



ANNAMALAI UNIVERSITY
DIRECTORATE OF DISTANCE EDUCATION

M.B.A. E-BUSINESS

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 hand writing 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

1.1 PRINCIPLES OF MANAGEMENT

1. Discuss between delegation and decentralization. Cite some of the important obstacles to effective delegation.
 2. Identify four corporate social responsibility initiatives adopted by corporate which you are familiar with.
 3. Discuss the importance of different types of plans in an organization. Explain how these plans are made in government sectors and in an I.T. Company.
 4. "MBO is the motivating factor or controlling technique". Critically evaluate this statement. Compare and contrast between MBO and MBE.
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1.2 MARKETING MANAGEMENT

1. Assume that a new Korean company plans to enter Indian two wheeler market analysing the existing brands, what new positioning strategy you would recommend for the company? Justify your answer.
 2. Do you think that female and male roles in purchasing decisions have changed over the years? Justify your answer with examples based on masculine and feminine products.
 3. Several competing philosophies such as the selling concept, production concept and product concept exist. How are these different from one another? Quote appropriate examples.
 4. Identify examples from FMCG, Industrial and service sector brands for each stage of PLC with reasons. Briefly trace the development of a typical product in each of the life cycle phases.
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1.3 FINANCIAL MANAGEMENT

1. "Investment, Financing and Dividend decisions are interrelated." Evaluate this statement.
2. "There is nothing like an optimum capital structure for a firm" - Critically examine this statement.
3. The finance manager should take an account of the time value of money in order to take a correct financial decision. Elucidate the statement with the help of suitable illustration.
4. The goal of capital management is the maximization of long run earning to present share holders - Comment on this statement.

1.4 DATABASE MANAGEMENT SYSTEM

1. Write a short description of the purpose of PL /SQL procedure. Include simple operating instructions. If the procedure takes any arguments, include a sample input that causes it to execute successfully. If your procedure raises an exception, include instructions on how to get it to raise the exception.
 2. Define first, second, and third normal forms when only primary keys are considered. How do the general definitions of 2NF and 3NF, which consider all keys of a relation, differ from those that consider only primary key?
 3. What do you mean by PL/SQL. What are the advantages of PL/SQL over SQL. Explain the functions of control loops with examples.
 4. Is DBMS usage always advisable or some times we may depend on file base systems? Comment on the statement by describing the situation where DBMS is not a better option and file base systems is better.
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1.5 HUMAN RESOURCE MANAGEMENT

1. What criteria do you think should be used to measure team performance? What sources should be used for the appraisal? Should individual performance still be measured? Why or why not?
 2. Develop an organizational change program for improving service in a department of your organization that you feel is in need of improvement.
 3. "There are TWO approaches of managing industrial disputes in an organization: preventive approach and curative approach." Discuss this statement and bring out the various methods of preventing industrial disputes.
 4. Interviewing unqualified applicants can be a frustrating experience and a waste of time for managers, peers or whoever is responsible for interviewing. How can the HR department minimize or eliminate this problem?
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1.6 MANAGEMENT INFORMATION SYSTEM

1. "The way organization cannot exist without MIS. Even information does not exist without organization." – Elaborate.
2. Assume yourself as a system analyst of a large scale organization and elaborate your role in analyzing and developing an information system for the organization.

3. Elaborate in detail the activities involved in development of e-commerce based Information System in an organization.
4. Discuss the importance of security in I.T. / Information System and explain the various measures which could be initiated to minimize, if not eliminate altogether the threats to system security.

1.7 SOFTWARE PROJECT MANAGEMENT

1. Assume the size of an organic type software product has been estimated to be 32,000 lines of source code. Assume that the average salary of a software engineer is Rs.75,000 per month. Determine the effort required to develop the software product and the nominal development time.
2. Three different mental obstacles to good decision making were identified in the text, faculty heuristics, escalation of commitment and information overload. What steps do you think can be taken to reduce the danger of each of these?
3. Treat yourself as a project manager of a turnkey project of a software industry and prepare the detailed project checklist for it.
4. Take a project of your choice and explain how you would carry out functional test for it.

1.8 FINANCIAL AND MANAGEMENT ACCOUNTING

1. Return on investments is a single comprehensive measure that contains everything happening within the organisation “Explain the statement and illustrate its computations with imaginary figures?”
2. How do you analyse and interpret financial statement of a company for reporting on the soundness of its capital structure and solvency?
3. “Funds flow analysis represents a stock to flow linkage.” – Justify your views.
4. “The effect of a price reduction is always to reduce the p/v ratio and to raise the break-even-point” – Explain and illustrate this by a numerical example.