ANNAMALAI UNIVERSITY

DIRECTORATE OF DISTANCE EDUCATION

M.B.A. (INFORMATION SYSTEMS)
SECOND YEAR
Academic Year 2014 - 2015
ASSIGNMENT TOPICS

This booklet contains assignment topics. Students are asked to write the assignments for **SIX** 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 **13-03-2015** 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

2.1 ORGANISATIONAL BEHAVIOUR

1. While managing workforce, "Participation is an excellent method for identifying differences and resolving conflicts." Do you agree or disagree? Illustrate with real life examples.
2. Many organizations begun to supplement their traditional pay systems with "Pay – for – Performance". Of these plans, discuss the role of individual vs. group incentives.
3. "Give specific attentions in implementing employee empowerment" – Discuss its operationalization and implications for effective outcomes.
4. "Learning is involved in almost everything that everyone does". Substantiate your views and indentify the applications of learning in positive and negative reinforcement's strategy.

2.2 MANAGEMENT INFORMATION SYSTEM

1. "Different models of decision makers have been proposed to explain their behavior in decision making process; some suggest complete rationality, others suggest bounded rationality". Describe these models and show how they contribute to arrive at a decision.
2. "In designing structure for information systems, a variety of forms can be used". Discuss these forms and the situations in which each of these can be used effectively.
3. Draw an interface matrix between following application areas establishing all sub modules in that application. Personnel, finance & production.
4. In managing the business of a restaurant, what are some decisions that must be made in the areas of Strategic planning, managerial control, and operational control.

2.3 DATABASE MANAGEMENT SYSTEMS

1. A university registrar's office maintains data about the following entities:
   a) Courses, including number, title, credits, syllabus, and prerequisites
   b) Course offerings, including course number, year, semester, section number, instructor, timings, and classroom
   c) Students, including student-ID, name, and Program; and
   d) Instructors, including identification number, name, department, and title. Further, the enrollment of students in courses and grades awarded to

students in each course they are enrolled for must be appropriately modeled. Construct and E-R diagram for the registrar's office. Document all assumptions that you make about the mapping constraints.

2. Explain in detail about Relational Algebra, Domain Relational Calculus and Tuple Relational Calculus with suitable examples.

3. Describe about the Multi-Valued Dependencies and Fourth normal form with suitable examples.

4. Construct a B+ tree to insert the following key elements (order of the tree is 3) 5, 3, 4, 9, 7, 15, 14, 21, 22, 23.

2.4 E-COMMERCE

1. Discuss the current situation and emerging trends in electronic commerce.

2. Discuss the IT infrastructure necessary to implement e-commerce system for the inventory process.

3. Describe how E-Commerce technologies have allowed firms to achieve global market reach.

4. Describe and evaluate one B2B e-Commerce site and one B2C e-Commerce site in terms by answering the following questions for each site.

   A. What is the role of this site in the firm's business? That is, is it the sole medium of transactions or supplemental?

   B. What is the medium for transactions on the site? That is, how do customers pay for products/services?

   C. How are prices determined on the site? Does the customer have any influence over price?

   D. In what ways does the design of the site stimulate customer purchases? Fail to do so. Explain your answer

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2.5 ENTERPRISE RESOURCE PLANNING

1. A Leading software company wants to implement ERP Software. Select software of your interest and give the steps of implementing that ERP software in the company.

2. Enlist the general problems faced during implementation of ERP and the solution for it.

3. Draw a business model for an organization with which you are familiar. Identify major processes and entities and show them in figure.

4. Rank the various ERP packages in the order of their market share. Give your reason whether ERP domain is shrinking or expanding.

2.6 DATA WAREHOUSING AND DATA MINING

1. What is a multiprocessor architecture? List and discuss the steps involved in mapping a data warehouse to a multiprocessor architecture.

2. Discuss the typical OLAP operation and types of OLAP server with an example.

3. Explain the advantages and disadvantages of decision tree over the classification technique and briefly outline the major steps of decision tree classification.

4. With an example, explain the two-category Bayesian classification in data mining.

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