

Assignment-1

Programme: MBA

Semester: I Paper Code: MS101

Academic Year: 2023-24

Subject Name: MPOB

Max. Marks: 20

Course Objectives and mapping with Course Outcomes

S.No	Course Objectives	Course Outcomes (COs)
1.	To expose the students to fundamental concepts of management, its process and behavioural dynamics in organizations.	CO1, CO2, CO3, CO4

Expected Course Outcomes(COs)

CO1: Enumerate, explain, compare and analyze the concepts, theories and principles that have evolved in specific historical contexts and informed both academic thinking and practices related to the field of management.

CO2: Identify and discuss the functions of management i.e. planning, organizing, leading and controlling, relate them with the roles of managers at different levels of the organization and classify the skills necessary for effective performance of their functions.

CO3: Apply the knowledge of management theory and of organizational behavior to analyze managerial issues and make decisions consistent with the organizational objectives of efficiency and effectiveness.

CO4: Analyze the complexities of work organizations and develop a multidisciplinary approach to address interpersonal and intra organizational issues.

Assignment Rubrics

Assessment Criteria	Weightage
Information and understanding of the problem	25%
Application/Synthesis of concepts/ Practical Implementation/ Critical Thinking	50%
Conclusion/ Implication/Discussion/Presentation	25%

Note: The Assessment Criteria may vary w.r.t subject

Last Date for Submission: Sept 25, 2024

Guidelines for submission

- The assignment should be typed in word processed or legibly handwritten
- Screenshots should be followed by the web page requirement as mentioned below
- 1.5 line spacing should be used with text justified in word processor.
- Tables and figures should be named properly.
- For all assignments make sure pages are securely fastened, preferably with a staple in the top left-hand corner and placed in a folder

The following information should appear on the cover page of the assignment:

- Assignment No
- Submitted to
- Submitted by (Name & Enroll No)
- Date of submission


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Note: Each student has to select attempt both the questions.

S. No.	Questions	Marks
1.	Do you think sometimes managers are justified in not taking their employees' advice? Why or why not?	10
2	How should managers handle their employees' dissatisfaction with not having their advice put into practice?	10

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INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT

INTERNAL EXAMINATIONS [OCTOBER, 2023]

MBA- I

Subject Name: MPOB
Time: 2 Hrs.

Subject Code: MS 101
Max Marks: 40

Note: 1. Attempt all questions.
2. Each question carries equal marks.

Ques.1) Write short notes on the following:

(10) <CO1>

- a) Human Relations Approach to Management
- b) Hersey & Blanchard Theory of Leadership
- c) MBO
- d) Skills of a Manager
- e) Difference between a Manager and a Leader

Ques.2) Discuss the key roles and responsibilities of a professional manager. How do these roles vary (i) in different types of organizations and (ii) at different levels of management within an organization?

(10) <CO2>

OR

Ques.2) Explain the functions of Management in detail. Explain the functions of Management in detail.

(10) <CO2>

Ques.3) What are different leadership styles adopted by managers? Which one of them is most suited in a manufacturing organization with little possibility of change? Give reasons.

(10) <CO3>

OR

Ques.3) What do you mean by Bounded Rationality? Explain the rational decision-making model. What are the advantages and limitations of this model in the business context?

(10) <CO3>

Ques.4) Compare and contrast strategic planning with operational planning, highlighting their differences and similarities.

(10) <CO4>

OR

Ques.4) What are the advantages and disadvantages of implementing MBO in an organization? Provide a real-world example where the successful implementation of MBO led to improved organizational performance.

(10) <CO4>

X

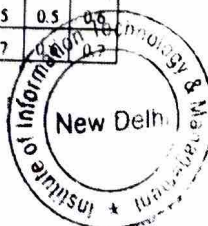
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Class Test Evaluation Marks & CO Attainment

Course: MBA		Sem: I	Subject Code: 101 Subject Name: MPOB										Total marks of all students/marks allotted							
S.No	Enrollment No.		Marks Allotted	CT-1(40 marks)										Total Marks (40)	CO1	CO2	CO3	CO4		
				CO1	CO2	CO3	CO4	CO5	CO6	CO7	CO8	CO9	Total CO from all assignments							
Student Name		10	10	10	10	0	0	0	0	0	0	0	10	10	10	10	Percent CO Attainment			
1	00113703923	Ansh Sehgal	8	9	7	8	0	0	0	0	0	32	0.8	0.9	0.7	0.8				
2	00213703923	Mayank Kapoor	7	8	6	7	0	0	0	0	0	28	0.7	0.8	0.6	0.7				
3	00313703923	Muskan Sharma	9	10	8	9	0	0	0	0	0	36	0.9	1	0.8	0.9				
4	00413703923	Anurag Mishra	7	8	7	7	0	0	0	0	0	29	0.7	0.8	0.7	0.7				
5	00513703923	Akshil Nayyar	7	8	7	7	0	0	0	0	0	29	0.7	0.8	0.7	0.7				
6	00613703923	Adarsh Singh	6	6	5	5	0	0	0	0	0	22	0.6	0.6	0.5	0.5				
7	00713703923	Shyam Aggarwal	7	7	6	7	0	0	0	0	0	27	0.7	0.7	0.6	0.7				
8	00813703923	Jatin Kumar Jha	9	8	8	9	0	0	0	0	0	34	0.9	0.8	0.8	0.9				
9	00913703923	Ambuj Garg	6	5	5	6	0	0	0	0	0	22	0.6	0.5	0.5	0.6				
10	01013703923	Sahil Ansari	7	6	6	7	0	0	0	0	0	26	0.7	0.6	0.6	0.7				
11	01113703923	Valusha Verma	6	6	5	6	0	0	0	0	0	23	0.6	0.6	0.5	0.6				
12	01213703923	Varsha Papnoic	6	5	5	6	0	0	0	0	0	22	0.6	0.5	0.5	0.6				
13	01313703923	Nikhil Gohlan	6	5	5	6	0	0	0	0	0	22	0.6	0.5	0.5	0.6				
14	01413703923	Nitisha Kumari	5	5	4	5	0	0	0	0	0	19	0.5	0.5	0.4	0.5				
15	01513703923	Muskan	7	8	6	7	0	0	0	0	0	28	0.7	0.8	0.6	0.7				
16	01613703923	Jatin Rawat	7	7	6	7	0	0	0	0	0	27	0.7	0.7	0.6	0.7				
17	01713703923	Tushar Choudhary	9	7	8	9	0	0	0	0	0	33	0.9	0.7	0.8	0.9				
18	01813703923	Dushyant Kumar	5	6	4	5	0	0	0	0	0	20	0.5	0.6	0.4	0.5				
19	01913703923	Rahul Lakra	8	7	7	8	0	0	0	0	0	30	0.8	0.7	0.7	0.8				
20	02013703923	Aparna Tikkoo	7	7	6	7	0	0	0	0	0	27	0.7	0.7	0.6	0.7				
21	02113703923	Rajat Singh	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
22	02213703923	Anurag Singh	7	8	6	7	0	0	0	0	0	28	0.7	0.8	0.6	0.7				
23	02313703923	Rahul Pal	6	7	5	6	0	0	0	0	0	24	0.6	0.7	0.5	0.6				
24	02413703923	Muskan Sejwal	8	7	7	8	0	0	0	0	0	30	0.8	0.7	0.7	0.8				
25	02513703923	Kartikay Sonkar	7	7	6	7	0	0	0	0	0	27	0.7	0.7	0.6	0.7				
26	02613703923	Sarthak Tyagi	7	7	6	8	0	0	0	0	0	28	0.7	0.7	0.6	0.8				
27	02713703923	Hansika Sharma	7	7	6	7	0	0	0	0	0	27	0.7	0.7	0.6	0.7				
28	02813703923	Divya Pawar	7	6	6	7	0	0	0	0	0	26	0.7	0.6	0.6	0.7				
29	02913703923	Yash Jahagirdar	5	6	4	5	0	0	0	0	0	20	0.5	0.6	0.4	0.5				
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31	03113703923	Amanpreet Singh	2	6	1	2	0	0	0	0	0	11	0.2	0.6	0.1	0.2				
32	03213703923	Arnaw Kumar	4	3	3	4	0	0	0	0	0	14	0.4	0.3	0.3	0.4				
33	03313703923	Pooja Sharma	8	8	7	8	0	0	0	0	0	31	0.8	0.8	0.7	0.8				
34	03413703923	Gursimar Kaur Arora	7	7	6	7	0	0	0	0	0	27	0.7	0.7	0.6	0.7				
35	03513703923	Adeeba Khan	9	9	8	9	0	0	0	0	0	35	0.9	0.9	0.8	0.9				
36	03613703923	Akansha Diwedi	6	5	4	6	0	0	0	0	0	21	0.6	0.5	0.4	0.6				
37	03713703923	Rohit Sharma	5	6	4	5	0	0	0	0	0	20	0.5	0.6	0.4	0.5				
38	03813703923	Deepthi Jain	8	7	7	8	0	0	0	0	0	30	0.8	0.7	0.7	0.8				
39	03913703923	Priya Gupta	6	6	5	6	0	0	0	0	0	23	0.6	0.6	0.5	0.6				
40	04013703923	Nakul Sejwal	7	8	6	7	0	0	0	0	0	28	0.7	0.8	0.6	0.7				
41	04113703923	Ankit	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
42	04213703923	Tripti Prakash	6	6	5	6	0	0	0	0	0	23	0.6	0.6	0.5	0.6				
43	04313703923	Taranjeet Singh	6	6	5	6	0	0	0	0	0	23	0.6	0.6	0.5	0.6				
44	04413703923	Zain Ahmad	6	5	5	6	0	0	0	0	0	23	0.6	0.5	0.5	0.6				
45	04513703923	Deepak Kumar	7	7	6	7	0	0	0	0	0	27	0.7	0.7	0.6	0.7				



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Enrollment No. 03513303923

Date 26/10/23 Programme MBA Semester 1

Subject MP03 Paper Code MS101

Name of Examination Internal Examination

No. of Supplementary Sheets used _____

Signature of Candidate [Signature] Sign. of Invigilator R

Name of Invigilator Rohini Sharma

Instructions for candidate :

1. Fill in the above entries.
2. Write on both sides of each page.
3. Garrying Electronic Gadgets to exam hall will be treated as use of unfair means.
4. Rough work to be done on last page.
5. Talking or seeking help in exam hall is prohibited.
6. Tearing pages from Answer Booklet or writing on Question Paper will be treated as use of unfair means.

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Candidate's Declaration : I have seen my evaluated and assessed answer booklet.

[Signature]
Candidate's Signature

To be filled by evaluator

	Q1	Q2	Q3	Q4	Q5	Total
Section A	2	1	1	1	1	6
Section B						10
Section C						9
Section D						1
Grand Total						35

Question Type	Total marks assigned to questions	Total marks obtained by the candidate
Knowledge based and comprehensive questions (KC)	10	6
Application based questions (Ap)	10	9
Analytical questions (An)	10	10
Synthesis/Evaluating questions(Sn/Ev)	10	9
Grand Total		

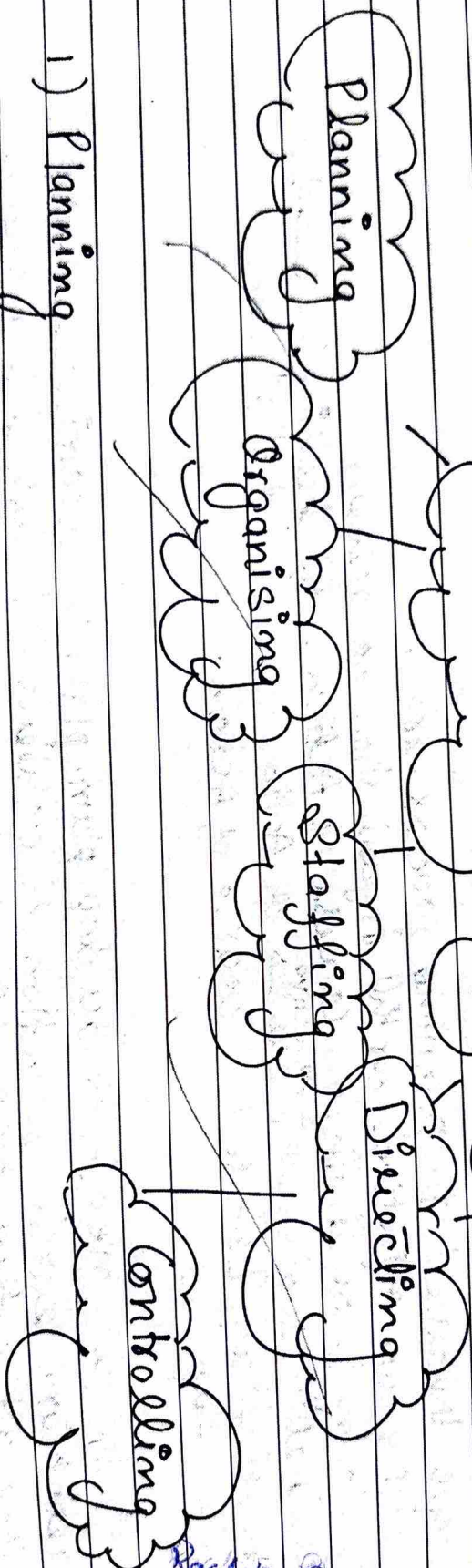
Sign. of Evaluator [Signature]

Question - 2.

Functions of Management

Management : Management is the process of achieving organisational objectives effectively & efficiently by managing the tasks of the organisation.

Functions of Management :



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1) Planning

2) Organising

3) Staffing

4) Directing

5) Controlling.

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1) Planning :

It is the first & step of the planning management.

Planning is deciding "what is to be done", "how it is to be done", "when it is to be done", & "by whom" it is to be done". It acts as a base of the whole process.

Steps involved in planning process are :

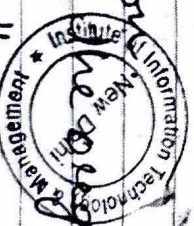
- 1) Setting up objectives for the organization to achieve.
- 2) Developing a preliminary course of Action.
- 3) Evaluating available alternative courses of Action.
- 4) Choosing the best suited course of Action.
- 5) Follow-up.
- 6) Checking the possibility of the plan.

So, firstly we need to develop preliminary planning premises, develop a preliminary course of action to achieve the task & then check various alternatives available & choose the best alternative & check the possibility of the plan & implement that & later do the follow up as well.

1) ⇒ Planning is a process for the future.

It is carried out at a preliminary stage of the organization.

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2) Planning is dynamic function of the management.

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Planning reduces risk of uncertainties present in the business world.

Planning helps in easy functioning of the organisation.

Planning is necessary for the goals & targets to be achieved by the organisation.

"Hailing the plan is planning the tail"

II Organising.

Organising is the second step or function of Management.

It is the an important aspect of management. Organising helps to create order & orderliness in the organisation instead of chaos. All the managers perform this function of Management at all levels.

1) It is pervasive.

2) It is dynamic.

3) It is multidimensional.

4) It is basically when the actual work starts. All the plans are implemented and executed.

5) It is integral part of the organisation.

6) In the absence of this, management will lead to chaotic environment.



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III Staffing:

Q-1 Is the process of filling the ^{empty} positions in the organisation & keeping the right positions to filled at the right time & right place.

Q1 is like putting the round pegs in round holes & square peg in ~~the~~ square holes.

Staffing for function is important & requires the correct decision making by the management as humans are the most important & valuable asset for any organisation. So, it is crucial to appoint the right person for the right job with competent skills & knowledge required to perform a particular task in the organisation.

There needs to be proper time for the employees appointed to show their full capabilities at their job. As people need time & opportunities to reveal their true potentials & settle down with certain objectives.

There should be scientific & rational decision making while appointing the employees for a particular job.

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Directing:

It is the fourth function of Management. Directing is the process of guiding employees & uniting their efforts for achieving the organisational goals effectively & efficiently.

When employees join the organisation, they have their set of goals to achieve. So, it is the duty of the manager to reconcile the individual goals of the employees with the organisational goals by directing them in the right manner.

In case of conflict in goals of the organisation & individual employees, the goal of the organisation has to be provided.

Directing is a technical task which requires skilful persuasion.

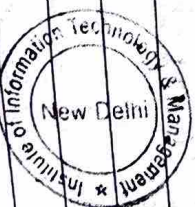
Manager plays a crucial role in this function.

It's a goal oriented process of the organisation.

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Controlling.

It is the last but not the least step of Management function. Controlling is basically checking the ~~at~~ general results that whether the goals that were ~~been~~ determined by the organisation, are achieved or not. If not then what are the reasons for it.

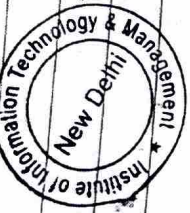
It is checking that the realistic goals have been achieved or not & if there are any deviations then the corrective measures are taken by the management.

It is an important function of management as it is a keystone during the task without analysing the results that we are getting then it will be a wasteful activity.

So, controlling is important to see where the organisation stands in the real world scenario & what are the ~~cor~~ corrective actions that are required to achieve the desired goals & objectives of the organisation effectively & efficiently.

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Leadership Styles:

Autocratic / Authoritative

Democratic

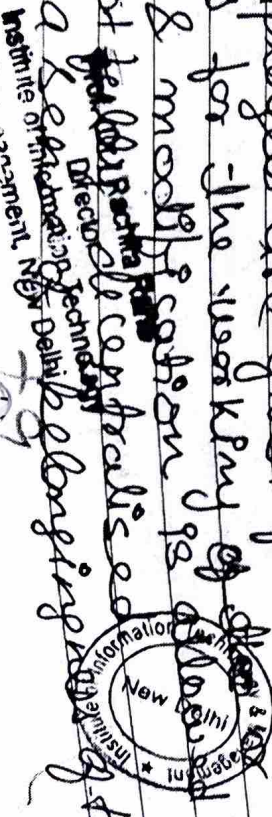
Free-Reign

There are different leadership styles prevailing:
Autocratic / Authoritative:

- This leadership style, there is no freedom given to the employees, they just have to follow the instructions given by their leaders without any innovation & modification. It is opted where there is less need for changes & it is a job that requires little or no changes in the process of doing something. The power is centralized with the management. It is apt for the workers with low knowledge & skills.

Democratic leadership: In this style of leadership there is a balance between centralisation

& decentralisation of powers. Employees are given freedom to express their ideas & opinions for the working of the organisation. It is doing some tasks. Innovation & modification is done in their hands. But power is not fully centralized in leadership style & indulges a & decentralisation of the



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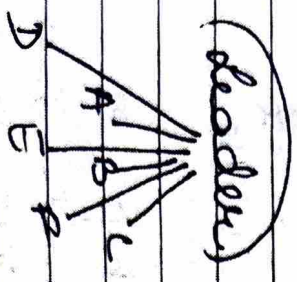


employees towards the organization. It motivates them to do better.

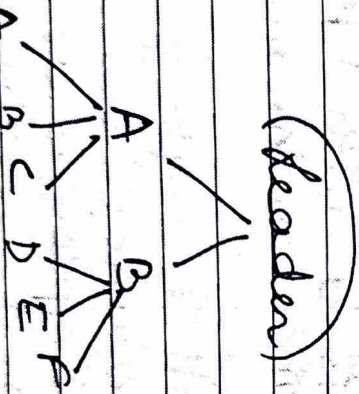
3) Free-Reign Leadership style: This leadership style involves total decentralisation

of power with the employees. All the decisions are to be taken by the employees. This style is possible only when the employees are highly educated & skilled & can take the tasks with care & responsibility. When they have the intellect to do something on their own. This style has some disadvantages - the boss may or may be considered as not capable of making decisions & his authority may be undermined.

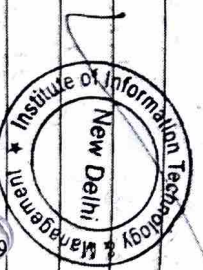
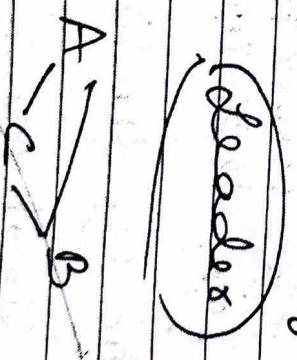
Autocratic



Democratic



Free-Reign



Among all the leadership styles, the best suited for manufacturing organization with little possibility of changes is Autocratic reasons:

There is little possibility of change, so no innovation is required. Manufacturing is a set process, where all the work have to be identical in order to maintain standard, so no changes are allowed.

In order to maintain efficiency, set procedure has to be followed to produce the said amount of output in the particular time. There has to be unity of command & direction.

All the employees must be working at the similar pace & speed to complete the task.

Here the power needs to be centralized in order to achieve its organizational goal effectively & efficiently.

Management by Objective.

Management by Objective aims setting up objectives of the organization for timely achievement of tasks & goals of the organization. It has its own set of advantages & disadvantages.

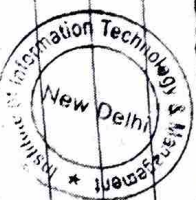

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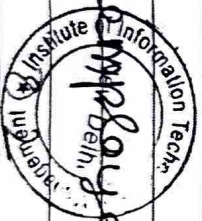


Advantages of MBO :

- 1) It is clearly defined the goals of the organisation to be achieved by the employees.
- 2) It plays as a base role, where it is easy to draw the line of pattern where things are listed to done & tasks to be achieved.
- 3) It plays a vital role in achieving the targets in time & effectively & efficiently by the employees.
- 4) It increases the productivity of employees.
- 5) It reduces wastage & of resources.
- 6) It avoids overlapping or multiplication of the ~~same~~ tasks.
- 7) There is less wastage of time.

Disadvantages of MBO :

- 1) It reduces the ~~productivity~~ ^{Productivity} of employees, as they just complete the said ~~tasks~~ ^{tasks}.



9) It becomes boring for the employees.

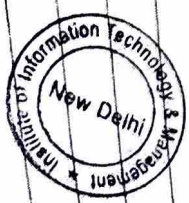
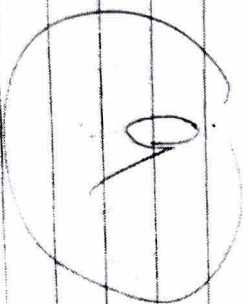
3) It's often monotonous for employees to complete the pre-determined activities.

"Google" is a real world example where the successful implementation of MB led to improved organisational performance.

Google has achieved the status of this level by successfully using a mix of various approaches among which are MB.

Here MB played a vital role in success of the organisation. Where Managers set a prescribed role of action to be achieved by the organisation. And employees also did their part with full dedication & sincerity. Behind every successful organisation, there is a mix of a balance of efforts made by both the managers & the employees of the organisation.

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Ques 1.

e) Manager & Leader.

~~Reader~~ ^{broader} term while manager is a narrower term. Every leader can be a manager but all the managers can't be leaders. Leader is a person who motivates & guides employees & takes them together with them for achieving a common or group goal. While manager looks after the proper functioning of the organisation. Leader motivates people by stimulating them to action to accomplish desired goals & objectives.

d) Skills of Managers.

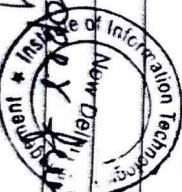
There are various skills & got required for managers:

- 1) Behavioural Skills: Managers should behave in order to maintain positive relations.
- 2) Contingent Skills
- 3) Social Skills
- 4) Communication Skills
- 5) Technical Skills
- 6) Scientific Skills.

All of the above are ~~essential~~ ^{required} for proper functioning of Managers.

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1 Human Relations Approach to Management.

This approach focuses on keeping the employees happy, satisfied & content. It focuses on taking care of the needs & their interests. By motivating them & keeping them satisfied by developing a sense of belongingness towards the organization.

c) MBO.

Management by Objective plays a vital role in managing the organization. It aims at setting up objectives & clearly defining the lines for the employees to be followed. It sets out the aims of managing by objective. It helps in achieving the targets effectively & efficiently.

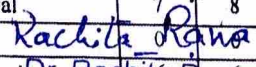
b) Massey's Balanchard Theory of Leadership.

Leadership is guiding the employees & motivating them to perform the task with full potential & knowledge. It helps in reconciling the individual objectives with general objectives.



Class Test Evaluation Marks & CO Attainment

Sl. No	Enrollment No.	Sem: I	Subject Code: 101			Subject Name: MPOB						total marks of all students/marks allotted						
			CT-1(40 marks)									Total Marks (40)	CO1	CO2	CO3	CO4		
			CO1	CO2	CO3	CO4	CO5	CO6	CO7	CO8	CO9		Total CO from all assignments					
			10	10	10	10	0	0	0	0	0		10	10	10	10	Percent CO Attainment	
Marks Allotted	Student Name																	
1	00113703923	Ansh Sehgal	8	9	7	8	0	0	0	0	0	32	0.8	0.9	0.7	0.8		
2	00213703923	Mayank Kapoor	7	8	6	7	0	0	0	0	0	28	0.7	0.8	0.6	0.7		
3	00313703923	Muskan Sharma	9	10	8	9	0	0	0	0	0	36	0.9	1	0.8	0.9		
4	00413703923	Anurag Mishra	7	8	7	7	0	0	0	0	0	29	0.7	0.8	0.7	0.7		
5	00513703923	Akshit Nayyar	7	8	7	7	0	0	0	0	0	29	0.7	0.8	0.7	0.7		
6	00613703923	Adarsh Singh	6	6	5	5	0	0	0	0	0	22	0.6	0.6	0.5	0.5		
7	00713703923	Shyam Aggarwal	7	7	6	7	0	0	0	0	0	27	0.7	0.7	0.6	0.7		
8	00813703923	Jatin Kumar Jha	9	8	8	9	0	0	0	0	0	34	0.9	0.8	0.8	0.9		
9	00913703923	Ambuj Garg	6	5	5	6	0	0	0	0	0	22	0.6	0.5	0.5	0.6		
10	01013703923	Sahil Ansari	7	6	6	7	0	0	0	0	0	26	0.7	0.6	0.6	0.7		
11	01113703923	Valusha Verma	6	6	5	6	0	0	0	0	0	23	0.6	0.6	0.5	0.6		
12	01213703923	Varsha Papnoie	6	5	5	6	0	0	0	0	0	22	0.6	0.5	0.5	0.6		
13	01313703923	Nikhil Gohlan	6	5	5	6	0	0	0	0	0	22	0.6	0.5	0.5	0.6		
14	01413703923	Nitisha Kumari	5	5	4	5	0	0	0	0	0	19	0.5	0.5	0.4	0.5		
15	01513703923	Muskan	7	8	6	7	0	0	0	0	0	28	0.7	0.8	0.6	0.7		
16	01613703923	Jatin Rawat	7	7	6	7	0	0	0	0	0	27	0.7	0.7	0.6	0.7		
17	01713703923	Tushar Choudhary	9	7	8	9	0	0	0	0	0	33	0.9	0.7	0.8	0.9		
18	01813703923	Dushyant Kumar	5	6	4	5	0	0	0	0	0	20	0.5	0.6	0.4	0.5		
19	01913703923	Rahul Lakra	8	7	7	8	0	0	0	0	0	30	0.8	0.7	0.7	0.8		
20	02013703923	Apama Tikkoo	7	7	6	7	0	0	0	0	0	27	0.7	0.7	0.6	0.7		
21	02113703923	Rajat Singh	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
22	02213703923	Anurag Singh	7	8	6	7	0	0	0	0	0	28	0.7	0.8	0.6	0.7		
23	02313703923	Rahul Pal	6	7	5	6	0	0	0	0	0	24	0.6	0.7	0.5	0.6		
24	02413703923	Muskan Sejwal	8	7	7	8	0	0	0	0	0	30	0.8	0.7	0.7	0.8		
25	02513703923	Kartikay Sonkar	7	7	6	7	0	0	0	0	0	27	0.7	0.7	0.6	0.7		
26	02613703923	Sarthak Tyagi	7	7	6	8	0	0	0	0	0	28	0.7	0.7	0.6	0.8		
27	02713703923	Hansika Sharma	7	7	6	7	0	0	0	0	0	27	0.7	0.7	0.6	0.7		
28	02813703923	Divya Pawar	7	6	6	7	0	0	0	0	0	26	0.7	0.6	0.6	0.7		
29	02913703923	Yash Jahagirdar	5	6	4	5	0	0	0	0	0	20	0.5	0.6	0.4	0.5		
30	03013703923	Vansh Khatter	5	6	4	5	0	0	0	0	0	20	0.5	0.6	0.4	0.5		
31	03113703923	Amanpreet Singh	2	6	1	2	0	0	0	0	0	11	0.2	0.6	0.1	0.2		
32	03213703923	Amaw Kumar	4	3	3	4	0	0	0	0	0	14	0.4	0.3	0.3	0.4		
33	03313703923	Pooja Sharma	8	8	7	8	0	0	0	0	0	31	0.8	0.8	0.7	0.8		
34	03413703923	Gursimar Kaur Arora	7	7	6	7	0	0	0	0	0	27	0.7	0.7	0.6	0.7		
35	03513703923	Adeeba Khan	9	9	8	9	0	0	0	0	0	35	0.9	0.9	0.8	0.9		
36	03613703923	Akansha Diwedi	6	5	4	6	0	0	0	0	0	21	0.6	0.5	0.4	0.6		
37	03713703923	Rohit Sharma	5	6	4	5	0	0	0	0	0	20	0.5	0.6	0.4	0.5		
38	03813703923	Deepti Jain	8	7	7	8	0	0	0	0	0	30	0.8	0.7	0.7	0.8		
39	03913703923	Priya Gupta	6	6	5	6	0	0	0	0	0	23	0.6	0.6	0.5	0.6		
40	04013703923	Nakul Sejwal	7	8	6	7	0	0	0	0	0	28	0.7	0.8	0.6	0.7		
41	04113703923	Ankit	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
42	04213703923	Tripti Prakash	0	0	0	0	0	0	0	0	0	0	0	0	0	0		


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Class Test Evaluation Marks & CO Attainment

Enrollment No.	Sem: I	Subject Code: 101		Subject Name: MPOB							total marks of all students/marks allotted					
		CT-1(40 marks)										Total Marks (40)	CO1	CO2	CO3	CO4
		CO1	CO2	CO3	CO4	CO5	CO6	CO7	CO8	CO9	Total CO from all assignments					
		10	10	10	10	0	0	0	0	0	10		10	10	10	
		Marks Allotted											Percent CO Attainment			
		Student Name														
00113703923	Ansh Sehgal	8	9	7	8	0	0	0	0	0	32	0.8	0.9	0.7	0.8	
04313703923	Taranjeet Singh	6	6	5	6	0	0	0	0	0	23	0.6	0.6	0.5	0.6	
04413703923	Zain Ahmad	6	5	5	6	0	0	0	0	0	22	0.6	0.5	0.5	0.6	
04513703923	Deepak Kumar	7	7	6	7	0	0	0	0	0	27	0.7	0.7	0.6	0.7	
04613703923	Romil Chopra	8	9	7	8	0	0	0	0	0	32	0.8	0.9	0.7	0.8	
35113703923	Tushar Sehgal	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
35213703923	Ujjwal Gupta	8	7	7	8	0	0	0	0	0	30	0.8	0.7	0.7	0.8	
35313703923	Aman Garg	6	5	5	6	0	0	0	0	0	22	0.6	0.5	0.5	0.6	
35413703923	Geetika Bhardwaj	5	6	4	5	0	0	0	0	0	20	0.5	0.6	0.4	0.5	
35513703923	Jai Solanki	9	7	8	9	0	0	0	0	0	33	0.9	0.7	0.8	0.9	
35613703923	Aditi Katoch	7	6	6	7	0	0	0	0	0	26	0.7	0.6	0.6	0.7	
70113703923	Nandini Prakash	8	8	7	8	0	0	0	0	0	31	0.8	0.8	0.7	0.8	

Overall Average Attainment		CO1	CO2	CO3	CO4				
		0.63	0.63	14.35	16.8				
Course Outcomes		CO1	CO2	CO3	CO4				
Students with more than 60% in COs		42	42	30	41				
No of Students	Level Achievement	2	2	1	2				
53									
Attainment(Expected)	Actual	100	79.25	79.25	56.6	77.36			

Malhotra
Dr. LATIKA MALHOTRA
 Subject Faculty

Deepika
 HOD

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Rubric for Case Study Analysis for MBA Students (Total: 20 Marks)

Phase	Unsatisfactory (1)	Satisfactory (2)	Good (3)	Excellent (4)
1. Understanding of Case Background & Issues (4 Marks)	Minimal or no understanding of the case background and key issues.	Basic understanding of the case but misses some key issues or facts.	Adequate understanding of the case and identification of key issues.	Comprehensive understanding of the case, with all key issues thoroughly identified and critically analyzed.
2. Application of Concepts & Theoretical Framework (4 Marks)	Little or no application of relevant concepts or theories to the case.	Basic application of theoretical concepts, but lacks depth or clear connection to the case.	Adequate application of concepts/theories to explain case issues; moderate depth.	Exceptional application of multiple concepts/theories with deep analysis and innovative perspectives on the case.
3. Data Analysis & Interpretation (4 Marks)	Insufficient or incorrect analysis of data; fails to interpret key data insights.	Basic analysis; some data is interpreted but lacks depth and clear relevance to the case.	Adequate data analysis with reasonable interpretation; some insights are drawn but may lack depth.	Outstanding data analysis; deeply insightful and provides critical conclusions from data interpretation.
4. Problem Solving & Decision-Making (4 Marks)	No or poor decision-making; fails to address the main problem(s) in the case.	Basic problem-solving approach; solutions are provided but lack depth or feasibility.	Reasonable solutions presented with moderate analysis of pros and cons; some practical feasibility.	Exceptional problem-solving and decision-making; innovative, well-supported, and feasible solutions addressing all aspects of the case.
5. Recommendations, Action Plan and Articulation (4 Marks)	Recommendations are vaguely articulated, impractical, or irrelevant to the case context.	Basic recommendations provided; some lack feasibility or relevance to the case.	Good recommendations; reasonably practical and linked to the case issues, but lacking in some depth.	Highly practical, relevant, and innovative recommendations with a well-defined and well-articulated, actionable plan.


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Case Study

Programme: MBA Semester: II Paper Code: MS 106 Academic Year: 2023-24

Subject Name: Business Research

Max. Marks: 20

Course Objectives and mapping with Course Outcomes

S. No	Course Objectives	Course Outcomes (COs)
1.	To acquaint the student with the concepts of research, research design, research process, concepts	CO2, CO5, CO6
2.	Students should be able to use tools and techniques of data analysis.	
3.	To understand process of effective report writing to conduct research and analysis for effective decision making.	

Expected Course Outcomes (COs)

CO2: **Formulate** and **articulate** research questions and specify research objectives and hypothesis.

CO5: **Analyse** quantitative data by identifying and applying various statistical tests and interpret the result for drawing generalizations

CO6: **Write** a report and **Present** the finding in a structured manner with coherent argument in logically persuasive style and analyse the implications for bot practices and future research.

Case study "**Data Driven Decision Making at NovaTech Solutions- Addressing Declining Customer Retention through Research**" attached.

Rubrics

Assessment Criteria	Weightage
Information and understanding of the problem	25%
Application/Synthesis of concepts/ Practical Implementation/ Critical Thinking	50%
Conclusion/ Implication/Discussion/Presentation	25%

Guidelines for submission

- The assignment should be typed in word processed or legibly handwritten
- 1.5 line spacing should be used with text justified in word processor.
- Tables and figures should be named properly.
- For all assignments make sure pages are securely fastened, preferably with a staple in the top left-hand corner and placed in a folder

The following information should appear on the cover page of the assignment:

- Assignment No
- Submitted to
- Submitted by (Name & Enroll No)
- Date of submission

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Case Study

on

Data-Driven Decision Making at NovaTech Solutions - Addressing Declining Customer Retention through Business Research

Company Overview

NovaTech Solutions is a software-as-a-service (SaaS) company that provides cloud-based business management solutions for small and medium-sized enterprises (SMEs). Their flagship product is a project management platform that integrates various tools for task management, communication, and analytics. Over the past five years, NovaTech had achieved steady growth, building a strong base of clients across various industries.

Despite NovaTech's initial success, the company began facing significant customer retention issues. Over a 12-month period, their churn rate increased from 10% to 25%, which was alarming given the importance of retaining clients in the SaaS industry. With higher churn, the company's acquisition costs also increased as it became more expensive to replace lost customers.

Key challenges identified:

1. **High Customer Churn:** Customer retention had dropped sharply, leading to a negative impact on revenue.
2. **Unclear Customer Behavior:** NovaTech had limited insight into why customers were leaving, as their internal customer data wasn't being effectively analyzed.
3. **Inconsistent Product Usage:** Data showed that customer engagement with the platform was inconsistent, but there was no clear understanding of which features were most valued or underutilized.
4. **Lack of Personalized Support:** Customers often cited in feedback surveys that they felt the platform wasn't tailored to their specific needs, but there was no structured approach to handle this information.

Research Objective

NovaTech's goal was to:

- Identify patterns in customer churn and pinpoint the main reasons for dissatisfaction.
- Use customer and usage data to understand which features were underperforming.
- Implement data-driven solutions to improve customer retention.

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Research Methodology

To address these challenges, NovaTech initiated a business research project focused on customer data handling and analysis. The research was conducted in three phases:

1. **Customer Data Analysis-** NovaTech examined its customer database to identify key trends. The research team segmented customers based on various factors such as company size, industry, length of time using the platform, and interaction patterns. Data such as login frequency, feature usage, and customer support interactions were pulled from the platform's analytics tools.
2. **Churn Analysis with Machine Learning-** A predictive model was built using machine learning techniques to identify patterns in customer churn. Variables such as declining platform engagement, support ticket volume, and feature adoption were used to predict the likelihood of a customer churning. The model aimed to provide early warnings so that NovaTech could take preemptive measures.
3. **Qualitative Research: Customer Interviews and Surveys** To complement the quantitative data, NovaTech conducted in-depth interviews and surveys with customers who had recently canceled their subscriptions. The goal was to uncover qualitative insights on user experience, perceived value, and reasons for leaving the platform. This feedback was analyzed alongside the churn model to identify common themes.

Findings

1. **Low Engagement with Core Features:** The data revealed that many users were only engaging with a small portion of the platform's features. The project management and task-tracking tools were widely used, but advanced features such as analytics, team collaboration tools, and integrations with third-party apps were underutilized.
2. **Customer Onboarding Issues:** The research identified a strong correlation between poor customer onboarding and higher churn rates. Customers who didn't receive sufficient training or guidance on using the platform's full capabilities were more likely to leave within the first six months.
3. **Feature Overload:** Many customers felt overwhelmed by the number of available features, leading to frustration. The data indicated that companies with fewer than 50 employees found the platform overly complex for their needs.
4. **Inadequate Customer Support Customization:** The qualitative interviews revealed that many customers felt the support provided by NovaTech was too generic. Smaller businesses, in particular, wanted more personalized assistance in setting up and optimizing the platform for their specific workflows.

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Solution Implementation

Based on the research findings, NovaTech implemented several data-driven strategies to address the identified problems:

1. **Feature Optimization and Simplification-** NovaTech reorganized the platform to create tiered service plans. Basic plans offered core project management and task-tracking features for smaller businesses, while advanced plans included the more complex tools (such as analytics and third-party integrations) for larger enterprises. This simplified the user experience for smaller clients and made it easier for them to adopt the platform.
2. **Enhanced Onboarding Process-** A revamped onboarding process was implemented. NovaTech introduced personalized onboarding sessions for new customers, offering one-on-one training to help them become familiar with the platform. A dedicated customer success team was created to check in with users at key milestones during their first six months, ensuring they were fully utilizing the platform's features.
3. **Proactive Retention Measures Using Predictive Analytics-** The predictive churn model was integrated into NovaTech's CRM system. When the model flagged a high-risk customer, the retention team could proactively reach out with offers such as additional training, a personalized consultation, or discounts. This helped prevent churn by addressing issues before customers decided to leave.
4. **Customer Support Personalization-** NovaTech improved its customer support by creating industry-specific support teams. These teams specialized in tailoring solutions for customers in different sectors, offering more relevant guidance and recommendations based on industry needs. The support team also started gathering feedback from customers during regular check-ins to identify areas for continuous improvement.

Within nine months of implementing the changes:

Reduced Churn Rate: NovaTech successfully reduced its churn rate from 25% to 12%, with many customers who were previously at risk renewing their contracts.

Increased Feature Engagement: Feature adoption improved by 30%, especially for advanced features, after the introduction of tiered service plans and the enhanced onboarding process.

Customer Satisfaction: Surveys showed a 25% increase in customer satisfaction, with clients particularly appreciating the personalized support and tailored training sessions.

Revenue Growth: Despite reducing churn, NovaTech also managed to grow its customer base by 15%, driven by the improved customer experience and increased referrals from satisfied clients.

Conclusion

By leveraging business research and effectively handling data, NovaTech Solutions was able to identify key issues related to customer churn and feature underutilization. Through predictive

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analytics, customer segmentation, and personalized support, NovaTech significantly improved customer retention and engagement, leading to enhanced customer satisfaction and revenue growth. This case highlights the importance of data-driven decision-making in addressing business challenges and optimizing performance.

- Q1. How did NovaTech's use of predictive analytics and machine learning help in identifying at-risk customers, and what impact did this have on customer retention?
- Q2. What role did customer segmentation and qualitative research play in uncovering the mismatch between product offerings and customer needs?
- Q3. How did NovaTech's approach to feature optimization and personalized support contribute to both reducing churn and improving overall customer satisfaction?

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Institute of Information Technology and Management

**Business Research
MS-106**

**MBA-II
Batch 2023-25**

**Adeeba Khan
03503703923**

[Handwritten signature]
[Handwritten date: 15/20]

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Case Study: Resolving Customer Retention Issues through Business Research and Data Handling NovaTech Solutions

Company Overview

- **Company:** NovaTech Solutions (SaaS for project management tools)
- **Target Audience:** Small and medium-sized enterprises (SMEs)
- **Initial Success:** Strong client base due to product quality and integration of tools.
- **Problem:** Increasing customer churn and inconsistent product usage leading to declining revenue.

Problem Statement

- **High Customer Churn:** 25% churn rate (up from 10%).
- **Unclear Customer Behavior:** Lacked insights on why customers were leaving.
- **Inconsistent Feature Use:** Certain product features underutilized.
- **Generic Customer Support:** Customers felt services weren't tailored to their needs.

Research Objectives

- Understand customer churn patterns.
- Identify product feature usage and misalignment.
- Analyze customer behavior to improve retention.
- Enhance support for personalized customer experiences.

Research Methodology

1. **Customer Data Analysis**
 - Segmented customers by behavior, usage, and support data.
2. **Churn Analysis Using Machine Learning**
 - Built predictive models to identify churn indicators.

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3. Qualitative Feedback

- Customer interviews and surveys for deeper insights into dissatisfaction.

Key Findings

- **Low Feature Engagement:** Advanced features underused.
- **Poor Onboarding:** Correlated with high churn (especially in the first 6 months).
- **Feature Overload:** Platform complexity overwhelmed smaller clients.
- **Generic Support:** Clients needed more personalized solutions.

Solutions

1. Feature Optimization

- Introduced tiered service plans: Simplified offerings for small clients, advanced features for larger ones.

2. Enhanced Onboarding

- Personalized onboarding and check-ins to improve product adoption.

3. Proactive Retention

- Integrated predictive churn model to identify and address at-risk customers.

4. Personalized Support

- Specialized teams for industry-specific customer support.

Results

- **Churn Reduction:** Reduced churn from 25% to 12%.
- **Increased Feature Adoption:** 30% increase in advanced feature use.
- **Higher Customer Satisfaction:** 25% improvement in customer satisfaction scores.
- **Revenue Growth:** Customer base grew by 15%, driven by improved retention.

Conclusion

- **Data-Driven Decisions:** Business research and data analytics were critical in identifying key problems.

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- **Customer-Centric Approach:** Personalizing support and simplifying features improved satisfaction and retention.
- **Long-Term Impact:** NovaTech turned around its churn issue and positioned itself for sustainable growth.

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Q 1. How did NovaTech's use of predictive analytics and machine learning help in identifying at-risk customers, and what impact did this have on customer retention?

Solution:

NovaTech employed **predictive analytics** by building a machine learning model that analyzed customer behavior data such as login frequency, feature usage, and support requests. This model identified patterns that signaled a customer was at risk of churning, such as declining platform engagement or an increase in support tickets.

By integrating this model into their CRM system, NovaTech's customer retention team was able to take **proactive measures** to prevent churn. They would reach out to high-risk customers before they decided to leave, offering personalized interventions like additional training, consultations, or discounts.

Impact:

This approach significantly reduced the churn rate from 25% to 12%, as NovaTech could address issues early, improving customer experience and satisfaction.

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Q 2. What role did customer segmentation and qualitative research play in uncovering the mismatch between product offerings and customer needs?

Solution:

NovaTech conducted **customer segmentation**, dividing customers based on factors such as company size, industry, and usage patterns. This allowed them to see clear differences in how various groups were interacting with the platform. For example, smaller businesses found the platform too complex, while larger businesses used more of the advanced features.

In addition, **qualitative research** through customer interviews and surveys provided direct feedback on user experience and specific pain points. This revealed that many customers were overwhelmed by the number of features, while others were not fully utilizing the advanced tools due to poor onboarding or lack of understanding.

Impact:

These insights led to the realization that the product was not aligned with the needs of smaller businesses. By simplifying the product for smaller customers and offering more advanced features for larger clients, NovaTech was able to create a better product-market fit, leading to higher satisfaction and engagement.

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Q 3. How did NovaTech's approach to feature optimization and personalized support contribute to both reducing churn and improving overall customer satisfaction?

Solution:

NovaTech implemented **feature optimization** by introducing tiered service plans. Basic plans were simplified for smaller businesses, focusing on core project management tools, while advanced plans offered more sophisticated features for larger enterprises. This helped ensure that the platform was right-sized for each customer segment, reducing overwhelm and increasing satisfaction.

Additionally, **personalized support** became a key part of their retention strategy. NovaTech created industry-specific support teams that could provide customized guidance and recommendations to clients based on their specific workflows and needs. They also enhanced the onboarding process with personalized training, helping customers get the most out of the platform.

Impact:

These changes resulted in a 30% increase in feature adoption and a 25% improvement in customer satisfaction. Clients appreciated the simplified user experience and personalized support, which strengthened customer loyalty and reduced churn.

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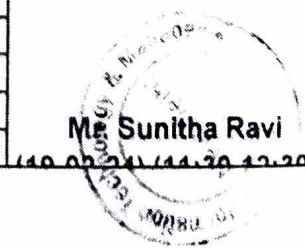
INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT
 Accredited 'A' Grade by NAAC & Recognised U/s 2(f) of UGC act
 Rated Category 'A+' by SFRC & 'A' by JAC Govt. of NCT of Delhi
 Approved by AICTE & Affiliated to GGS Indraprastha University, New Delhi

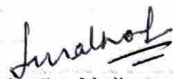
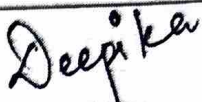
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Presentation Evaluation Sheet for Cycle No:1

Cours	Sem: IV	Batch: 2022-24	
S.No	Student Name	Presentation Topic	Name of The Faculty
1	Saaniya Tanwar	Sustainable Business Practices	Dr. Latika Malhotra(15-02-24) (9:30-10:30 a.m)
2	Mohammad Saood	Impact of Artificial Intelligence on Business	
3	Mohd Saami Naseer	Blockchain Technology in Supply Chain Management	
4	Divya Sharma	Corporate Social Responsibility In the Modern Era	
5	Deepanshu Tyagi	Diversity and Inclusion in the Workplace	
6	Manisha	Digital Transformation in Traditional Businesses	
7	Avneesh Kumar	The Gig Economy and Its Implications for Businesses	
8	Paras Chhabra	Fintech Innovations and Their Impact on Banking	
9	Manish Pal	The Future of Remote Work Post-Pandemic	
10	Pooja Dhani	Strategic Management in the Digital Age	
11	Aakriti Chauhan	Data-Driven Decision Making in Business	
12	Sahil Batra	Leadership Challenges in a Globalized World	
13	Anisha Gambhir	The Role of Big Data in Business Strategy	
14	Abhijeet Kumar	Marketing Strategies in the Age of Social Media	
15	Simran Rajora	Ethical Issues in Business: A Modern Perspective	Dr. Gopal Singh Latwal (15-02-24) (11:30-12:30 a.m)
16	Sonika	Impact of Globalization on Small and Medium Enterprises (SMEs)	
17	Aman Yadav	Consumer Behavior Trends in the Digital World	
18	Ishant Dhawan	Emerging Markets: Opportunities and Challenges	
19	Ritik Bharti	The Role of Innovation in Competitive Advantage	
20	Cheshta Arora	Managing Change in Organizations	
21	Kirti Saini	Financial Risk Management in Uncertain Times	
22	Gaurav Gautam	E-commerce Growth and Its Impact on Retail	
23	Harsh	Employee Engagement Strategies for Modern Workplaces	
24	Ayush	Green Marketing and Its Impact on Consumer Choices	
25	Ankit Ray	The Role of Corporate Governance in Business Success	
26	Revanth J	Social Entrepreneurship and Its Impact	
27	Tarun Grover	Business Analytics: Tools and Techniques	
28	Ankur	The Future of Cryptocurrency in Business Transactions	
29	Riya Chaudhary	Influence of Digital Marketing on Consumer Behavior	Ms. Sunitha Ravi (14-02-24) (11:30-12:30 p.m)
30	Tanu Jindal	Cross-Cultural Management in International Business	
31	Namita Bajaj	Supply Chain Resilience in a Post-COVID World	
32	Zahara Alavi	Strategic Human Resource Management	
33	Nidhi Pal	Innovation and Technology Management	
34	Urvashi	Brand Management in the Digital Age	
35	Paras Kumar	Corporate Restructuring and Its Implications	
36	Neeti Sharma	Customer Relationship Management in the Digital Era	
37	Kamini Ghosh	Business Ethics and Corporate Scandals	Ms. Sunitha Ravi (14-02-24) (11:30-12:30 p.m)
38	Hemant Berwal	Global Trade Policies and Their Business Implications	
39	Manan Khurana	Impact of 5G Technology on Business Operations	

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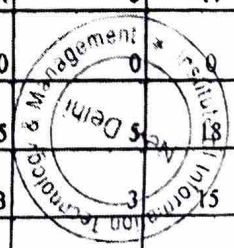
40	Aishwarya Ashok	Artificial Intelligence in Customer Service	(15-02-24) (11:30-12:30 a.m)
41	Nalrik Pandey	Business Model Innovation in the Age of Disruption	
42	Mohd Aman Ansari	Strategies for Business Growth in Emerging Economies	Dr. Harmeet Malhotra (16-02-24) (9:30-10:30 a.m)
43	Inderjeet Singh	Talent Management in the Knowledge Economy	
44	Simran Singh	Impact of Climate Change on Business Strategies	
45	Neha Chauhan	The Role of Business Incubators in Start-Up Success	
46	Tanya Jawlia	The Sharing Economy: Opportunities and Challenges	
47	Swati Sharma	The Evolution of Leadership Styles in Modern Business	
48	Nishita Veerwani	Mergers and Acquisitions: Strategies and Challenges	
49	Anany Sinha	Digital Payment Systems and Their Impact on Traditional Banking	
50	Shruti Khurana	The Role of Corporate Culture in Business Success	
51	Mayank Gothwal	Strategic Alliances and Partnerships in Business	
52	Saksham Rana	Impact of Trade Wars on Global Business	
53	Prabhjot Singh Shah	The Role of Government Policies in Business Development	
 Dr Latika Malhotra Class Mentor		 Dr Deepika Arora HOD- MBA	

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Presentation Evaluation Sheet for Cycle No:1

Course: MBA	Sem: IV	Batch: 2022-24	Date: 05/02/2024				
S.No	Student Name	Presentation Topic	Content & Relevance	Content Organization & Creativity	Presentation Skills & Dress Code	Query Handling & Confidence	Total
			CO1	CO2	CO3	CO4	
			5 marks	5 marks	5 marks	5 marks	
1	Saaniya Tanwar	Sustainable Business Practices	5	5	5	5	20
2	Mohammad Saood	Impact of Artificial Intelligence on Business	4	4	4	4	16
3	Mohd Saami Naseer	Blockchain Technology in Supply Chain Management	5	5	4	4	18
4	Divya Sharma	Corporate Social Responsibility in the Modern Era	4	4	4	5	17
5	Deepanshu Tyagi	Diversity and Inclusion in the Workplace	4	4	4	4	16
6	Manisha	Digital Transformation in Traditional Businesses	4	4	4	5	17
7	Avneesh Kumar	The Gig Economy and Its Implications for Businesses	5	5	4	5	19
8	Paras Chhabra	Fintech Innovations and Their Impact on Banking	5	5	3	5	18
9	Manish Pal	The Future of Remote Work Post-Pandemic	4	5	5	4	18
10	Pooja Dhani	Strategic Management in the Digital Age	5	5	5	5	20
11	Aakriti Chauhan	Data-Driven Decision Making in Business	4	4	4	5	17
12	Sahil Batra	Leadership Challenges in a Globalized World	4	4	4	4	16
13	Anisha Gambhir	The Role of Big Data in Business Strategy	4	5	5	4	18
14	Abhijeet Kumar	Marketing Strategies in the Age of Social Media	4	4	5	4	17
15	Simran Rajora	Ethical Issues in Business: A Modern Perspective	4	4	4	5	17
16	Sonika	Impact of Globalization on Small and Medium Enterprises (SMEs)	4	4	4	4	16
17	Aman Yadav	Consumer Behavior Trends in the Digital World	4	5	4	4	17
18	Ishant Dhawan	Emerging Markets: Opportunities and Challenges	4	5	5	4	18
19	Ritik Bharti	The Role of Innovation in Competitive Advantage	4	5	5	4	18
20	Cheshta Arora	Managing Change in Organizations	0	0	0	0	0
21	Kirti Saini	Financial Risk Management in Uncertain Times	4	4	4	5	17
22	Gaurav Gautam	E-commerce Growth and Its Impact on Retail	0	0	0	0	0
23	Harsh	Employee Engagement Strategies for Modern Workplaces	4	4	5	5	18
24	Ayush	Green Marketing and Its Impact on Consumer Choices	5	4	3	3	15
25	Ankit Ray	The Role of Corporate Governance in Business Success	4	4	4	4	16



27	Revanth J	Social Entrepreneurship and Its Impact	4	3	3	3	13
27	Tarun Grover	Business Analytics: Tools and Techniques	4	4	3	4	15
28	Ankur	The Future of Cryptocurrency in Business Transactions	5	4	4	4	17
29	Riya Chaudhary	Influence of Digital Marketing on Consumer Behavior	4	3	4	5	16
30	Tanu Jindal	Cross-Cultural Management in International Business	5	5	5	5	20
31	Namita Bajaj	Supply Chain Resilience in a Post-COVID World	5	5	5	5	20
32	Zahara Alavi	Strategic Human Resource Management	3	4	3	5	15
33	Nidhi Pal	Innovation and Technology Management	4	4	5	5	18
34	Urvashi	Brand Management in the Digital Age	4	4	5	5	18
35	Paras Kumar	Corporate Restructuring and Its Implications	4	4	4	5	17
36	Neeti Sharma	Customer Relationship Management in the Digital Era	3	3	3	3	12
37	Kamini Ghosh	Business Ethics and Corporate Scandals	2	2	4	4	12
38	Hemant Berwal	Global Trade Policies and Their Business Implications	5	5	5	5	20
39	Manan Khurana	Impact of 5G Technology on Business Operations	4	4	5	5	18
40	Aishwarya Ashok	Artificial Intelligence in Customer Service	4	4	4	5	17
41	Naitik Pandey	Business Model Innovation in the Age of Disruption	4	5	4	5	18
42	Mohd Aman Ansari	Strategies for Business Growth in Emerging Economies	4	4	5	5	18
43	Inderjeet Singh	Talent Management in the Knowledge Economy	4	4	5	5	18
44	Simran Singh	Impact of Climate Change on Business Strategies	5	5	4	4	18
45	Neha Chauhan	The Role of Business Incubators in Start-Up Success	4	4	4	4	16
46	Tanya Jawlia	The Sharing Economy: Opportunities and Challenges	5	4	5	5	19
47	Swati Sharma	The Evolution of Leadership Styles in Modern Business	5	4	4	5	18
48	Nishita Veerwani	Mergers and Acquisitions: Strategies and Challenges	4	4	5	5	18
49	Anany Sinha	Digital Payment Systems and Their Impact on Traditional Banking	5	5	5	5	20
50	Shruti Khurana	The Role of Corporate Culture in Business Success	4	4	4	5	17
51	Mayank Gothwal	Strategic Alliances and Partnerships in Business	5	5	4	4	18
52	Saksham Rana	Impact of Trade Wars on Global Business	4	4	4	4	16
53	Prabhjot Singh Shah	The Role of Government Policies in Business Development	5	4	5	5	19

CO Percentage > 75

CO1 CO2 CO3 CO4 Average

Dr. Rishi Arora

48 47 45 48 47

Dr. Rishi Arora

0.8 0.783333 0.75 0.8 0.78

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Dr. Deepika Arora

HOD-Mgmt Department

Dr. Latika Malhotra
Class Mentor

Overall Direct Evaluation based on CT, UT and Assignment

Course: MBA		Enrollment No.	Sem: I	Subject Code: 101										Subject Name: MPOB			Academic Year: 2023-24		
S.No				Total Marks Allotted					Marks Obtained					Course Outcomes			Percentage CO Achievement		
				Student Name										CO1	CO2	CO3	CO4	CO1	CO2
1	00113703923	Ansh Sehgal	32	32	32	32	0									0.91	0.91	0.91	0
2	00213703923	Mayank Kapoor	24	24	23	23	23									0.69	0.69	0.66	0.66
3	00313703923	Muskan Sharma	33.3	33.25	32	32.3										0.95	0.95	0.91	0.92
4	00413703923	Anurag Mishra	29	30	30	30										0.83	0.86	0.86	0.86
5	00513703923	Akshit Nayyar	28.5	28.5	29.5	28.5										0.81	0.81	0.84	0.81
6	00613703923	Adarsh Singh	26	26	25	25										0.74	0.74	0.71	0.71
7	00713703923	Shyam Aggarwal	25	24	25	25										0.71	0.69	0.71	0.71
8	00813703923	Jatin Kumar Jha	28	28	27	29										0.8	0.8	0.77	0.83
9	00913703923	Ambuj Garg	26	24	26	26										0.74	0.69	0.74	0.74
10	01013703923	Sahil Ansari	29.5	27.5	30	29.5										0.84	0.79	0.86	0.84
11	01113703923	Valusha Verma	28.3	27.25	29	28.3										0.81	0.78	0.83	0.81
12	01213703923	Varsha Papnoie	26	24	26	26										0.74	0.69	0.74	0.74
13	01313703923	Nikhil Gohlan	26	25	24	25										0.74	0.71	0.69	0.71
14	01413703923	Nitisha Kumari	26.8	25.75	26.8	26.8										0.76	0.74	0.76	0.76
15	01513703923	Muskan	25	26	24	25										0.71	0.74	0.69	0.71
16	01613703923	Jatin Rawat	31.3	30.25	31.3	31.3										0.89	0.86	0.89	0.89
17	01713703923	Tushar Choudhary	31.3	28.25	30.3	30.3										0.89	0.81	0.86	0.86
18	01813703923	Dushyant Kumar	24.3	24.25	24.3	24.3										0.69	0.69	0.69	0.69
19	01913703923	Rahul Lakra	25.8	23.75	25.8	25.8										0.74	0.68	0.74	0.74
20	02013703923	Aparna Tikoo	26.8	25.75	26.8	26.8										0.76	0.74	0.76	0.76
21	02113703923	Rajat Singh	0	0	0	0										0	0	0	0
22	02213703923	Anurag Singh	30.8	30.75	30.8	30.8										0.88	0.88	0.88	0.88
23	02313703923	Rahul Pal	24	24	25	25										0.69	0.69	0.71	0.71
24	02413703923	Muskan Sejwal	27	27	26	28										0.77	0.77	0.74	0.8

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Overall Direct Evaluation based on CT, UT and Assignment

Course: MBA		Sem: I	Subject Code: 101				Subject Name: MPOB				Academic Year: 2023-24			
Enrollment No.		Total Marks Allotted	Course Outcomes				Percentage CO Achievement							
S.No	Enrollment No.	Student Name	CO1	CO2	CO3	CO4	CO1	CO2	CO3	CO4				
49	35313703923	Aman Garg	24.5	22.5	24.5	24.5	0.7	0.64	0.7	0.7				
50	35413703923	Geetika Bhardwaj	21	22	20	21	0.6	0.63	0.57	0.6				
51	35513703923	Jai Solanki	33.5	30.5	32	32.5	0.96	0.87	0.91	0.93				
52	35613703923	Aditi Katoch	26	24	26	26	0.74	0.69	0.74	0.74				
53	70113703923	Nandini Prakash	29.8	28.75	29.8	29.8	0.85	0.82	0.85	0.85				
			Marks Obtained											
			CO1	CO2	CO3	CO4	CO1	CO2	CO3	CO4				
			53	3	3	3	53	3	3	3				
			100	94.34	90.6	92.5	92.45							

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Marks Allocated to Each CO				
Evaluation Tool	CO1	CO2	CO3	CO4
Class Test	10	10	10	10
Unit Test	5	5	5	5
Assignment	20	20	20	20
Total	35	35	35	35