NOTIFICATION
Submission of Assignments is a component of the CIA for theory papers of our M.B.A. programme. In this connection students are instructed to write both Assignment and to submit separately as Assignment - I & Assignment - II. For each subject please mention Name, REG.NO. Name of the paper on each topic. Each Assignment carries 5 marks. (Total 10 marks)

Topics for Assignments – III Semester

PAPER – 13 STRATEGIC MANAGEMENT (P16MBA13) ASSIGNMENT – I (Any two of the topics)
1. Describe the process of Strategic Management. Draw a neat chart that shows the different elements in the Strategic Management process.
2. A small scale industrialist recently attended a seminar on Strategic Management. He is quite enthusiastic but does not understand exactly how to use the SWOT analysis for his company. Act as a consultant and advise him to use the SWOT Analysis.
3. Describe and explain the application of the techniques used for Strategic Control.

ASSIGNMENT – II (Any two of the topics)
1. Assuming yourself to be chief executive of an organization relate the difficulties you would face in choosing and setting the objectives for your organisation.
2. Discuss Michael Porter’s approach to defining generic competitive strategies.
3. “Politics and power play within organisations may help strategic choice “ Do you agree with this statement? Why?

PAPER – 14 LEGAL ASPECTS OF BUSINESS (P16MBA14) ASSIGNMENT – I (Any two of the topics)
1. Discuss in detail about the discharge of contract and also about the remedies to breach of contract.
2. Elaborate the types of partners and their rights and duties.
3. Discuss in detail about the sale of good and also the conditions and warranties associated with sale of good.

ASSIGNMENT – II (Any two of the topics)
1. Discuss the rights, duties and relationship of principal and agent.
2. Elaborate the process involved in formation of company and appointment of directors and their power and duties.
3. Discuss in detail about the Cyber Laws in India. Explain the Cyber-Crimes, its types and preventing measures of Cyber-Crime.

PAPER – 15 KNOWLEDGE MANAGEMENT (P16MBA15) ASSIGNMENT – I (Any two of the topics)
1. Discuss in detail about the evolution of knowledge management from information management.
2. Explain the advancement of industrial economy to knowledge economy.
3. State the mechanics of knowledge management and knowledge management matrix.

ASSIGNMENT – II (Any two of the topics)
1. Discuss the obstacles involved knowledge sharing, organizational learning and social capital.
2. Discuss in detail about the knowledge management strategy, knowledge audit, metrics and balance score card.
3. Discuss about the political and strategic issues in knowledge management. Write a note on future of knowledge management.

PAPER – 16 MANAGERIAL SKILLS (P16MBAMS) (Any two of the topics)
ASSIGNMENT – I
1. What are the three considerations in Strategic thinking?
2. Who need lateral thinking, when to use & how to use?
3. How to explain the role of perception in conflict?

ASSIGNMENT – II (Any two of the topics)
1. Facing changes and challenges – explain briefly?
2. Explain the steps involved in Risk Management and decision making process?
3. What are the ways of balancing work and life?
MARKETING

ELECTIVE PAPER – 17 CONSUMER BEHAVIOUR (P16MBA3EM1)

ASSIGNMENT – I (Any two of the topics)
1. Examine the role of marketing and market segmentation in consumer behaviour.
2. How personality affects consumer behaviour.
3. How the culture influence on consumer behaviour.

ASSIGNMENT – II (Any two of the topics)
1. What are the steps involved in the consumer decision making process?
2. Explain the consumer decision making process in New product purchase and repeat purchase.
3. Examine the role of consumer movement in protection of consumers in India.

ELECTIVE PAPER – 18 BUSINESS TO BUSINESS MARKETING (P16MBA3EM2)

ASSIGNMENT – I (Any two of the topics)
1. What are the basis for segmenting the industrial marketing.
2. Explain the steps involved in industrial marketing research.
3. Explain in detail the new product development strategies in industrial marketing.

ASSIGNMENT – II (Any two of the topics)
1. Explain in detail the industrial marketing operations.
2. How advertising and sales promotion are carried out for industrial products explain them.
3. Explain the various marketing strategy for industrial firms.

ELECTIVE PAPER – 19 SALES AND DISTRIBUTION MANAGEMENT (P16MBA3EM3)

ASSIGNMENT – I (Any two of the topics)
1. Outline a training programme for the sales force of your company.
2. How are salesmen motivated?
3. What is sales quota? How is a salesman assigned a sales territory?

ASSIGNMENT – II (Any two of the topics)
1. Explain the characteristics of good remuneration plan. Discuss the various methods of Remunerating salesmen.
2. Examine the marketing channel policies and legal issues.
3. Explain the various international marketing channels available for Global Trade.

FINANCE

ELECTIVE PAPER – 17 STRATEGIC FINANCIAL MANAGEMENT (P16MBA3EF1)

ASSIGNMENT – I (Any two of the topics)
1. Write a detailed note on “Learning Curves”.
2. Explain the content of “Value Chain”.
3. Discuss “Life Cycle Costing”.

ASSIGNMENT – II (Any two of the topics)
1. Describe the advantages and drawbacks of “Activity Based Costing”.
2. Explain the concepts of COQ and TQM.
3. Write a detailed note on “Business process Re-Engineering”.

ELECTIVE PAPER – 18 FINANCIAL SERVICES (P16MBA3EF2)

ASSIGNMENT – I (Any two of the topics)
1. Examine the recent development in leasing.
2. Explain legal and tax aspects of hire purchase.
3. List out various types of factoring.

ASSIGNMENT – II (Any two of the topics)
1. Explain the various share issue pricing models.
2. What are the sources available for raising funds from the International Capital Markets.
3. Examine the strategic issues in the management of financial intermediates.

ELECTIVE PAPER – 19 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT (P16MBA3EF3)

ASSIGNMENT – I (Any two of the topics)
1. What are the Statistical tools used to measure the risk of the securities return? Explain.
2. What is the meant by Fundamental Analysis? How does Fundamental Analysis differ from Technical Analysis?
3. How is a Portfolio managed? How is it revised?
ASSIGNMENT – II (Any two of the topics)
1. “Stocks are considered to be risky but bonds are not” – Elucidate.
2. Explain in detail the Dow and is it used to determine the direction of stock market?
3. Define the various forms of the market efficiency. What do they have in common?

HUMAN RESOURCE

ELECTIVE PAPER – 17 ORGANISATION DEVELOPMENT (P16MBA3E11)
ASSIGNMENT – I (Any two of the topics)
1. Define OD. State its primary distinguishing Characteristics.
2. Explain the Foundations of OD.
3. What are the Components OD process state them.

ASSIGNMENT – II (Any two of the topics)
1. Explain at least five OD Intervention.
2. What is T Group Training?
   Give a brief on it is advantages and disadvantages.
3. What is Action Research? Explain its implication on OD.

ELECTIVE PAPER – 18 COMPENSATION MANAGEMENT (P16MBA3E12)
ASSIGNMENT – I (Any two of the topics)
1. Discuss in detail about how compensation system works and strategies associated with it.
2. Explain the employee satisfaction and inherent motivates issues in compensation design.
3. State the strategic importance of variable in a day determination of inter and intra industry compensation differentials.

ASSIGNMENT – II (Any two of the topics)
1. Discuss the fringe benefits and its role in reward systems and retirement plans.
2. Discuss in detail about the executive compensation systems multinational and IT companies which includes the policy of Employee Stock Option.
3. Elaborate about collective bargaining strategies and long term settlements.

ELECTIVE PAPER – 19 CHANGE MANAGEMENT (P16MBA3E13)
ASSIGNMENT – I (Any two of the topics)
1. Discuss in detail about the nature, causes and environmental determinants of organizational change.
2. Explain the levels of change in organization life cycle function.
3. Explain the models of diagnosing organizational groups and jobs in resistance to change.

ASSIGNMENT – II (Any two of the topics)
1. Discuss in detail about the organizational strategies strategies to manage the resistance.
2. Give detail information about the resigned behavioral compliance and behavioral implication of change.
3. State the role of leadership in change process and the challenges involves in leading the change in organization.

OPERATIONS

ELECTIVE PAPER – 17 SUPPLY CHAIN MANAGEMENT (P16MBA3E01)
ASSIGNMENT – I (Any two of the topics)
1. Explain the Gox and Principles of Supply Chain Management.
2. Examine the importance of Management of material flow in the Supply Chain Management.
3. Explain the uses in Global Supply Chain.

ASSIGNMENT – II (Any two of the topics)
1. Discuss the Bullwhip effect, and its impact on supply chain performance.
3. Explain Supply Chain cost analysis and supply Chain Performance measures.

ELECTIVE PAPER – 18 ADVANCED OPERATION RESEARCH (P16MBA3E02)
ASSIGNMENT – I (Any two of the topics)
1. Explain the Application of Quadratic Programming to Portfolio Management Problems.
2. Discuss the fractal Geometry and its application to Capital markets.
3. What is dynamic Programming? Explain the advantages and disadvantages of Dynamic programming. What are its applications?
ASSIGNMENT – II (Any two of the topics)

1. What is a non-linear programming problem? Give two examples of NLPP stating clearly why you so classify them.
2. What is integer linear programming? Explain the merits and demerits of “rounding off” continues the optimal solution to an LPP to obtain an integer solution.
3. Explain the Reliability Theory and Replacement Theory.

ELECTIVE PAPER – 19 MANAGEMENT CONTROL SYSTEMS (P16MBA3F03)

Assignment – I (Any two of the topics)

1. Explain the nature of Management Control.
2. State the various stages of Management Control System.
3. Discuss the different types of control.

Assignment – II (Any two of the topics)

1. Enumerate the key variables in Management Control Design.
2. Describe the Management Control Process.
3. Write a brief note on M.I.S. for Management Control.

SYSTEMS

ELECTIVE PAPER – 17 E-BUSINESS (P16MBA3ES1)

ASSIGNMENT – I (Any two of the topics)

2. What is e-business applications? Explain any three applications.
3. Write a Short note on:
   (1) E-Commerce
   (2) E-Intermediaries
   (3) Electronic Payment System.

ASSIGNMENT – II (Any two of the topics)

1. Explain Internet Monetary Payment and Security requirements.
2. Describe the Infrastructure, Communication Paradigm of Cyber Communities.
3. Write down the Legal and regulatory issues. Explain.

ELECTIVE PAPER – 18 INTERNET TECHNOLOGIES (P16MBA3ES2)

ASSIGNMENT – I (Any two of the topics)

1. Explain the network Architecture.
3. Write a Short note on:
   (1) Java Script
   (2) HTML
   (3) Active - X objects.

ASSIGNMENT – II (Any two of the topics)

1. What is Distributed Internet Architecture. Explain.
2. Write a Short Note on:
   (1) Firewalls
   (2) LDAP
   (3) Virtual Reality.
3. List out the advantages of CORBA and Java Beans.

ELECTIVE PAPER – 19 MANAGEMENT INFORMATION SYSTEMS (P16MBA3ES3)

ASSIGNMENT – I (Any two of the topics)

1. Explain the Global business scenario – trends in technology and applications.
2. What is Data mining? Explain its tools and techniques.
3. Discuss in detail the Accounting and Finance sub systems modules.

ASSIGNMENT – II (Any two of the topics)

1. Describe the Artificial Intelligence Technologies.
2. What is the role and business value of using internet technologies in SCM?
3. List out the five major dimension of the IRM concept and explain the impact on the Management of its resources.

DIRECTOR

[Signature]
INSTRUCTIONS

The MBA/MCA students are directed to note the following instructions before preparing the Assignment:

1. For each subject, 3 topics are suggested for the assignments. The students have to choose any two of topics on each subject.
2. Each assignment will run from 10 to 15 pages (A4 sheet)
3. Assignments shall be prepared by referring from original books on the subjects.
4. Assignments on all subjects shall be submitted in a single cover, with separate tags for the two assignments on each paper.
5. The title of the assignment for each paper is available in the list notified.
6. Neatness, adequacy, legibility of presentation, clarity etc., will be considered in the evaluation.
7. For CIA calculation for each subject out of 25 marks two assignments carry 10 marks (each 5 marks) and two tests will carry 15 marks. (each test 7.5 marks)
8. Assignments should be written by the candidates in their own handwriting in the A4 size unruled white sheets.
9. The assignments shall be handed over to the faculty concerned at the respective PCP centers only. The students are advised not to send the assignment papers by post to university.
10. The students who did not submit the assignment on the prescribed date, should pay a late fee of Rs.125/- by means of DD drawn in favour of "Bharathidasan university, Tiruchirapalli - 620 024." payable at Trichy.
11. Assignments received without Title page, DD (in case of late submission) and after the last date will be summarily rejected.

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