



ANNAMALAI UNIVERSITY
DIRECTORATE OF DISTANCE EDUCATION

M.B.A.

FIRST YEAR

Academic Year : 2020 - 2021

ASSIGNMENT TOPICS

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

Last date for submission : **31.03.2021**

Last date for submission with late fee ₹ 300/-: **15.04.2021**

NOTE:

1. Assignments sent after **15.04.2021** 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 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 any *TWO* questions in each paper out of the *FOUR*. For each question the answer should not exceed 15 – pages. Each assignment carries 25 marks (2 questions). You are expected to write **two questions for every subject**.

Dr. A.RAJASEKARAN
DIRECTOR

1.1 PRINCIPLES OF MANAGEMENT

1. "Management is an art of getting things done through people." Do you think this definition is adequate for the present day concept of management?
 2. "MBO plays a major role in planning process" – Critically analyse the statement in detail with live examples.
 3. Analyse the leadership style of any real life business leader. Does it fit into any leadership theory? What do you think has made him or her, an effective leader? Support your answer with relevant cases.
 4. "A misconceived and incapable leader may take his followers to dangers of life". Explain the statement. Describe the qualities and trait of any two successful, Entrepreneurs in India.
-

1.2 ACCOUNTING FOR MANAGERS

1. "The effect of price reduction is always to reduce the p/v ratio, to raise the B.E.P. and shorten the MOS." Explain with suitable example.
 2. "Accounting ratios are mere guides and complete reliance on them in decision making is suicidal." Elucidate.
 3. Discuss the role and contribution of the professional accounting institutions in the development of accounting in 21ST century.
 4. "Investment in equity share is better than the Investment in other mode" – How can you justify this statement in the light of risk and returns.
-

1.3 MANAGERIAL ECONOMICS

1. Explain how "wealth maximization" paves a great role for the growth of Indian economy.
2. "How do prices play a great role in determining a specific market?" Discuss the above statement with suitable example.
3. Define National Income and discuss any one of the methods for calculating National Income of Indian Economy.
4. "Prices are the automatic regulator that tends to keep production and consumption in line with each other" - Explain.

1.4 LEGAL ENVIRONMENT OF BUSINESS

1. "The Doctrine of legal personality as applied to a company has produced astonishing effects and has been applied with few exceptions" - Discuss.
 2. "A joint stock company is an artificial person but not citizen" – Comment on this statement.
 3. "If a contract is broken, the law will endeavour so far as money can do it, to place the injured party in the same position as if the contract has been performed" – Discuss.
 4. Discuss the legal provisions regarding the appointment of company directors in general meetings.
-

1.5 RESEARCH METHODOLOGY AND STATISTICS

1. What is cluster analysis? Give a situation to apply cluster analysis and explain the steps as well as the expected result according to you.
 2. Case study research is an existing situation as a means of creating and testing of hypothesis. Critically evaluate your view on this with a suitable example.
 3. Assume that you have been appointed to conduct a market survey for examining the satisfaction among the guests stayed in a star hotel, Design a sampling plan to accomplish this purpose.
 4. How research will be helpful for the development of a nation's economy? Give your views with real time examples.
-

1.6 INTERNATIONAL BUSINESS

1. Evaluate the advantages and disadvantages of FDI. What is your opinion on the role of FDI in the economic development of the host country? Illustrate your answer with India's experience.
2. "Globalisation necessitates and facilitates international operations management". – Substantiate your views.
3. "IMF and World Bank serve the interests of industrialized nations rather than those of the developing countries." – Discuss.
4. Euro Dollar is becoming more powerful than the dominance of US Dollar in World Economy day by day – Critically evaluate.

1.7 MANAGERIAL COMMUNICATION

1. Write a detailed business report pertaining to the establishment of a factory outside the city limit. Your report should include all vital aspects to arrive at a decision to start or not to start the factory.
 2. Why do writing and speaking become more important as people rise in the organization? Demonstrate your ideas and a perspective in the corporate context.
 3. Discuss the ways to improve communications with people who speak English as a second language and the ways to improve communications with people who don't speak your language at all.
 4. Identify the reasons for the recent recession in job market. Give your opinion on the basis of Global Economic Crisis. Do you think that communication plays a vital role in selection process?
-

1.8 ORGANISATIONAL BEHAVIOUR

1. Describe how competition and total quality are affecting Organizational Behaviour. Why is managing Organizational Behaviour in changing times challenging?
2. "Participation is an excellent method for identifying differences and resolving conflicts." Do you agree or disagree? Justify your stand.
3. "You cannot motivate manager, they are self-propelled. You just get out of their way, if you really want performance" – Comment.
4. "High cohesiveness in a group leads to higher group productivity." Do you agree or disagree? Justify your stand. What might motivate you to join a group?