For Office use only	
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Q.1.Green Grow Organics is a rapidly growing company producing organic food products. Due to increasing demand, the company expanded its operations by opening new outlets in different cities. However, after expansion, several problems emerged. There was confusion regarding authority and responsibility, employees were unclear about their roles, and coordination among departments was weak. Deadlines were often missed, and customer complaints increased.

The Managing Director realized that although resources were available, they were not being utilized properly. She decided to introduce systematic planning, proper division of work, clear authority-responsibility relationships, motivation of employees through incentives, and regular performance reviews.

Questions:

- A. Explain the concept of management highlighted in the above case.
- B. Identify the main functions of management applied by the Managing Director.
- C. Why is management described as a continuous process in this case?

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Q.2.-Apex Engineering Ltd. is a manufacturing company employing more than 500 workers. Recently, the company started facing problems such as low productivity, employee dissatisfaction, and lack of discipline on the shop floor.

After investigation, the management observed the following:

- Workers were often receiving instructions from more than one supervisor.
- Managers delegated responsibilities but were reluctant to share authority.
- Employees felt that promotions and rewards were biased and unfair.
- There was no clear division of work, leading to duplication of efforts.
- Employees showed little initiative and avoided taking responsibility.

To overcome these problems, the Managing Director decided to restructure the management system by clearly defining duties, balancing authority with responsibility, ensuring fair treatment of employees, enforcing discipline, and encouraging initiative among workers.

Questions:

- A. Identify **any four principles of management** of **Henri Fayol** violated in the above case.
- B. Which **Henri Fayol principles** are being applied by the Managing Director to improve the situation?
- C. Explain the relevance of the **principle of unity of command** in this case.

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Q.3.-Sun Power Energy Ltd. planned to set up a solar power plant. The management assumed stable government policies and did not prepare contingency plans. Later, changes in regulations and delays in approvals caused major financial losses and project delays.

Questions:

- A. Identify the importance of **assumptions and premises** in planning.
- B. Which step of the planning process relates to **identifying alternatives**?
- C. Why is **contingency planning** essential in uncertain environments?

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Q.4.-City Care Hospital planned to purchase new medical equipment. Management had to choose between **high-cost advanced machines** and **moderately priced standard equipment**. While advanced machines could improve service quality, they would significantly increase costs. The hospital analyzed costs, benefits, patient demand, and financial capacity before making the final decision.

Questions:

- A. Identify the **decision-making approach** used by City Care Hospital.
- B. Explain how **cost–benefit analysis** supports rational decision making.
- C. Which **factors influencing decision making** are evident in this case?

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Q.5.- Alpha Pharmaceuticals is a growing company manufacturing medicines. The organization is divided into production, marketing, finance, human resources, and research departments. Recently, the company experienced delays in product launches because departments worked in isolation. Marketing often complained that production did not meet demand forecasts, while finance delayed approvals due to lack of coordination.

Questions:

- A. Identify the **type of departmentation** used in Alpha Pharmaceuticals.
- B. State two **advantages and two limitations** of this type of departmentation.
- C. Why is **inter-departmental coordination** important in this case?

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Name of the Examination **MBA 1ST SEMESTER**

Paper : **2: BUSINESS REGULATORY FRAME WORK**

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Q.1. Amit offered to sell his car to Rohit for ₹5 lakh through a letter. Before Rohit could accept, Amit sent another letter revoking the offer. Rohit accepted the offer after receiving the first letter but before receiving the revocation letter.

Questions:

- A. Was the revocation of offer valid?
- B. When is communication of acceptance complete?
- C. Explain the rules regarding revocation of offer.

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Q.2.-Rina gave her car to a service centre for repairs. Due to negligence, the car was damaged while in the custody of the service centre.

Questions:

- A. Identify the nature of contract involved.
- B. Define bailment and name the bailor and bailee.
- C. What duties did the bailee fail to perform?

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Q.3.- A buyer purchased a milk-processing machine after the seller assured that it could process 500 litres per hour. The machine processed only 300 litres per hour.

Questions:

- A. Identify whether the assurance is a condition or a warranty.
- B. Explain the difference between condition and warranty.
- C. What remedies are available to the buyer?

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Q 4.- X drew a bill of exchange on Y directing him to pay ₹1,00,000 to Z after 60 days. Y accepted the bill.

Questions:

- A. Identify the negotiable instrument involved.
- B. Who are the drawer, drawee and payee?
- C. When does the bill become complete and binding?
- D. What is the significance of acceptance in a bill of exchange?

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Q 5.- A mobile phone company advertised its product as “*waterproof*”, but the phone got damaged when exposed to rain. The company later clarified that the phone was only “*water-resistant*”.

Questions:

- A. Identify the unfair trade practice involved.
- B. How does misleading advertisement violate consumer rights?
- C. What powers does the Central Consumer Protection Authority (CCPA) have?
- D. What remedies are available to consumers in such cases?

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Name of the Examination: **MBA 1ST SEMESTER**

Paper : 3: **FINANCIAL ACCOUNTING**

Date of Submission _____

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Q.1.- Journalise the above transactions in the books of ABC Traders:-

- | | |
|-----------|---|
| 1/1/2024 | ABC Traders started business with cash Rs 5,00,000 and vehicle Rs 2,00,000 |
| 2/1/2024 | Received Rs 3,00,000 loan from SBI which was credited to a new account of M/s Arpita Stores |
| 3/1/2024 | Purchased land and building for office purpose Rs 2,00,000 through cheque |
| 4/1/2024 | Purchased office furniture for Rs 30,000 and paid cash |
| 5/1/2024 | Purchase office chair for Rs 2,500 through cash |
| 6/1/2024 | Deposited in Bank Rs 50,000 |
| 7/1/2024 | Bought goods for cash Rs 10,000 |
| 8/1/2024 | Bought goods on credit from M/s Smruti Sudha & Co for Rs 60,000 |
| 8/1/2024 | Sold goods for cash Rs 3,000 |
| 9/1/2024 | Sold goods on credit to Abhilash Kumar Rs 5,000 |
| 10/1/2024 | Received Rs 3,000 from Abhilash Kumar as part payment |
| 11/1/2024 | Sold Goods to Ajaya Rs 10,000 on credit |
| 12/1/2024 | Received Rs 9,900 from Ajaya in full settlement |
| 13/1/2024 | Sold goods to Hari Narayana Rs 3,000 and received cheque |
| 14/1/2024 | Withdraw Cash from bank for office use Rs 10,000 |

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Q.2.-Current Ratio 2.5; Liquid ratio 1.5; Proprietor's Ratio 0.75; Working Capital Rs 60,000; Reserves and Surplus Rs 40,000 ; Bank Overdraft Rs 10,000

From the above information find out;-a. Current Assets; b. Current Liabilities; c. Liquid Assets; d. Proprietor's Funds; e. Share Capital; f. Fixed Assets; g. Stock in trade.

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Q.3.- The following Trial Balance was extracted from the books of M / S SKN Trader's on 31st March 2006.

You are required to prepare a Trading & Profit and loss account for the year ended March 2006 and a Balance Sheet as on that date.

Debtors 12,000, Creditors 7,900, Capital 30,000, Drawings 2,900, Rent & Taxes 250, Trade Expenses 670, Purchases 8640, Sales 14290, Returns Outwards 280, Returns Inwards 190, Carriage Inwards 250, Wages 2920, Salaries 1200. Opening Stock 3100, Discount Received 240, Discount Allowed 180, Bad Debts 200, Plant & Machinery 2510, Furniture & Fixtures 1800, Cash in hand 500, Cash at Bank 15400

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Q.4.- Differentiate between Financial Accounting and Cost Accounting.

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Q.5.- What are the tools and techniques of Financial Statement Analysis? Explain two important tools and its importance.

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Name of the Examination **MBA 1ST SEMESTER**

Paper : **4: BUSINESS ETHICS**

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Q.1. Centuries ago, Odia *Sadhabas* (maritime traders) sailed to Indonesia for trade during *Bali Yatra*. Trade was based on mutual trust, verbal commitments, and long-term relationships, unlike today's contract-driven global trade.

Questions:

- A. How does this case reflect **ethical principles in early globalisation**?
- B. Compare ancient trust-based trade ethics with modern global business ethics.
- C. Identify one ethical value from Bali Yatra that is relevant to today's global business.

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Q.2. A senior manager manipulates financial data slightly to show better performance, believing it will help the company attract investors and later “balance out.”

Questions:

- A. What ethical principle of Swami Vivekananda is violated here?
- B. How does Vivekananda link **truth and character**?
- C. What would be the ethical decision according to his teachings?

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Q.3. A large manufacturing firm operates near a rural area. While it provides employment, it also causes environmental pollution affecting villagers' health.

Questions:

- A. How does this situation affect societal welfare?
- B. What ethical responsibilities does the firm have towards the local community?
- C. Suggest measures that promote the good of society.

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Name of the Examination **MBA 1ST SEMESTER**

Paper : **4: BUSINESS ETHICS**

Date of Submission _____

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Q.4. An RTI application seeks information about a public project. The officer hesitates to share data, fearing criticism and media attention.

Questions:

- A. Identify the ethical dilemma.
- B. How should transparency be balanced with confidentiality?
- C. What is the ethical responsibility of a public servant in this case?

Ans:-

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Paper : **4: BUSINESS ETHICS**

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Q.5. A corporate leader chooses fairness in layoffs, sharing losses equally rather than protecting only top management.

Questions:

- A. What is the *Dharmic* duty of a leader in this case?
- B. How does leadership ethics emerge from *Dharma*?
- C. Explain the link between justice and *Dharma*.

Ans:-

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Name of the Examination **MBA 1ST SEMESTER**

Paper : **5: HUMAN RESOURCE MANAGEMENT**

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Q.1.-Classic Automobiles has a well-established personnel department responsible for recruitment, training, wages, and compliance with labour laws. However, employees feel that HR policies are rigid and focus more on rules than on motivation, creativity, and development. Employee turnover has recently increased.

Questions:

- A. Which **phase of HRM evolution** is depicted in this case?
- B. Why is this approach considered **administrative in nature**?
- C. What are the drawbacks of treating employees merely as a **cost factor**?

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Paper :**5: HUMAN RESOURCE MANAGEMENT**

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Q.2.-Zenith Manufacturing frequently faces high employee turnover in its production department. New recruits often leave within a few months, stating that the job does not match what was explained during recruitment. Management realizes that job roles were never formally analyzed or documented.

Questions:

- A. What aspect of **job analysis** has been neglected in this case?
- B. How does improper job analysis affect **recruitment and selection**?
- C. Explain the role of job analysis in **reducing employee turnover**.

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Q.3.- HealthCare Plus, a large hospital chain, adopted online recruitment portals and social media platforms to attract medical and non-medical staff. While applications increased significantly, HR managers found it difficult to screen candidates effectively.

Questions:

- A. Identify the **modern recruitment method** used in this case.
- B. State the **advantages of e-recruitment**.
- C. What challenges are associated with online recruitment?

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Q.4.- Apex Bank introduced career development programs such as job rotation, mentoring, leadership training, and succession planning. Employees were encouraged to identify their strengths and career goals. As a result, employee motivation and internal promotions increased.

Questions:

- Distinguish between career planning and career development with reference to this case.
- Identify the career development techniques used by Apex Bank.
- How do these initiatives help in employee motivation and retention?

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Q.5.- Bright Vision Advertising expects its account managers to handle client servicing, creative coordination, and business development simultaneously. Employees complain of role conflict and role overload, leading to frustration and burnout.

Questions:

- A. Identify the type of **stress** experienced by employees.
- B. Explain **role conflict** and **role overload** with reference to the case.
- C. How does improper job design contribute to stress?

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Name of the Examination **MBA 1ST SEMESTER**

Paper :6: **MARKETING MANAGEMENT**

Date of Submission _____

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Q.2.- SunLite Soap has been in the market for many years. Sales have stabilized, competition is intense, and brands differ mainly in packaging, fragrance, and advertising themes. The company focuses on brand loyalty and minor product improvements.

Questions:

- A. Which **PLC stage** best describes SunLite Soap?
- B. Explain the nature of **competition** at this stage.
- C. Suggest strategies to **extend the product life cycle**.

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Paper :6: **MARKETING MANAGEMENT**

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Q.3.- UrbanStyle, a fashion retail brand, is planning to launch a new casual wear line for college students. Before launch, the company wants to study customer preferences, price sensitivity, and buying behaviour.

Questions:

- A. What are the **research objectives** for UrbanStyle?
- B. Which type of **primary data** should be collected?
- C. Design a **research instrument** suitable for this study.

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Q.4.-Auto Max Motors plans to launch a new SUV. Management is confused about whether to use the percentage-of-sales method or the objective-and-task method for advertising budgeting.

Questions:

- A. State the advertising objectives for a new product launch.
- B. Compare the two advertising budgeting methods mentioned.
- C. Which method is more suitable in this case? Why?

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Q.5.- Fresh Mart, a supermarket chain, reduced prices significantly to counter new discount stores. While sales volume increased, profit margins declined sharply.

Questions:

- A. Which **pricing objective** is Fresh Mart pursuing?
- B. Explain the impact of **price wars** on profitability.
- C. Why can aggressive price cuts be risky in the long run?

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- Calculate the Payback Period (PBP) of the investment. Interpret the result.
- Calculate the Discounted Payback Period (DPBP). Compare it with the simple payback period and explain the reason for the difference.
- Based on the discounted payback period, should the company accept the project if its maximum acceptable DPBP is 3.5 years? (Assume cash flows occur evenly throughout the year).

Ans:-

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Name of the Examination **MBA 1ST SEMESTER**

Paper :7: **FINANCIAL MANAGEMENT**

Date of Submission _____

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Q.4.-Spectrum Industries Ltd. is planning to expand its operations and requires additional funds of **₹50,00,000** (₹50 lakhs). The company is considering three financing alternatives:

Alternative 1: Issue 50,000 equity shares of ₹100 each at par

Alternative 2: Issue 25,000 equity shares of ₹100 each and 25,000, 12% preference shares of ₹100 each

Alternative 3: Issue 25,000 equity shares of ₹100 each and raise ₹25,00,000 through 10% debentures

The company currently has 1,00,000 equity shares outstanding (face value ₹100 each). Its existing EBIT is **₹15,00,000**, and the corporate tax rate is **30%**. Calculate the EPS under each financing plan at the current EBIT level of ₹15,00,000?

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Name of Student _____

Name of the Examination **MBA 1ST SEMESTER**

Paper :8: **ORGANIZATION BEHAVIOUR**

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Q.1.- In an organization, employees rely more on peer opinions than formal instructions from supervisors while deciding work pace and behaviour.

Questions:

- A. Explain this behaviour using Social Man Theory.
- B. What role do informal groups play in employee motivation?
- C. How should managers ethically handle informal groups?

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Q.2.- An employee who is punctual and well-spoken receives a high overall performance rating, even though work output is average.

Questions:

- A. Identify the perceptual error.
- B. Why is this error common in appraisal systems?
- C. How can organizations reduce this bias?

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Paper :**8: ORGANIZATION BEHAVIOUR**

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Q.3.- A manager faces a complex production problem and suddenly finds a solution by understanding the relationship between different variables rather than trial and error.

Questions:

- A. Identify the type of learning.
- B. How does this differ from trial-and-error learning?
- C. Mention one advantage of this learning.

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Q.4.- During an economic downturn, employees become anxious about layoffs, and productivity declines.

Questions:

- A. Which need becomes most important in this situation?
- B. How does Maslow's theory explain the shift in priorities?
- C. Suggest managerial steps to restore motivation.

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Q.5.- A team leader involves employees in decision-making and encourages open discussion. Team members feel motivated and committed to decisions.

Questions:

- A. Identify the leadership style.
- B. How does this style improve employee morale?
- C. Mention one limitation of this style.

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

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