

DIRECTORATE OF DISTANCE EDUCATION

M.B.A.

SECOND SEMESTER

Academic Year : 2021 - 2022

ASSIGNMENT TOPICS

This booklet contains assignment topics. Students are asked to write the assignments for *FIVE* papers as per instructions.

Last date for submission : 15.05.2022

Last date for submission with late fee `300/-: 31.05.2022

NOTE:

- 1. Assignments sent after **31.05.2022** 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 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, 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 **FIVE** questions in each Course. For each question the answer should not exceed **4-pages**. Each assignment carries **25 marks** (5 questions x 5 marks = 25). You are expected to write **FIVE** assignment questions for every course.

Dr. R SINGARAVELU
DIRECTOR

346E1210 - OPERATIONS MANAGEMENT

- 1. What are the continuous improvement tools?
- 2. Discuss the process involved in supply chain management
- 3. What do you understand by factor rating in location selection process?
- 4. Elaborate on the different types of facility layout.
- 5. What are the objectives purchasing?

346E1220 - PROJECT MANAGEMENT AND ENTREPRENEURSHIP

- 1. What is project management and what are the phases of project life cycle?
- 2. Write the responsibilities of a project manager in detail.
- 3. Illustrate break even analysis.
- 4. What are the characteristics of an entrepreneur?
- 5. What are the different phases of entrepreneurial development cycle?

346E1230 - STRATEGIC MANAGEMENT

- 1. What are the steps involved in a strategic plan? Explain with examples.
- 2. Illustrate Stability, Expansion and Retrenchment Strategies.
- 3. Examine the importance of Porter's Generic Strategies.
- 4. Define Strategic Position and Action Evaluation (SPACE) analysis. Substantiate your views on SPACE.
- 5. What do you mean by the term Market Penetration? Evaluate the various tactics to increase Market Penetration.

346E1240 - RESEARCH METHODOLOGY AND STATISTICS

- 1. Research problems in managing business practices of marketing (or) human resources (or) finance (or) information systems (or) production and materials management vary in its outcome (dependent variable) in response to the courses of actions. Write the equation for the outcome and its possible number of courses of actions in your specialization area of study.
- 2. Draft a research proposal using the 7-steps research process for anyone corporate company of your choice.
- 3. Compare and contrast various alternative methods of data collection.
- 4. Distinguish between parametric tests and non-parametric tests used for testing of hypothesis and for further analysis.
- 5. Prepare the structure of a research report with special focus on tables and diagrams.

346E1250 - LEGAL ENVIRONMENT OF BUSINESS

- 1. Bring out the Essentials of a Contract.
- 2. What are the elements of Fraud? Explain in detail.
- 3. Differentiate Mistake, Misrepresentation and Fraud.
- 4. Write an essay on Carriage of Goods.
- 5. What do you understand by Insurance? Explain different types of Insurance in detail.