

**ASSIGNMENT - 1**  
**M.B.A. DEGREE EXAMINATIONS, DECEMBER -2025**

**Second Semester**

**M.B.A**

**PAPER – I - BUSINESS LAW**

**MAXIMUM MARKS: 30**  
**ANSWER ALL QUESTIONS**

- 1
  - a) Law of contract
  - b) Free consent
  - c) Bills of exchange
  - d) Discharge of negotiable instrument
  - e) Indemnity
  - f) Guarantee
  - g) Warranty
  - h) Unpaid seller
  - i) Winding up
  - j) Definition of company
- 2 What are the essentials of a valid contract?
- 3 What is breach of contracts and explain its remedies?
- 4 Explain negotiable instrument act 1881 and parties to negotiable instruments?

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**Second Semester**

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**PAPER – I - BUSINESS LAW**

**MAXIMUM MARKS: 30**  
**ANSWER ALL QUESTIONS**

- 1 What is discharge of negotiable instrument?
- 2 What is bailment and pledge?
- 3 Explain contract of agency?
- 4 Explain sale of goods act 1930 and essentials of sale contract?
- 5 Explain the classification of companies and formation of company?
- 6 What is Memorandum of Association and explain its elements?
- 7 Explain method of conducting company meetings and resolutions?

**6. Case Study**

Mr. S aged 58 years was employed in a Govt. Department. He was going to retire after two years. Mr. D made a proposal to Mr. S to apply for voluntary retirement from his post so that Mr. D can be appointed in his place; Mr. D offered a sum of Rs. 10 Lakhs as consideration to Mr. S in order to induce him to retire. Mr. S refused at first instance but when he evaluated the amount offered as consideration is just double of his cumulative remuneration to be received during the tenure of two years of employment, he agreed to receive the consideration and accepted the above agreement to receive money to retire from his office.

**Questions:**

- 1) Whether the above agreement is valid?
- 2) Explain with reference to provision of Indian Contract Act, 1872.

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**PAPER – II -FINANCIAL MANAGEMENT**

**MAXIMUM MARKS: 30**  
**ANSWER ALL QUESTIONS**

- 1 Explain the goals of financial management.
- 2 What is Time Value of Money? Give an example.
- 3 Distinguish between NPV and IRR methods of capital budgeting.
- 4 What is Operating Leverage? How is it measured?
- 5 Define Weighted Average Cost of Capital (WACC).
- 6 Explain Walter's Model of dividend policy.
- 7 What are the determinants of working capital?
- 8 Write a brief note on Cash Management techniques.
- 9 List out the determinants of working capital
- 10 Explain the Net Income approach

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**PAPER – II -FINANCIAL MANAGEMENT**

**MAXIMUM MARKS: 30**  
**ANSWER ALL QUESTIONS**

- 11 Explain different methods of capital budgeting with their merits and limitations.
- 12 Define Financial management and explain in detail about the goals of Firm
- 13 Discuss Capital Structure theories — NI, NOI, Traditional, and MM Hypothesis.
- 14 Explain about the role and significance of risk analysis in capital budgeting
- 15 Define Operating, Financial, and Combined Leverage. Demonstrate their relationship using suitable examples.
- 16 Explain about the concept of Leverage and differentiate the uses of Operating leverage and financial leverage
- 17 Compare and contrast Walter's Model and Gordon's Model on dividend decisions.
- 18 Describe the main features of MM Hypothesis in dividend decisions
- 19 Explain the concepts of Working Capital and discuss techniques for estimating working capital requirements in a firm.
- 20 Explain about the different sources of financing and techniques for Controlling working capital

**21. Case/Numerical Problem: Apollo Electronics Ltd. – Capital Budgeting Decision**

Apollo Electronics Ltd., a successful manufacturer of smart consumer appliances in India, is considering the launch of a **next-generation smart air purifier**. To support this product line, the company proposes to set up an **automated production facility**.

## Project Investment Details

Particulars	Value
Initial Investment Required	₹20 crores
Estimated Useful Life	5 Years
Expected Annual Net Cash Inflows	₹6 crores
Estimated Salvage Value at end of year 5	₹2 crores
Corporate Tax Rate	30%
Weighted Average Cost of Capital (WACC)	12%

The finance team suggests evaluating the project using **NPV and IRR methods**, given the strategic importance and long-term financial impact.

Management emphasizes that any decision must consider:

- Risk associated with technological advancement in the market
- Potential cost advantages from automation
- Effect of expansion on shareholder value

The Board of Directors expects a thorough capital budgeting analysis before making a decision.

## Discussion / Analytical Questions

*(Students should answer all questions based on the given data)*

1. **Compute the Net Present Value (NPV)** of the project and comment on whether the project should be accepted.
2. **Calculate the Internal Rate of Return (IRR)** and compare it with the company's WACC (12%). Should the project be considered financially viable?
3. Explain how inclusion of the **terminal salvage value** influences the capital budgeting decision.
4. Discuss at least **three strategic risks** that Apollo Electronics Ltd. must evaluate before finalizing the investment.

If cash inflows are uncertain due to rapid changes in smart device technology, which **risk analysis techniques** may be applied in capital budgeting

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**PAPER – III - MARKETING MANAGEMENT**

**MAXIMUM MARKS: 30**  
**ANSWER ALL QUESTIONS**

1.
  - a) Customer value
  - b) Next Generation product
  - c) Publicity
  - d) Channel Design
  - e) Consumerism
  - f) Viral Marketing
  - g) Labeling
  - h) Digital Marketing
  - i) 4 p's
  - j) Marketing segmentation
- 2 Explain Micro factors and their impact on Marketing decisions.
- 3 Describe Global Marketing in detail.
- 4 Explain both Consumer Behaviour and Organisational Buyer Behaviour.
- 5 Describe Market Segmentation and Targeting.

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**PAPER – III - MARKETING MANAGEMENT**

**MAXIMUM MARKS: 30**  
**ANSWER ALL QUESTIONS**

- 1 Define Product and explain the New Product Development Process.
- 2 Explain the different stages in the Product Life Cycle Management (PLC).
- 3 Describe the major Pricing Strategies adopted by Marketers.
- 4 Describe the concept of Marketing Channel System.
- 5 Explain Advertising as tool of Marketing Communication.
- 6 Explain the concept of Green Marketing.

**7 Case Study**

The Launch of a brand is a festive occasion. Usually, a brand is launched by holding a brand conference. Formerly, brand launches were a laid-back affair. These days, the launches have become spectacular and memorable occasions. A soap with fresh time in it is launched with limes all over the venue. There were lime garlands too. Even the welcome drink was ‘ **nimboo-paani**’.The approach is to use all these activities in a synergistic manner. Some launches are called fire cracker launches. Here, the product is launched by cracking fire crackers to open up the pack with the accompanying music, lights etc. Yes there is a thin line that divides an innovative launch and gimmicky. The litmus test is the relevance of the launch time activity. Launches have become professional with the Event Management companies offering their services.

**Questions:**

1. Analyse the above Case study critically.
2. Suppose a non-cola beverage is to be launched, how would you go about it?

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**PAPER – IV - PRODUCTION AND OPERATIONS MANAGEMENT**

**MAXIMUM MARKS: 30**  
**ANSWER ALL QUESTIONS**

1.
  - a) Define Production Management
  - b) Allocation of resources
  - c) Classification of plant layout
  - d) MRP
  - e) Job order
  - f) Types of inventory management.
  - g) Six sigma
  - h) SQC Charts
  - i) Time study
  - j) Write about economic order quantity.
- 2 Discuss the recent developments in operations management.
- 3 Explain productivity. List the factors that affect the productivity. And how it can be improved?
- 4 What are various factors influencing the location decision? Explain.
- 5 What is scheduling? Explain the different scheduling activities with an example.



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**PAPER – IV - PRODUCTION AND OPERATIONS MANAGEMENT**

**MAXIMUM MARKS: 30**  
**ANSWER ALL QUESTIONS**

- 1 Mention some of the advantages and disadvantages of material requirement planning system.
- 2 Explain the electronic supply chain management system. State the issues in e-SCM.
- 3 Explain method study. What factors should be kept in mind while method study is carried out.
- 4 How inventory control techniques works in real world? List out its importance.
- 5 Explain the features of theory of control charts?
- 6 Discuss about TQM management techniques.
- 7 **Case Study:**

A biscuit manufacturing company buy a lot of 20,000 bags of wheat per annum the cost per bag is Rs 800/- and the ordering cost is Rs 500/- the inventory cost is estimated as 10% of price of the wheat. Determine EOQ

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**PAPER – V - HUMAN RESOURCE MANAGEMENT**

**MAXIMUM MARKS: 30**  
**ANSWER ALL QUESTIONS**

1.
  - a. Define HRM? Explain its Importance?
  - b. Role of a HR Manager
  - c. Induction
  - d. Sources of Recruitment
  - e. Potential Appraisal
  - f. Process of Training
  - g. Succession Planning
  - h. Career Stages
  - i. Define Grievances? What are the causes of Grievances?
  - j. Red Hot Stove Rule
- 2 Explain the various Models of HRM?
- 3 Explain briefly the various Functions of HRM?
- 4 Explain briefly the various steps involved in the Human Resource Planning (HRP) Process?
- 5 What are the various steps in the Selection Process? Explain briefly the types of Interviews?

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**PAPER – V - HUMAN RESOURCE MANAGEMENT**

**MAXIMUM MARKS: 30**  
**ANSWER ALL QUESTIONS**

- 1 What are the objectives of Training? Explain the various methods of Executive Development Programmes (EDP)?
- 2 Explain briefly the various Modern Methods of Performance Appraisal?
- 3 What is Career Planning? Explain the steps in Career Planning process?
- 4 Explain the various methods of Job Evaluation?
- 5 What is QWL? What are the various strategies for improvement of QWL in any organization?
- 6 Explain the Model Grievance Procedure given by NCL?

**7 CASE STUDY**

Ivan Gandoo has been working in I.G. Ferns and Advertisers for about 5 years as a copy man. His job as copy man is to design advertisements for use in newspapers and magazines for the company's clients. He must work closely with the girls in the photography section, with members of the sales and promotion department and with the vice-president who is in-charge of the whole sales & promotion department.

Ivan is an extremely enthusiastic worker with many good ideas. But he has considerable trouble in dealing with people. He is too impatient with the girls in the photography section and is constantly chasing them to finish his own work in time. On one occasion he went into the ladies dressing room where the girls were putting make up and asked them to speed up. The girls were annoyed, but through they expressed their displeasure they did not complain.

He makes it clear to everyone that his ideas are always the best and this is not taken kindly by others in the sales and promotion department. On another occasion, when there was a conference, and the

vice-president was making a speech, Ivan cut the speech short by an aggressive answer. It was a good answer and the vice president took it sportingly. He even congratulated Ivan on his innovative ideas.

Through the girls did not complain and the vice president did not mind, some other people in the department thought that Ivan did not behave properly. Ivan always created Unpleasantness wherever he went.

As a manager you are concerned about the animosity he is creating in your department. As per the performance appraisal policy of the company, each employee has to undergo an performance evaluation interview every year. The rating of the employee is based in terms of achievement and evaluation of behavioural attributes. Based on the rating the employee will be given an increment.

Answer the following questions:

1. As Ivan's manager, what should your strategy be in handling the performance evaluation interview with Ivan?
2. What remedial measures do you suggest to tackle the situation?
3. As a appraiser do you suggest with holding Ivan's increment or not? Give reasons?

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**PAPER – VI - RESEARCH METHODOLOGY**

**MAXIMUM MARKS: 30**  
**ANSWER ALL QUESTIONS**

1. Explain the various types of research designs
2. What is the formulation of a research problem?
3. Differentiate between independent and dependent variables.
4. Explain the applications of discriminant analysis
5. Describe the sampling frame.
6. Explain ANOVA
7. Explain the characteristics of a good sample.
8. Explain the applications of SPSS.
9. Types of hypotheses in research
10. Describe primary data.

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**PAPER – VI - RESEARCH METHODOLOGY**

**MAXIMUM MARKS: 30**  
**ANSWER ALL QUESTIONS**

- 1 Describe the different kinds of research using examples.
- 2 Discuss the steps in the research process.
- 3 Describe reliability and validity in research.
- 4 Describe the nominal, ordinal, interval, and ratio levels of measurement.
- 5 Describe both probability and non-probability sampling methods.
- 6 Explain the various primary and secondary data collection techniques.
- 7 A researcher wants to examine how Sales Training Hours ( $X_1$ ) and Advertising Expenditure ( $X_2$ ) influence Monthly Sales ( $Y$ ). The following data for 8 salespersons is given below. Find the multiple correlation coefficient  $R_{3.12}$  between  $Y$  and  $X_1$  and  $X_2$

<i>Y: Monthly Sales (₹000)</i>	55	62	58	70	75	50	80	45
<i>X<sub>1</sub>: Training Hours</i>	5	6	5	7	8	4	9	3
<i>X<sub>2</sub>: Advertising Spend (₹000)</i>	20	25	22	30	35	18	40	15

- 8 Describe factor analysis and its applications
- 9 Describe how to perform a t-test in SPSS.
- 10 Explain the Chi-Square tests and cross-tabulations with examples of how to interpret them.

**11 Case Study**

A researcher aims to examine the preferred shopping method among university students (Online shopping versus Offline shopping). The researcher gathers data from 120 students via a straightforward questionnaire.

The questionnaire includes items on:

- Convenience

- Price
- Variety of products
- Satisfaction level
- Frequency of shopping

The researcher aims to compare online and offline shoppers and determine which factors affect their preferences.

**Questions:**

- a) Identify the type of research conducted.
- b) Suggest an appropriate sampling technique for selecting 120 students.
- c) Identify the independent and dependent variables in this study.
- d) Mention suitable measurement scales for convenience and satisfaction.
- e) Suggest any two statistical tools (like t-test, charts, percentages) that can be used to analyse the collected data.
- f) How can the researcher present the results using SPSS?

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**PAPER – VII - ENTREPRENEURSHIP DEVELOPMENT AND START UP**

**MAXIMUM MARKS: 30**  
**ANSWER ALL QUESTIONS**

1.
  - a. DIC
  - b. SCAMPER
  - c. ASSOCHAM
  - d. FICCI
  - e. Working Capital
  - f. PERT and CPM
  - g. CII
  - h. Venture capital
  - i. Intrapreneur
  - j. Idea Generation
2. How are Entrepreneurs classified?
3. Define Entrepreneurship. Explain the characteristics of Entrepreneurship
4. Explain in detail the importance of ideas in entrepreneurship
5. Explain the techniques in generation new ideas.



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**PAPER – VII - ENTREPRENEURSHIP DEVELOPMENT AND START UP**

**MAXIMUM MARKS: 30**  
**ANSWER ALL QUESTIONS**

1. What are the various sources of finance for ventures?
2. What is the importance of a Report and list the guidelines for its preparation?
3. What role do State and Central level institutions play in supporting small business enterprises?
4. what are the challenges faced by small business enterprises while dealing with State level institutions
5. what are the characteristics and types of start-ups?
6. Enumerate in detail the team roles in start up management.
7. **Case Study**

**Fresh Sip Beverages Pvt. Ltd.** was founded in 2022 by two engineering graduates, *Aditi* and *Rahul*, in Bangalore. They noticed a growing demand for healthy, ready-to-drink beverages among young professionals. They developed **cold-pressed fruit juices** with no added sugar and began selling them through Instagram and weekend flea markets.

Initially, Fresh Sip gained popularity because of its **unique flavours**, attractive packaging, and strong social media presence. Monthly sales touched ₹3 lakhs within six months. Encouraged by the response, they decided to expand into supermarkets and corporate cafeterias.

However, several challenges emerged with regard to Production, Funding Challenges, Competition, Distribution, Team issues.

Despite challenges, the founders remained committed. They considered options such as partnering with a co-packer, taking a small equity investment, or focusing only on online sales.

**Questions:**

1. Identify the major challenges faced by Fresh Sip at different stages of its start-up lifecycle. How should the founders prioritize these challenges?
2. What funding options can Fresh Sip consider apart from angel investors and bank loans? Evaluate their suitability.
3. Suggest strategies for Fresh Sip to scale production without losing product quality.
4. How can Fresh Sip build a sustainable competitive advantage in a crowded beverage market?
5. Evaluate the pros and cons of entering supermarkets versus continuing with online/direct-to-consumer sales. Which option should the founders choose and why?