ANNAMALAI UNIVERSITY
DIRECTORATE OF DISTANCE EDUCATION

S178 - M.B.A. E-BUSINESS

SECOND YEAR– FOURTH SEMESTER

Academic Year : 2022 - 2023

ASSIGNMENT TOPICS

This booklet contains assignment topics. Students those who have opted Project and Viva-Voce are informed to write the assignments for **THREE courses** as per instructions.

Students those who have opted for *Two Theory* courses instead of Project work & Viva voce, are informed to write the assignments for those two courses additionally, as per instruction.

Last date for submission: **15.04.2023**

Last date for submission with late fee. ₹**300/-**:**29.04.2023**

NOTE:

1. Assignments sent after **29.04.2023** 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 corner on all pages) should be put in an envelope with superscription "**MBA(EB) Assignments**" and sent to **The Director, Directorate of Distance Education**, Annamalai University, Annamalai Nagar – 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* out of six topics in each course by referring to the respective lesson, terminal exercise and learning activities. For each question the answer should not exceed 4 – pages. Each assignment carries 25 marks (5 Questions).You are expected to write **FIVE questions for every course**.

Dr. R SINGARAVELU
DIRECTOR

Elaborate the following topics in detail by referring to the lesson contents, terminal exercise and learning activities. Write any *FIVE* out of six topics in the course.

178E2410 - DATABASE MANAGEMENT SYSTEM

1. Database Management System (L1).
2. Entity Relationship Model (L5).
3. Oracle Data Types (L10).
4. Build in Functions (L14).
5. Transactions Control Language (L18).
6. PL/SQL (L21).

178E2420 – STRUCTURED SYSTEM ANALYSIS AND DESIGN

1. System Concepts and Information Systems (L1).
2. Structuring System Requirements for Conceptual Data Modelling (L6)
3. Design of interfaces and Dialogues (L11).
4. Designing Distributed Systems (L14).
5. Transaction-Centred and Transform -Centred Designs (L17)
6. Automated Tools for Systems Development (L20)

178E2430 – DIGITAL MARKETING STRATEGIES

1. Digital Marketing: Evolution, Importance & Key Terms (L1).
2. Website –Importance, Requirements & Web Building process (L5).
3. Marketing Strategies on Web (L10)
4. Consumer Generated Media (L15).
5. Brand Communication (L20).
6. Viral Campaign (L245)

178E2441 – E-RETAILING

1. Transition from traditional marketing to e-Marketing (U1)
2. e-Retailing Online Merchandising Techniques (U2)
3. Business Models for e-tailing (U3)
4. Different Methods of Online Pricing (U4)
5. Challenges in Successful Implementation of ERP in e-Retailing (U5)
6. Online Career Services (U6)

178E2442 – BUSINESS RESEARCH METHODS

1. Defining the Research Problem (L3).
2. Methods of Data Collection (L9).
3. Sample Size Determination (L12).
4. SPSS and its Uses (L17).
5. Factor Analysis, Conjoint Analysis and Cluster Analysis (L20).
6. Graphs and Diagrams (L23).