**NMIMS Global Access**

**School for Continuing Education (NGA-SCE)**

**Course: Business Economics**

**Internal Assignment Applicable for April 2022 Examination**

**1.** Mr. Shyam have been appointed as a Business economics faculty in a reputed B School. Students are inquisitive to know how this subject would help them in decision making to any organization. Help Mr Shayam to highlight and elaborate on student’s query.

**2.** Complete the hypothetical table below and explain in brief the law of variable proportions. **(10 Marks)**

|  |  |  |  |
| --- | --- | --- | --- |
| Quantity  | Total Product  | Average Product  | Marginal product  |
| 1  | 10  |
| 2  | 30  |
| 3  | 48  |
| 4  | 56  |
| 5  | 56  |
| 6  | 52  |

**3.a.** Large-scale production is considered economical in the sense of per unit cost. Explain the statement by describing different types of economies of scale. Give examples to substantiate your answer (**5 Marks)**

**3.b.** Highlight the difference between shift and the movement in the demand curve

Its Question only

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**NMIMS Global Access**

**School for Continuing Education (NGA-SCE)**

**Course: Financial Accounting & Analysis**

**Internal Assignment Applicable for April 2022 Examination**

 **1.** Analyse the following transactions for Surprise Ltd. using the concept of Accounting Equation comprising of Assets, Liabilities and Equity

1.Commenced business with cash of ₹ 5,00,000.

2. Purchased equipment for cash ₹ 2,00,000.

3. Purchased furniture worth ₹50,000 on credit from IndiMart.

4. Purchased raw materials for ₹25,000 against cash from XYZ Suppliers.

5. Deposited cash of ₹ 1,25,000 in the current account.

6. Sold goods for ₹75,000 and received a cheque against the same.

**(10 Marks)**

**2.** Cash flow statement complements the income statement and the balance sheet summarizing all cash inflows and outflow transactions in the company within the given financial year. However, there are two different methods of preparing the cash flow statement – direct and indirect.

Enlist the differences between Direct and Indirect method of cash flow statement.

**(10 Marks)**

|  |  |  |
| --- | --- | --- |
| **3.** Following information is available for Companies Ace Ltd. and Pace Ltd.: (₹ in lacs) Particulars  | Ace Ltd.  | Pace Ltd.  |
| Long term Debt  | 625  | 700  |
| Equity  | 2100  | 2850  |
| Current assets  | 450  | 550  |
| Current liabilities  | 300  | 375  |
| Net Profit  | 115  | 178  |
| Revenue (net)  | 355  | 452  |

**a.** Compute Debt-equity ratio, current ratio for both companies.

**b.** If face value of equity shares of both companies ₹10 each, calculate the Earnings per share ratio for both companies, advising which company is recommended for investment.

**NMIMS Global Access**

**School for Continuing Education (NGA-SCE)**

**Course: Information Systems for Managers**

**Internal Assignment Applicable for April 2022 Examination**

**1.** You have been appointed as IT Head of a soon to be opened bank in India by the name of “People’s bank” which will have branches all over India. People’s bank is a private sector bank. Highlight atleast 5 security threats that a bank may face in today’s times and suggest 5 innovative IT security mechanisms to ensure that such threats do not harm your bank & that your systems remain as secure as ever. **(10 Marks)**

**2.** It is often stated that “E-governance helps in building trust between governments and citizens”. Do you agree with this statement? If yes, provide one detailed example of any EGovernance project undertaken by any municipality in any part of India. Provide features of the project & benefits. If No, then justify with appropriate reasons (minimum 10 reasons) as to why eGovernance does not facilitate trust. **(10 Marks)**

**3.** The city of Srinagar is the largest city and the summer capital of the Union territory of Jammu and Kashmir in India. You have been invited as an external IT consultant by Government of India with a mandate to convert Srinagar into a “Smart City”

**a.** Which “Smart” city in the world will you choose as a benchmark to emulate some of the best practices of that city into Srinagar? Provide atleast 3 reasons with brief descriptions behind your choice of choosing that particular city as a benchmark?

**(5 Marks)**

**b.** Suggest & describe atleast 2 innovative technology enabled services that you will introduce into Srinagar so that it can be called as a “Smart city”? **(5 Marks)**

**NMIMS Global Access**

**School for Continuing Education (NGA-SCE)**

**Course: Management Theory and Practice**

**Internal Assignment Applicable for April 2022 Examination**

**1.** Amar Bajaj Ltd, a company dealing with PVC pipes has traditionally been a centralized company from generations run by the founders. Now as the 3rd Generation steps in to take over the reins, they feel its high time, they go decentralized as the firm has grown leaps and bounds and become a mid-sized company today from the small scale it started with. They have hired you as a consultant for the same. Can you guide them about the same by making them aware of the pros and cons of both and helping them take a decision? **(10 Marks)**

**2.** Pri Rock, a company dealing in gems and precious stones polishing earlier only had a base in Surat. It has now expanded its wings to Mumbai too and want to also get into other avenues of Jewelry. They have hired you as a consultant to help them design their organizational structure as earlier they used to follow the traditional line structure. They would want to use the 6-box model in order to determine what structure will suit them the best. Can you guide them on the same? **(10 Marks)**

**3.** Simon Quartz, is an age-old company dealing in mechanical wrist watches and wall clocks. They feel that over the years their employees have lost their motivation and their performance standards is dipping.

**a.** They have hired you as a consultant. Can you guide them about how can they use Mc Cleland’s Theory of Needs to motivate their employees? **(5 Marks)**

**b.** Also, can you use ERG Theory, to help guide them to motivate their employees?

**(5 Marks)**

**NMIMS Global Access**

**School for Continuing Education (NGA-SCE)**

**Course: Marketing Management**

**Internal Assignment Applicable for April 2022 Examination**

**1.** The concept of reserving an Ola Scooter by paying ₹499 means that customer will be first in line to purchase it when the company announces its deliveries. The company also gives an option to cancel and get a refund anytime. Based on the statement, plan an appropriate

Segmentation, Targeting for Ola Scooter considering the profile of the Indian consumer. **(10 Marks)**

**2.** After PUBG Mobile reentered the Indian market in the form of Battlegrounds Mobile India, ByteDance may be attempting something similar with TikTok. ByteDance has applied for a new trademark having **‘TickTock’** as the wordmark with the Ministry of Commerce & Industry. Suggest a suitable promotion mix for **‘TickTock’**

**(10 Marks)**

**3. Read the case & answer the questions based on the case:**

Britannia Marie Gold is facing severe competition in the markets where they were leaders. Due to entry of new players, the company has witnessed a decline in sales. The Marketing head has called for meeting along with the Brand Management team to discuss the way out to face the increasing competition.

**a.** What Line extension strategies would you suggest to counter the competition? Justify your answer. **(5 Marks)**

**b.** Suggest an appropriate promotion mix for Britannia Marie Gold. **(5 Marks)**

**NMIMS Global Access**

**School for Continuing Education (NGA-SCE)**

**Course: Organisational Behaviour**

**Internal Assignment Applicable for April 2022 Examination**

**1.** During lockdown when human face to face interactions were reduced and social distancing was a priority lot have people have watched videos on Youtube and learnt/tried a lot of D.I.Y. things and processes like make-up tutorials, food recipes, home care etc, the core foundation of watching others and doing was given as a part of which theory, by whom and in which year. Also state the 3 core concepts of this theory.

**(10 Marks)**

**2.** Your team members need some change in behaviour, you discussed this with your friend John. John recommends Law of Effects he felt it works on humans very strongly. John couldn’t remember the theory. Could you predict which theory is John referring to, who proposed this theory. Which four methods can be used in this theory for controlling behaviour of employees? **(10 Marks)**

**3.** Spread across 100 countries and its headquartered in India, Mahindra employs over 2,40,000 people. Tech Mahindra is one of only three Indian companies to be included in the Bloomberg 2020 Gender-Equality Index. They are constantly creating a transparent policy, valuing individual differences. For Tech Mahindra, diversity of every kind is of importance. Be it diversity of one’s nationality or someone’s age, be it about gender, also about thoughts, or their abilities. In fact their constant endeavor is building a workplace that is 'intentionally' varied and diversified in every way possible."

**a.** What are the lessons to be learnt from Tech Mahindra Gender-Equality Index?

**(5 Marks)**

**b.** What practices would you recommend other Indian corporate houses to enable change of diversity and sustain it. **(5 Marks)**

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