

ANNAMALAI UNIVERSITY
CENTRE FOR DISTANCE AND ONLINE EDUCATION

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

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: **15.10.2026**

Last date for submission with late fee **₹300/-**: **30.10.2026**

NOTE:

1. Assignments sent after **30.10.2026** 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 - SECOND SEMESTER

Academic Year : 2026 – 2027
(JANUARY SESSION)

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
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Answer all questions in Assignment topic 1 and 2.

346E1210 - OPERATIONS MANAGEMENT

ASSIGNMENT TOPIC 1

1. What is Operations management? List any five objectives of operations management.
2. Write short notes on make or buy decisions.
3. What is meant by ISO 9000 series standards?

ASSIGNMENT TOPIC 2

1. Elaborate the nature and importance of Gantt charts.
2. [Discuss the need for supply chain management.](#)

346E1220 - PROJECT MANAGEMENT AND ENTREPRENEURSHIP

ASSIGNMENT TOPIC 1

1. Mention the various categories of projects. Explain in detail.
2. Enumerate the need for entrepreneurship.
3. What is the importance of patent rights in innovation?

ASSIGNMENT TOPIC 2

1. Write the stages of project formulation and financing arrangements.
2. [Explain the challenges faced by women entrepreneurs.](#)

346E1230 - STRATEGIC MANAGEMENT

ASSIGNMENT TOPIC 1

1. Explain the relationship between strategic management and management.
2. Define operational planning and strategic planning.
3. What are the bases of competitive advantage?

ASSIGNMENT TOPIC 2

1. Describe the process of strategy formulation.
2. [Give the process of PEST analysis.](#)

346E1240 - RESEARCH METHODOLOGY AND STATISTICS

ASSIGNMENT TOPIC 1

1. How is the title of a research report designed?
2. What is a research gap?
3. Define cluster analysis.

ASSIGNMENT TOPIC 2

1. State the reason for testing of hypothesis.
2. [Explain in detail any two types of scaling techniques.](#)

346E1250 - LEGAL ENVIRONMENT OF BUSINESS

ASSIGNMENT TOPIC 1

1. What is valid contracts?
2. What is meant by law of arbitration?
3. Explain consumer protection Act, 1986 in detail.

ASSIGNMENT TOPIC 2

1. Discuss the rights and liability of partners.
2. [Enumerate the general principle of marine insurance.](#)