



ANNAMALAI UNIVERSITY
CENTRE FOR DISTANCE AND ONLINE EDUCATION

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

FIRST YEAR

SECOND SEMESTER

Academic Year : 2023 - 2024

ASSIGNMENT TOPICS

This booklet contains assignment topics. Students are asked to write the assignments for all **FIVE** courses in the second semester as per instructions.

Last date for submission: **15.04.2024**

Last date for submission with late fee ₹300/-: **30.04.2024**

NOTE:

1. Assignments sent after **30.04.2024** 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 Assignments**” and sent to **The Director, Centre for Distance and Online 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 **Two** questions (Assignment I & II) in each course. For each question the answer should not exceed 10 – 15 pages. The first topic of assignment carries 15 marks and second topic carries 10 marks. You are expected to write **Two assignment questions for every course**.

Dr. T.SRINIVASAN
DIRECTOR



ANNAMALAI UNIVERSITY
CENTRE FOR DISTANCE AND ONLINE EDUCATION

MANAGEMENT DISCIPLINE

S346 MASTER OF BUSINESS ADMINISTRATION (M.B.A.)

FIRST YEAR

SECOND SEMESTER

Academic Year : 2023 - 2024

ASSIGNMENT SUBMISSION

COURSE CODE : _____

COURSE NAME : _____

ENROLLMENT NUMBER: _____

NAME OF THE STUDENT: _____

DATE OF SUBMISSION : _____

ASSIGNMENT I (✓)

ASSIGNMENT II (✓)

From _____ _____ _____ _____	To THE DIRECTOR CENTRE FOR DISTANCE AND ONLINE EDUCATION MANAGEMENT DISCIPLINE ANNAMALAI UNIVERSITY ANNAMALAI NAGAR. 608 002
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346E1210 - OPERATIONS MANAGEMENT

Assignment Topic I(15 Marks)

- a. Supply Chain Management**
- b. Facility Layout**
- c. Operations Planning**
- d. Materials Management**
- e. Purchase Management**
- f. Scheduling Techniques**

Assignment Topic II(10 Marks)

A Case Study on Enterprise Resource Planning.

346E1220- PROJECT MANAGEMENT AND ENTREPRENEURSHIP

Assignment Topic I (15 Marks)

- a. Sources of Long-Term Project Finance**
- b. Project Implementation**
- c. Administration Agencies for Project Approval**
- d. Project Planning Tools Used in Project Management**
- e. Entrepreneurship Development**
- f. Entrepreneurship**

Assignment Topic II(10 Marks)

A New or Existing Business Plan.

346E1230-STRATEGIC MANAGEMENT

Assignment Topic I (15 Marks)

- a. Strategy and Strategic Management**
- b. Cash Management Global Strategies, Customization, Standardization, and Strategic Alliances**
- c. Business Portfolio Analysis-BCG Matrix, GE Business Screen**
- d. Equity and preference Shares**
- e. Space Matrix-Directional Policy Matrix**
- f. Core Competency and Competitive advantage**

Assignment Topic II(10 Marks)

McKinsey & Company Report Insights:

What to expect from medtech in 2024

What to expect from medtech in 2024 | McKinsey

(Report is shared in Telegram Channel <https://t.me/s346mba>)

346E1240 –RESEARCHMETHODOLOGY AND STATISTICS

Assignment Topic I(15 Marks)

- a. Research Process – Seven steps**
- b. Measurement and Scaling Techniques**
- c. Sampling and sample size determination**
- d. Hypothesis Testing for ANOVA**
- e. Measure of Relationship – Correlation and Regression**
- f. Structural Equation Modeling**

Assignment Topic II(10 Marks)

Building Better Future – 2023 Global Impact Report:

Business, Environment, Social & Governance

[Deloitte 2023 Global Impact Report](#)

(Report is shared in Telegram Channel <https://t.me/s346mba>)

346E1250 - LEGAL ENVIRONMENT OF BUSINESS

Assignment Topic I(15 Marks)

- a. Performance of Contract**
- b. Negotiable Instruments Act of 1881**
- c. Sale of Goods Act – II & Value Added Tax**
- d. Companies Act 2013**
- e. Essential Commodities Act, 1955**

Assignment Topic II(10 Marks)

**Centralized Public Grievance Redress and Monitoring System
(CPGRAMS)of Consumer Protection Act, (1986) 2019.**

[DARPG Hackathon 2024 | Event Data.Gov.in](#)