



**ANNAMALAI UNIVERSITY**  
DIRECTORATE OF DISTANCE EDUCATION

**S179 - M.B.A. INTERNATIONAL BUSINESS**

**SECOND YEAR- FOURTH SEMESTER**

**Academic Year : 2022 - 2023**

**ASSIGNMENT TOPICS**

This booklet contains assignment topics. Students those who have opted Project and Viva-Voce are informed to write the assignments for **THREE** courses as per instructions.

Students those who have opted for **Two Theory** courses instead of Project work & Viva voce, are informed to write the assignments for those two courses additionally, as per instruction.

Last date for submission: **15.04.2023**

Last date for submission with late fee. ₹300/-:**29.04.2023**

**NOTE:**

1. Assignments sent after **29.04.2023** 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 corner on all pages) should be put in an envelope with superscription "**MBA(IB) Assignments**" and sent to **The Director, Directorate of Distance Education**, Annamalai University, Annamalai Nagar – 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 **FIVE** out of six topics in each course by referring to the respective lesson, terminal exercise and learning activities. For each question the answer should not exceed 4 – pages. Each assignment carries 25 marks (5 Questions). You are expected to write **FIVE questions for every course**.

**Dr. R SINGARAVELU**  
**DIRECTOR**

Elaborate the following topics in detail by referring to the lesson contents, terminal exercise and learning activities. Write any **FIVE** out of six topics in the course.

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**179E2410 – ORGANISATIONAL BEHAVIOUR**

1. Developing an Organizational Behaviour Model (L4)
  2. Value, Attitude and Job Satisfaction (L8)
  3. Theories of Group behavior (L10).
  4. Motivation Theories (L16).
  5. Steps in Managing Change (L19)
  6. Organizational Climate (L23).
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**179E2420 –EXPORT AND IMPORT FINANCE**

1. Export Import Finance (L1).
  2. Foreign Exchange Markets (L5).
  3. Demonetization and Its impact on Foreign Exchange (L8).
  4. Import and Exchange Controls (L14)
  5. Import Letter of Credit (L16).
  6. ECGC: Special Schemes and Guarantees to Banks (L19).
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**179E2430 –LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

1. Logistics and the System Concept (L3)
  2. Space Requirements for Distribution Centre (L6)
  3. Warehousing, Transporting, Packing and Material Handling (L12)
  4. Supply Chain Performance : Achieving Strategic Fit and Scope (L13)
  5. Demand Forecasting (L17)
  6. Pricing and Revenue Management in a Supply Chain (L20)
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**179E2441–INTERNATIONAL MARKETING RESEARCH AND CONSUMER BEHAVIOUR**

1. Marketing Research in a Global Environment (L1)
  2. Measurement and Scaling Techniques (L8)
  3. Challenges and Ethics in International Marketing Research (L10)
  4. International Buyer Behaviour Model (L16)
  5. Social contagion of Global Consumers (L19)
  6. Organizational and Industrial Buying Behaviour (L23)
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**179E2442 – BUSINESS RESEARCH METHODS**

1. Defining the Research Problem (L3).
  2. Methods of Data Collection (L9).
  3. Sample Size Determination (L12).
  4. SPSS and its Uses (L17).
  5. Factor Analysis, Conjoint Analysis and Cluster Analysis (L20).
  6. Graphs and Diagrams (L23).
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