



THARABAI SUBRAMANIAM EDUCATIONAL & CHARITABLE TRUST

தாராபாய் சுப்ரமணியம் கல்வி மற்றும் உதவி அறக்கட்டளை

Appd Study Centre of Directorate of Distance & Continuing Education, MS University

Trust Regn No.159/2006. Manonmaniam Sundaranar University DD&CE Study Centre Code: A21

INSTRUCTIONS RELATING TO MBA GENERAL SECOND YEAR

1. *There are eight papers to complete II YEAR MBA programme through Distance Education.*
2. *Each paper is evaluated for 100 marks with two components, viz., Internal for 20 Marks and External Examination for 80 Marks.*
3. *Internal Marks are awarded to the students based on a written assignment submitted by the student. The written assignment will be covering either two topics or answers for two questions in each paper. Each topic or question will carry 10 marks and the assignment is compulsory.*
4. *The answer for each topic/question must be in writing (either handwritten or type written) not exceeding five pages of A4 size paper. Each assignment (not exceeding 10 pages) must be stapled with the first page containing the: Sub Code, Title of the paper, Name of the Student & Enrolment Number.*
5. *Practical examples & explanation with graphical representation will carry more weightage. Original thought & execution will be duly rewarded & plagiarism in any form will be viewed very seriously.*
6. *The assignments should be submitted to MS UNIVERSITY EDUCATION CENTRE, AG-3 SHANTHI COLONY, ANNANAGAR, CHENNAI-600 040 on or before 15.05.2014 (Thursday).*

ASSIGNMENT TOPICS

DRM21. HUMAN RESOURCE MANAGEMENT

1. Briefly explain the employee Selection Process with any real world example.
2. Discuss the Statutory and non- statutory benefits provided for employees in an organization with which you are familiar?

DRM22. MARKETING MANAGEMENT

1. Explain the different stages of Product Life Cycle and strategies to be followed for each stage.
2. Discuss the concept of customer Relationship Management Highlight its importance in the globalised scenario.

DRM23. FINANCIAL MANAGEMENT

1. Examine the techniques available to measure risk in capital budgeting decisions.
2. Discuss the present status of Indian Financial System.

DRM24. OPERATION MANAGEMENT

1. Describe the different types of manufacturing systems with suitable examples.
2. Write Notes on (i) Material Requirement Planning (ii) Capacity Requirement Planning

DRM25. DECISION SUPPORT SYSTEM

1. Explain the applications of DSS in a business organization.
2. "Database Management System Act as a DSS development tool" – Comment.

DRM26. INTERNATIONAL BUSINESS MANAGEMENT

1. Explain INCO Terms
2. Discuss International Labor strategy in the present day context.

DRM27. STRATEGIC MANAGEMENT

1. Establish in detail the use of SWOT in the analysis of Internal strategic assessment.
2. Explain with the help of examples, the forms of diversification.

DRM28. ENTREPRENEURSHIP AND MANAGEMENT OF SMALL BUSINESS

1. Critically examine the uses of entrepreneurship Development Programs (EDPs) in India.
2. Can you agree that entrepreneurs are born not made?

(For any assistance in completing the Assignments, please feel free to call us)

Regd Off: AG-3 Shanthi Colony, Anna Nagar, Chennai-600 040, Tamil Nadu, India. (Above UBI, Near SBI)

Telephone: 91-044-26202559, 8754590553, 9094044656, 9841648203. e-mail: tharabaitrust@gmail.com



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INSTRUCTIONS RELATING TO MBA MARKETING SECOND YEAR

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ASSIGNMENT TOPICS

DRC21. FUNCTIONAL MANAGEMENT – I

1. Elaborate the new product development.
2. Discuss the performance appraisal of employees in an organization which you are familiar with?

DRC22. FUNCTIONAL MANAGEMENT – II

1. Explain profitability ratios with suitable illustration.
2. Explain the factors affecting the selection of plant location for Spinning Mills.

DRC23. STRATEGIC MANAGEMENT

1. Establish in detail the use of SWOT in the analysis of Internal strategic assessment.
2. Explain with the help of examples, the forms of diversification.

DRC24. MARKETING RESEARCH

1. "Marketing Research is an aid to effective marketing decisions" – Discuss.
2. Discuss the factors which have stood in the way of acceptance of marketing research in India.

DRC25. ADVERTISING AND SALES PROMOTION

1. The basic objective of advertising is to increase sales and profit Elucidate, pointing out other objectives of advertising.
2. What is sales Promotion? Discuss major types of consumer and trade related sales promotion schemes.

DRC26. INTERNATIONAL MARKETING

1. Give a brief account of the important steps in International Pricing.
2. Explain the recent trends in Export Promotion Zones in India.

DRC27. SERVICES MARKETING

1. "Services Marketing requires an extended marketing mix".- Explain.
2. Briefly explain the marketing of banking services in India.

DRM28. ENTREPRENEURSHIP AND MANAGEMENT OF SMALL BUSINESS

1. Critically examine the uses of entrepreneurship Development Programs (EDPs) in India.
2. Can you agree that entrepreneurs are born not made? Discuss with example.

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DRC22. FUNCTIONAL MANAGEMENT – II

1. Explain profitability ratios with suitable illustration.
2. Explain the factors affecting the selection of plant location for Spinning Mills.

DRC23. STRATEGIC MANAGEMENT

1. Establish in detail the use of SWOT in the analysis of Internal strategic assessment.
2. Explain with the help of examples, the forms of diversification.

DRP24. MATERIALS MANAGEMENT

1. Explain the applications of forecasting techniques in materials management.
2. Write Notes on : (i) ABC Analysis (ii) VED Analysis.

DRP25. SUPPLY CHAIN MANAGEMENT

1. Explain the strategies to manage global supply chain.
2. Explain the factors to be considered in design as Integrated Supply Chain Information System.

DRP26. PROJECT MANAGEMENT

1. Explain the Various steps involved in step wise project planning with suitable illustrations.
2. Justify the need for PERT and CPM. Explain PERT and CPM with examples.

DRP27. OPERATIONS RESEARCH

1. Explain about simulation. Discuss about its limitations.
2. Explain decision tree analysis with suitable illustrations.

DRM28. ENTREPRENEURSHIP AND MANAGEMENT OF SMALL BUSINESS

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DRC23. STRATEGIC MANAGEMENT

1. Establish in detail the use of SWOT in the analysis of Internal strategic assessment.
2. Explain with the help of examples, the forms of diversification.

DRF24. SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

1. Critically examine the Capital Asset Pricing Model.
2. Explain the Markowitz Efficient Theory.

DRF25. FINANCIAL SERVICES

1. Explain the various stages of venture capital financing.
2. Discuss various forms of merger with suitable examples.

DRF26. WORKING CAPITAL MANAGEMENT

1. Discuss the important considerations which influence the magnitude of working capital requirement of a firm.
2. Describe how a firm's collection policies can affect the level of its investment in receivables.

DRF27. CORPORATE TAXATION

1. Explain the provisions of Central Sales Tax.
2. Elaborate Direct and Indirect Taxes.

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DRC23. STRATEGIC MANAGEMENT

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2. Explain with the help of examples, the forms of diversification.

DRH24. MANAGEMENT TRAINING AND DEVELOPMENT

1. The dynamics of Indian environment have made the roles and responsibilities of a training manager much challenging. Critically elucidate.
2. Critically evaluate any four Training methods and Techniques.

DRH25. ORGANIZATIONAL DEVELOPMENT

1. "Government Sector should focus more on OD motives rather than private sectors to have a competitive future" – Discuss the statement.
2. What are the issues that arise in OD consultant – Client relationship and how to prevent or resolve the same?

DRH26. INDUSTRIAL LABOUR RELATIONS

1. Explain the Industrial Relations problems in the public Sector of India in detail.
2. Write in detail the various welfare measures provided statutorily to labourers in India. Critically evaluate their effectiveness.

DRH27. COUNSELING SKILLS FOR MANAGERS

1. Explain the process of counseling in detail.
2. Explain the application of counseling to organizations situations.

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DRC23. STRATEGIC MANAGEMENT

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2. Explain with the help of examples, the forms of diversification.

DRS24. SYSTEM ANALYSIS AND DESIGN

1. Prepare a Data Flow Diagram (DFD) for the billing application of a petrol retail outlet. Consider all the related data modeling relationship.
2. Explain system development life cycle.

DRS25. BUSINESS PROCESS RE- ENGINEERING

1. Discuss the following in the context of BPR. (i) Benchmarking (ii) Balance Scorecard.
2. How do you compare the private sector organization and Government Organisation in terms of Scope & Potential of BPR? Discuss different levels of re-engineering and risk associated with these levels.

DRS26. MANAGEMENT DECISION SUPPORT SYSTEM

1. Explain the classification of Decision Support System.
2. Write notes on : (i) Model Acquisition (ii) Data Acquisition

DRS27. E –COMMERCE

1. Illustrate the importance of e-commerce technology in the new era of business environment.
2. Illustrate in detail about the key characteristics of e-commerce and the various strategies for identifying e-commerce opportunities.

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