

M.B.A. E-BUSINESS

SECOND SEMESTER

Academic Year : 2021 - 2022

ASSIGNMENT TOPICS

This booklet contains assignment topics. Students are asked to write the assignments for *FIVE* papers as per instructions.

Last date for submission	-:	15.05.2022
Last date for submission with late fee	300/-:	31.05.2022

NOTE:

- 1. Assignments sent after **31.05.2022** will not be evaluated.
- 2. Assignments should be in the own handwriting of the student concerned and not type-written or printed or photocopied.
- 3. Assignments should be written on A4 paper on one side only.
- All assignments (with Enrolment number marked on the Top right hand corner on all pages) should be put in an envelope with superscription "MBA-EB Assignments" and sent to The Director, Directorate of Distance Education, Annamalai University, Annamalainagar – 608 002 by Registered post.
- 5. No notice will be taken on assignments which are not properly filled in with *Enrolment Number* and the *Title* of the papers.
- 6. Students should send full set of assignments for all papers. Partial assignments will not be considered.

ASSIGNMENT INSTRUCTIONS

Write assignments on **FIVE** questions in each Course. For each question the answer should not exceed **4-pages**. Each assignment carries **25 marks** (5 questions x 5 marks = 25). You are expected to write **FIVE** assignment questions for every course.

Dr. R SINGARAVELU DIRECTOR

178E1210 - E-COMMERCE: APPLICATION AND SECURITIES

- 1. Examine the management challenges and issues in online Banking.
- 2. What are the various needs of security in E-Commerce Industry?
- 3. Discuss the role of the Web in the marketing communication mix.
- 4. Explain the Role of Human Resource Information Systems in Human Resource Planning.
- 5. The Emerging Role of Banks in E-Commerce and Application of E-commerce in Banking Discuss

178E1220 – MANAGEMENT INFORMATION SYSTEM

- 1. "The way organization cannot exist without MIS. Even information does not exist without organization." Discuss.
- 2. What will affect the System planning and the mutual investigation? Illustrate with suitable example input/output design.
- 3. You are asked to write the System Development Life cycle. Explain this statement by using examples.
- 4. Discuss in detail the activities involved in development of e-commerce-based Information System in an organization.
- 5. Explain a hierarchical database of an organisation.

178E1230 - STRATEGIC MANAGEMENT

- 1. What are the steps involved in a strategic plan? Explain with examples.
- 2. Illustrate Stability, Expansion and Retrenchment Strategies.
- 3. Examine the importance of Porter's Generic Strategies.
- 4. Define Strategic Position and Action Evaluation (SPACE) analysis. Substantiate your views on SPACE.
- 5. What do you mean by the term Market Penetration? Evaluate the various tactics to increase Market Penetration.

178E1240 - STATISTICS FOR MANAGERS

- 1. Demonstrate the probability theorem and examine the prediction of conditional probability.
- 2. Evaluate the estimation of population parameters from sample statistics of a research in your choice of specialization.
- 3. Enumerate the application of various statistical tests with a special focus on regression analysis.
- 4. Draw a research model of your choice and demonstrate the procedure to use PLS-SEM.
- 5. Draw the data analysis add-on in excel and compare it with other statistical software.

178E1250-COMPUTER APPLICATION IN MANAGEMENT

1. Discuss in detail about the different generation of computers.

2. Summarize the Input and Output devices. Explain in detail about the data storage devices.

3. Explain the different models of software development lifecycle.

- 4. Write an essay about the various topologies for networking with diagram.
- 5. Write the pros and cons of Anti-virus tools.