



DR. B. R. AMBEDKAR OPEN UNIVERSITY
ROAD NO. 46, JUBILEE HILLS, HYDERABAD – 500 033

FACULTY OF COMMERCE AND BUSINESS MANAGEMENT
DEPARTMENT OF BUSINESS MANAGEMENT
MBA (MASTER OF BUSINESS ADMINISTRATION)
FIRST – I SEMESTER ASSIGNMENTS
(2025-26 BATCH)

Dear Student,

We are enclosing two assignments in each course, for all **SIX** courses of first semester, of first year **MBA Programme (Batch: 2025-26)**. Please note the following points while answering these assignments:

1. Writing and submitting these given 'Assignments' are compulsory for the students of MBA Programme. They have a weightage of 30% in each course.
2. You have to submit both the assignments compulsorily. You will not be allowed to appear for the year-end examinations of any course, unless you submit the specified number of assignments in time, for that course.
3. Each assignment carries a maximum of 15 marks and you have to score a minimum of 40% marks, i.e., 6 out of 15, to qualify in that assignment. If you fail to score the minimum marks in any assignment, you have to necessarily resubmit that particular uncleared assignment along with the regular/current batch. Repetition of the same assignment will in no case be allowed.
4. The maximum marks for each course at the semester-end examination are 70 and you have to score a minimum of 40% marks, i.e., 28 out of 70 marks.
5. Division will be awarded on the basis of the aggregate marks obtained in assignments as well as in the semester-end examinations.
6. Dates of submission for the assignments are:

All the Six Courses

FIRST AND SECOND ASSIGNMENTS:

11-05-2026

****ASSIGNMENTS SUBMITTED AFTER THE DUE DATE WILL NOT BE ACCEPTED****

7. If, under unavoidable circumstances, you fail to submit the assignments within the stipulated time, your results will be declared only after the submission and evaluation of all the assignments.

8. If any student fails to submit all the assignments within the stipulated time, he/she has to answer the set of assignments that are sent to the batch in currency/progress at that time.
9. You have to submit your assignments in the same Study Centre to which you are attached.
10. The first page of your response sheet should be in the following format:

Student Admission No. :
Name of the Student :
Address :
Mobile No. :
E-mail Id. :
Name of the Programme :
Course Code & Title :
Assignment No. :
Study Centre (Name & Code) :
Date of Submission :
Signature of the Student :

11. Please go through the relevant course units thoroughly before answering your assignments.
12. In case the assignment is in figurative / problem & solution model, you have to answer it in the required / pertinent format. You should give working notes also wherever necessary.
13. Before submitting the assignments, check them carefully to make sure that you have attempted all the main points of all the questions.
14. You are required to use only foolscap paper for your responses. Allow some margin on the left, in order to facilitate the evaluator to record his comments.
15. You have to answer the assignments in your own words.
16. Do not copy from the response sheets of other students. If copying is noticed, the assignments of all such students will be rejected.
17. Start each assignment on separate sheets of paper.
18. You can consult your counsellors and get clarification on your doubts, if any, while answering the assignments.
19. The assignments should be neatly hand written. ***Typed or Computerized assignments will not be accepted.***
20. You have to prepare your responses in duplicate, submit the original at your study centre and retain the second copy with yourself as a record.
21. You can collect back the evaluated assignments from your study centre, if you want.
22. In case you request for a change of study centre, you should submit your assignments only to the original study centre until the University gives effect to such request for change of study centre.
23. Further correspondence should be made to the following address:

The Director (Student Services Branch)
Dr. B. R. Ambedkar Open University, Prof. G. Ram Reddy Marg,
Road No.46, Jubilee Hills, Hyderabad – 500 033

Sd/-
HEAD

DEPARTMENT OF BUSINESS MANAGEMENT



DR. B.R. AMBEDKAR OPEN UNIVERSITY
DEPARTMENT OF BUSINESS MANAGEMENT

MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME

(I YEAR – 1st SEMESTER - 2025-26 BATCH)

COURSE – MBA-101: MANAGEMENT PROCESS

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) What do you mean by Management? Discuss by using a chart. Also explain the characteristics of Management.
b) What are the different schools contributed to Management thoughts? Discuss any two in detail.
2. a) Write a detailed note on functions of management.
b) What is planning? Write a detailed note of process of planning.
3. a) Define the concept of 'Decision-Making'. What are the different types of Decisions? Explain with the help of examples.
b) What do you mean by MBO? Discuss how MBO can be useful to encourage people to commit themselves to their goals.

ASSIGNMENT – II

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) What do you understand by Span of Control? Discuss the factors to determine Span of control.
b) Write a note of the following terms (i) Authority; (ii) Responsibility; and (iii) Accountability.
2. a) What are the different channels of Communication? Explain.
b) How coordination helps in establishing harmony among the different activities of an organisation.

3. Analyse the following case and answer the questions asked at the end:

Navigating Change at Infosys

Infosys, one of India's premier IT services companies, has long been recognized for its structured management practices and people-centric culture. In 2014, under the leadership of Vishal Sikka, Infosys underwent a major organizational transformation aimed at reviving its growth and adapting to the rapidly changing digital economy.

The leadership transition brought significant changes in organizational design, decision-making processes, and the overall culture of innovation. Sikka emphasized design thinking and automation, encouraging employees to move from repetitive tasks to value-creating roles. As part of this shift, the company initiated training programs to enhance employee learning, with a strong focus on organizational learning and transformation.

However, this period also exposed challenges in group dynamics and employee motivation, especially among middle management, many of whom resisted the top-down changes. The leadership had to balance principles from Abraham Maslow's hierarchy of needs and Frederick Herzberg's motivator-hygiene theory to retain talent and boost morale.

Additionally, the introduction of a flat organizational structure clashed with the existing hierarchical system, creating confusion in reporting relationships. Despite these hurdles, Infosys managed to develop self-managed teams in key innovation centers, thereby enhancing cross-functional collaboration.

Leadership further promoted a positive organizational culture by fostering transparency and initiating platforms for collaborative dialogue. Eventually, by aligning strategic goals with employee aspirations, Infosys evolved into a more agile and digitally driven enterprise while successfully navigating the complexities of organizational change.

Questions

1. How did Vishal Sikka's leadership influence organizational change at Infosys, and what challenges emerged during the transformation process?
2. Analyze how motivation theories such as Abraham Maslow's hierarchy of needs and Frederick Herzberg's two-factor theory can be applied to address employee resistance and improve morale at Infosys during organizational change.

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COURSE – MBA-102: MANAGERIAL ECONOMICS

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) What do you understand by managerial Economics? State briefly the contribution made by various other related disciplines.
b) Define and explain the concepts of “Demand”, “Elasticity” and “Elasticity of Demand”. How do you measure the elasticity of demand?
2. a) For each of the following equations, determine whether the demand is elastic, inelastic or unitary elastic of demand at the given price.
 - i. $Q = 100 - 4p$ and $P = \text{Rs. } 10$
 - ii. $Q = 1200 - 15p$ and $P = \text{Rs. } 3$
 - iii. $Q = 40 - 0.2Q$ and $P = \text{Rs. } 20$b) Write a detailed note on forecasting demand for new products.
3. a) What is the production function? Explain in briefly the five different forms of production function. Also write a brief note on “Returns to Scale”.
b) Explain the concepts of average product and managerial product of variable factor. Show their behavioural relationship giving a hypothetical production function schedule.

ASSIGNMENT – II

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) “Most of the cost concepts are overlapping and repetitive” – Do you agree with this statement? Substantiate your answer with suitable examples.
b) Explain Briefly: TFC, TVC, TC, AFC, AVC and AC.
2. a) What are the features of perfect competition? Explain with a graph how price-output is determined in monopoly.
b) A monopolist faces a linear demand curve such as $P = 100 - 4x$ and produces according to linear cost function $C = 50 + 20x$. Determine the equilibrium price, output and profit earned.

3. Analyse the following case and answer the Questions below.

Pricing Strategy at Jindal Pvt. Ltd.

Jindal Pvt. Ltd. was established in 1995. The company began manufacturing water geysers under the brand name “Ganga.” During the initial ten years, the company earned substantial profits. However, its profits gradually declined due to increasing competition from national brands. The promoters of the company had a committed team of workers who consistently focused on research and development. As a result, in 2006, they introduced an innovative product named “Maha Ganga,” which operates efficiently even at very low voltage and consumes less electricity. Due to this unique feature, the company currently enjoys a monopoly in the manufacturing of “Maha Ganga.” At present, the company supplies its products to geographically separate markets, namely Punjab and Haryana. Additionally, the company is charging the same price in Himachal Pradesh and Uttarakhand. The Chief Economist of the company has informed the top management that the price elasticity of demand at the currently charged price is 3 in Himachal Pradesh and 5 in Uttarakhand. The top management is now planning to adopt a differential pricing strategy by charging different prices in Punjab and Haryana in order to maximize profits.

Question

- a) Explain the reasons for the decline in profits of Jindal Pvt. Ltd. despite its initial success in the water geyser market.
- b) How did the introduction of the innovative product “Maha Ganga” help the company achieve a monopoly position? Discuss its economic significance.

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COURSE – MBA-103: BUSINESS ENVIRONMENT

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) What is Business environment? Discuss the internal and external factors of Environment.
b) Write a detailed note on the concept of SWOT Analysis. Select any company of your choice and present its SWOT.
2. a) What are the international organisations to influence the international business? Explain.
b) Discuss the objectives of NITI Aayog.
3. a) Explain the different patterns of Industrialization.
b) “Globalization is integration of one economy with the economies of rest of the world”–
Comment.

ASSIGNMENT – II

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) Discuss the important provisions of the Prevention of Corruption Act of India.
b) Explain the Government machinery involved in protecting the interests of the consumers in India.
2. a) Discuss the concept of demographic trend and its impact on economic growth.
b) What are the objectives of Science and Technology Policy, 2020?
3. Analyse the following case and answer the questions asked at the end:

Airbnb is a platform that connects travellers with homeowners offering spare rooms or entire properties. It has disrupted the traditional hospitality industry by providing unique accommodations and personalized experiences, thereby challenging the dominance of hotels and motels. The platform's popularity has grown exponentially, driven by factors such as affordability, flexibility, and the desire for authentic local experiences.

Airbnb's business model has several key components. First, it acts as a digital marketplace connecting hosts and guests. Second, it provides a secure payment platform and dispute resolution services. Third, it offers marketing and promotional

tools to help hosts attract guests. Fourth, it provides customer support to both hosts and guests. However, Airbnb has faced challenges, including regulatory issues, concerns about safety and security, and competition from other platforms. Despite these challenges, Airbnb has continued to innovate and expand its offerings. The company has introduced new features such as “Experiences,” which allow guests to book activities and tours hosted by locals. Additionally, Airbnb has invested in sustainable tourism initiatives and social impact programs.

Questions:

- a) How has Airbnb disrupted the traditional hospitality industry? What factors have contributed to its success?
- b) What challenges does Airbnb face and how can the company address these challenges to maintain its growth and competitive advantage?

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COURSE – MBA-104: ACCOUNTING FOR MANAGEMENT

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) What is meant by financial accounting? Discuss the functions of Financial Accounting.
b) from the following list of accounts prepare a Trail balance :

Name of the accounts	Rs..	Name of the accounts	Rs..
Capital A/C	50,000	Drawing A/C	9,000
Building A/C	7,500	Loan From X A/C	7,500
Furniture A/C	3,750	Sales A/C	50,000
Motor Vehicle A/C	12,250	Bad Debts A/C	225
Opening stock A/C	20,000	Purchase A/C	37,500
Office expenses	7,500	Commission (cr.)	4,750
Carriage inward A/C	1,500	Debtors	30,000
Cash at Bank	10,300	Creditors	27,525

2. a) Given: Opening stock of raw materials – Rs. 50,000; Purchases of raw materials – Rs. 1,80,000; Purchases returns of raw materials – Rs. 15,000; and Closing stock of raw materials – Rs.63,500. Calculate: the value of raw materials consumed.

b) From the balances given below, you are required to prepare and show a Balance Sheet as on 31st March, 2024, as it appears under:

- (a) Order of Liquidity,
(b) Order of Permanence, and
(c) Vertical Form.

Capital - Rs. 11,65,000; Loan given to Mr. Anantji - Rs. 1,00,000; Investments - Rs. 85,000; Business Premises - Rs. 9,00,000; Cash in Hand - Rs. 26,000; ABC Bank (Dr.) - Rs. 98,000; Furniture & Fittings - Rs. 1,00,000; Bills Receivable - Rs. 72,000; Bills Payable - Rs. 64,000; Sundry Debtors - Rs. 3,90,000; Sundry Creditors Rs. 3,72,000; Machinery Rs. 4,96,000; Drawings Rs. 56,000; Net Profit Rs. 7,94,000; Closing Stock Rs. 2,22,000; Loan taken from Mr. Bharat Rs. 1,50,000.

3. a) Distinguish between Cost Accounting and Financial Accounting.

b) Asian industries Ltd. Specialises in the manufacture of small capacity motors. The cost structure if a motor is as under: Material, Rs. 50; Labour, Rs. 80; variable overheads, 75

percent of labour cost. Fixed overheads of the company amount to Rs. 2.40 Lakh per annum. The sale price of the motor is Rs. 230 each. Determine the number of motors that have to be manufactured and sold in a year in order to break-even.

ASSIGNMENT – II **(MARKS: 15)**
ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. a) Write a detailed note on analysis and interpretation of financial statements.
b) Discuss the procedures for preparing the following budgets: a) Sales budget b) Production budget and c) Material Budget.
2. a) Distinguish between financial reporting and financial statements with suitable examples.
b) What do you think by IFRS? Discuss the adoption process of IFRS in India.
3. a) Calculate the trend percentages from the following particulars of Profit & Loss Account for the years ending on December 31st 2023 and 2015

Particulars	2020	2021	2022	2023	2024
Sales	26816	32304	38101	36436	67688
Less: Cost of Sold	23123	27373	32915	31136	57795
Operating profit	3653	4931	5186	5300	9893
Less: depreciation	215	695	473	579	831
Less: Tax	444	1894	2234	18101	3800
Net Profit	2994	2342	2479	2920	5262

- b) Distinguish between Financial Reporting and Financial statements.

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COURSE – MBA-105: MANAGERIAL COMMUNICATION

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) What do you mean by Managerial Communication? Distinguish between Managerial and Business Communication.
b) Explain the principles of effective communication and discuss the role of different communication channels of organizational communication.
2. a) Discuss the concept of Oral Communication. Write a detailed note on essential qualities required in making communication effective.
b) “Written communication is important to business organizations’- Explain.
3. a) What is technology-enabled communication? What are the commonly used communication tools?
b) What do you understand by the minutes of the meeting? Discuss the procedure for writing minutes of the meeting.

ASSIGNMENT – II

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) Explain the concepts of Reading and Listening and discuss their significance in communication.
b) Explain the categories, process, and factors influencing interpersonal communication, and discuss the Johari Window.
2. a) What is online advertising? What are the different types of online advertising?
b) Explain the forms of a report? With illustrations explain the letter and memorandum forms of business reports.

3. Analyse the following case and answer the questions asked at the end:

XYZ bank has been in the banking business for the last 50 years. They are well known for their good customer service and employee culture. Recently, the bank came into spotlight for the fraudulent acts committed by some employees. This has adversely impacted customer faith with respect to the employees.

Questions:

- 1) Discuss the role management in employee communication
- 2) If you are the Manager of this bank, how would you handle the Crisis?

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COURSE – MBA-106: INFORMATION TECHNOLOGY FOR MANAGERS

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. a) What do you mean by Information Technology? Discuss the role of IT in present day business.
b) Write a detailed note on Customer focused Business and Customer relationship Management.
2. a) “Information requirements for managerial decision making classified in several ways”- Discuss.
b) Discuss the process involved in system accreditation.
3. a) What are the components of a data communication system? Discuss.
b) What is a serial transmission? Write a detailed note on various data transmission modes in computer networks.

ASSIGNMENT – II

(MARKS: 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. a) What is meant by Data Communication? Write a detailed note on various types of Communication networks.
b) What do you mean by ‘network topology’? Explain any two types of network topologies.
2. a) Write a brief note on design of a database, the role of database administrator and its functions.
b) Discuss the different types and applications of business analytics
3. **Analyse the following case and answer the questions asked at the end:**

Digital Transformation at Tesla under Elon Musk

Tesla uses connected car technology and over-the-air software updates to enhance customer experience, enable cost savings, and reduce carbon emissions.

No discussion of digital transformation is complete without acknowledging the unconventional ideas implemented by Elon Musk. Tesla is a strong example of digital transformation, as its core objective was to prove that electric cars are superior to their gasoline counterparts in both design and performance. Over the years, Tesla has continuously innovated to improve its products, make them more economical, and reduce its carbon footprint.

Tesla is the only automobile manufacturer globally providing automatic over-the-air (OTA) firmware updates that allow its cars to remotely improve their safety, performance, and infotainment capabilities. For example, OTA updates can fix overheating issues caused by power fluctuations.

Tesla introduced the Autopilot feature to control the speed and position of the car on highways to avoid potential accidents. However, the driver is still required to hold the steering wheel, while the vehicle manages most driving functions. This connected car technology has created an intelligent data platform and a smart autonomous driving experience.

Tesla has further moved toward a data-driven future by using analytics to obtain actionable insights from demand trends and common customer complaints. A noteworthy fact is that the company has been collecting driving data from all its first- and second-generation vehicles. So far, Tesla has collected driving data covering 8 billion miles, whereas Waymo, Google's autonomous car project, has accumulated around 10 million miles.

Tesla's over-the-air updates reduce carbon emissions by minimizing the need for users to visit service centers. Additionally, these updates save consumers both time and money.

Tesla delivered a record 936,172 vehicles in 2021, representing an 87% increase over the 499,550 vehicles delivered in 2020.

Question:

- a) Discuss the technology Up gradation of Tesla 'working for Consumers to save Money and Time.
- b) Analyse the case from the perspective of Technology Innovations of Tesla
