



ANNAMALAI UNIVERSITY
DIRECTORATE OF DISTANCE EDUCATION

M.B.A. E. BUSINESS

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 (2.7.1 & 2.7.2) 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 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

2.1 E-COMMERCE

1. Describe the current e-commerce scenario in India and explain the future prospect of e-commerce.
 2. Consider the development of a portal for a Retailer shop. Discuss the various technologies, tools and components involved in designing the same.
 3. Discuss the challenges and opportunities of e-commerce in Indian Software Industry.
 4. Explain the characteristics of large companies that involve B2G and B2C transactions in their business, which require robust, capable and scalable electronic commerce system.
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2.2 E-COMMERCE: APPLICATION AND SECURITIES

1. Elucidate the management challenges and issues in online Banking.
 2. Outline the various needs of security in E-Commerce Industry.
 3. Narrate the characteristics of supply chain management in E-Commerce and its application in software.
 4. What are the critical success factors for building successful e-business relationships with customers? Planning.
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2.3 INTERNET AND JAVA PROGRAMMING

1. Majority of the corporate practice electronic supply chain management. List out any two organizations of your choice and illustrate the practices applied there.
2. Write a java program for college admission system with AWT packages and handle its events using their modules.
3. Discuss the java database connectivity. Write an AWT program to explain JDBC connectivity for employee payroll calculation.
4. E-business and business process outsource is possible from anywhere, while publishing and other cyber crimes are also increasing. In this regard, jurisdiction is a major problem to solve the issues. Discuss the above perspectives with suitable examples.

2.4 ADVANCED WEB DEVELOPMENT AND DESIGN TOOLS

1. Develop a XML application to get the details of Books (Title, Author Name, ISBN No, Publisher details). List out the details of Management related books. Write DTD, Schema, XSL wherever required?
 2. Create an online application for monitoring user events using JSP.
 3. Using Servlet, JSP, JDBC and XML, create a web application for a tourist company to provide online help in the searching for tourist places across the country, and other details like cost, and how to reach these places.
 4. Create a student enquiry system using EJB through which a student could enquire about the program / Courses on offer by the different School of Studies of a particular University.
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2.5 ENTERPRISE RESOURCE PLANNING

1. Imagine that you are a manager in a firm and implemented ERP system but that is failed in your company, what type of strategies that you will follow to recover it?
 2. Implementation of an ERP system is a major investment and commitment for any organization, but still many ERP implementations fail. What are factors that contribute to the failure of ERP implementation?
 3. A Leading Software Company wants to implement ERP Software. Select a software of your interest and give the steps of implementing that ERP software in the company.
 4. Enlist the general problems faced during implementation of ERP and the solution for it.
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2.6 STRATEGIC MANAGEMENT

1. Comment on this statement. "Often neither the least expensive strategy nor the most expensive may be the most productive strategy".
2. Will the time come when most consumer purchases are made with self-scanner? Explain your answer.
3. Congruence and co-ordination among strategies should take place through vertical and horizontal fit. Explain.
4. In what way can timing and competitor reaction be crucial for a strategic choice? Discuss.

2.7.1 GLOBAL MARKETING

1. An international company is planning to introduce a ultra modern luxury car. How will you develop this new product? Explain.
 2. Discuss the cultures and ethical issues that affect the global trade with suitable example.
 3. What criteria should Global marketers consider while making product design decisions?
 4. What, in your view, are the key principles of global marketing? Explain their importance towards marketing success.
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2.7.2 STRUCTURED SYSTEM ANALYSIS AND DESIGN

1. How can CASE tools be used to support requirements determination? Which types of CASE tools are appropriate for use during requirements determination?
2. With examples, explain how interfaces and dialogues are designed.
3. Design a set of files for supporting a common payroll system. Comment on the Data security issues of the file system you have designed.
4. Assume that you are in charge of designing software to be installed in bank ATM. Which kind of architecture would you chooses? Give reasons for your selection and draw the architecture diagram of the system.