

ANNAMALAI UNIVERSITY
CENTRE FOR DISTANCE AND ONLINE EDUCATION

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

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: **15.10.2026**

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.)

SECOND YEAR

FOURTH 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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Elective - 1: Human Resources Management

Answer all questions in Assignment topic 1 and 2.

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

ASSIGNMENT TOPIC 1

1. Explain the role of Research in Organizational Development.
2. Elucidate the reasons that facilitate the need for organizational change?
3. Explain in detail about the intervention's techniques.

ASSIGNMENT TOPIC 2

1. Describe the Implications of Organizational Development Values and Assumptions.
2. Discuss various consultant client relationship issues in OD?

346E2420(1) – TRAINING AND DEVELOPMENT

ASSIGNMENT TOPIC 1

1. Describe reinforcement theory of learning.
2. Examine the elements of Empowerment.
3. Explain the importance of performance appraisal.

ASSIGNMENT TOPIC 2

1. Elaborate the assessment of training needs in detail.
2. Compare the Computer-Based Training (CBT) and Web-Based Training (WBT).

346E2430(1) – PERFORMANCE MANAGEMENT

ASSIGNMENT TOPIC 1

1. Identify the prerequisites for enhancing employee efficiency.
2. Critically analyse the potential problems of performance management.
3. Discuss the various methods of employee motivation.

ASSIGNMENT TOPIC 2

1. Describe the HR dimension draw from CMM?
2. Examine the impact of reward system on productivity in Indian context.

346E2440(1) – LABOUR WELFARE AND INDUSTRIAL RELATIONS

ASSIGNMENT TOPIC 1

1. Explain the Directive Principles of State Policy and Labour Welfare.
2. Bring out the roles of labour welfare officer.
3. Examine the Mines Act 1952.

ASSIGNMENT TOPIC 2

1. Discuss the History of modern labour legislation in India.
2. Elucidate the problems of social security in India.

Answer all questions in Assignment topic 1 and 2.

346E2451– MANAGERIAL COMMUNICATION

ASSIGNMENT TOPIC 1

1. Explain any five barriers of communication.
2. Examine the different types of communication with examples.
3. Explain the Gateways to Effective Interpersonal Communication.

ASSIGNMENT TOPIC 2

1. Explain the classification and structure of communication.
2. Recommend appropriate theory of communication to analyse Media.

346E2452 – COMPUTER APPLICATIONS IN MANAGEMENT

ASSIGNMENT TOPIC 1

1. Distinguish between the system software and application software.
2. Discuss the role of input/output devices in a computer system.
3. Design a flow chart for a payroll processing system.

ASSIGNMENT TOPIC 2

1. Evaluate different network topologies in terms of their efficiency and cost-effectiveness.
2. What are freeware's, and how do they differ from other types of software? Provide examples of popular freeware applications and their use cases.

ELECTIVE - 2: MARKETING MANAGEMENT

Answer all questions in Assignment topic 1 and 2.

346E2410 (2) - SALES AND DISTRIBUTION MANAGEMENT

ASSIGNMENT TOPIC 1

1. Highlight the important role of intermediators.
2. Discuss the merits and demerits of salesmanship.
3. State and explain the different choice of selection the distributing system.

ASSIGNMENT TOPIC 2

1. Draw and explain the various retail store formats with examples.
2. What do you mean by sales territory and design it for consumer products.

346E2420 (2) - ADVERTISING AND SALES PROMOTION

ASSIGNMENT TOPIC 1

1. State the various objectives of advertising.
2. Describe the different types of Agencies.
3. Explain about the role of computer in Media planning.

ASSIGNMENT TOPIC 2

1. Explain briefly about the different types of Displays.
2. Explain about the Advertising based on timing response and Geographic coverage.

346E2430 (2) - PRODUCT AND SERVICES MARKETING

ASSIGNMENT TOPIC 1

1. List the stages of the Product Life Cycle (PLC).
2. Explain the various types of product classification with examples.
3. Evaluate the different dimensions of service quality.

ASSIGNMENT TOPIC 2

1. Estimate the need for travel management in recent world.
2. Describe the process of New Product Development with an example of a successful product.

346E2440 (2) - MARKETING RESEARCH AND CONSUMER BEHAVIOUR

ASSIGNMENT TOPIC 1

1. What are the various factors influencing consumer behaviour.
2. Narrate the various tools of data collection.
3. Explain the Research process.

ASSIGNMENT TOPIC 2

1. Bring out the buyer behaviour models with examples.
2. Discuss the current ethical issue in marketing research and explain with examples.

Answer all questions in Assignment topic 1 and 2.

346E2451– MANAGERIAL COMMUNICATION

ASSIGNMENT TOPIC 1

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346E2452 – COMPUTER APPLICATIONS IN MANAGEMENT

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ELECTIVE - 3: FINANCIAL MANAGEMENT

Answer all questions in Assignment topic 1 and 2.

346E2410 (3) - INVESTMENT SECURITY AND PORTFOLIO MANAGEMENT

ASSIGNMENT TOPIC 1

1. Discuss about the role of SEBI.
2. Write in detail about the stock market in India.
3. Describe the Teryner's model for portfolio evaluation.

ASSIGNMENT TOPIC 2

1. Explain the retail marketing strategy.
2. Describe the recent trends in sales and distribution management.

346E2420 (3) - MANAGEMENT OF FINANCIAL SERVICES

ASSIGNMENT TOPIC 1

1. Distinguish between lease and hire purchase.
2. Discuss about the various functions of Merchant Bankers.
3. How does the RBI regulate mutual funds?

ASSIGNMENT TOPIC 2

1. Discuss the growth of mutual funds in India.
2. Analyse the tax implications of a hire purchase contract. In what way, it is superior to a lease contract?

346E2430 (3) - DERIVATIVES MANAGEMENT

ASSIGNMENT TOPIC 1

1. Explain the method of valuation different types SWAPS.
2. Explain essential elements of a contract of insurance.
3. Discuss about future trading in BSE and NSE.

ASSIGNMENT TOPIC 2

1. Swaps market". Discuss with suitable examples along with its structure and mechanism.
2. Discuss the sources of risk in financial markets and explain hedging as a risk management tool.

346E2440 (3) - RISK MANAGEMENT AND INSURANCE

ASSIGNMENT TOPIC 1

1. Explain the process of corporate risk management.
2. Enumerate the role of IRDA.
3. Explain the healthcare financing scheme for the employees.

ASSIGNMENT TOPIC 2

1. Explain classification and methods of handling risk.
2. Summarize the government policies in insurance sector.

Answer all questions in Assignment topic 1 and 2.

346E2451– MANAGERIAL COMMUNICATION

ASSIGNMENT TOPIC 1

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ASSIGNMENT TOPIC 2

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346E2452 – COMPUTER APPLICATIONS IN MANAGEMENT

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ELECTIVE - 4: PRODUCTION MANAGEMENT

Answer all questions in Assignment topic 1 and 2.

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

ASSIGNMENT TOPIC 1

1. Explain in brief about the production system.
2. Predict the usage of control charts.
3. Explain about the probability model for maintenance policy.

ASSIGNMENT TOPIC 2

1. Describe about Break Even Analysis.
2. Write about Total Productive Maintenance (TPM)?

346E2420 (4) - QUALITY MANAGEMENT

ASSIGNMENT TOPIC 1

1. Explain in brief about the TPM- Total Productive Maintenance.
2. Enumerate the points of Taguchi, Masaaki, Imai.
3. Give a detail note on quality improvement.

ASSIGNMENT TOPIC 2

1. Explain the concepts of GS 9000 and ISO 4000.
2. Give a short note on: (i) FMEA-failure mode effect Analysis (ii) Matrix Diagram (iii) Six Sigma.

346E2430 (4) - LOGISTICS AND SUPPLY CHAIN MANAGEMENT

ASSIGNMENT TOPIC 1

1. Briefly describe the different types of packaging.
2. Narrate the factors influencing logistics outsourcing.
3. Discuss the importance of transportation in supply chain.

ASSIGNMENT TOPIC 2

1. Explain the pricing strategies revenue management in detail.
2. Explain warehouse management in detail. List out the different types of warehouse in SCM.

346E2440 (4) - ENTERPRISE RESOURCE PLANNING

ASSIGNMENT TOPIC 1

1. Explain the role of Consultant, Vendors and Users.
2. Discuss different types of ERP modules.
3. Evaluate the benefits and challenges of integrating e-business with ERP.

ASSIGNMENT TOPIC 2

1. Discuss about the Sales and Marketing of ERP.
2. Describe the challenges and issues in the typical ERP implementation life cycle and its key phases.

Answer all questions in Assignment topic 1 and 2.

346E2451– MANAGERIAL COMMUNICATION

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346E2452 – COMPUTER APPLICATIONS IN MANAGEMENT

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ELECTIVE - 5: SYSTEMS

Answer all questions in Assignment topic 1 and 2.

346E2410 (5) - DATABASE MANAGEMENT SYSTEM

ASSIGNMENT TOPIC 1

1. What is network? Explain different types of networks.
2. Discuss the role of a web server.
3. Advertising on the web. Explain.

ASSIGNMENT TOPIC 2

1. Explain in detail the role of internet and www in the growth of E-commerce.
2. Define E-Commerce. Explain the concepts features & functions of E-commerce

346E2420 (5) - STRUCTURED SYSTEM ANALYSIS AND DESIGN

ASSIGNMENT TOPIC 1

1. Explain the role of Logical and Physical design.
2. Discuss the different types of DFDs with example.
3. Write a detailed note on ER Modeling.

ASSIGNMENT TOPIC 2

1. Demonstrate the different types of System Testing.
2. Examine the importance of structured design in system design, with a focus on Input Design, Output Design, and Form Design.

346E2430 (5) - DIGITAL MARKETING STRATEGIES

ASSIGNMENT TOPIC 1

1. Explain on- page and off-page Optimization.
2. What are the different types of attractors used in web marketing?
3. Describe the concept of online reputation management (ORM) and its importance in SEO.

ASSIGNMENT TOPIC 2

1. Briefly explain social media's influence in marketing.
2. Do you think digital marketing will replace traditional marketing practices in the near future? Explain.

346E2440 (5) - E-COMMERCE

ASSIGNMENT TOPIC 1

1. Explain the different types of E-commerce in detail.
2. Discuss the role of a web server.
3. Explain problems and opportunities in E-commerce in India.

ASSIGNMENT TOPIC 2

1. What are the different mechanisms for online auctions?
2. What is e-payment? What are the merits and demerits of e-payment system?

Answer all questions in Assignment topic 1 and 2.

346E2451– MANAGERIAL COMMUNICATION

ASSIGNMENT TOPIC 1

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