

ANNAMALAI UNIVERSITY -- OVERSEAS CENTER (218)

MBA (IS – 1st YEAR) ASSIGNMENT SUBMISSION INSTRUCTIONS

1. Students are instructed to write the assignments for any **TWO topics in each paper out of the FOUR**. For each topic the answer should not exceed 15 pages.
2. Assignment should be on foolscap or A4 paper on one side only.
3. **Enrolment Number should be marked on the top right hand corner on all pages of assignments.**
4. No notice will be taken of assignments which are not properly filled in with Enrolment Number and the title of the papers.
5. **Assignments can be handwritten of the student concerned or typewritten.**
6. If it is typewritten, the following self Declaration must be put **on the title page of each paper.**
7. **The front page of the assignment should contain the following details:**
 - a. Name of the student
 - b. Course with specialization
 - c. Enrolment Number
 - d. Title of the paper

Self Declaration

I declare that the assignment submitted by me is not a verbatim / photostatic copy from the website/ books / journals / manuscripts.

Signature of the student

Countersigned

Signature of the Faculty Concerned

Each paper carries 25 marks.

Note: Please put assignments of two topics in one binding i.e. one bound volume for each paper.

N.B: For MBA Information System students there will be no submission of assignment for the subject (180) Information Technology Applications Lab. Practical Examination for this subject will be for 100 marks.

M.B.A.INFORMATION SYSTEMS

1.1. PRINCIPLES OF MANAGEMENT

1. Discuss the importance and application of principles of management in the present – day context.
- 2."Co-ordination is the orderly arrangement of group effort to provide unity of action in pursuit of a common purpose" – Elucidate this statement.
3. Direction function of management involves dealing with human factor –Explain this statement.
4. Discuss "A Successful leader is not necessarily effective".

1.2. MANAGERIAL ECONOMICS

1. Explain the contribution of small scale industries towards the Indian Economy?
2. How to prepare a capital budget for yarn industry?-Explain.
3. Explain how inflation will affect the economy of a country with suitable examples?
4. Explain pricing methods and which method will be suitable in this present age?

1.3. ACCOUNTING AND FINANCE FOR MANAGERS

1. Explain the accounting concepts that are being followed in organizations and how they are useful in preparing financial statements.
2. The following suggestions are under consideration.
As 10% reduction in price to yield an increase in sales volume from 6600 to 7400 units.

Current unit price	Rs.100
Unit variable cost	Rs.50
Fixed cost	Rs.3,00,000

Prepare a statement comparing gross revenue, profit, contribution and profit volume ratio of the two alternatives with present results, which suggestion would you recommend?
3. Budgeting is the one of the main tools to control the cost – Give your views.
4. The effect of price reduction is always to reduce the Profit Volume Ratio the Break Even point and to shorten the margin of safety. Explain.

1.4. MARKETING MANAGEMENT

1. Give current examples of how the industries have exercised social responsibility in business.
2. Examine from current periodicals examples of best practices in modern advertising? Why do you consider them as good advertisements?
3. Do you think that female and male roles in purchasing decisions have changed over the years? Justify your answer with examples based on home appliance products.
4. What media are available to advertise today that were not available few decades ago? What influence does the development of new media had on the growth of advertising?

1.5. HUMAN RESOURCE MANAGEMENT

1. What are all the roles of HR manager? Explain line and staff function.
2. How selection process has been done in the software companies.
3. a) Write short note on:
 - i) Job specification
 - ii) Job analysis
 - iii) Job evaluationb) Explain the types of interviews
4. a) Write short note on:
 - i) Collective Bargaining
 - ii) Trade unionsb) What are the performance appraisal methods? Explain.

1.6. PRODUCTION AND MATERIALS MANAGEMENT

1. What are the types of plant layout? How plant layout has been done in sugar factory?
2. What are the types of the maintenance? How maintenance has been practiced in the steel plant?
3. a) Define:
 - i) Productivity
 - ii) Ergonomicsb) What are the types of production?
4. What are the factors influencing plant location? Explain with an example.

1.7. RESEARCH METHODS FOR MANAGEMENT

1. Define Research Design. Explain the need for having objective and Hypothesis in business research.
2. Explain various data collection tools and which one is the best in your view. Why?
3. How to construct the questionnaires and explain the rules that should be followed in construction and validation?
4. a) Descriptive method – Describe.
b) Write a note on Report Writing .