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# MBA - Assignment Topics

# FOURTH SEMESTER

## PAPER – 1 INTERNATIONAL BUSINESS ENVIRONMENT (P16MBA16)

**ASSIGNMENT – I** (Any Two 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 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 – 2 ENTREPRENEURIAL DEVELOPMENT (P16MBA17)

**ASSIGNMENT – I (Any two 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 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.**

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## PAPER – 3 TOTAL QUALITY MANAGEMENT (P16MBA18)

**ASSIGNMENT – I (Any two 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 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 – 4 ELECTIVE PAPER – 17 ADVERTISING AND SALES PROMOTION (P16MBA3EM4)

**ASSIGNMENT – I (Any Two 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 topics)**

**01. Write a note on 'Campaign Planning'.**

**02. Explain the Selection, Compensation and appraisal of an agency.**

**03. Discuss the various methods of Sales Promotion.**

## PAPER – 5 ELECTIVE PAPER – 18 MARKETING OF SERVICES (P16MBA3EM5)

**ASSIGNMENT – I (Any two 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 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 – 6 ELECTIVE PAPER – 19 RETAIL MANAGEMENT (P16MBA3EM6)

**ASSIGNMENT – I (Any two 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 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 – 4 ELECTIVE PAPER – 17 PROJECT MANAGEMENT (P16MBA3EF4)

**ASSIGNMENT – I (Any two 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 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 – 5 ELECTIVE PAPER – 18 GLOBAL FINANCIAL MANAGEMENT (P16MBA3EF5)

**ASSIGNMENT – I (Any two 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.**

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**ASSIGNMENT – II (Any two 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 – 6 ELECTIVE PAPER – 19 MERCHANT BANKING (P16MBA3EF6)

**ASSIGNMENT – I (Any two topics)**

**01. Write about the overiew 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 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 – 4 ELECTIVE PAPER – 17 PUBLIC RELATIONS MANAGEMENT (P16MBA3EH4)

**ASSIGNMENT – I (Any two 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 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 – 5 ELECTIVE PAPER – 18 MANAGING INERPERSONAL EFFECTIVENESS (P16MBA3EH5)**

**ASSIGNMENT – I (Any two 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 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 – 6 ELECTIVE PAPER – 19 GROUP DYNAMICS (P16MBA3EH6)**

**ASSIGNMENT – I (Any two 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 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 – 4 ELECTIVE PAPER – 17 SOFTWARE PROJECT MANAGEMENT (P16MBA3ES4)**

**ASSIGNMENT – I (Any two 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 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 – 5 ELECTIVE PAPER – 18 RELATONAL DATABASE MANAGEMENT (P16MBA3ES5)

**ASSIGNMENT – I (Any two 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 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 – 6 ELECTIVE PAPER – 19 OBJECT ORIENTED PROGRAMME C ++ (P16MBA3ES6)

**ASSIGNMENT – I (Any two 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 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 – 4 ELECTIVE PAPER – 17 MATERIALS MANAGEMENT (P16MBA3EO4)

**ASSIGNMENT – I** **(Any two 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 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 – 5 ELECTIVE PAPER – 18 LEAN MANUFACTURING (P16MBA3EO5)

**ASSIGNMENT – I** **(Any two 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 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 – 6 ELECTIVE PAPER – 19 WORLD CLASS MANUFACTURING (P16MBA3EO6)

**ASSIGNMENT – I** **(Any two 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 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.**

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