

ANNAMALAI UNIVERSITY
CENTRE FOR DISTANCE AND ONLINE EDUCATION

S346 - M.B.A (E/M)
FIRST YEAR - FIRST SEMESTER
Academic Year: 2026 – 2027

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: **01.11.2026**

Last date for submission with late fee **₹300/-: 15.11.2026**

NOTE:

1. Assignments sent after **15.11.2026** 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 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. S. ARULSELVI
DIRECTOR



ANNAMALAI UNIVERSITY
CENTRE FOR DISTANCE AND ONLINE EDUCATION

MANAGEMENT WING

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

FIRST YEAR - FIRST SEMESTER

Academic Year : 2026 – 2027

ASSIGNMENT SUBMISSION

COURSE CODE : _____
COURSE NAME : _____
ENROLLMENT NUMBER : _____
NAME OF THE STUDENT : _____
DATE OF SUBMISSION : _____

ASSIGNMENT TOPIC I ☐ (✓)

ASSIGNMENT TOPIC II ☐ (✓)

From _____ _____ _____ _____	To THE DIRECTOR CENTRE FOR DISTANCE AND ONLINE EDUCATION MANAGEMENT WING ANNAMALAI UNIVERSITY ANNAMALAI NAGAR. 608 002
---	--

Answer all questions in Assignment topic 1 and 2.

346E1110 – PRINCIPLES OF MANAGEMENT

ASSIGNMENT TOPIC 1

1. Explain the process of Management?
2. What are the advantages of planning?
3. Explain the concept of MBO.

ASSIGNMENT TOPIC 2

1. Differentiate between management and administration.
2. Explain the role played by a manager in an organisation.

346E1120 - MARKETING MANAGEMENT

ASSIGNMENT TOPIC 1

1. What are the objectives of marketing? Explain.
2. Define "Product Life Cycle".
3. What do you mean by Marketing Research?

ASSIGNMENT TOPIC 2

1. Discuss the basic characteristics of e-marketing.
2. Explain the New product Development stages.

346E1130 - FINANCIAL MANAGEMENT

ASSIGNMENT TOPIC 1

1. Define inventory Management.
2. Explain the Importance of Cost of Capital.
3. What are the different types of dividends? Explain.

ASSIGNMENT TOPIC 2

1. Define merger and its features.
2. What do you mean by joint venture? Explain with suitable example.

346E1140 – HUMAN RESOURCE MANAGEMENT

ASSIGNMENT TOPIC 1

1. Discuss the importance of HRM in an organization.
2. Write short note on purpose of job analysis.
3. What is meant by on-the-job training. Explain any Three methods?

ASSIGNMENT TOPIC 2

1. What is the purpose of induction? Discuss induction process in detail.
2. Elaborate any Five types of performance appraisal in detail.

346E1150 – MANAGERIAL ECONOMICS

ASSIGNMENT TOPIC 1

1. Write the objectives of Managerial Economics.
2. Write short notes on Elasticity of Demand.
3. Write on National Income.

ASSIGNMENT TOPIC 2

1. Describe the factors affecting pricing.
2. Difference between Accounting Costs and Economics costs.