



ANNAMALAI UNIVERSITY
CENTRE FOR DISTANCE AND ONLINE EDUCATION

S346 - M.B.A (E/M)
FIRST YEAR - SECOND 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 - SECOND SEMESTER

Academic Year : 2025 – 2026

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.
346E1210 - OPERATIONS MANAGEMENT

ASSIGNMENT TOPIC 1

1. Define supply chain management in detail.
2. What is plant location? Discuss the steps taken in choosing a plant location.
3. Explain maintenance and its various types.

ASSIGNMENT TOPIC 2

1. Illustrate the process of ABC analysis.
2. Elucidate ERP implementation cycle.

346E1220 - PROJECT MANAGEMENT AND ENTREPRENEURSHIP

ASSIGNMENT TOPIC 1

1. Explain the concept of project formulation.
2. What is the role of the Ministry of Finance in project approval?
3. Describe the working of a project system with design and structure.

ASSIGNMENT TOPIC 2

1. Elaborate the evolution of the concept of entrepreneur.
2. Elucidate the roles, responsibilities, career opportunities and competitive role of an entrepreneur.

346E1230 - STRATEGIC MANAGEMENT

ASSIGNMENT TOPIC 1

1. Explain strategic planning and mention its importance.
2. Discuss in detail the various phases of strategy formulation.
3. Explain the major issues of profitability analysis.

ASSIGNMENT TOPIC 2

1. How do you make shareholder value analysis?
2. Describe the diversifications with suitable examples using multinational companies.

346E1240 - RESEARCH METHODOLOGY AND STATISTICS

ASSIGNMENT TOPIC 1

1. What is experimental research? Explain
2. Write note on field work plan.
3. Explain the various methods of data collection in detail?

ASSIGNMENT TOPIC 2

1. Discuss the introduction and body of a report in report writing.
2. Write the role of scope for further research.

346E1250 - LEGAL ENVIRONMENT OF BUSINESS

ASSIGNMENT TOPIC 1

1. Explain essentials of contract in detail.
2. When is the dissolution of a firm done?
3. Define negotiable instruments.

ASSIGNMENT TOPIC 2

1. Distinguish between Sales and Agreement to sell.
2. Why do the business firms carry out the CSR activities?