



ANNAMALAI UNIVERSITY
DIRECTORATE OF DISTANCE EDUCATION

179 - M.B.A. INTERNATIONAL BUSINESS

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

179E1110 - 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.
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179E1120 – INTERNATIONAL 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?
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179E1130 - INTERNATIONAL FINANCIAL MANAGEMENT

1. Explain the features and major participants of international stock exchanges.
 2. Explain the concept of international working capital management.
 3. Explain the nature functions and structure of foreign exchange markets.
 4. What are the steps in management of inventory?
 5. Discuss the international theory of FDI.
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179E1140 - INTERNATIONAL HUMAN RESOURCE MANAGEMENT

1. Illustrate the sources of recruitment. Discuss
 2. What are the methods of selection procedures .Explain.
 3. List out and explain some of the executive training programs and discuss.
 4. Explain modern techniques of performance appraisal method.
 5. Discuss the various methods of job- evaluation.
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179E1150 - INTERNATIONAL ECONOMICS

1. Explain the various methods of exchange control with their merits and demerits.
 2. Examine the salient features of the recent EXIM Policy and their effectiveness under new trade policy.
 3. Explain the functions and achievements of IMF.
 4. Examine the fixed rate exchange system and flexible exchange rate system.
 5. What is EURO-DOLLAR market analysis features?
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179MBA IB 1st SEM/AUP (C-200)