



ANNAMALAI UNIVERSITY
DIRECTORATE OF DISTANCE EDUCATION

S346 - M.B.A (E/M)

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 **FOUR** papers 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 **00.00.2023** 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-hand corner on all pages) should be put in an envelope with superscription "**MBA(EM) 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 titles 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

ELECTIVE: 346 (1) HUMAN RESOURCES MANAGEMENT

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

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.

1. History of Organizational Development (L2).
2. Managing the Organizational Development process (L6).
3. An Overview of OD Interventions (L9).
4. System Ramifications (L14).
5. Organizational Change Management (L17).
6. Change Strategies and Approaches (L23).

346E2420 (1) – TRAINING AND DEVELOPMENT

Elaborate the following topics in detail by referring to the lesson contents, terminal exercise and learning activities.

1. Training Functions (L2).
2. Management Development Programme (L7).
3. Approaches to Employee Development (L12)
4. Career Development (L14).
5. Developing E-Learning (L19).
6. Training Policies in India (L24).

346E2430 (1) –PERFORMANCE MANAGEMENT

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.

1. Dimensions of performance management (L3).
2. Management of Employee Performance (L6).
3. Total quality management (L12).
4. Quality Circle (L13).
5. Problems in performance appraisal (L18)
6. Reward System and Employee Productivity (L23).

346E2440 (1) – LABOUR WELFARE AND INDUSTRIAL RELATIONS

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.

1. Role of the Welfare Officer (L2).
2. Employees' State Insurance Act, 1948 (L7).
3. Philosophy of Industrial Relations (L10).
4. Industrial Disputes (L13).
5. Collective Bargaining in India (L17).
6. Growth of Trade Union Movement in India (L20)

346E2451–MANAGERIAL COMMUNICATION

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.

1. Communication and its Process (L1).
2. Models of Interpersonal Relationship (L6).
3. Leadership and Communication (L10).
4. Oral Communication (L13).
5. Written Communication – Business Letters (L17).
6. Business Report Writing (L22).

346E2452–COMPUTER APPLICATIONS IN MANAGEMENT

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.

1. Programming Languages (L4).
 2. Integration of Application & Text Processing (L8).
 3. Flow Chart & Evaluation (L12).
 4. Classification of Networks (L14).
 5. Information Technology Planning (L18).
 6. Executing the Consulting Management (L23).
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ELECTIVE: 346 (2) MARKETING MANAGEMENT
346E2410 (2) - SALES AND DISTRIBUTION MANAGEMENT

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.

1. Functions of Sales Management (L2)
 2. Sales Forecasting and Sales Quota (L6)
 3. Compensation of Sales Force (L11)
 4. Role of Physical Distribution in Marketing (L14)
 5. Selection of the Channel Members (L18)
 6. Wholesaling (L23)
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346E2420 (2) – ADVERTISING AND SALES PROMOTION

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.

1. Role of advertising in modern business. (L1)
 2. Types of advertisements and Advertising Appeals (L5)
 3. Methods of Determining Advertising Budget (L11)
 4. Advertisement Evaluation (L16)
 5. Sales Promotion Techniques (L20)
 6. Sales Force Promotion (L23)
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346E2430 (2) – PRODUCT AND SERVICES MARKETING

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.

1. Product life cycle (L4)
 2. Brand management (L5)
 3. Packaging Features and Strategies (L10)
 4. Services marketing mix (L15)
 5. Travel management(L20)
 6. Hotel Marketing (L24)
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346E2440 (2) – MARKETING RESEARCH AND CONSUMER BEHAVIOUR

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.

1. Marketing Research Process (L2)
 2. Scaling Technique (L7)
 3. Report Writing (L10)
 4. Product and Price Research (L14)
 5. Buyer Behaviour Models (L19)
 6. Buyer Attitude and Personality (L22)
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346E2451–MANAGERIAL COMMUNICATION

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.

1. Communication and its Process (L1).
 2. Models of Interpersonal Relationship (L6).
 3. Leadership and Communication (L10).
 4. Oral Communication (L13).
 5. Written Communication – Business Letters (L17).
 6. Business Report Writing (L22).
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346E2452–COMPUTER APPLICATIONS IN MANAGEMENT

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.

1. Programming Languages (L4).
2. Integration of Application & Text Processing (L8).
3. Flow Chart & Evaluation (L12).
4. Classification of Networks (L14).
5. Information Technology Planning (L18).
6. Executing the Consulting Management (L23).

ELECTIVE: 346 (3) FINANCIAL MANAGEMENT

349E2410(3) – INVESTMENT SECURITY AND PORTFOLIO MANAGEMENT

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.

1. Investment Strategy (L3).
 2. Stock Market Index and Credit Rate Agencies (L8).
 3. Technical Analysis (L11).
 4. Portfolio Management (L13).
 5. Performance Evaluation of Portfolio (L17)
 6. Bonds and its Valuation (L20)
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349E2420(3) – MANAGEMENT OF FINANCIAL SERVICES

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.

1. The Indian Financial System (L2).
 2. Role of RBI (L7).
 3. Regulations by SEBI (L10).
 4. Venture Capital in India (L13).
 5. Mutual Funds Performances (L18).
 6. Credit Rating and Discounting Financial Services (L22).
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349E2430(3) – DERIVATIVES MANAGEMENT

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.

1. Financial Derivatives (L1).
 2. Trading Strategies Involving Options (L6).
 3. Futures: Form and Market Structure (L9).
 4. Credit Risk and Forward Rate Agreements (L16).
 5. Systematic Risk and Unsystematic Risk (L18).
 6. Commodity Market (L21).
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346E2440(3) - RISK MANAGEMENT AND INSURANCE

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.

1. Risk Management Process (L3).
2. Risk Management by Individuals (L5).
3. Enterprise Risk Management (L9).
4. Types and Principles of Insurance (L16).
5. Fire Insurance (L19).
6. Essentials of Insurance Contract (L22).

346E2451–MANAGERIAL COMMUNICATION

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.

1. Communication and its Process (L1).
 2. Models of Interpersonal Relationship (L6).
 3. Leadership and Communication (L10).
 4. Oral Communication (L13).
 5. Written Communication – Business Letters (L17).
 6. Business Report Writing (L22).
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346E2452–COMPUTER APPLICATIONS IN MANAGEMENT

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.

1. Programming Languages (L4).
2. Integration of Application & Text Processing (L8).
3. Flow Chart & Evaluation (L12).
4. Classification of Networks (L14).
5. Information Technology Planning (L18).
6. Executing the Consulting Management (L23).

ELECTIVE: 346 (4) PRODUCTION MANAGEMENT

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

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.

1. Methods of Scheduling (L3)
 2. Uses of Sales and Demand Forecasting in Planning (L5)
 3. Quality control (L9)
 4. Scheduling and Sequencing (L13)
 5. Materials Requirements Planning (MRP) (L17)
 6. Breakdown and Corrective, Preventive Maintenance (L22)
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346E2420 (4) – QUALITY MANAGEMENT

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.

1. Quality Management (L1).
 2. Performance appraisal (L6).
 3. Quality Costs (L11).
 4. Seven New Management Tools (L14)
 5. Statistical Process Control (SPC) (L17)
 6. ISO 14000 (L24).
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346E2430 (4) – LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Elaborate the following topics in detail by referring to the lesson contents, terminal exercise and learning activities.

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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346E2440 (4) – ENTERPRISE RESOURCE PLANNING

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.

1. Business Engineering & ERP (L2).
 2. Business modeling for ERP (L4)
 3. Planning, evolution and selection of ERP system (L5).
 4. Guidelines for ERP implementation (L10)
 5. Customer Relationship Management (L12)
 6. Production and material management (L14)
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346E2451–MANAGERIAL COMMUNICATION

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.

1. Communication and its Process (L1).
 2. Models of Interpersonal Relationship (L6).
 3. Leadership and Communication (L10).
 4. Oral Communication (L13).
 5. Written Communication – Business Letters (L17).
 6. Business Report Writing (L22).
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346E2452–COMPUTER APPLICATIONS IN MANAGEMENT

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.

1. Programming Languages (L4).
2. Integration of Application & Text Processing (L8).
3. Flow Chart & Evaluation (L12).
4. Classification of Networks (L14).
5. Information Technology Planning (L18).
6. Executing the Consulting Management (L23).

ELECTIVE: SYSTEMS

346E2410 (5) - DATABASE MANAGEMENT SYSTEM

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.

1. Database Management System (L1).
 2. Entity Relationship Model (L5).
 3. Oracle Data Types (L10).
 4. Build in Functions (L14).
 5. Transactions Control Language (L18).
 6. PL/SQL (L21).
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346E2420 (5) – STRUCTURED SYSTEM ANALYSIS AND DESIGN

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.

1. System Concepts and Information Systems (L1).
 2. Structuring System Requirements for Conceptual Data Modelling (L6)
 3. Design of interfaces and Dialogues (L11).
 4. Designing Distributed Systems (L14).
 5. Transaction-Centred and Transform -Centred Designs (L17)
 6. Automated Tools for Systems Development (L20)
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346E2430 (5) – DIGITAL MARKETING STRATEGIES

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.

1. Digital Marketing: Evolution, Importance & Key Terms (L1).
 2. Website –Importance, Requirements & Web Building process (L5).
 3. Marketing Strategies on Web (L10)
 4. Consumer Generated Media (L15).
 5. Brand Communication (L20).
 6. Viral Campaign (L245)
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346E2440 (5) – E-COMMERCE

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.

1. Components and Functions of E- Commerce (L3).
 2. Electronic Publishing (L6).
 3. Internet Marketing (L10).
 4. Components of Search Engines (L13)
 5. Measurement of Promotion Effectiveness (L18).
 6. Cyber Services (L23).
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346E2451–MANAGERIAL COMMUNICATION

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1. Communication and its Process (L1).
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 3. Leadership and Communication (L10).
 4. Oral Communication (L13).
 5. Written Communication – Business Letters (L17).
 6. Business Report Writing (L22).
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