



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 SYSTEM SECOND YEAR

1. *There are eight papers to complete MBASYSTEM Second 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

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.

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.

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.

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

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