

# DIRECTORATE OF DISTANCE EDUCATION

## M.B.A. FM

### **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-FM 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

### 349E1210 - 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?

### 349E1220 - 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.

## 34971230 - 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.

### 349E1240 - 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.

#### 349E1250-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