



ANNAMALAI UNIVERSITY
DIRECTORATE OF DISTANCE EDUCATION

348 - M.B.A. MARKETING MANAGEMENT

FIRST SEMESTER

Academic Year : 2021 - 2022

ASSIGNMENT TOPICS

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

Last date for submission : **15.12.2021**

Last date for submission with late fee ₹ 300/-: **31.12.2021**

NOTE:

1. Assignments sent after **31.12.2021** 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 **FIVE** questions in each paper. For each question the answer should not exceed 4 – pages. Each assignment carries 25 marks (5 questions). You are expected to write **FIVE questions for every subject**.

Dr. R SINGARAVEL
DIRECTOR

348E1110 - PRINCIPLES OF MANAGEMENT

1. What do you mean by Management? Bring out the important principles of Management?
 2. Examine the importance of MBO and explain the measurability of management by objectives.
 3. What is mean by Planning? Elaborate the various steps to be followed in planning.
 4. Examine the barriers of effective communication.
 5. Illustrate the concept of corporate social responsibility of business.
-

348E1120 - MARKETING MANAGEMENT

1. Discuss about the significance of Marketing.
 2. What is marketing research? Elaborate the process of Marketing Research.
 3. What are the pricing policies available in modern marketing concept? Discuss in detail.
 4. What is PLC? Explain the process of product life cycle with suitable examples.
 5. What do you understand by the term Advertising? Examine the uses of advertising?
-

348E1130 - FINANCIAL MANAGEMENT

1. Discuss the goals of Financial Management.
 2. What is meant by Working Capital? Explain different factors determining the working capital?
 3. Elaborate the different sources of long term finance? State the merits of long term sources.
 4. Discuss about Walter's views on optimum dividend pay-out.
 5. Explain the various dimensions of receivable management.
-

348E1140 - HUMAN RESOURCE MANAGEMENT

1. Discuss the scope of Human resource management.
 2. What are the factors influencing performance appraisal? Discuss in detail.
 3. What do you mean by Selection? Explain the various steps involved in selection process.
 4. Evaluate the recent HR policies and challenges of HRM in India.
 5. Explain briefly the various methods of job evaluation.
-

348E1150 - MANAGERIAL ECONOMICS

1. Explain the significance of economic analysis in business decision.
 2. Discuss how managerial economics is related to economics, statistics, mathematics and accounting.
 3. Enumerate the various methods for maximising profits.
 4. Illustrate the factors determining price elasticity of demand.
 5. Narrate the different methods of forecasting demand for a product.
-