



ANNAMALAI UNIVERSITY
DIRECTORATE OF DISTANCE EDUCATION

M.B.A. MARKETING MANAGEMENT

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 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. Take any country with which you are familiar and discuss how a factor in the educational environment imparts on managing an enterprise.
 2. Choose the organization where matrix type of departmentation is appropriate? Compare the pros and cons of this type over the others.
 3. "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.
 4. The job of the supervisor is many more difficult than that of higher level managers'. Examine the major responsibilities of a supervisor in an agro based Industry.
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1.2 MARKETING MANAGEMENT

1. What kinds of sales promotion techniques are available for laptop computers? Based on the schemes available in the market, suggest a suitable scheme for a company planning to launch a Laptop.
 2. How do marketers disaggregate a market into a number of sub-markets/District sub-units of buyers – What are the constraints a marketer will face to a homogeneous market – Explain?
 3. Do you think the market segmentation criteria bring market opportunities to product marketer? If so, identify them. Also identify some leading brands currently positioned for women in these segments. Can you think of few for your own innovative product concepts targeted at these segments?
 4. In today's India the growth of online marketing is going with upward trend. Discuss the pros. & cons. Which segment of consumers and what kind of products dominates online marketing?
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1.3 FINANCIAL MANAGEMENT

1. Due to over capitalization the company may collapse which would certainly affect its employees, society, consumers and its shareholders. What remedies you would suggest? Give suitable examples.
2. Assume that you are a financial manager of medium sized company. Explore the possibilities of generating the different sources of capital at fair rate.
3. The contention that dividends have an impact on the share price has been characterized as the bird-in-the hand argument. Explain the essential of this argument. Why this argument is considered fallacious?
4. Identify the macro factors which are prevailing in the global economy, leading to mergers and acquisitions.

1.4 OPERATIONS MANAGEMENT

1. Discuss the various inventory models used in industries. Do you think JIT inventory is successful in India? Explain.
2. How an MRP system does helps management, monitor the performance of the inventory system? Give a specific example of what the system does to direct management's attention to problem areas?
3. Bring out the arguments for and against 'make' or 'buy' decisions. How is the problem of make-or-buy resolved? Explain this by considering a bike manufacturing company.
4. Discuss the functions of purchasing department in an Industry. Explain some methods of purchasing commonly adopted in an Industrial Purchasing. Why should the purchasing documents be legally sound?

1.5 HUMAN RESOURCE MANAGEMENT

1. Design a process for promoting internal candidates. How does the process differ from the one used for selecting external applicants?
2. Explain the principles of disciplining employees. What are the consequences of enforcing discipline without prior information?
3. As a frontline supervisor, what indicators would you need in order to decide whether a low-performing subordinate was a selection mistake or merely needs training? Illustrate this dilemma with suitable examples.
4. A growing number of employees are reluctant to accept overseas assignments. Why do they refuse? What benefits and services would you offer to them to accept such transfer?

1.6 STATISTICS FOR MANAGERS

1. a) Write clearly the relationship between binomial Poisson distribution.
b) Five hundred television sets are inspected as they come off the production line and the number of defects per set is reordereed below:

No. of defects :	0	1	2	3	4
No. of Television:	368	72	52	7	1

Estimate the average number of defects per set and the expected frequencies assuming Poisson distribution.
2. There is a general belief that high income families send their children to government school. For this, 1000 families were selected in a city and the following results were obtained.

Income	Public school	Government school	Total
Low	100	200	300
High	500	200	700
Total	600	400	1000

Use chi-square test to determine whether income level and the type of schooling are associated.

3. From the following data

X	25	22	28	26	35	20	22	40	20	18
Y	18	15	20	17	22	14	16	21	15	14

- Calculate regression equation X on Y and Y on X.
 - Estimate X when Y = 20
 - Estimate Y when X=20
 - Calculate Karl Pearson's coefficient of correlation
 - Check whether Regression line is a good fit.
4. Define the inverse of a matrix. Solve the following system of equations using matrix inversion method.
- $$2x + 4y + 2z = 12$$
- $$5x - 2y + 6z = 07$$
- $$3x + 3y - 4z = 5$$

1.7 MANAGERIAL COMMUNICATION

- Elaborate on the merits and demerits of using technology in business communication.
- “Body language is one of the ways to communicate to the employees down the line” – Do you consider that it is effective? Explain.
- The President of the company has asked for a study of the employee's attitude over company's personnel policies. Write a research proposal on the specific topic of your choice.
- You have recently joined a branch of a company as its manager. Write a report to the head office on the defects in the routine work of the branch. Also, suggest remedies for those defects.

1.8 ADVERTISING AND SALES PROMOTION

- Discuss the various types of advertising media and explain their characteristics. Explain with suitable examples.
- Persuasive advertising is the most obvious kind of advertising- Do you agree? Elaborate the reasons.
- Trace and explicate an activity which is having capability to complement and supplement the functions of marketing.
- Briefly discuss the top five advertising agencies in India and how do they function?