**NMIMS Global Access**

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

**Course**: Business Communication

**Internal Assignment Applicable for April 2022 Examination**

**1.** A new café has been set up in addition to new coffee machines in your organization. The

new machines, besides dispensing regular coffee also dispense Cappuccino, Latte, and

clear vegetable soup. This has made the workplace more interesting for the employees. However, it has been observed by the management that the employees are frequently

taking the breaks and are often found relishing snacks at the new café. This has seriously

hampered the productivity of the employees. Most of them are now not able complete the

usual tasks in the stipulated time. Draft a memo to address the situation politely,

requesting the employees to restrict the duration of coffee breaks to a maximum of 10

minutes and to limit the number of breaks to two coffee breaks a day. **(10 Marks)**

Its Question only

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**2.** You attitude is an important element to be observed in business communication. Justify

the statement and rewrite the following sentences using You attitude.

a. We give an added discount of 15% if you visit our shop before 31st October.

b. The company will not reimburse the medical and phone bills with this month’s salary

if the details and supporting documents are not submitted before 10th of this month.

c. We will give you an extra one-day stay in out resort if you book it for 3 days and 2

nights in the monsoon season.

d. Avail ‘Buy 1 get 3’ offer in the stock clearance sale at Humphrey’s

e. We are giving the facility to pay in easy monthly installments for the latest German

built home theatres by Bosch.

f. Our team is always there to address your issues.

g. We now have all out products available in our newly designed online stores.

h. We have a wide network of medical practitioners worldwide available for online

consultation.

**(10 Marks)**

**3.** Bennet and Bennet a leading and trusted name in FMCG was established in the

Indian markets in 1930. Since then, it has been catering to its clients with beauty

products, health and wellness products, and baby products. The company is however

experiencing a continuous decline in the profit margins for the last 5 years. Annie Bennet, the heir to Bennets’ Business has recently joined the family business after

achieving an MBA from one of the prestigious institutes. She has been updated with

the present condition of the business. After making a careful study she has come to

the conclusion that one of the leading factors for loss of clients is that Bennets have

not adapted themselves to the changing marketing and communication strategies.

The pervasiveness of online shopping sites have given the customers the comfort of

shopping from their homes. As a business graduate in Digital Marketing, she

immediately resorts to online marketing and communication strategies for better

visibility and branding of Bennet & Bennet. Within a year the store shows a

significant rise in profit and also has succeeded in restoring their old customers.

**a.** With the fast-changing scenario of using mobile technology for business

communication how must Annie have changed her communication

strategies/techniques with her clients? **(5 Marks)**

**b.** One of the strategies used by Annie for brand visibility and better communication

with clients, is the development of a website. What should she keep in mind in order

to design a successful website for Bennet and Bennet? **(5 Marks)**

**NMIMS Global Access**

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

**Course:** Business Law

**Internal Assignment Applicable for April 2022 Examination**

**1.** Jinen Dedhia wants to start a business and he is exploring to start a partnership firm.

However, he requires clarity on the difference between partnerships under Partnership

Act, 1932 and Limited Liability Partnership Act, 2008 to take a decision on what kind of partnership suits his requirement. So kindly elucidate the difference between the

partnership under the two separate laws. **(10 Marks)**

**2.** Please give two (2) practical examples of enforcement actions against violation of

Intellectual Property Rights (IPR) **(10 Marks)**

**3.** John Doe wants to draft a contract for his client where he will provide consultancy

services. Kindly help John Doe with the following queries:

**a.** What are the essential elements of contracts? **(5 Marks)**

**b.** Describe the events which make a contract, though executed or entered into, a voidable

contract? **(5 Marks)**

**NMIMS Global Access**

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

**Course**: Decision Science

**Internal Assignment Applicable for April 2022 Examination**

**1.** The table mentioned below shows the “Gross Production of Energy by Two Sources in

India from 2010-11 to 2015-16”.

Adopt Exponential Smoothing Method. Consider the Alpha (α) values 0.2, 0.5, 0.7 and

find out the one that is comparatively good for the prediction.

Forecast the value for year 2016-17.

Year Coal - (Million Tones) Lignite - (Million Tones)

2010-11 532.7 37.73

2011-12 539.95 42.33

2012-13 556.4 46.45

2013-14 565.77 44.27

2014-15 609.18 48.27

2015-16 639.23 43.84

Source: Open Government Data (OGD) Platform India

**(10 Marks)**

**2.** Consider the following Decision alternative for the Raman Pahwa, he wants to invest in

stocks, and thought about two situations about tomorrow’s market condition. The figures

(in INR) in the following table exhibit profit per unit of stock-investment.

payoff table:

Favorable market Unfavorable market

Lakshmi pvt ltd 55 26

Mehta Groups of industries 43 38

Surya 29 43

LT energy 15 51

1. Draw the decision tree

2. If we assign the following probabilities to the states of nature, then determine the

EMV decision.

P(s1) = .4 P(s2) = .1 P(s3) = .3 P(s4) = .2

**3.a.** The proportion of eligible voters in the next corporation election (in tumkur) who will vote

for the incumbent is assumed to be 55%. What is the probability that in a random sample of

500 voters less than 49% say they will vote for the incumbent? Write your conclusion.

**(5 Marks)**

**3.b.** The top-selling Amar tire is rated 70,000 KMs, which means nothing. In fact, the distance

the tires can run until they wear out is a normally distributed random variable with a mean

of 82,000 KMs and a standard deviation of 6,400 KMs.

What is the probability that a tire wears out before 70,000 KMs?

What is the probability that a tire lasts more than 100,000 KMs?

Note: You may use Z-table for this.

Z-table link- Normal Table.xls

**NMIMS Global Access**

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

**Course: Essentials of HRM**

**Internal Assignment Applicable for April 2022 Examination**

**1.** Explain what human resource management. Briefly discuss and illustrate three important

trends influencing human resource management. **(10 Marks)**

**2.** Discuss the pros and cons of at least four performance appraisal methods. **(10 Marks)**

**3.** Managers are proactively improving the employee selection process with various strategies that will ideally enhance corporate success. Some of these strategies focus on improving the

quality of the individuals who apply for work, as well as those individuals who are actually

hired into the organization. Other strategies target the selection process itself and seek to

improve the various activities involved in proper hiring. The overriding theme of these

efforts is that the staffing/selection function is a key component of an organization’s strategy

because the process ideally provides highly motivated and qualified employees who can

ultimately impact the financial and operational well-being of a company.

Hallmark Cards is one company that emphasizes selection. It recently developed a recruiting

metric called “staffing index” that enables management to track the degree to which newly

hired employees are performing as expected on the job. A series of evaluations are

conducted over time, and scores are compared to obtain a longitudinal perspective on the

quality of the hiring decisions.

United Health Group is another organization that has improved its selection activities with

proper strategic planning and execution. The company’s vice president of recruitment

services decided to modify hiring procedures within the organization by splitting job

candidates into two basic groups. The first group of individuals was comprised of high-level

professionals who would be recruited by internal staffing specialists, while the second group

included various staff and line personnel who would be acquired with outsourcing contacts.

This “two pronged” strategy enabled the company to save money through increased control

and efficiency.

These various strategic selection approaches enable companies to improve the manner in

which employees are hired and placed within a hierarchy of jobs. Many other strategies

could be employed in different employment situations to improve the efficiency and

effectiveness of selection. Overall, these efforts should increase the degree of fit between

employees and organizations and increase the completion of strategic objectives.

**a.** Compare and contrast the two selection strategies used by the organizations discussed in the

case.

**b.** What other strategies might help organizations better utilize and manage selection

activities?

**NMIMS Global Access**

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

**Course: Operations Management**

**Internal Assignment Applicable for April 2022 Examination**

**1.** Discuss the various **inventory management/control techniques** prevalent in the industry.

Discuss how some of these techniques would be applicable to a retail store in the FMCG

sector for effective management of their inventories; i.e soaps, household supplies, etc. (you

can assume inventories of your choice to explain).

**2.** List and explain in brief the various types of plant layout concepts in operations

management, highlighting the objective, considerations of a good layout design. Give

examples on where each of these types can be employed respectively. Briefly explain a

layout for a Banking branch operations (mention the type of layout applicable).

**(10 Marks)**

**3.** Assume you are a part of the Operations team in an automobile manufacturing setup. You

are also working in coordination with other departments. Discuss the following aspects of

the operations of your organisation

**a.** Define Quality & list and discuss in brief the various dimensions of quality in operations

**(5 Marks)**

**b.** Discuss the concept of EOQ in brief. Using the data below, find EOQ, and the reorder point.

Annual Demand: 15,000 units; Weeks Operating: 50 weeks/year; Ordering Costs: Rs.

60/order & Holding Costs: Rs. 7/unit/year; Lead-Time: 5 weeks & Safety Stock: 250 units

**(5 Marks)**

**NMIMS Global Access**

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

**Course**: Strategic Management

**Internal Assignment Applicable for April 2022 Examination**

**1.** It is rumoured that a Chinese car brand FAW Haima plans to enter India. The company

will also be launching FAW Haima 8S, a mid-size SUV in India. You are in charge of

Mahindra & Mahindra SUV division. Suggest 5 innovative ideas to source information about your Competitor FAW Haima so that your company is better prepared to take on

this new challenge. *(Please assume that Covid-19 pandemic is over).* **(10 Marks)**

**2.** L1 technologies, a US based Defence contractor wishes to enter India. Conduct a

PESTLE analysis for L1 technologies in India & suggest whether L1 technologies should

enter India or otherwise. *(Please assume that Covid-19 pandemic is over).* **(10 Marks)**

**3.** You are the Head-Manufacturing of Tata Steel. You are planning to set up a brand-new

Manufacturing plant at a village in rural Karnataka.

**a** Perform a Stakeholder analysis & suggest which all stakeholders will be taken into

confidence & also what would be your communications approach plan to bring them into

your point of view? *(Please assume that Covid-19 pandemic is over).* **(5 Marks)**

**b** Highlight some of the creative & innovative initiatives that you would undertake to

convince the stakeholders that you mean to do good for all the stakeholders. *(Please*

*assume that Covid-19 pandemic is over).*