



**ANNAMALAI UNIVERSITY**  
**DIRECTORATE OF DISTANCE EDUCATION**

**M.B.A. MM**

**FIRST YEAR - 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-MM 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**

### **348E1210 – 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?
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### **348E1220 - MANAGERIAL COMMUNICATION**

1. Discuss the elements of communication process?
  2. How is oral communication different from written communication explain.
  3. Write any two types of leadership styles with examples.
  4. Describe the steps involved in writing a business memo?
  5. Explain a) Research report b) Research proposal.
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### **348E1230 - 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.
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### **348E1240 - STATISTICS FOR MANAGERS**

1. Demonstrate the probability theorem and examine the prediction of conditional probability.
  2. Evaluate the estimation of population parameters from sample statistics of a research in your choice of specialization.
  3. Enumerate the application of various statistical tests with a special focus on regression analysis.
  4. Draw a research model of your choice and demonstrate the procedure to use PLS-SEM.
  5. Draw the data analysis add-on in excel and compare it with other statistical software.
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### **348E1250–COMPUTER APPLICATION IN MANAGEMENT**

1. Discuss in detail about the different generation of computers.
  2. Summarize the Input and Output devices. Explain in detail about the data storage devices.
  3. Explain the different models of software development lifecycle.
  4. Write an essay about the various topologies for networking with diagram.
  5. Write the pros and cons of Anti-virus tools
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