


ANNAMALAI UNIVERSITY
CENTRE FOR DISTANCE AND ONLINE EDUCATION

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

FIRST YEAR

FIRST SEMESTER

Academic Year : 2024 - 2025

ASSIGNMENT TOPICS

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

Last date for submission: **20.11.2024**

Last date for submission with late fee ₹300/-: **30.11.2024**

NOTE:

1. Assignments sent after **30.11.2024** 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, Annamalai Nagar – 608002 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 in each paper. 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 subject**.

Dr. T.SRINIVASAN
DIRECTOR

ANNAMALAI UNIVERSITY
CENTRE FOR DISTANCE AND ONLINE EDUCATION
MANAGEMENT DISCIPLINE

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

FIRST YEAR

FIRST SEMESTER

Academic Year : 2024 - 2025

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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346E1110: PRINCIPLES OF MANAGEMENT

Assignment Topic I: (15 Marks)

- a) Basic Principles and Process of Management (L2)
- b) Span of Management and Organizational Structure (L8)
- c) Line – Staff Relationship (L10)
- d) Leadership (L14)
- e) Approaches of Decision Making (L18)
- f) Management by Objectives (L21)

Assignment Topic II: (10 Marks)

FAIRDEAL COMPANY VS. GOVERNMENT- Case Analysis (Page no 47).

346E1120–MARKETING MANAGEMENT

Assignment Topic I (15 Marks)

- a) Marketing Management Tasks (L3)
- b) Market Segmentation, Market Targeting and Product Positioning (L6)
- c) Marketing Mix (L9)
- d) New Product Development (L12)
- e) Advertising and Advertising Budget (L17)
- f) Distribution Channels (L19)

Assignment Topic II: (10 Marks)

MARKETING AND DISTRIBUTION OF MUSHROOM - Case Analysis (Page no 185)

346E1130: FINANCIAL MANAGEMENT

Assignment Topic I (15 Marks)

- a) Working Capital Management (L4)
- b) Receivables Management (L6)
- c) Equity and Preference Shares (L9)
- d) Dividend Policy and Dividend Pay-out Ratio (L15)
- e) Theories of Capital Structure (L19)
- f) Corporate Restructuring: Mergers Amalgamations and Acquisitions (L21)

Assignment Topic II: (10 Marks)

An optimal combination of decisions relating to investment, financing and dividends will maximize the value of the firm to its shareholder. Examine. (L1)

346E1140: HUMAN RESOURCE MANAGEMENT

Assignment Topic I: (15 Marks)

- a) Organization of HRM Department (L3)
- b) Human Resource Planning (L5)
- c) Job Description and Job Specification (L10)
- d) Human Resource Development (L13)
- e) Management Development Programmes (L16)
- f) Techniques of Performance Appraisal (L22)

Assignment Topic II: (10 Marks)

"Balancing Discipline and Flexibility: A Case of Time Management in the Workplace"-
Case Analysis (Page No: 48)

346E1150: MANAGERIAL ECONOMICS

Assignment Topic I: (15 Marks)

- a) Principles and Applications of Managerial Economics (L2)
- b) Application of Elasticity of Demand in Managerial Decision Making (L8)
- c) Production Economics (L11)
- d) Monopolistic Competition and Oligopoly (L15)
- e) Managerial Uses of Break-even Analysis (L20)
- f) Approaches to Measure National Income (L22)

Assignment Topic II: (10 Marks)

The price output determination under perfect competition - Discuss (L13)