



# **MASTER OF BUSINESS ADMINISTRATION (ODL)**

## **BM4404 MANAGERIAL ECONOMICS**

### **Coursework Brief**

**(LECTURER: DR.CHANDRAMALAR)**

### **Group Assignment**

Due date: **Week 5**

Weighting: 20%

Word length: 3,300 – 3500 (approx.)

Guidelines: This assignment is designed to allow you to demonstrate a comprehensive understanding of the information and material presented in BM4404 and your ability to apply the various concepts, principles and tools contained within this material. You are also encouraged to seek relevant material outside of that supplied during class. Ensure to cite information sources. Do not plagiarize!

**Nilai University**

# Master of Business Administration (ODL)

## WRITTEN ASSIGNMENT (Weighting 20%)

### Question

Choose a business firm that can be categorised as monopolistic competition firm or an oligopolistic firm which you are familiar with or have access to information. The firm can be a local or international firm of any size and it must be a producer of any final goods or services.

### Task 1 (10 marks)

Describe and introduce the firm. The discussion must include the following:

- The name of the firm and the industry it belongs to
- The year of establishment
- The location
- The size of the firm
- The type economic goods that the firm produces

### Task 2 (30 marks)

Discuss the firm's characteristics and its main product from these aspects:

- The market structure in which the firm operates
- The market size/share/portion of the firm
- Consumers demand and its price elasticity of demand
- The objectives of the firm
- The firm's main product description

### Task 3 (40 marks)

- Assume you are the manager of the company. How would you use relevant theoretical economic concepts to analyse the impact of the characteristics outlined in Task 2 on the firm's growth, profit, prices, and markets'. Where appropriate, illustrate your discussion with relevant graphs and charts.
- Critically evaluate the effects of the market power illustrated in the chosen firm.

Your report should contain the followings:

- |               |            |
|---------------|------------|
| 1. Task 1     | (10 marks) |
| 2. Task 2     | (30 marks) |
| 3. Task 3     | (40 marks) |
| 4. Conclusion | (10 marks) |

5. Recommendation (5 marks)
6. Referencing and bibliography (5 marks)

Your report should be written in Times News Roman font, font size 12 with 1.5 line spacing. ***All data or information in the form of charts, tables (if any) must be shown clearly and be titled appropriately.*** This research/assignment is to be done in groups of **TWO (2) or THREE (3)** students.

Students shall comply at all times with the provisions of the Regulations for Candidates taking Assessments. Students shall not commit impersonation, collusion, plagiarism, falsification, duplication, submit the work of others as their own, or otherwise cheat in any assessment. Students are required to sign the Nilai plagiarism statement and attach the statement on the front of the assignment. Also to enclose the Turnitin report on percentage of plagiarism, and the percentage should not exceed **10** percentages.

**Word Limit:**

Your written assignment should not exceed 3,300 - 3500 words (excluding any bibliography and references). The number of words should be shown at the end of your assignment.

**Deadline of submission:** By **Week 5** of the semester

**PRESENTATION (Weighting 10%)**

Students have to present their report/assignment in the class using **PowerPoint slides**.

Presentation criteria of assessment:

- (i) Structure
  - (a) Interesting way of opening a presentation
  - (b) Logical progression of ideas
  - (c) Memorable closing
- (ii) Content
  - (a) Factual and use of economic concepts
  - (b) Evidence such as examples, statistics research/ survey, notable authors, citations
  - (c) Creativity
- (iii) Delivery
  - (a) Face and hand gestures
  - (b) Eye-contact
  - (c) Enthusiasm
  - (d) Voice projection/volume
  - (e) Pronunciation and articulation

- (f) Voice modulation/tone
- (g) Voice distractions
- (h) Interaction with audience
- (i) Degree of preparedness/ Response to questions
- (j) Interesting
- (k) Professional attire/dressing
- (l) Time management
- (m) Teamwork

## **WRITTEN ASSIGNMENT – SUGGESTED MARKING CRITERIA**

### **Task 1 (10 marks)**

Describe and introduce the firm. The discussion must include the:

- name of the firm and the industry it belongs to (2 marks)
- year of establishment (2 marks)
- location (2 marks)
- size of the firm (2 marks)
- type economic goods that the firm produces (2 marks)

### **Task 2 (30 marks)**

Discuss the firm's characteristics and its main product from these aspects:

- The market structure in which the firm operates (5 marks)
- The market size/share/portion of the firm (5 marks)
- Consumers demand (5 marks)
- Price elasticity of demand (5 marks)
- The objectives of the firm (5 marks)
- The firm's main product description (5 marks)

### **Task 3 (40 marks)**

- Use relevant theoretical economic concepts (10 marks)
- Analyze impact on the firm's growth, prices, competitive strategy and markets (15 marks)
- Critically evaluate the effects of the market power illustrated in the chosen firm (15 marks)

**Recommendation** (5 marks)

**Conclusion** (10 marks)

**Referencing and bibliography** (5 marks)

**Nilai University**  
**Faculty of Business**  
**Department of Management and Marketing**  
**Presentation Assessment Sheet (\_\_\_\_% of the Module Marks)**

Marks Agreed: \_\_\_\_\_

Module Title : \_\_\_\_\_  
 Student Name : \_\_\_\_\_  
 Program : \_\_\_\_\_

Module Code : \_\_\_\_\_  
 ID. No : \_\_\_\_\_  
 Company Name : \_\_\_\_\_

Judging Criteria		Outstanding	Good	Average	Needs Improvement	Weak/Fail
<b>Structure</b>						
Interesting opening		5	4	3	2	1
Logical progression of ideas		5	4	3	2	1
Memorable closing		5	4	3	2	1
<b>Content &amp; Visual Aids</b>						
Factual / Depth of information		5	4	3	2	1
Evidence (examples, statistics, research/survey, citations etc.)		5	4	3	2	1
Degree of critical thinking		5	4	3	2	1
Creativity		5	4	3	2	1
<b>Delivery</b>						
Voice	Pronunciation and articulation	5	4	3	2	1
	Voice projection / volume	5	4	3	2	1
	Voice modulation / tone	5	4	3	2	1
	Voice Distractions	5	4	3	2	1
Body Language	Facial & Hand gesture	5	4	3	2	1
	Eye-contact	5	4	3	2	1
	Enthusiasm	5	4	3	2	1
Communication Skills	Interaction with audience	5	4	3	2	1
	Degree of preparedness / Response to questions	5	4	3	2	1
	Interesting	5	4	3	2	1
Professionalism	Professional attire / Dressing	5	4	3	2	1
	Time Management	5	4	3	2	1
	Teamwork	5	4	3	2	1
<b>TOTAL MARKS</b>						

Comments:

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Evaluated By:  
 Name: \_\_\_\_\_

Name: \_\_\_\_\_