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 organization.
2. Discuss Michael Porter’s approach to defining generic competitive business strategies.
3. “Politics and power play within organisations may help strategic choice.” Do you agree with this statement? Why?

PAPER – 14 ILEGAL 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 act 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 (P16MBA16) (Any two of the topics)
1. What are the process consideration in Strategic thinking?
2. Who need lateral thinking, when to use & how to use?
3. How to explain the role of perception in conflict?
**MARKETING**

**ELECTIVE PAPER – 17 CONSUMER BEHAVIOUR. (P16MBA3EF1) 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 cultural 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. (P16MBA3FMD) 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. (P16MBA3F3)**

**ASSIGNMENT – I** (Any two of the topics)
1. Outline a training programme for the sales force of your company.
2. How are salesman 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 (P16MBA3F1)**

**ASSIGNMENT – I** (Any two of the topics)
1. Write a detailed note on “Learning Curves”.
2. Explain the concept 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 (P16MBA3F2) 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. Explain the strategic issues in the management of financial intermediates.

**ELECTIVE PAPER – 19 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT (P16MBA3F3)**

**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)
HUMAN RESOURCE

ELECTIVE PAPER – 17 ORGANISATION DEVELOPMENT (P16MBA3EJH1)

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 absent Pione OD Intervention.
2. What is T Group Training?
   Give a brief more on it is advantages and disadvantages.
3. What is Action Research? Explain its implication on OD.

ELECTIVE PAPER – 18 COMPENSATION MANAGEMENT (P16MBA3EJH2)

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 motivation 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 (P16MBA3EJH3)

ASSIGNMENT – I. (Any two of the topics)
1. Discuss in detail about the nature, cause 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 (P16MBA3EJOH)

ASSIGNMENT – I. (Any two of the topics)
1. Explain the Goal 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.
2. What is Beach Marking best Practices in customer service Strategic
3. Explain Supply Chain cost analysis and supply Chain Performance measures.

ELECTIVE PAPER – 18 ADVANCED OPERATION RESEARCH (P16MBA3EJO2)

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 markers
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 do you so classify them.
2. What is integer linear programming? Explain the merits and demerits of “rounding off” continue optimal solution to an LP to obtain an integer solution.
3. Explain the Reliability Theory and Replacement Theory.

ELECTIVE PAPER – 19 MANAGEMENT CONTROL SYSTEMS(P16MBA3E(O3)

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 (P16MBA3FS1)

ASSIGNMENT – I (Any two of the topics)
1. How the opportunities and challenges offered by internet Explain.
2. What is intra 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 (P16MBA3FS2)

ASSIGNMENT – I (Any two of the topics)
1. Explain the network Architecture.
2. List out any two Graphics and Animation tools, Explain
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 (P16MBA3FS3)

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 BIM concept and explain the impact on the Management of its resources.

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