

CENTRE FOR DISTANCE AND ONLINE EDUCATION

S346 - M.B.A (E/M)

FIRST YEAR
SECOND SEMESTER
Academic Year: 2024 - 2025
ASSIGNMENT TOPICS

This booklet contains assignment topics. Students are asked to write the assignments for all **FIVE** courses in the second semester as per instructions.

Last date for submission: 15.04.2025

Last date for submission with late fee ₹300/-: 30.04.2025

NOTE:

- 1. Assignments sent after **30.04.2025** will not be evaluated.
- 2. Assignments should be in own handwriting of the student concerned and not type-written or printed or photocopied.
- 3. Assignments should be written on one side of the A4 paper.
- 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, Centre for Distance and Online Education, Annamalai University, Annamalai Nagar – 608002 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 all questions in Assignment Topic 1 and 2. For each question the answer should be written 4 to 5 pages (on topic 1) and 8 to 10 pages (on topic 2). The assignment topic 1 carries 15 marks and assignment topic 2 carries 10 marks. **Write all questions compulsory in each assignment topic for every subject**.

Dr. T.SRINIVASAN DIRECTOR



CENTRE FOR DISTANCE AND ONLINE EDUCATION

MANAGEMENT WING

S346 MASTER OF BUSINESS ADMINISTRATION (M.B.A.)

FIRST YEAR

SECOND SEMESTER

Academic Year : 2024 - 2025

ASSIGNMENT SUBMISSION

COURSE CODE	:	
COURSE NAME	:	
ENROLLMENT NUMBER :		
NAME OF THE STUDENT	T:	
DATE OF SUBMISSION	:	
ASSIGNMENT TOPIC I	□ (√)	
ASSIGNMENT TOPIC II	□ (✓)	

From	То
	THE DIRECTOR
	CENTRE FOR DISTRANCE AND ONLINE EDUCATION
	MANAGEMENT WING
	ANNAMALAI UNIVERSITY
	ANNAMALAI NAGAR. 608 002

346E1210 - OPERATIONS MANAGEMENT

Answer all questions in Assignment topic 1 and 2.

ASSIGNMENT TOPIC 1

- 1. Describe the characteristics of modern operations management.
- 2. Explain facilities layout in detail.
- 3. Discuss about TQM techniques.

ASSIGNMENT TOPIC 2

1. What is ERP? Explain the ERP implementation cycle and its scope.

346E1220 - PROJECT MANAGEMENT AND ENTREPRENEURSHIP

Answer all questions in Assignment topic 1 and 2.

ASSIGNMENT TOPIC 1

- 1. Discuss the tools and techniques for project management.
- 2. Elaborate on the various roles, responsibilities and selection of a project manager.
- 3. Elaborate the evolution of the concept of entrepreneur.

ASSIGNMENT TOPIC 2

1. Illustrate the challenges, achievements and ventures of women entrepreneurs.

346E1230 - STRATEGIC MANAGEMENT

Answer all questions in Assignment topic 1 and 2.

ASSIGNMENT TOPIC 1

- 1. Describe the evolution, nature and importance of strategic management.
- 2. Describe different types of mergers and acquisition with suitable examples.
- 3. Write in detail about the competitive analysis.

ASSIGNMENT TOPIC 2

1. Discuss the concept and types of product diversification.

346E1240 - RESEARCH METHODOLOGY AND STATISTICS

Answer all questions in Assignment topic 1 and 2.

ASSIGNMENT TOPIC 1

- 1. Describe the nature and scope of research.
- 2. Illustrate the steps in Research Design.
- 3. Explain the different methods of sampling in detail.

ASSIGNMENT TOPIC 2

1. Describe the structure of a research report.

346E1250 - LEGAL ENVIRONMENT OF BUSINESS

Answer all questions in Assignment topic 1 and 2.

ASSIGNMENT TOPIC 1

- 1. Explain essentials of contract in detail.
- 2. Write in detail about the transfer of ownership.
- 3. Explain the various kinds of agreement.

ASSIGNMENT TOPIC 2

1. What are the kinds of negotiable instruments and who are the parties in a negotiable instrument?