



ANNAMALAI UNIVERSITY
CENTRE FOR DISTANCE AND ONLINE EDUCATION

S346 - M.B.A (E/M)
SECOND YEAR
FOURTH SEMESTER
Academic Year : 2025 - 2026 **- JANUARY SESSION**
ASSIGNMENT TOPICS

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

Students those who have opted **Two Theory** Papers are informed to write the assignments for the **SIX** Papers (Elective + two optional papers) as per instruction.

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.)

SECOND YEAR

FOURTH 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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ELECTIVE - 1: HUMAN RESOURCES MANAGEMENT

Answer all questions in Assignment topic 1 and 2.

346E2410(1) - ORGANIZATIONAL DEVELOPMENT AND MANAGEMENT OF CHANGE

ASSIGNMENT TOPIC 1

1. Explain the various phases of organizational development.
2. Discuss the importance of organizational change.
3. What are the objectives of sensitivity training? Discuss the process involved in sensitivity training.

ASSIGNMENT TOPIC 2

1. Categorize and explain OD interventions. Give examples of each.
2. Discuss various consultant client relationship issues in OD?

346E2420(1) – TRAINING AND DEVELOPMENT

ASSIGNMENT TOPIC 1

1. Distinguish between the Management development and the self development?
2. Why is Training important? What are the various types of training?
3. Explain the importance of performance appraisal.

ASSIGNMENT TOPIC 2

1. Examine the various approaches to empowerment.
2. Define the Executive Development. Elaborate on the methods and techniques of ED and bring out the significance of the Executive development?

346E2430(1) – PERFORMANCE MANAGEMENT

ASSIGNMENT TOPIC 1

1. Analyze the various dimensions of Performance Management.
2. Describe the HR dimension draw from CMM?
3. What are the modern techniques influenced in employee performance?

ASSIGNMENT TOPIC 2

1. Enumerate the features and the function of the Quality circles.
2. Critically evaluate performance appraisal systems and their role in performance management.

346E2440(1) – LABOUR WELFARE AND INDUSTRIAL RELATIONS

ASSIGNMENT TOPIC 1

1. Explain the scope, objectives and the importance of the Labour welfare.
2. Elucidate the policies of Indian Trade Union.
3. What is Dunlop model Industrial Relations? Substantiate your views.

ASSIGNMENT TOPIC 2

1. Examine the Mines Act 1952.
2. Discuss the History of modern labour legislation in India.

Answer all questions in Assignment topic 1 and 2.

346E2451– MANAGERIAL COMMUNICATION

ASSIGNMENT TOPIC 1

1. Explain in details about steps involved in human communication Process.
2. Discuss the elements and essential of writing of an effective report.
3. Explain the various types of written communication.

ASSIGNMENT TOPIC 2

1. Explain the barriers to effective oral communication.
2. Recommend appropriate theory of communication to analyse Media.

346E2452 – COMPUTER APPLICATIONS IN MANAGEMENT

ASSIGNMENT TOPIC 1

1. Distinguish between the system software and application software.
2. Examine the different types of input and output device in computer.
3. Distinguish between the programming languages and assembly languages.

ASSIGNMENT TOPIC 2

1. Elaborate the generation of computers.
2. Enumerate the need of client relationship in IT consulting.

ELECTIVE - 2: MARKETING MANAGEMENT

Answer all questions in Assignment topic 1 and 2.

346E2410 (2) - SALES AND DISTRIBUTION MANAGEMENT

ASSIGNMENT TOPIC 1

1. Highlight the functions of sales management.
2. Bring out the various sales forecasting methods.
3. What is preventive? What are the limitations of preventive?

ASSIGNMENT TOPIC 2

1. Highlight the important role of intermediators.
2. A detailed note on recent trends in sales and distribution management of any organization and explain with suitable examples.

346E2420 (2) - ADVERTISING AND SALES PROMOTION

ASSIGNMENT TOPIC 1

1. Give a detailed note on information processing model.
2. Write a note on Media Plan, Media Mix and Media Scheduling.
3. Discuss the recent trends in Advertising and what are the factor to be considered in selecting right media of Advertisement?

ASSIGNMENT TOPIC 2

1. Explain types of Advertising Agencies.
2. Explain (Advertising standards council of India) – AIDA model.

346E2430 (2) - PRODUCT AND SERVICES MARKETING

ASSIGNMENT TOPIC 1

1. Explain success and failure of new product.
2. Analyze the effectiveness of "Branding Strategies" in the banking sector. Discuss how branding helps differentiate financial services in a competitive market and provide examples of successful banking brands.
3. Critically analyze the challenges and opportunities in marketing "Public Utility Services."

ASSIGNMENT TOPIC 2

1. Briefly explain problems and prospects of hotel industry.
2. Discuss the different dimensions of Service quality and explain service quality GAP model with examples.

346E2440 (2) - MARKETING RESEARCH AND CONSUMER BEHAVIOUR

ASSIGNMENT TOPIC 1

1. Highlight the importance of marketing research.
2. Narrate the marketing ethics towards consumer behaviour.
3. Write about social sciences and buyer behaviour.

ASSIGNMENT TOPIC 2

1. Explain the product perception, learning, attitude, personality and new product purchase.
2. Discuss the current ethical issue in marketing research and explain with examples.

Answer all questions in Assignment topic 1 and 2.

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ELECTIVE - 3: FINANCIAL MANAGEMENT

Answer all questions in Assignment topic 1 and 2.

346E2410 (3) - INVESTMENT SECURITY AND PORTFOLIO MANAGEMENT

ASSIGNMENT TOPIC 1

1. Explain the different strategies used for portfolio performance evaluation.
2. Write in detail about the stock market in India.
3. Discuss the growth of mutual funds in India.

ASSIGNMENT TOPIC 2

1. How would you evaluate the security with the helps of the capital asset pricing model.
2. "The investment process involves a series of activities starting from the policy formulation" Discuss.

346E2420 (3) - MANAGEMENT OF FINANCIAL SERVICES

ASSIGNMENT TOPIC 1

1. Discuss the contemporary development in financial services.
2. Describe various new and traditional financial instruments in Indian capital and money market.
3. Critically examine the role of SEBI? Explain its powers – in detail.

ASSIGNMENT TOPIC 2

1. Identify the problems faced by the Financial Services Market in India.
2. What is merchant banking? Explain the services rendered by merchant banks.

346E2430 (3) - DERIVATIVES MANAGEMENT

ASSIGNMENT TOPIC 1

1. What are derivatives? Explain its economics benefits to investors and explain the underlying assets in derivatives market?
2. Discuss about the rules and regulations of commodity stock exchange in India.
3. Compare and contrast the Binomial Model and Black–Scholes Model of option pricing.

ASSIGNMENT TOPIC 2

1. Swaps market". Discuss with suitable examples along with its structure and mechanism.
2. Discuss the sources of risk in financial markets and explain hedging as a risk management tool.

346E2440 (3) - RISK MANAGEMENT AND INSURANCE

ASSIGNMENT TOPIC 1

1. Summaries the roles of IRDA in detail.
2. Evolved the framework of insurance business in India, focusing on government policies, regulatory mechanism, and their impact on industry growth and consumer protection.
3. Analyse the types of risk management engaged in by corporations including strategic risk management and operational risk management. Discuss the significance of each type in ensuring organizational resilience and success.

ASSIGNMENT TOPIC 2

1. Analyze the life, fire and marine insurance.
2. Demonstrate the classification of insurance.

Answer all questions in Assignment topic 1 and 2.

346E2451– MANAGERIAL COMMUNICATION

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ELECTIVE - 4: PRODUCTION MANAGEMENT

Answer all questions in Assignment topic 1 and 2.

346E2410 (4) - PRODUCTION PLANNING, CONTROL AND MAINTENANCE

ASSIGNMENT TOPIC 1

1. What are the methods of scheduling?
2. Enumerate the forms of maintenance management.
3. Discuss the concepts, input characteristics, working, outputs and benefits of MRP.

ASSIGNMENT TOPIC 2

1. Give a detailed note on EQQ approach.
2. Discuss the significance of R- charts and S- charts in measuring the variability of processes.

346E2420 (4) - QUALITY MANAGEMENT

ASSIGNMENT TOPIC 1

1. Examine the various planning tools used in quality management.
2. Enumerate the points of Taguchi, Masaaki, Imai.
3. Explain about the implementation of Kaizen.

ASSIGNMENT TOPIC 2

1. Discuss the key steps involved in implementing Total Quality Management in an organization
2. Give a short note on: (i) FMEA-failure mode effect Analysis (ii) Matrix Diagram (iii) Six Sigma.

346E2430 (4) - LOGISTICS AND SUPPLY CHAIN MANAGEMENT

ASSIGNMENT TOPIC 1

1. Give a detail note on (a) planning (b) costing and pricing.
2. Describe the planning supply and demand in the supply chain.
3. Explain the various modes of transportation and state its merit and demerits.

ASSIGNMENT TOPIC 2

1. Explain about the logistics organizations development.
2. Explain warehouse management in detail. List out the different types of warehouses in supply chain management.

346E2440 (4) - ENTERPRISE RESOURCE PLANNING

ASSIGNMENT TOPIC 1

1. Describe about the small, Medium and Large Enterprise Vendor Solutions.
2. Discuss the role of ERP in Production and Material Management.
3. How do you see the growth of ERP products in mobile platform? How it would impact Manufacturing industries?

ASSIGNMENT TOPIC 2

1. Discuss the importance of aligning ERP systems with business process management (BPM) initiatives in modern enterprises.
2. Analyze the role of ERP in facilitating organizational change and improving operational efficiency.

Answer all questions in Assignment topic 1 and 2.

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ELECTIVE - 5: SYSTEMS

Answer all questions in Assignment topic 1 and 2.

346E2410 (5) - DATABASE MANAGEMENT SYSTEM

ASSIGNMENT TOPIC 1

1. Examine the concept of DBMS Hierarchical model with diagram.
2. Enumerate the procedures and functions in PL/SQL.
3. Discuss the differences between Data Definition Language and Data Manipulation Language.

ASSIGNMENT TOPIC 2

1. Point out the implementation of Boyce Codd Normal form.
2. Write the Short notes on:
 - a) SET Command
 - b) COLUMN Command
 - c) BREAK Command
 - d) COMPUTE Command.

346E2420 (5) - STRUCTURED SYSTEM ANALYSIS AND DESIGN

ASSIGNMENT TOPIC 1

1. Demonstrate the different types of System Testing.
2. Explain about Project Management Software in system maintenance.
3. Illustrate the steps to use DFD in the analysis process.

ASSIGNMENT TOPIC 2

1. Examine the critical phases of system implementation and maintenance.
2. Design a user interface for an inventory management system, ensuring that it meets usability standards.

346E2430 (5) - DIGITAL MARKETING STRATEGIES

ASSIGNMENT TOPIC 1

1. What are the top 5 ways to increase traffic to any website? Explain.
2. Explain about YouTube Ads and cost in online Ads.
3. Briefly explain social media's influence in marketing.

ASSIGNMENT TOPIC 2

1. Analyze how a well-designed website can improve a company's brand image and customer engagement.
2. Explain the planning process in digital marketing, including acquisition, development and retention.

346E2440 (5) - E-COMMERCE

ASSIGNMENT TOPIC 1

1. Explain problems and opportunities in E-commerce in India.
2. Explain how online shopping solutions benefit from search engines and portals.
3. Explain e-Commerce in India and what are the legal social and ethical issues of e-commerce.

ASSIGNMENT TOPIC 2

1. Advertising on the web. Explain.
2. Write a detailed note on (a) electronics software distribution (b) configuration tools

Answer all questions in Assignment topic 1 and 2.

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