



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 FIRST YEAR

1. *There are eight papers to complete MBA First Year 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

DRM11. MANAGEMENT PROCESS & BEHAVIOUR

1. Elucidate the different theories of motivation with examples.
2. Analyse the concept of corporate Social Responsibility with the help of current day examples.

DRM12. MANAGERIAL ECONOMICS

1. What is Elasticity of demand? Explain price, cross and Income elasticity of demand used in managerial decision – making process.
2. Discuss the concept of National Income.

DRM13. ACCOUNTING FOR MANAGERS

1. "Marginal costing is essentially a technique of cost analysis and cost presentation". Discuss the statement with reference to the applications, merits and limitations of marginal costing.
2. What do you mean by functional budget? Discuss any two functional budgets in detail.

DRM14. BUSINESS ENVIRONMENT

1. Explain the role of fiscal policy in overcoming recession and in achieving economic stability at full-employment level.
2. Elaborate the types of International business with examples.

DRM15. BUSINESS LAW

1. Explain the rights and duties of the buyer and the Seller, under the Sale of Goods Act.
2. Narrate Intellectual Property Rights.

DRM16. MANAGERIAL COMMUNICATION

1. What are the barriers to communication in an organization Give Guidelines to overcome these barriers.
2. Write Notes on : (i) Oral Presentation (ii) Group Discussion

DRM17. COMPUTER APPLICATION IN MANAGEMENT.

1. Give a brief account on the word processing application in business.
2. Elaborate Management Information System (MIS) and its applications in today's business scenario.

DRM18. RESEARCH METHODOLOGY

1. Explain the problems to be encountered by researchers in India.
2. Explain the contents of a research report in detail.

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

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