



## 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 PROFESSIONAL MBA

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

#### 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.

#### 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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