



ANNAMALAI UNIVERSITY
DIRECTORATE OF DISTANCE EDUCATION

M.B.A. INTERNATIONAL 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**

NOT E:

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 the force which leads guides and directs an organization in the accomplishment of pre-determined objectives'. Do you agree or disagree? Justify.
 2. Take any two Indian companies and examine how they have succeeded or failed due to poor strategic planning.
 3. "A good leader is not necessarily a good manager". Take one example from service industry as per your choice and compare the role of leaders and managers.
 4. "The only planning tool we need in the company is the budget. If everyone meets his or her budget, we need nothing else, and management by objectives would be an unnecessary frill". Comment.
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1.2 INTERNATIONAL ACCOUNTING

1. Review and comment on the work undertaken for harmonization by various bodies and explain the details of standard setting process by International Accounting Standard Board(IASB)
 2. "Structure of an organization should be tailor made search for a typical structure is vain" – Comment on this statement and discuss the factors affecting organization structure
 3. Compare and contrast the following proposed approaches for dealing with international differences in accounting, disclosure and auditing standards
a). Reciprocity; b) Reconciliation c) International Standards
 4. What is the difference between harmonization and standardization? If comparability is considered desirable, how should it be achieved? Do multi-national enterprises warrant special international accounting standards, or should such standards be applied to all companies?
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1.3 INTERNATIONAL ECONOMICS

1. Do the IMF and other financial institutions play a vital role in foreign trade policy? If so elucidate the points with apt examples.
2. Describe the term "Balance of payments" Indicate broad categories of transaction in balance of payments. Is it necessary for the countries to manage balance of payments? Suggest some measures to change deficit balance of payment into surplus balance of payment.
3. Write a note on exchange rate. What are the positive and negative effects, India faced due to Fluctuations in its currency against U.S. dollar in the recent past.
4. "The concept of foreign trade multiplier is one of the major things in any International Business Environment". Briefly discuss the above with current examples.

1.4 INTERNATIONAL BUSINESS ENVIRONMENT

1. Take an export oriented firm in readymade garments industry of your choice. What are the different nontrade barriers that it faces? What are your suggestions to the firm? Explain
 2. Explain the role of SDR's and international organization like IBRD, IFC, and IDA.
 3. a) Enumerate the various legislations governing foreign trade in India, giving main provisions of any one of them.
b) Location theory explains, why foreign direct investment moves from one country to another in search of optimum location. Explain.
c) What are other factors which are important to know the flow of foreign direct investment.
 4. Take any company and discuss how its marketing strategy is different in its home country and foreign country give the reason on it had to be different.
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1.5 FOREIGN POLICY OF INDIA

1. Bring to light the recent changes in India's Foreign Policy. In what way, the changes are instrumental for the promotion of India's international trade?
 2. Focus on India's relationship both political and trade with the United States. Do you agree this relationship is mutually beneficial? Defend your answer.
 3. "Small scale industrial sector which was supposed to be benefited by the canalizing system was most affected one by the canalizing system" – Discuss this paradox scenario and explain canalizing agencies role in India's foreign trade.
 4. Discuss the role of prime minister in India's foreign policy formulation since independence.
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1.6 INFORMATION TECHNOLOGY AND E-COMMERCE

1. How a barcode works when you pay for an item in a retail store? What retail store managers can do with the information collected by the barcode readers? Explain the problems of using barcodes?
 2. Assume a Business Environment in manufacturing sector. Define and design a system to automate the business process with necessary implementation of IT. Give the block diagram, DFD and soon if necessary.
 3. Explain in detail on-line airline ticketing system. How is it different from conventional system? Explain with the help of a diagram, type of transactions one can do, mode of payments and the various security features of on-line banking system.
 4. "Clustering has been popularity recognized as an important data mining task with broad applications"- Discuss and give one example for each of the following cases.
(a) An application that takes clustering as a major data mining function.
(b) An application that takes clustering as a pre-processing tool for data preparation for another data mining task.
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1.7 COMMUNICATION FOR GLOBAL MANAGERS

1. Discuss any situation in which you are involved where the communication went wrong. Analyze the communication process in that situation, using the term sender, receiver and other elements. Which element(s) disturbed the situation? What lesson you learnt?
 2. Explain the basic ingredients of an effective office memo. How can it be used as a very strong tool to send the right message and get the necessary action?
 3. a) Why do you think the communication plays a vital role in organizations?
b) Discuss the communication process in Detail.
 4. “Informal Communication announces bad moods of Managers” – Under What Circumstance this statement is valid? Explain.
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1.8 ORGANISATIONAL BEHAVIOUR

1. While managing workforce, “Participation is an excellent method for identifying differences and resolving conflicts.” Do you agree or disagree? Illustrate with real life examples.
2. Some changes in organisations are unplanned, where as others are the result of strategic plans. Give examples of each of their varieties of change and explain their implications for organisational functioning.
3. Once you are established in your careers, what special challenges are you likely to confront? What can you do to enhance your chance of having a fully satisfying successful career?
4. “Learning is involved in almost everything that everyone does”. Substantiate your views and identify the applications of learning in positive and negative reinforcement’s strategy.