ANNAMALAI UNIVERSITY
DIRECTORATE OF DISTANCE EDUCATION

M.B.A. E. BUSINESS

SECOND YEAR

Academic Year 2021 - 2022

ASSIGNMENT TOPICS

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

Students are asked to write the assignments for the EIGHT Papers as per instruction those who have opted *Two Theory* Papers (2.7.1 & 2.7.2) as specialisation.

Last date for submission: 16.03.2022

Last date for submission with late fee ` 300/- : 19.04.2022

NOTE:

1. Assignments sent after 19.04.2022 will not be evaluated.

2. Assignments should be in the own handwriting of the student concerned and not type-written or printed or photocopied.

3. Assignments should be written on A4 paper on one side only.

4. All assignments (with Enrolment number marked on the Top right hand corner on all pages) should be put in an envelop with superscription "**MBA Assignments**" and sent to **The Director, Directorate of Distance Education**, Annamalai University, Annamalainagar – 608 002 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 assignments on any *TWO* questions in each paper out of the FOUR. For each question the answer should not exceed 15 – pages. Each assignment carries 25 marks (2 questions). You are expected to write two questions for every subject.

DR R.SINGARAVEL
DIRECTOR

2.1 E-COMMERCE

1. Electronic Commerce is commonly known as e-commerce, is a process of buying and selling of goods or services using electronic systems. List the applications and benefits if e-commerce.

2. Discuss the role of data mining techniques and data visualization in E-Commerce.

3. Compare the communication system in traditional business and on-line business.

4. Discuss the challenges and opportunities of e-commerce in Indian Software Industry.

2.2 E-COMMERCE: APPLICATION AND SECURITIES

1. "Electronic Commerce and Electronic Business - The Supporting Pillars of Successful e-Commerce Business" – Do you agree this statement or not, substantiate your views.

2. Elaborate the role of the Web in the marketing communication mix.

3. Digital Asset Management from an Intranet Perspective – Discuss.

4. Explain the Role of Human Resource Information Systems in Human Resource Planning.

2.3 INTERNET AND JAVA PROGRAMMING

1. If you look for the best internet tools online to have a leg up on the competition, assemble the top list of internet tools and describe them with suitable illustrations.

2. HTML has been traditionally used for building web applications and web pages that in turn, help in building a dynamic website. By using HTML programming language develop a business website for your own online business.

3. Method overloading in Java supports compile-time (static) polymorphism. Discuss about Method Overloading with its rules and every concept with suitable example.

4. Develop a JDBC application for storing and retrieving the vendor details from a database of a Jewelry shop.

2.4 ADVANCED WEB DEVELOPMENT AND DESIGN TOOLS

1. Design and develop web page with Java script for calculating the total price amount of the online   purchased items of an electronics shop.

2. i) Discuss the advantages and disadvantages of VB Script.
   ii) Explain the data types, Variables, Operators and error dealing in VB Script.

3. Explain the three types of session bean and its applications. Explain the steps in creation of stateless EJB.

4. Develop an application to demonstrate the features and advantages of servlet.

2.5 ENTERPRISE RESOURCE PLANNING

1. Identify the Organization that has requirement for ERP systems implementations and make an introspection of the functionality that requires such implementation. On behalf of the Organization prepare

2. A hardware Requirement details and submit.

3. A user Interface details and submit.

4. A gap analysis report and submit

5. Identify the Organization that has requirement for ERP systems implementations and make an introspection of possible failure source to ERP implementation.

2.6 STRATEGIC MANAGEMENT

1. Take an imaginary situation relating to pricing or investment policy in a selected industry in which there are few sellers and show how the adoption of

different strategies by a leading player defines different possible paths. Use a decision tree to illustrate these different possible paths.

2. Carry out SWOT analysis of Indian Railways. Suggest measure to run it profitable.

3. Nowadays Product Diversification is a mandatory process in Indian Industry. Give an example success and failure. Give reasons for the success and failure.

4. Technological factors represent major opportunities and threats, which must be taken into account while formulating strategies. Discuss. How will a firm build a sustainable technology based competitive advantage?

2.7.1 GLOBAL MARKETING

1. Give a detailed note on balance of payments in International Trade.

2. Elaborate Tariff and Non Tariff barriers in International Trade.

3. Examine the role of IMF and World Bank in International Trade.

4. Illustrate the various measures taken for export promotion and give a detailed note on export licensing procedure.

2.7.2 STRUCTURED SYSTEM ANALYSIS AND DESIGN

1. Develop a Conceptual and ER model with DFD for online education student centric learning process.

2. Describe how logical and physical design with dialogues can use in system development and implementation with real time example.

3. Elaborate the various types of databases available and its use in business applications.

4. Why some of the new system implementation fails? Explain how this can be overcome and identify ways to increase the success rate.