



ANNAMALAI UNIVERSITY

CENTRE FOR DISTANCE AND ONLINE EDUCATION

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

FIRST YEAR - FIRST SEMESTER

Academic Year: 2025 – 2026

(JANUARY SESSION)

ASSIGNMENT TOPICS

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

Last date for submission: **15.04.2026**

Last date for submission with late fee **₹300/-: 30.04.2026**

NOTE:

1. Assignments sent after **30.04.2026** will not be evaluated.
2. Assignments should be in **own handwriting** of the student concerned and not type-written or printed or photocopied.
3. Assignments should be written on **one side** of the A4 paper.
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 all questions in Assignment Topic 1 and 2 for each paper. For each question the answer should be written for 4 to 5 pages. The **Assignment topic 1** carries 15 marks and **Assignment topic 2** carries 10 marks. You are expected to **write all questions compulsory in each assignment topic for every subject**.

Dr. S. ARULSELVI
DIRECTOR



ANNAMALAI UNIVERSITY
CENTRE FOR DISTANCE AND ONLINE EDUCATION

MANAGEMENT WING

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

FIRST YEAR - FIRST SEMESTER

**Academic Year : 2025 – 2026
(JANUARY SESSION)**

ASSIGNMENT SUBMISSION

COURSE CODE : _____
COURSE NAME : _____
ENROLLMENT NUMBER : _____
NAME OF THE STUDENT : _____
DATE OF SUBMISSION : _____

ASSIGNMENT TOPIC I (✓)

ASSIGNMENT TOPIC II (✓)

From _____ _____ _____ _____	To THE DIRECTOR CENTRE FOR DISTANCE AND ONLINE EDUCATION MANAGEMENT WING ANNAMALAI UNIVERSITY ANNAMALAI NAGAR. 608 002
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Answer all questions in Assignment topic 1 and 2.

346E1110 – PRINCIPLES OF MANAGEMENT

ASSIGNMENT TOPIC 1

1. Write a note on Effective Planning.
2. What is Formal Organization?
3. Explain Span of control?

ASSIGNMENT TOPIC 2

1. Explain the various Leadership styles.
2. Explain the social responsibility of business.

346E1120 - MARKETING MANAGEMENT

ASSIGNMENT TOPIC 1

1. Define the importance of marketing.
2. Define green marketing.
3. Brief about new product adoption process.

ASSIGNMENT TOPIC 2

1. Explain in detail about branding and labeling.
2. Define Sales promotion and list out its objectives.

346E1130 - FINANCIAL MANAGEMENT

ASSIGNMENT TOPIC 1

1. Describe the Maximizing profit Vs wealth.
2. Discuss the sources of short-term financing.
3. Discuss the features of equity shares.

ASSIGNMENT TOPIC 2

1. Explain the difference between stock split and bonus shares.
2. Describe merger and its features.

346E1140 – HUMAN RESOURCE MANAGEMENT

ASSIGNMENT TOPIC 1

1. Explain the characteristics of Human Resource Planning.
2. What are the various methods of recruitment? Discuss.
3. What is an interview? Discuss various types of interviews.

ASSIGNMENT TOPIC 2

1. Explain the various steps in training program.
2. Discuss the factors influencing wage and salary administration.

346E1150 – MANAGERIAL ECONOMICS

ASSIGNMENT TOPIC 1

1. Explain the role of Economic analysis in Managerial decision.
2. What do you mean by demand forecasting?
3. Explain Oligopolistic market.

ASSIGNMENT TOPIC 2

1. What is profit Maximization? Explain.

2. Discuss about Demand Forecasting and Forecasting Methods.