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MBA - Assignment Topics

THIRD SEMESTER

PAPER – 1 STRATEGIC MANAGEMENT (P16MBA13)

ASSIGNMENT – I (Any Two 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 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 of business Strategies.**
3. **" Politics and power play within organisations may help strategic choice " Do you agree with this statement ?Why?**

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PAPER – 2 LEGAL ASPECTS OF BUSINESS (P16MBA14)

ASSIGNMENT – I (Any Two topics)

1. **"All contracts are agreements but all agreements are not contracts" - Discuss**
2. **Explain the Rights, Duties and Liabilities of a partner.**
3. **Explain the different types of winding up of joint stock companies.**

ASSIGNMENT – II (Any Two topics)

1. **What do you understand by the principle of "Caveat Empror"? Explain and also give some illustrative examples.**
2. **Explain different types of crossing and endorsement under Negoriable Instrument ACT 1881.**
3. **Explain the various types of meetings of a Joint Stock Company.**

PAPER – 3 KNOWLEDGE MANAGEMENT - (P16MBA15)

ASSIGNMENT – I (Any Two topics)

1. **What is Knowledge Management? Compare information management & Knowledge Management.**
2. **Explain the Knowledge management Road Map.**
3. **Define Mechanics of knowledge management. Explain the tools and Technologies of mechanics of knowledge management**

ASSIGNMENT – II (Any Two topics)

1. **How to build a knowledge plat form based on your existing IT Infrastructure.**
2. **How to understand the 10-step knowledge management Road map & How it applies to your company.**
3. **List out and explain the strategic issues in knowledge management.**

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MANAGERIAL SKILLS - (P16MBA15)

ASSIGNMENT – I (Any Two topics)

1. **Describe strategic thinking process and its characteristics.**
2. **Define lateral thinking and types of lateral leaders.**
3. **Interpersonal strategies, styles and the outcomes of negotiation skills.**

ASSIGNMENT – II (Any Two topics)

1. **Describe the obstacles in implementing strategies.**
2. **Discuss the factors influencing risk taking and explain its types.**
3. **Define motivation and differentiate the motivation process with suitable illustrations.**

ELECTIVE - A - MARKETING

PAPER – 4 ELECTIVE PAPER – 17 CONSUMER BEHAVIOUR (P16MBA3E1)

ASSIGNMENT – I (Any Two 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 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.**

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PAPER – 5 ELECTIVE PAPER – 18 BUSINESS TO BUSINESS MARKETING (P16MBA3E2)

ASSIGNMENT – I (Any Two 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 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 films.**

PAPER – 6 ELECTIVE PAPER – 19 SALES AND DISTRIBUTION MANAGEMENT(P16MBA3E3)

ASSIGNMENT – I (Any Two 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 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 Thade.**

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ELECTIVE – B – FINANCE

PAPER – 4 ELECTIVE PAPER – 17 STRATEGIC FIANCE MANAGEMENT(P16MBA3EF1)

ASSIGNMENT – I (Any Two topics)

1. **Write a detailed noted on "Learning Curves".**
2. **Explain the content of "Value Chain".**
3. **Discuss "Life Cycle Costing".**

ASSIGNMENT – II (Any Two 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".**

PAPER – 5 ELECTIVE PAPER – 18 FINANCIAL SERVICES(P16MBA3EF2)

ASSIGNMENT – I (Any Two topics)

1. **Examine the recent development in leasing.**
2. **Explain legal and tax aspects of hure purchase.**
3. **List out various types of factoring.**

ASSIGNMENT – II (Any Two topics)

1. **Explain the various share issue pricing models.**
2. **What are the sources available for rasing funds from the International Capital Markets**
3. **Explain the strategic issues in the management of financial intermediates.**

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PAPER – 6 ELECTIVE PAPER – 19 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT (P16MBA3EF3)

ASSIGNMENT – I (Any Two 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 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 Conmen?**

ELECTIVE - C - HUMAN RESOURCE

PAPER – 4 ELECTIVE PAPER – 17 ORGANISATION DEVELOPMENT(P16MBA3EH1)

ASSIGNMENT – I (Any Two 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 topics)

1. **Explain atleast Fine 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.**

PAPER – 5 ELECTIVE PAPER – 18 (COMPENSATION MANAGEMENT(P17MBA3EH2)

ASSIGNMENT – I (Any Two topics)

1. **Explain the framework of conceptual Management.**
2. **What are the theories of Wages?**
3. **Write short note on Halsey Rowan, Halsey wier.**

ASSIGNMENT – II (Any Two topics)

1. **What are the types of Employee benefits.**
2. **Explain briefly wages**
3. **What are the scope and functions ofpay commission?**

PAPER – 6 ELECTIVE PAPER – 19 CHANGE MANAGEMENT(P16MBA3EH3)

ASSIGNMENT – I (Any Two topics)

1. **Examine the role of corporate vision and strategy in change.**
2. **Explain the strategies to deal with resistance to organisational change.**
3. **What are the strategies and methods adopted for achieving cultural change.**

ASSIGNMENT – II (Any Two topics)

1. **Examine the Structural Technologcal and process factors in the intervention is Thateiges and state advantages and disadvantages of change technologies.**
2. **Explain the Leadership and emotional knowledge strategies to achieve congruence of personal structure and culture.**
3. **Explain the various models of diagnosing organisational groups and jobs.**

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ELECTIVE – D - SYSTEMS

PAPER – 4 ELECTIVE PAPER – 17 E-BUSINESS (P16MBA3ES1).

ASSIGNMENT – I (Any Two 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 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

PAPER – 5 ELECTIVE PAPER – 18 INTERNET TECHNOLOGIES (P16MBA3ES2)

ASSIGNMENT – I (Any Two 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 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.

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PAPER – 6 ELECTIVE PAPER – 19 MANAGEMENT INFORMATION SYSTEM (P16MBA3ES3)

ASSIGNMENT – I (Any Two 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 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 is resources.

ELECTIVE – E - OPERATIONS

PAPER – 4 ELECTIVE PAPER – 17 SUPPLY CHAIN MANAGEMENT (P16MBA3EO1)

ASSIGNMENT – I (Any Two 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 topics)

1. Discuss the Bullwhip effect and its impact on supply chain performance.
2. What is Bench Marking best Practices in customer service Strategic
3. Explain Supply Chain cost analysis and supply Chain Performance measures.

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PAPER – 5 ELECTIVE PAPER – 18 ADVANCED OPERATION RESEARCH (P16MBA3EO2)

ASSIGNMENT – I (Any Two topics)

1. Explain the Application of Quardratie 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 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 " continues optimal solution to an LPP to obtain an integer solution.

3. Explain the Reliability Theory and Replacement Theory.

PAPER – 6 ELECTIVE PAPER – 19 (MANAGEMENT CONTROL SYSTEMS(P16MBAEO3)

ASSIGNMENT – I (Any Two topics)

1. What are the strategic planning and types of Management Control system?
2. What are the opportunities and Limitations of span of control?
3. Explain the Traditional Instrument of control and Accountability.

ASSIGNMENT – II (Any Two topics)

1. Explain the evolution of Total quality approaches.
2. Examine the role of Supportive Leadership in achieving Total Commitment to Quality.
3. Discuss the Auditing for TQM.

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