



**ANNAMALAI UNIVERSITY**  
DIRECTORATE OF DISTANCE EDUCATION

**S347 - M.B.A (HRM)**

**SECOND YEAR - FOURTH SEMESTER**

**Academic Year: 2022 - 2023**

**ASSIGNMENT TOPICS**

This booklet contains assignment topics. Students those who have opted Project and Viva-Voce are informed to write the assignments for **Three** courses as per instructions.

Students those who have opted for **Two Theory** courses instead of Project work & Viva voce, are informed to write the assignments for those two courses additionally, as per instruction.

Last date for submission: **15.04.2023**

Last date for submission with late fee. ₹300/-: **29.04.2023**

**NOTE:**

1. Assignments sent after **29.04.2023** 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.
4. All assignments (with Enrolment number marked on the Top right-hand corner on all pages) should be put in an envelope with superscription "**MBA(HRM) Assignments**" and sent to **The Director, Directorate of Distance Education, Annamalai University, Annamalai Nagar – 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** out of six titles in each course by referring to the respective lesson, terminal exercise and learning activities. For each question the answer should not exceed 4 – pages. Each assignment carries 25 marks (5 Questions). You are expected to write **FIVE questions for every course**.

**Dr. R SINGARAVELU**  
**DIRECTOR**

Elaborate the following topics in detail by referring to the lesson contents, terminal exercise and learning activities.

Write any **FIVE** out of six topics in the course.

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**347E2410 - ORGANIZATIONAL DEVELOPMENT AND MANAGEMENT OF CHANGE**

1. History of Organizational Development (L2).
2. Managing the Organizational Development process (L6).
3. An Overview of OD Interventions (L9).
4. System Ramifications (L14).
5. Organizational Change Management (L17).
6. Change Strategies and Approaches (L23).

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**347E2420 – TRAINING AND DEVELOPMENT**

1. Training Functions (L2).
2. Management Development Programme (L7).
3. Approaches to Employee Development (L12)
4. Career Development (L14).
5. Developing E-Learning (L19).
6. Training Policies in India (L24).

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**347E2430 – PERFORMANCE MANAGEMENT**

1. Dimensions of performance management (L3).
2. Management of Employee Performance (L6).
3. Total quality management (L12).
4. Quality Circle (L13).
5. Problems in performance appraisal (L18)
6. Reward System and Employee Productivity (L23).

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**347E2441 – E-COMMERCE**

1. Components and Functions of E- Commerce (L3).
2. Electronic Publishing (L6).
3. Internet Marketing (L10).
4. Components of Search Engines (L13)
5. Measurement of Promotion Effectiveness (L18).
6. Cyber Services (L23).

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**347E2442 – BUSINESS RESEARCH METHODS**

1. Defining the Research Problem (L3).
  2. Methods of Data Collection (L9).
  3. Sample Size Determination (L12).
  4. SPSS and its Uses (L17).
  5. Factor Analysis, Conjoint Analysis and Cluster Analysis (L20).
  6. Graphs and Diagrams (L23).
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