


ANNAMALAI UNIVERSITY
DIRECTORATE OF DISTANCE EDUCATION

M.B.A.

SECOND YEAR

Academic Year : 2020 - 2021

ASSIGNMENT TOPICS

This booklet contains assignment topics. Students are asked to write the assignments for **SIX** papers as per instructions, those who have opted Project and Viva-Voce.

Students are asked to write the assignments for the **EIGHT** Papers as per instruction those who have opted **Two Theory** Papers as specialisation.

Last date for submission: **01.03.2021**

Last date for submission with late fee ₹ 300/- : **16.03.2021**

NOTE:

1. Assignments sent after **16.03.2021** 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 envelop 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

2.1 HUMAN RESOURCE MANAGEMENT

1. “Job analysis is just another burden placed on organisations through governmental legislation.” Do you agree or disagree? Discuss.
 2. You are appointed as HR manager for a large size company of your choice. Now you are asked to fix pay scale for the employees. Explain your process of pay fixation.
 3. “Human Resource Management is a proactive approach and personnel management is a reactive approach to perform the same set of functions related to managing human resources.” Do you agree with this statement? Explain.
 4. “HR Outsourcing has become a common practice throughout the world.” Discuss the implications of HR outsourcing on HRM functions.
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2.2 MARKETING MANAGEMENT

1. In Indian business, firms personal selling is skewed in favour of customers (merchant middlemen). Discuss this statement and describe the current status of personal selling in India.
 2. “Physical distribution has been described as the other half of marketing and economy’s Dark Continent.” Do you agree with this statement? Explain.
 3. “Packaging has been criticized as being expensive giving no additional value and often deceptive.” How would you justify marketer’s use of packaging?
 4. Do you think that social media advertisements would kill all other traditional media? Give your views with proper justification. Also explain under what circumstances online advertisements would be highly recommended.
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2.3 FINANCIAL MANAGEMENT

1. If your company wants to raise long term loans from the capital market for meeting its future needs, as a Finance Manager which sources you would prefer and why?
 2. If the use of financial leverage magnifies the earnings per share under favourable economic conditions, why do the companies not employ a very large amount of debt in their capital structures?
 3. “Efficient cash management will aim at maximizing the availability of cash inflows by decentralizing collections and cash outflows by centralizing disbursements”. Discuss from the point of cash conversion cycle.
 4. Design an appropriate capital structure which yield more profitability for a service industry. Illustrate your answer with the help of EBIT-EPS analysis.
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2.4 OPERATIONS MANAGEMENT

1. Investigate any firm of your choice to determine how the materials management function fits into its organization. Prepare an organizational chart for the firm.
2. Selecting a facility location usually involves a sequence of decisions. This sequence can include a national decision, a regional decision, a community decision and a site decision. Elucidate your views with reference to the above context.

3. What is statistical process control for fraction defectives? With a suitable example of a real life problem, explain the step-by-step procedure for designing a statistical process control chart for fraction defectives.
 4. "Spending Money for Maintenance is an Investment" – substantiate your views.
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2.5 PROJECT MANAGEMENT AND ENTREPRENEURSHIP

1. Prepare a project report for starting a BPO (Business Process Outsourcing) centre at Chennai.
 2. How State and Central Governments motivate to develop new entrepreneurs? As a consultant give suitable tips to motivate new entrepreneurs to avoid unemployment problems.
 3. Evaluate the support programmes undertaken by the Government of India for the promotion of entrepreneurship in India.
 4. How the women entrepreneurship plays major role in improving the Indian economy? Explain.
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2.6 STRATEGIC MANAGEMENT

1. 'Strategic choice is made in the context of decision situation as well as decision making'. Explain this and show various objective and subjective factors that affect strategic choice.
 2. Describe the strategic approaches that Japanese companies have adopted in terms of TQM and continuous improvement.
 3. Critically examine the strategies adopted by private Airlines companies to attract more passengers. Assume yourself as the GM of Indian Airlines and chart out a plan of action to counteract your competitors.
 4. "Strategies involving mergers and acquisitions are particularly vulnerable to cultural problem" comment with suitable examples.
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2.7.1 HRM : (a) LABOUR WELFARE AND INDUSTRIAL RELATIONS

1. "Labour welfare is not a barrier liability or useless expenditure but a wise investment." – Comment upon this statement.
2. Write an essay on the scope, object and the constitutional validity of the Employees Provident Funds Act.
3. Explain the impact of technological changes in Industrial Relations
4. In the present situation, critically evaluate the term "Collective Bargaining" in India. Suggest the principles for making the process of collective bargaining as a successful one.

2.7.1 HRM: (B) TRAINING AND DEVELOPMENT

1. "Skills can be imported, knowledge may be gained but attitudes once hardened cannot be changed." As a trainer suggest a method to change the attitude.
 2. Design a Training Programme for a graduate engineer trainee in a large size engineering organization of your choice.
 3. "Training and development is a liability to organization" Explain and give your views.
 4. Enumerate problems an HR executive may face while planning and implementation of training programme for semiskilled and unskilled employees.
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2.7.2 MM : (A) SALES AND DISTRIBUTION MANAGEMENT

1. Some people opine that a middleman increases the cost of marketing, while others praise it as it adds value to the product. How would you reconcile these two opposite views?
 2. If your firm is considering changing the shape of certain territories, what actions would you take to lessen the protests of the sales force who may be upset about this type of change?
 3. How sales target are fixed by companies? Discuss about the application of sales forecasting techniques in fixing the target. Do you feel that fixing sales target is useful? Give reasons.
 4. What are the different channels available for distribution? How do you select a right channel? Suggest suitable channel for the following products.
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2.7.2 MM: (B) MARKETING RESEARCH AND CONSUMER BEHAVIOUR

1. Illustrate with suitable example various sampling techniques used in marketing research. Suggest a suitable sampling plan to collect information from the students of a university regarding the recreation facility available.
2. What are the influences of groups in purchase behaviour? "An individual's family plays a prominent role in influencing his buying behaviour than groups." Do you agree? – Discuss.
3. When measuring attitudes, is it Important to consider the situation in which behaviour takes place? Enlist different situations and give suitable examples of how situations might influence attitudes.
4. Discuss the essentials of a good questionnaire. Construct a questionnaire for studying the consumption behaviour of tea in shopping markets and in government offices.

2.7.3 FM: (A) INVESTMENT, SECURITY AND PORTFOLIO MANAGEMENT

1. Discuss the present state of Indian capital market. What measures would you take to make the Indian capital market more vibrant?
 2. Elucidate the recent developments in stock market wherein interventions of SEBI are in a sterilised market condition. Critically examine the developments in post intervention period.
 3. “Explain how the technical indicators will be helpful in Indian stock market for a new investor in picking up the share for investment.
 4. Recently many specialized types of mutual funds have appeared. They invest in many companies in the same industry, some invest in the same types of securities of many different forms in different industries. Among these two strategies which is more advisable? Analyse from investor and company point of view.
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2.7.3 FM: (B) MANAGEMENT OF FINANCIAL SERVICES

1. “Liberalisation and globalization measures have encouraged the introduction of new financial services in India.” – Explain.
 2. Examine the impact of the entry of foreign institutional investors in the Indian Stock Market.
 3. Elucidate the services rendered by the credit rating agencies. ICRA, CRISIL and CARE.
 4. Explain the impact of foreign direct Investment in Insurance and Banking sector in India.
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2.7.4 PM: (a) PRODUCTION, PLANNING, CONTROL AND MAINTENANCE

1. Discuss the various methods of scheduling and loading used in the product layout in Automobile Industries. Bring out the merits & Demerits.
2. Briefly explain the breakdown maintenance. How does the Breakdown time distribution help in determining the maintenance policy?
3. Discuss the significance of Material Requirements Planning (MRP). Prepare a detailed MRP for a company engaged in the manufacturing of computer peripherals.
4. A two wheeler industry fixed a target of producing one vehicle per minute and they are following JIT concept. Design a detailed scheduling chart.

2.7.4 PM: (B) QUALITY MANAGEMENT

1. Select a product or service on your own and describe how the dimensions of quality influence its acceptance.
 2. Give a detail plan to implement TQM in an educational institution.
 3. Compare the application of Keizen, JIT, Poka Yoke and Benchmarking. Identify the industries which are most suitable for these concepts.
 4. Why corporate should do quality audit? Discuss the salient features of ISO 14000. Why this ISO 14000 is critically important for leather industries?
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2.7.5 SYSTEMS: (A) PERSONAL PRODUCTIVITY TOOLS

1. How do you set a style sheet in MS-Word to prepare a document? Exemplify the various options available in style sheet.
 2. How do you add photos, videos and sound in your power point presentation. Explain the other options available in power point.
 3. Name and describe briefly any five types of 3D charts that are available in the chart wizard of Excel. What are the various types of stock available in Excel? Explain the necessary row and column setting to draw these stocks charts?
 4. What are the three major steps that Auto content wizard of power point takes its users through? Explain the options available in each step, taking an example of presentation for a Brain Storming session?
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2.7.5 SYSTEMS: (B) INFORMATION TECHNOLOGY

1. Discuss the possibility of occurrence of cyber crime in e-commerce. Do you feel there should be separate law for e-commerce? If so, discuss the merits and demerits of enforcing such a law.
2. Develop a database for a functional area of your choice in an organization.
3. Majority of the companies are implementing an ERP system or intend to do so in the coming years. Discuss the managerial implications.
4. Discuss the various payment systems in e-commerce. What precautionary measures are required?