



**DIRECTORATE OF DISTANCE EDUCATION
M.B.A. (INFORMATION SYSTEMS)**

FIRST YEAR

Academic Year 2014 - 2015

ASSIGNMENT TOPICS

This booklet contains assignment topics. Students are asked to write the assignments for **SEVEN** papers as per instructions.

Last date for submission : **27-02-2015**

Last date for submission with late fee ₹ 300/- : **13-03-2015**

NOTE:

1. Assignments sent after **13-03-2014** will not be evaluated.
2. Assignments should be in the own hand writing of the student concerned and not type-written or printed or photocopied.
3. Assignments should be written on foolscap paper on one side only.
4. All assignments (with Enrolment number marked on the Top right hand corner on all pages) should be put in an envelop with superscription "MBA Assignments" and sent to The Director, Directorate of Distance Education, Annamalai University, Annamalainagar – 608 002 by Registered post.
5. No notice will be taken on assignments which are not properly filled in with *Enrolment Number* and the *Title* of the papers.
6. Students should send full set of assignments for all papers. Partial assignments will not be considered.

ASSIGNMENT INSTRUCTIONS

Write assignments on any **TWO** topics in each paper out of the **FOUR**. For each topic the answer should not exceed 15–pages. Each assignment carries 25 marks (2 topics).

Dr. RM. CHANDRASEKARAN
DIRECTOR

1.1 PRINCIPLES OF MANAGEMENT

1. 'Management is the force which leads guides and directs an organization in the accomplishment of pre-determined objectives'. Do you agree or disagree? Justify.
 2. Management is regarded as an art by someone, science by others but in reality science should have many more. The truth seems to be somewhere in between. In the light of this statement, explain to exact nature of management.
 3. 'The job of the supervisor is many more difficult than that of higher level managers'. Examine the major responsibilities of a supervisor in an agro based Industry.
 4. "A good leader is not necessarily a good manager". Take one example from service industry as per your choice and compare the role of leaders and managers.
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1.2 MANAGERIAL ECONOMICS

1. Derive the short run industry supply curve with the help of cost curves of firm under perfect competition.
 2. "Economies of scale may be either internal (or) external they may be technical, managerial, financial (or) risk – bearing" – Elucidate.
 3. Narrate the impact of the 'long run average cost' on managerial decision making process.
 4. Show with the help of indifference curves the 'income effect' and the 'substitution effect' of a change in the price of the commodity.
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1.3 ACCOUNTING AND FINANCE FOR MANAGERS

1. Before extending credit, ascertaining and analyzing the credit worthiness of customers is an important and difficult task. Comment your views.
2. A branch or business segment that shows negative operating income should be shutdown. Do you agree or not? Justify your views for and against.
3. X is the owner of Cafe at Delhi University, is trying to decide whether to make pizza or buy them from a supplier Super Narula, in Delhi. X has come to you for advice. What factors would you tell him to consider in making his choice?
4. You are required to collect the balance sheets of your company or any other company for past three years and analyze the trends in working capital. What do these trends indicate?

1.4 MARKETING MANAGEMENT

1. Describe "The evolution of retail in India" in your words, highlighting the latest trends in Indian retail. Critically examine the future of Indian retailing if global players are allowed to enter India.
 2. Many marketers have tried and failed with "Green marketing" programs. Identify and describe the main problems with such campaigns. Recommend suitable remedies to overcome the problems.
 3. Identify top three advertising agencies in India, and describe the main reasons for their success. List out recent successful campaigns of these agencies.
 4. In today's India the growth of online marketing is going with upward trend. Discuss the Pros. & Cons. Which segment of consumers and what kind of products dominates online marketing?
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1.5 HUMAN RESOURCE MANAGEMENT

1. "HR Managers should have a seat at the Strategic-Management table, but only when they earn it". Discuss.
 2. Suppose a key employee has just resigned and you are the department manager. After you have sent your request for replacement, how could you help the recruiter to find the best replacement?
 3. Suppose you are going to design a training programme for newly hired first-line sales managers results from the needs assessment indicate that they will need training on company policies and procedures, handling customer complaints, and motivating sales personnel. What learning principles will you build into the programme? What training methods would you choose? Explain your choices.
 4. A growing number of employees are reluctant to accept overseas assignments. Why do they refuse? What benefits and services would you offer to them to accept such transfer?
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1.6 PRODUCTION AND MATERIALS MANAGEMENT

1. Give a specimen of GANTT CHART which is normally used in the production planning and control department and describe briefly how it could be used for checking the actual progress of a job against the schedule.
2. Discuss the functions of purchasing department in an Industry. Explain some methods of purchasing commonly adopted in an Industrial Purchasing. Why should the purchasing documents be legally sound?
3. In estimating the standard time of a job what different elements are considered? Elucidate.
4. JIT helps the manufacturing system to improve productivity and discuss whether this concept is applicable in *Pharma Industry* with suitable justification.

1.7 RESEARCH METHODS FOR MANAGEMENT

1. Case study research is an existing situation as a means of creating and testing of hypothesis. Critically evaluate your view on this with a suitable example.
2. Design a questionnaire of minimum 25 questions pertinent to consumers behaviour on any one product of your choice.
3. What do you understand by the Research proposal? Give the structure of Research proposal. Enumerate the criteria for evaluating the Research proposal.
4. Classify the methods of research. Give various ways of classifying methods of research. Differentiate between longitudinal and cross-sectional approach to educational research and illustrate your answer with examples.

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