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**DIRECTOR i/c**

**NOTIFICATION**

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

*[Signature]*  
DIRECTOR i/c 28/1/2020

**Topics for Assignment – IV Semester**

**Paper – 20 International Business Environment (P16MBA16)**

**Assignment – I (Any two of the topics)**

01. Explain the various types of International Business.
02. Discuss the Economic and Political environment on Trade Investment patterns.
03. Write a detailed note on 'Balance of Payments'.

**Assignment – II (Any two of the topics)**

01. Describe the objectives and functions of WTO.
02. Explain the mechanism of Foreign Exchange Market.
03. Write a note on 'Globalisation and HRD'.

**Paper – 21 Entrepreneurial Development (P16MBA17)**

**Assignment – I (Any two of the topics)**

01. Discuss the nature, traits, types and culture of entrepreneur.
02. Elucidate the evolution of entrepreneurs.
03. Explain the project management in detail.

**Assignment – II (Any two of the topics)**

01. Discuss about the financial analysis and Project appraisal methods.
02. Discuss in detail about the problems of entrepreneurs and sickness in small industries.
03. Explain the role of approaching institutions for assistance.

**Paper – 22 Total Quality Management (P16MBA18)**

**Assignment – I (Any two of the topics)**

01. Discuss in detail about the dimensions of product and service quality.
02. Explain the steps involved in implementing TQM and write about factors affecting TQC.
03. Enumerate bench marking, business process reengineering and quality policy in detail.

**Assignment – II (Any two of the topics)**

01. Discuss about the quality education, process, quality system, and its objectives.
02. Elaborate on TQM culture, quality circles and quality audits.
03. Write about needs and process involved in obtaining ISO certifications.

**ELECTIVE : MARKETING**

**Paper – 23 Advertising and Sales Promotion (P16MBA4EA4)**

**Assignment – I (Any two of the topics)**

01. Describe the Legal, ethical and social aspects of advertising.
02. What do you mean by 'Market Positioning'?
03. How will you build an Advertisement Programme?

**Assignment – II (Any two of the topics)**

01. Write a note on 'Campaign Planning'.
02. Explain the Selection, Compensation and appraisal of an agency.



**Paper – 24 Marketing of Services (P16MBA4EA5)**

**Assignment – I (Any two of the topics)**

01. State the classification of Services.
02. Explain the nature of Services.
03. How will you develop Service Positioning Strategy?

**Assignment – II (Any two of the topics)**

01. What are the different strategies relating to demand?
02. Explain Service business as a system.
03. Describe the inter functional conflict between Marketing and Operation.

**Paper – 25 Retail Management (P16MBA4EA6)**

**Assignment – I (Any two of the topics)**

01. What is 'Retailing Mix'?
02. Discuss the marketing concepts in retailing.
03. Explain the cultural and social group influence in Consumer Purchase Behaviour.

**Assignment – II (Any two of the topics)**

01. Write a note on 'Traffic Flow and Analysis'.
02. Explain the role of I.T. in Supply Chain Management.
03. Describe the terms 'Franchising' and 'Retail Equity'.

**ELECTIVE: FINANCE**

**Paper – 23 Project Management (P16MBA4EB4)**

**Assignment – I (Any two of the topics)**

01. Describe the Project Life Cycle.
02. Explain the nature and scope of Project Management.
03. How will you identify the investment opportunities?

**Assignment – II (Any two of the topics)**

01. Explain the essentials of a Project Methodology.
02. Write notes on 'Project Designing' and 'Project Scheduling'.
03. Discuss the various control techniques.

**Paper – 24 Global Financial Management (P16MBA4EB5)**

**Assignment – I (Any two of the topics)**

01. Discuss about the function of IMO, and GATT.
02. Discuss in detail about the balance of payments in the world and balance of payments account of India.
03. Explain the process of measuring and managing operating exposure.

**Assignment – II (Any two of the topics)**

01. Discuss about the management of currency risk and measurement of transaction exposure.
02. Explain the international money market and bond market instruments.
03. Elucidate the forms and effects of FDI.

**Paper – 25 Merchant Banking (P16MBA4EB6)**

**Assignment – I (Any two of the topics)**

01. Write about the overview of Indian financial system and merchant banking in India.
02. Explain the merchant banker role in appraisal of projects, designing capital structure and instruments.
03. Discuss in detail about mergers and acquisitions. Write also about its types.

**Assignment – II (Any two of the topics)**

01. Discuss in detail about the types of mutual funds and evaluation of performance of mutual funds.
02. Elucidate the process of preparation of prospectus selection and write about who are all involved with it.
03. Discuss the credit rating regulatory framework and its rating process and methodology.

**ELECTIVE: HUMAN RESOURCE**

**Paper – 23 Public Relations Management (P16MBA4EC4)**

**Assignment – I (Any two of the topics)**

01. Describe the nature of Public Relations.
02. What are the Psychological factors that affect the perception of Public?
03. Explain the 'Public opinion Research'.

**Assignment – II (Any two of the topics)**

01. Discuss the process in Public relations.
02. State the various tools and media used for Public relations.
03. Explain the role of Promotional techniques in Public relations.

**Paper – 24 Managing Interpersonal Effectiveness (P16MBA4EC5)**

**Assignment – I (Any two of the topics)**

01. What are the motives of Self-presentation?
02. Write a note on 'Self-monitoring'.
03. Describe the importance of Communication in managing Interpersonal Effectiveness.

**Assignment – II (Any two of the topics)**

01. Explain the nature of attitude.
02. Discuss the significance of Environmental influence in Interpersonal effectiveness.
03. Write a detailed note on quality of work life.



**Paper – 25 Group Dynamics (P16MBA4EC6)**

**Assignment – I (Any two of the topics)**

01. What are the functions fulfilled by groups?
02. Why people are joined in groups?
03. Explain the need for training in organizations

**Assignment – II (Any two of the topics)**

01. State the process involved in decision making in groups.
02. How will you prevent inter-personal conflict and inter-group conflict?
03. Write a note on 'Team Work Development'.

**ELECTIVE: SYSTEMS**

**Paper – 23 Software Project Management (P16MBA4ED4)**

**Assignment – I (Any two of the topics)**

01. Explain in detail 'SLDC'.
02. What are the issues in designing and implementing online systems?
03. Write a note on 'SQL Command'.

**Assignment – II (Any two of the topics)**

01. How will you design and develop documentation?
02. What are the challenges and opportunities in Software Project Management?
03. List out the elements of Software Project Management.

**Paper – 24 Relational Database Management System (P16MBA4ED5)**

**Assignment – I (Any two of the topics)**

01. Explain the basic concepts of Relational Data model.
02. Define 'Data'. State its types and functions.
03. Write a note on 'SQL Plus'.

**Assignment – II (Any two of the topics)**

01. How will you build programs using VB?
02. Explain the procedure for the selection of a Client / Server based application.
03. What do you mean by 'Book interfacing'?

**Paper -25 Object Oriented Programming & C ++ (P16MBA4ED6)**

**Assignment – I (Any two of the topics)**

01. Explain the various approaches in traditional programming.
02. What are object oriented languages?
03. Describe the object oriented Analysis modeling.

**Assignment – II (Any two of the topics)**

01. State the notation for OOD.
02. Explain the C++ programming basics.
03. Write notes on: (i) Polymorphism (ii) Virtual functions.

**ELECTIVE: OPERATIONS**

**Paper – 23 Material Management (P16MBA4EE4)**

**Assignment – I (Any two of the topics)**

01. Discuss in detail about the functions, duties and responsibilities of purchase department.
02. Explain the methods of vendor rating and stages in source selection.
03. Elaborate on problems and issues in spares management.

**Assignment – II (Any two of the topics)**

01. Discuss about the types of stores and principles of stores management.
02. Write about 8R's of purchasing and methods of purchasing.
03. Discuss in detail about the principles of material handling and symptoms of poor material handling.

**Paper – 24 Lean Manufacturing (P16MBA4EE5)**

**Assignment – I (Any two of the topics)**

01. Trace the evolution of lean thinking.
02. What are the various lean principles?
03. Explain the concept of 'TQM'

**Assignment – II (Any two of the topics)**

01. Write a note on 'Six-sigma philosophy'.
02. Describe the organization and implementation of creating Lean enterprise.
03. Explain the 'Lean Network' in detail.

**Paper - 25 World Class Manufacturing (P16MBA4EE6)**

**Assignment – I (Any two of the topics)**

01. Explain the strategic decisions in manufacturing management.
02. Describe the automation in material handling systems.
03. Write a note on 'Manufacturing Resources Planning'

**Assignment – II (Any two of the topics)**

01. What do you mean by 'Job Shop Scheduling'?
02. Write a note on 'JIT System'.
03. List out the objectives of Total Productive Maintenance.



## **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 (foolscap)
3. Assignments shall be prepared by referring to original books on the subjects.
4. Assignments on all subjects (3) shall be submitted in a single cover, with separate tags for the two assignments on each paper.
5. The title page of the assignments on each paper shall be in the format enclosed.
6. Neatness, adequacy, legibility of presentation, clarity of thought etc., will be considered in the evaluation.
7. Each assignment carries 5 marks; thus out of the 25 marks for the CIA on each subject, the assignments carry 10 marks and the tests carry 10 marks.
8. Assignments should be written in the candidates own handwriting in the foolscap size unrolled white sheets and on only one side of the paper.
9. The assignments shall be handed over to the University Representative at the respective PCP centers only. The students are advised not to send the Assignment papers by post to university.
10. The students who submit the assignments after the last date must submit with a late fee amount by means of DD drawn in favour of "Centre for Distance Education" payable at Trichy.
11. Assignments received with Title page, DD (in case of late submission) and after the last date will be summarily rejected.