

# **Manonmaniam Sundaranar University**

**Directorate of Distance and Continuing Education**

**Tirunelveli – 627 012.**

## **Instructions relating to MBA – 2 year course**

1. There are eight papers in each year to complete the MBA program through Distance Education (2 years) from the academic year 2008 -09 onwards.
2. Each paper is evaluated for 100 marks with two components, viz., **Internal for 20 Marks and Year end External Examination for 80 Marks.**
3. Internal Marks are awarded to the students based on a written assignment submitted by the student, on answering two specific questions for each paper from the list of questions uploaded in the website. Each question will carry 10 marks and the assignment is compulsory.
4. The answer for each question must be in writing (either hand-written or type written) not exceeding five pages of A4 size paper . Each assignment (not exceeding 10 pages) must be stapled with the first page containing: paper code, the title of the paper, the **Name of the student and his/her Enrolment Number along with index.**
5. Eight assignments of each student must be bounded spirally as one book for valuation purpose.
6. Practical examples and explanation with graphical representation will add more weightage, Original thoughts and execution will be duly rewarded and plagiarism in any form will be viewed very seriously.
7. The assignments should be submitted to the office of the **Additional Controller of Examinations, Manonmaniam Sundaranar University, Tirunelveli – 627 012** on or before December 31<sup>st</sup> 2014 for the Calendar Year 2013 (II Year) & 2014 (I Year) students, and on or before May 31<sup>st</sup> 2014 for the Academic Year 2013-14 (II Year) & 2014-15(I Year) students.

# **Manonmaniam Sundaranar University**

**Directorate of Distance and Continuing Education**

**Tirunelveli - 627 012.**

## **ASSIGNMENT TOPICS**

### **M.B.A I YEAR**

**(For those who joined in the Calendar Year 2014 & Academic Year 2014-15)**

#### **DRM 11: Management Process and Behaviour**

1. Elucidate the different types of Departmentalization with suitable examples.
2. Describe the various theories of Learning with examples.

#### **DRM 12: Managerial Economics**

1. Elaborate the types of market structure
2. Trace out the Balance of Payment in India

#### **DRM 13: Accounting for Managers**

1. Discuss the Liquidity and Profitability ratios.
2. Mention and explain any five accounting concepts

#### **DRM 14: Business Environment**

1. Analyse the concept of Social Responsibility of Business.
2. Explain the problems and prospects of small scale Industries in India, at present.

#### **DRM 15: Business law**

1. Describe the Consumer Protection Act.
2. Narrate the New Indian Companies Act 2013.

#### **DRM 16: Managerial Communication**

1. Explain with examples, the types of communication.
2. Draft a sales promotion letter assuming your own product.

#### **DRM 17: Computer Application in Management**

1. Give a brief account on the spreadsheet application in business.
2. Explain the role of Management Information System(MIS) in the field of business.

#### **DRM 18 : Research Methodology**

1. Describe the types of research
2. Explain the application of statistics in the business research.

**M.B.A II YEAR**

(For those joined in Calendar Year 2013 & Academic Year 2013-14)

**M.B.A GENERAL** (Course Code : 33)

**PROFESSIONAL M.B.A** (Course code : 162)

**DRM 21: Human Recourses Management**

1. Discuss the On-the job training used for employees in an organization with which you are familiar.
2. Critically analyze any two performance appraisal methods appraised by modern organizations.

**DRM 22: Marketing Management**

1. Explain with examples, the types of packaging.
2. Describe the different types of sales promotion techniques used by home care products.

**DRM 23: Financial Management**

1. Explain the role of Financial Management in today's business
2. Critically evaluate the cash management models.

**DRM 24: Operations Management**

1. Describe the scope and nature of operations management
2. Elaborate the dimensions of Total Quality Management (TQM)

**DRM 25: Decision Support System**

1. Explain the process of Decision Support System.
2. Elucidate the recent issues in DBMS.

**DRM 26: International Business Management**

1. Explain the Foreign Direct Investment in India
2. Describe the International operations strategy in the present day context

**DRM 27: Strategic Management**

1. Elaborate the Strategic planning process.
2. Explain with the help of examples, the types of Grand Strategies.

**DRM 28 – Entrepreneurship and Management of Small Business.**

1. Explain the role of entrepreneurship in the economic development.
2. Critically evaluate the Public Distribution System (PDS) in Tamil Nadu.

## M.B.A Marketing (Course Code : 163)

### **DRC 21: Functional Management -1**

1. Explain with example, the types of retailer's
2. Describe the role of auditing in HR Functions.

### **DRC 22: Functional Management- II**

1. Elaborate the determinants of working capital.
2. Discuss the types of plant layout with suitable illustration.

### **DRC 23: Strategic Management**

1. Elaborate the Strategic planning process.
2. Explain with the help of examples, the types of Grand Strategies.

### **DRC 24: Marketing Research**

1. 'Marketing Research as a tool of management' - comment
2. Explain the applications of marketing research.

### **DRC 25: Advertising and sales promotion.**

1. Narrate the problems and prospects of advertising
2. Explain the techniques used for measuring advertisement performance.

### **DRC 26: International Marketing**

1. Bring out the Impact of Marketing Intelligence on Export Oriented business.
2. Analyse the role of EXIM Bank in India.

### **DRC 27: Service marketing**

1. Bring out the 7P's of Services Marketing with suitable examples.
2. Briefly explain the marketing of hospitality services in India.

### **DRM 28: Entrepreneurship and Management of small business.**

1. Explain the role of entrepreneurship in the economic development.
2. Critically evaluate the Public Distribution System (PDS) in TamilNadu.

**M.B.A Production Course Code : 164)**

**DRC 21: Functional Management -1**

1. Explain with example, the types of retailer's
2. Describe the role of auditing in HR Functions.

**DRC 22: Functional Management- II**

1. Elaborate the determinants of working capital.
2. Discuss the types of plant layout with suitable illustration.

**DRC 23: Strategic Management**

1. Elaborate the Strategic planning process.
2. Explain with the help of examples, the types of Grand Strategies.

**DRP 24: Materials Management**

1. Explain the use of Time Series Analysis in Materials Management.
2. Explain the applications of simulation in Inventory Control.

**DRP 25: Supply chain Management**

1. Trace out the current scenario of Supply Chain Management (SCM)
2. Explain the financial impact of inventory.

**DRP 26: Project Management**

1. Describe the role and application of network analysis for project planning.
2. Explain the factors that should be considered for location size in technical analysis.

**DRP 27: Operations Research**

1. Explain with examples, the probabilistic models in operations research
2. Explain the procedure of arriving the optimal solution to a Linear Programming Problem

**DRM 28: Entrepreneurship and Management of small business.**

1. Explain the role of entrepreneurship in the economic development.
2. Critically evaluate the Public Distribution System (PDS) in TamilNadu.

## **M.B.A Finance (Course Code : 165)**

### **DRC 21: Functional Management -1**

1. Explain with example, the types of retailer's
2. Describe the role of auditing in HR Functions.

### **DRC 22: Functional Management- II**

1. Elaborate the determinants of working capital.
2. Discuss the types of plant layout with suitable illustration.

### **DRC 23: Strategic Management**

1. Elaborate the Strategic planning process.
2. Explain with the help of examples, the types of Grand Strategies.

### **DRF 24: Security Analysis and Portfolio Management**

1. Bring out the various avenues of investment in India.
2. Explain with examples, the various charting methods used in Technical analysis.

### **DRF 25: Financial Services:**

1. Discuss fully the different schemes of mutual funds in India.
2. Explain the procedure for rating the securities by CRISIL.

### **DRF 26: Working Capital Management**

1. Bring out the various components of current Assets and current Liabilities with suitable examples.
2. Describe how a firm's Credit policies can affect the investment?

### **DRF 27: Corporate Taxation**

1. Trace out the importance of TDS.
2. Explain the General Principles of Tax.

### **DRM 28: Entrepreneurship and Management of small business.**

1. Explain the role of entrepreneurship in the economic development.
2. Critically evaluate the Public Distribution System (PDS) in TamilNadu.

**M.B.A Human Resources (Course Code : 166)**

**DRC 21: Functional Management -1**

1. Explain with example, the types of retailer's
2. Describe the role of auditing in HR Functions.

**DRC 22: Functional Management- II**

1. Elaborate the determinants of working capital.
2. Discuss the types of plant layout with suitable illustration.

**DRC 23: Strategic Management**

1. Elaborate the Strategic planning process.
2. Explain with the help of examples, the types of Grand Strategies.

**DRH 24: Management Training and Development.**

1. Explain the roles and responsibilities of a training manager.
2. Evaluate the methods of training.

**DRH 25: Organizational Development**

1. Describe the nature and scope of OD.
2. Critically evaluate the failure of ODs' in India.

**DRH 26: Industrial Labour Relations**

1. Discuss the Industrial Relations at National Levels.
2. Write in detail the various health and safety measures statutorily to laborers in India. Critically evaluate their effectiveness.

**DRH 27: Counseling skills for Managers**

1. Evaluate the approaches to counseling.
2. Narrate the skills of counselors.

**DRM 28: Entrepreneurship and Management of small business.**

1. Explain the role of entrepreneurship in the economic development.
2. Critically evaluate the Public Distribution System (PDS) in TamilNadu.

**M.B.A. System (Course Code : 167)**

**DRC 21: Functional Management -1**

1. Explain with example, the types of retailer's
2. Describe the role of auditing in HR Functions.

**DRC 22: Functional Management- II**

1. Elaborate the determinants of working capital.
2. Discuss the types of plant layout with suitable illustration.

**DRC 23: Strategic Management**

1. Elaborate the Strategic planning process.
2. Explain with the help of examples, the types of Grand Strategies.

**DRS 24: System analysis and Design**

1. Discuss fully the role of System analyst.
2. Narrate the process of design, logical and Physical of System Design and Control.

**DRS 25: Business Process Re- Engineering**

1. Explain the role of Information Technology in BPR.
2. Write notes on:(i) BPR Mapping , (ii) Activity Diagrams.

**DRS 26: Decision Support System**

1. Explain the Decision modeling process.
2. 'DBMS as DSS Development Tool' – Comment.

**DRS 27: E-Commerce**

1. Trace out the growth of E-commerce in India
2. Discuss the Security Infrastructure and electronic payment infrastructures in e-commerce.

**DRM 28: Entrepreneurship and Management of small business.**

1. Explain the role of entrepreneurship in the economic development.
2. Critically evaluate the Public Distribution System (PDS) in Tamil Nadu.



