



ANNAMALAI UNIVERSITY

DIRECTORATE OF DISTANCE EDUCATION

M.B.A. INFORMATION SYSTEMS

FIRST YEAR

Academic Year 2020 - 2021

ASSIGNMENT TOPICS

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

Last date for submission : **31.03.2021**

Last date for submission with late fee ₹ 300/- : **16.04.2021**

NOTE:

1. Assignments sent after **16.04.2021** 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. "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.
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1.2 MANAGERIAL ECONOMICS

1. Explain how "wealth maximization" paved 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.
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1.3 ACCOUNTING AND FINANCE 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.
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1.4 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.

1.5 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?
4. "HR Outsourcing has become a common practice throughout the world." Discuss the implications of HR outsourcing on HRM functions.

1.6 PRODUCTION AND MATERIALS 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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1.7 RESEARCH METHODS FOR MANAGEMENT

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.