

  
ANNAMALAI UNIVERSITY  
DIRECTORATE OF DISTANCE EDUCATION

**M.B.A. 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* 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 foolscap 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 HUMAN RESOURCE MANAGEMENT

1. "The field of HRM changes so rapidly that had become necessary for one to constantly review procedures and laws to that the practices will be effective and legal". Critically evaluate this statement.
2. "Majority of the testing techniques for selection do not accurately assess the characteristics of the job. In fact most of the executives would divulge that the testing had no impact on future job performance. Do you accept or not? Discuss with justification.
3. Develop an incentive plan for the following positions:
  - i. Chemical Engineer
  - ii. Plant Manager
  - iii. Used car sales force
  - iv. First-line supervisor
4. Identify the Paramount barriers for effective training programme in IT field and how to crush them". Explain with real life examples.

## 2.2 MARKETING MANAGEMENT

1. "Chinese computer and electronic products possess advantages in design, innovation, rapid response and global market flexibility"- comment.
2. "Legal aspects protect competitors and consumers from many unethical pricing strategies that unscrupulous marketers may wish to attempt". Critically analyse the statement.
3. In designing an advertising campaign for a soft drink, which would you find more useful; information about consumer demographics or information about consumer life style? Give an example of how would you use each type of information.
4. Suggest a successful way to segment the market for the following products
  - a) Detergent Soap
  - b) Designer Jewellery
  - c) Breakfast Cereals.

### **2.3 FINANCIAL MANAGEMENT**

1. "The consequences of over- capitalisation are far more serious and fatal than under-capitalisation." – Discuss.
2. "An optimal combination of the decisions relating to investment, financing and dividends will maximise the value of the firm to its shareholders". – Examine
3. The analysis of debt to equity ratios alone can be decreasing and an analysis of the magnitude and stability of cash flows relative to fixed charges is extremely important in determining the appropriate capital structure. Give your opinion.
4. "The success of a business concern depends upon the way in which its earnings are computed, distributed and retained"- Comment on this statement.

### **2.4 OPERATIONS MANAGEMENT**

1. Operations management is the area of creating competitive advantage. Do you agree? Justify your answer.
2. A manufacturer requires 10,000 items per year. Price discount as follows:
  - a) Rs.4 up to 2000 items, Rs. 3.80 between 2000 and 4000 items. Rs.3.70 for quantities above 4000. Ordering cost = Rs. 50.
  - b) Comparative inventory cost = 25% per year of average inventory price.
  - c) Determine the optimum purchase policy under discount.
3. Why are some Industries located near the source of raw materials, where as some other Industries are located near the market for their finished goods? Discuss with relevant examples.
4. Prepare PERT network for assembling a Motor Bike.

## **2.5 PROJECT MANAGEMENT AND ENTREPRENEURSHIP**

1. Describe two areas in a manufacturing project where there is a high level of uncertainty. How do you tackle these uncertainties?
2. Explain how to break the total project works and some major parts of the works into smaller and manageable item. Relate your answer to project phases, cost account, work package, activities and project schedule.
3. Should we combine debt – related cash flows with project cash flow? Why? Discuss the issues related to the principle of treating the financing cash flow separately from the investment cash flow.
4. Why do role models impact the decision of people to become the entrepreneurs? Do you think that a person whose parent was an entrepreneur of a failed business is more or less likely to start his or her own business than a person whose parents were managers of large established companies?

## **2.6 STRATEGIC MANAGEMENT**

1. If strategic planning is essentially a program, can it display the degree of adaptiveness that 21st century enterprises need? Would 'strategic improvisation' be a plausible alternative? Explore the practical consequences of strategic improvisation for enterprise management.
2. Select an Automobile industry in India, and evaluate its competitive business strategy using Porter's five force model? What strategies can you suggest to convert the unattractive forces in to attractive ones?
3. Why would management adopt a stability strategy? Can stability strategies be viable over a lengthy period of time? Why or Why not?
4. 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.

**2.7.1 HRM : (a) LABOUR WELFARE AND INDUSTRIAL RELATIONS**

1. "Labour Union meant for the right of the employees"- Do you agree - Substantiate your views.
2. "Ensuring Industrial Relations is the important task of Human Resource Manager". Do you agree or Disagree, Substantiate your views.
3. Workers education helps a worker to solve his problems not as an individual but is a member of his social class discuss?
4. "The Government plays an important role in establishing a better industrial relations and it passes various laws to protect the interest of both employers and employees"-Discuss.

**2.7.1 HRM : (b) TRAINING AND DEVELOPMENT**

1. A leading FMCG company in India decides to train its entire population of employees and managers to provide "Legendary Customer Service." Suggest and explicate a design for evaluating the impact of such a massive training effort.
2. Is training transfer an important issue in the automobile manufacturing companies? How transfer is evaluated in those companies? Design an action plan sheet that a manager and employee could use to facilitate transfer of training. Justify each category included in the action plan.
3. Identify the procedures and their pitfalls for the effective implementation of MDP in organizations and suggest suitable measure to avoid pitfalls.
4. Many employees are unwilling to relocate geographically because they like their current community and because spouses and children prefer not to move, as the result, it is difficult to develop employees through job experiences that require relocation. How could an employee's current job be changed to develop that employee's leadership skills?

**2.7.2 Marketing Management: (a) SALES AND DISTRIBUTION MANAGEMENT**

1. Write an essay on wholesaling? Explain the different marketing functions performed by wholesaler-distributors for manufacturers with the help of suitable examples.
2. What is the purpose of Sales Organization? What steps will you take for setting up a Sales Organization? Explain with the help of suitable example.
3. As a marketing manager for a nondurable manufacturing company, what factors would you consider and what process would you adopt to select a distribution channel? Explain.
4. Explore new marketing and distribution channel for online e-marketing Companies.

**2.7.2 Marketing Management: (b) MARKETING RESEARCH AND CONSUMER BEHAVIOUR**

1. "Application of Marketing Research is helpful in promoting a product" – Comment this statement with a proper research design.
2. Illustrate with suitable example various sampling techniques used in marketing research. Suggest a suitable sampling plan to collect information from the students of a university regarding the recreation facility available.
3. Analyze the consumer decision making process and problems in buying a luxury car with appropriate examples.
4. "Knowledge about individual's exposure to various media of communication will enable the marketer to understand consumer social behaviour:" Do you agree with this statement? Why?

### **2.7.3 Financial Management: (a) INVESTMENT, SECURITY AND PORTFOLIO MANAGEMENT**

1. Cite recent examples of political, social, or economic events (market risk) that have excited (a) The stock market, and (b) Stocks in a specific industry, to surge ahead or plummet sharply.
2. "Public issue of securities through prospectus is not only most popular but also the best method of raising fresh capital." – Critically evaluate.
3. As a individual investor, what aspects of public issues you should be familiar with? Discuss your views with relevant to the recent trends in primary market.
4. The technical analyst places a great deal of importance on supply and demand in stock pricing. Presumably the fundamental analyst also believes that supply and demand are important. In what ways do the two groups disagree on the subject? Give your comments with suitable examples.

### **2.7.3 Financial Management: (b) MANAGEMENT OF FINANCIAL SERVICES**

1. Discuss the present state of the Insurance in India and outline causes for their high growth.
2. Discuss the statement in detail "Reserve Bank of India is Banker's Bank. – Do you agree?"
3. I like to invest Rs 2 lacs for long term in share market. Will you suggest investing it right now or should I wait for further correction. Justify your views in detail.
4. Do you think credit analysis is essential before providing loan to customers? Explain various credit appraisal techniques used by commercial banks to analyse the credit worthiness of borrowers.

**2.7.4 Production Management: (a) PRODUCTION, PLANNING, CONTROL AND MAINTENANCE**

1. Is lead time in inventory really important? How can mismanaging lead time costs company?
2. Material handling not only adds value to the product instead, add to its cost. – Elucidate.
3. Assume that you are a production manager for TATA Steel, How will you deal break down maintenance cost? What types of maintenance you will adopt for them.
4. Identify two industries of your choice. When one industry practices TQM and the other practice six SIGMA. What will be the defective rate of the two industries?

**2.7.4 Production Management: (b) QUALITY MANAGEMENT**

1. Explain the steps followed in Total Quality Management (TQM) in manufacturing industries in detail.
2. Chose an organization of your choice having a specific quality programme. Discuss the quality programme followed by the organization and how it has helped the organization to sustain in the competitive world.
3. According to current quality management thinking, what type of approaches to quality improvement is least likely to produce positive results
4. Quality and profitability are incompatible objectives." Do you agree? Write the quality and profitability factors for Hyundai motor.



**2.7.5 SYSTEMS: (a) PERSONAL PRODUCTIVITY TOOLS**

1. List and describe the other features available with spreadsheet software in addition to its ability to calculate members.
2. Describe the procedure for managing electronic mail. What are the problems relating to attaching files in an electronic mail?
3. Compare the cost, overheads and sales figures of a company of your choice for last three years through appropriate chart in MS-Excel.
4. For what purpose the Macros are used in MS-Word. Give two examples with including the procedures to be followed while inserting Macros with step by step instruction.

**2.7.5 SYSTEMS (b) INFORMATION TECHNOLOGY**

1. "E-Business and the reason for going online." – Express your views;
2. As a manager of a company, bring out the phases of moving the company from products to services.
3. How does CRM system enforce best practices for an Indian organization?
4. List and explain the issues involved in development of a business website.