

CENTRE FOR DISTANCE AND ONLINE EDUCATION

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

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

This booklet contains assignment topics. Students those who have opted Project and Viva-Voce are informed to write the assignments for **FOUR** papers as per instructions.

Students those who have opted **Two Theory** Papers are informed to write the assignments for the **SIX** Papers (Elective + two optional papers) as per instruction.

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 typewritten or printed or photocopied.
- 3. Assignments should be written on one side of the A4 paper.
- 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 paper. For each question the answer should be written for 4 to 5 pages. The assignment topic 1 carries 15 marks and assignment topic 2 carries 10 marks. You are expected to **write all questions compulsory in each assignment topic for every subject**.

Dr. T.SRINIVASAN DIRECTOR



MANAGEMENT WING

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

SECOND YEAR

FOURTH SEMESTER

Academic Year : 2024 - 2025

ASSIGNMENT SUBMISSION

COURSE CODE	:
COURSE NAME	:
	:
NAME OF THE STUDENT	:
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

ELECTIVE - 1: HUMAN RESOURCES MANAGEMENT

346E2410(1) - ORGANIZATIONAL DEVELOPMENT AND MANAGEMENT OF CHANGE

Answer all questions in Assignment topic 1 and 2.

ASSIGNMENT TOPIC 1

- 1. Explain the key stages involved in managing the OD process with relevant examples.
- 2. Discuss the ethical challenges associated with OD interventions and suggest ways to address them.
- 3. Analyze the methods and techniques used to overcome resistance to change in an organization.

ASSIGNMENT TOPIC 2

- 1. Discuss a detailed account of the history and evolution of Organizational Development.
- 2. Examine the consultant-client relationship in OD, highlighting common issues and possible solutions.

346E2420(1) – TRAINING AND DEVELOPMENT

Answer all questions in Assignment topic 1 and 2.

ASSIGNMENT TOPIC 1

- 1. Differentiate between Training and Development, explain their objectives, scope, and impact on employee performance.
- 2. Define the concept of Empowerment and discuss its significance in the workplace.
- 3. Describe the various types of training and their applications in modern organizations.

ASSIGNMENT TOPIC 2

- 1. Write the steps involved in the process of career planning.
- 2. Explain the different methods and techniques of Executive Development and bring out the significance of the ED.

346E2430(1) - PERFORMANCE MANAGEMENT

Answer all questions in Assignment topic 1 and 2.

ASSIGNMENT TOPIC 1

- 1. Define Quality Circles and explain their key features, functions, and impact on organizational performance.
- 2. Discuss the role of ethics in the performance evaluation.
- 3. Explain the concept of multi-dimensional analysis in performance management.

ASSIGNMENT TOPIC 2

- 1. List and explain ten powerful reasons that highlights the importance of the teambuilding.
- 2. Analyze the potential problems encountered in the performance management in detail.

346E2440(1) – LABOUR WELFARE AND INDUSTRIAL RELATIONS Answer all questions in Assignment topic 1 and 2.

ASSIGNMENT TOPIC 1

- 1. Explain the preventive and settlement machinery of the Industrial relations in India.
- 2. Trace the History of modern labour legislation in India.
- 3. Discuss the Dunlop Model of Industrial Relations and its components.

- 1. Summarize the major provisions given in the Factories Act, 1948 and highlight its significance.
- 2. Identify and elaborate the various problems of Indian Trade unions.

ASSIGNMENT TOPIC 1

- 1. Explain the salient features of a business report and its significance in decision-making.
- 2. Examine the different types of communication with examples.
- 3. Describe various models of interpersonal communication and their relevance in a business context.

ASSIGNMENT TOPIC 2

1. Elaborate on the 7Cs of communication and their application in writing effective business letters.

2. Explain the strategies for managing organizational communication and ensuring effective information flow.

346E2452 – COMPUTER APPLICATIONS IN MANAGEMENT Answer all questions in Assignment topic 1 and 2.

ASSIGNMENT TOPIC 1

- 1. Discuss the different generations of computers and their technological advancements.
- 2. Define computer viruses, explain their types, and analyze their potential risks and benefits.
- 3. Enumerate the need of client relationship in IT consulting.

- 1. Categorize different types of computer networks based on topology and their applications.
- 2. Define Wireless LAN (WLAN), and compare its advantages and disadvantages with traditional wired LANs.

ELECTIVE - 2: MARKETING MANAGEMENT

346E2410 (2) - SALES AND DISTRIBUTION MANAGEMENT

Answer all questions in Assignment topic 1 and 2.

ASSIGNMENT TOPIC 1

- 1. Highlight the functions of sales management.
- 2. Bring out the various sales forecasting methods.
- 3. Enumerate the channel for agricultural and industrial goods.

ASSIGNMENT TOPIC 2

- 1. Design a sales training programme for newly appointed sales force of an automobile company.
- 2. A detailed note on recent trends in sales and distribution management of any organization and explain with suitable examples.

346E2420 (2) - ADVERTISING AND SALES PROMOTION Answer all questions in Assignment topic 1 and 2.

ASSIGNMENT TOPIC 1

- 1. DAGMAR philosophy.
- 2. Sketch out the consumer-oriented sales promotion techniques.
- 3. Narrate the legal issues in advertising.

ASSIGNMENT TOPIC 2

- 1. Elaborate hierarchy of effect model.
- 2. Explain (Advertising standards council of India) AIDA model.

346E2430 (2) - PRODUCT AND SERVICES MARKETING Answer all questions in Assignment topic 1 and 2.

ASSIGNMENT TOPIC 1

- 1. Briefly explain new product development process with examples.
- 2. Categorize the seven P's of service marketing.
- 3. Explain the classifications of services.

ASSIGNMENT TOPIC 2

- 1. Discuss the different dimensions of Service quality and explain service quality GAP model with examples.
- 2. Describe the marketing strategies for banking services.

346E2440 (2) - MARKETING RESEARCH AND CONSUMER BEHAVIOUR

Answer all questions in Assignment topic 1 and 2.

ASSIGNMENT TOPIC 1

- 1. Write the factors influencing consumer behaviour?
- 2. Determine the methods of sampling?
- 3. Explain the various types of report.

- 1. Discuss the current ethical issues in marketing research and explain with examples.
- 2. Design a questionnaire for conducting interview of industrial consumers towards their buying Behaviour.

ASSIGNMENT TOPIC 1

- 1. Explain the salient features of a business report and its significance in decision-making.
- 2. Examine the different types of communication with examples.
- 3. Describe various models of interpersonal communication and their relevance in a business context.

ASSIGNMENT TOPIC 2

1. Elaborate on the 7Cs of communication and their application in writing effective business letters.

2. Explain the strategies for managing organizational communication and ensuring effective information flow.

346E2452 – COMPUTER APPLICATIONS IN MANAGEMENT Answer all questions in Assignment topic 1 and 2.

ASSIGNMENT TOPIC 1

- 1. Discuss the different generations of computers and their technological advancements.
- 2. Define computer viruses, explain their types, and analyze their potential risks and benefits.
- 3. Enumerate the need of client relationship in IT consulting.

- 1. Categorize different types of computer networks based on topology and their applications.
- 2. Define Wireless LAN (WLAN), and compare its advantages and disadvantages with traditional wired LANs.

ELECTIVE - 3: FINANCIAL MANAGEMENT

346E2410 (3) - INVESTMENT SECURITY AND PORTFOLIO MANAGEMENT

Answer all questions in Assignment topic 1 and 2.

ASSIGNMENT TOPIC 1

- 1. What are the factors involved in selection of investment alternatives?
- 2. Discuss the growth of mutual funds in India.
- 3. Explain the Sharpe Index model. How does it differ from Markowitz model?

ASSIGNMENT TOPIC 2

- 1. How would you evaluate security with the helps of the capital asset pricing model.
- 2. What are the different evaluation techniques used for measuring the performance of the portfolio?

346E2420 (3) - MANAGEMENT OF FINANCIAL SERVICES

Answer all questions in Assignment topic 1 and 2.

ASSIGNMENT TOPIC 1

- 1. What are mutual funds? Explain the various factors to be considered before selecting a mutual fund.
- 2. Elaborate the guidelines of the SEBI on merchant banking activities.
- 3. Explain the various stages involved in venture capital financing.

ASSIGNMENT TOPIC 2

- 1. List out the different types of leasing.
- 2. Identify the problems faced by the Financial Services Market in India.

346E2430 (3) - DERIVATIVES MANAGEMENT Answer all questions in Assignment topic 1 and 2.

ASSIGNMENT TOPIC 1

- 1. State the different types of derivatives and their features.
- 2. Compare and contrast future prices, forward prices and spot prices.
- 3. Discuss about the different types of risk associated with the derivate instruments.

ASSIGNMENT TOPIC 2

- 1. Explain the features and benefits of different types of forward contracts.
- 2. Discuss the rules and regulations of commodity stock exchange in India.

346E2440 (3) - RISK MANAGEMENT AND INSURANCE Answer all questions in Assignment topic 1 and 2.

ASSIGNMENT TOPIC 1

- 1. Summaries the roles of IRDA in detail.
- 2. Explain the different types of insurance available in India.
- 3. Explain various kinds of health insurance plans and details

ASSIGNMENT TOPIC 2

1. Analyze the life, fire and marine insurance.

2. Discuss the role of risk management in project and operational management, including its impact on financial and treasury risk management within enterprises.

ASSIGNMENT TOPIC 1

- 1. Explain the salient features of a business report and its significance in decision-making.
- 2. Examine the different types of communication with examples.
- 3. Describe various models of interpersonal communication and their relevance in a business context.

ASSIGNMENT TOPIC 2

1. Elaborate on the 7Cs of communication and their application in writing effective business letters.

2. Explain the strategies for managing organizational communication and ensuring effective information flow.

346E2452 – COMPUTER APPLICATIONS IN MANAGEMENT Answer all questions in Assignment topic 1 and 2.

ASSIGNMENT TOPIC 1

- 1. Discuss the different generations of computers and their technological advancements.
- 2. Define computer viruses, explain their types, and analyze their potential risks and benefits.
- 3. Enumerate the need of client relationship in IT consulting.

- 1. Categorize different types of computer networks based on topology and their applications.
- 2. Define Wireless LAN (WLAN), and compare its advantages and disadvantages with traditional wired LANs.

ELECTIVE - 4: PRODUCTION MANAGEMENT

346E2410 (4) - PRODUCTION PLANNING, CONTROL AND MAINTENANCE

Answer all questions in Assignment topic 1 and 2.

ASSIGNMENT TOPIC 1

- 1. Describe the Quantitative methods of forecasting.
- 2. Brief the models for selecting preventive maintenance policy.
- 3. Briefly explain the control charts for variables in (X charts) (R charts).

ASSIGNMENT TOPIC 2

- 1. Give a detailed note on EQQ approach.
- 2. Discuss the concepts, input characteristics, working, Outputs and benefits of MRP.

346E2420 (4) - QUALITY MANAGEMENT

Answer all questions in Assignment topic 1 and 2.

ASSIGNMENT TOPIC 1

- 1. List the Business Process Reengineering (BPR) principles.
- 2. Explain about the implementation of Kaizen.
- 3. List out the benefits of (QFD) Quality Function Development.

ASSIGNMENT TOPIC 2

- 1. Give a detailed note on Japanese 5S and 8D methodology.
- 2. Explain in detail about the concepts of Quality Circle.

346E2430 (4) - LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Answer all questions in Assignment topic 1 and 2.

ASSIGNMENT TOPIC 1

- 1. Give a detail note on (a) planning (b) costing and pricing.
- 2. Discuss different types of cost involved in transportation.
- 3. Elucidate internal factors in logistics.

ASSIGNMENT TOPIC 2

- 1. Explain about the logistics organizations development.
- 2. Give a detail note on Integration theory.

346E2440 (4) - ENTERPRISE RESOURCE PLANNING

Answer all questions in Assignment topic 1 and 2.

ASSIGNMENT TOPIC 1

- 1. Describe about the small, Medium and Large Enterprise Vendor Solutions.
- 2. Discuss different types of ERP modules.
- 3. Describe the business process management.

- 1. Explain with neat diagram the different phases of the ERP implementation life cycle.
- 2. Explain in detail about applications of ERP in service industries.

ASSIGNMENT TOPIC 1

- 1. Explain the salient features of a business report and its significance in decision-making.
- 2. Examine the different types of communication with examples.
- 3. Describe various models of interpersonal communication and their relevance in a business context.

ASSIGNMENT TOPIC 2

1. Elaborate on the 7Cs of communication and their application in writing effective business letters.

2. Explain the strategies for managing organizational communication and ensuring effective information flow.

346E2452 – COMPUTER APPLICATIONS IN MANAGEMENT Answer all questions in Assignment topic 1 and 2.

ASSIGNMENT TOPIC 1

- 1. Discuss the different generations of computers and their technological advancements.
- 2. Define computer viruses, explain their types, and analyze their potential risks and benefits.
- 3. Enumerate the need of client relationship in IT consulting.

- 1. Categorize different types of computer networks based on topology and their applications.
- 2. Define Wireless LAN (WLAN), and compare its advantages and disadvantages with traditional wired LANs.

ELECTIVE - 5: SYSTEMS

346E2410 (5) - DATABASE MANAGEMENT SYSTEM

Answer all questions in Assignment topic 1 and 2.

ASSIGNMENT TOPIC 1

- 1. Elaborate the different type of keys in entity sets.
- 2. Distinguish between NULL Value and Default Value
- 3. Outline the different Oracle Data types with example.

ASSIGNMENT TOPIC 2

- 1. Write the Short notes on
- a) SET Command b) COLUMN Command c) BREAK Command d) COMPUTE Command
- 2. Enumerate the procedures and functions in PL/SQL.

346E2420 (5) - STRUCTURED SYSTEM ANALYSIS AND DESIGN

Answer all questions in Assignment topic 1 and 2.

ASSIGNMENT TOPIC 1

- 1. Enumerate the various components of CASE.
- 2. Compare the structured design with form Design.
- 3. Elaborate the designing forms and reports with example.

ASSIGNMENT TOPIC 2

- 1. Illustrate the steps in developing information systems and systems development life cycle.
- 2. Evaluate the effectiveness of DFDs in the analysis process, citing examples.

346E2430 (5) - DIGITAL MARKETING STRATEGIES

Answer all questions in Assignment topic 1 and 2.

ASSIGNMENT TOPIC 1

- 1. Explain Google AdWords remarketing.
- 2. Explain the different types of SEO?
- 3. Describe the options available for hosting and domain names in web development.

ASSIGNMENT TOPIC 2

- 1. Is social media marketing better for B2C or B2B businesses? Explain.
- 2. Briefly explain some important elements while developing a website?

346E2440 (5) - E-COMMERCE

Answer all questions in Assignment topic 1 and 2.

ASSIGNMENT TOPIC 1

- 1. What are the modes of payment used in e-commerce? Explain.
- 2. What is network? Explain different types of networks.
- 3. How do electronic commerce and electronic business differ from each other? Explain.

- 1. Define Electronic Commerce. Explain the concept features & functions of E-commerce.
- 2. Elaborate on the role of the Internet and the World Wide Web (WWW) in electronic commerce.

ASSIGNMENT TOPIC 1

- 1. Explain the salient features of a business report and its significance in decision-making.
- 2. Examine the different types of communication with examples.
- 3. Describe various models of interpersonal communication and their relevance in a business context.

ASSIGNMENT TOPIC 2

1. Elaborate on the 7Cs of communication and their application in writing effective business letters.

2. Explain the strategies for managing organizational communication and ensuring effective information flow.

346E2452 – COMPUTER APPLICATIONS IN MANAGEMENT Answer all questions in Assignment topic 1 and 2.

ASSIGNMENT TOPIC 1

- 1. Discuss the different generations of computers and their technological advancements.
- 2. Define computer viruses, explain their types, and analyze their potential risks and benefits.
- 3. Enumerate the need of client relationship in IT consulting.

- 1. Categorize different types of computer networks based on topology and their applications.
- 2. Define Wireless LAN (WLAN), and compare its advantages and disadvantages with traditional wired LANs.