

ANNAMALAI UNIVERSITY -- OVERSEAS CENTER (218)

MBA (IB – 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.

1.1 PRINCIPLES OF MANAGEMENT

1. What do you see as the main difference between a successful and an unsuccessful decision? How much does luck versus skill have to do with it? Give a detail note on it.
 2. Take any two Indian companies and examine how they have succeeded or failed due to poor strategic planning.
 3. Suggest a method of departmentation for a large multi-product organisation with a huge market spread over the whole country. Explain the reasons for your suggestions.
 4. 'Motivation is the core of management'. Comment. What practical suggestions would you offer to management to motivate its staff in an industrial organisation?
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1.2 INTERNATIONAL ACCOUNTING

1. Make out a trial balance with imaginary figures. Draw the Profit and Loss Account and Balance Sheet from the trial balance which you have constituted.
 2. "Price differences in different geographic segments make international accounting a challenging Endeavour". How experts overcome this challenge?
 3. "Some knowledge of International Accounting may be necessary for a company even if it is not a multinational." Do you agree with this statement? If so, explain your position.
 4. Why do companies need to prepare a Funds Flow Statement, when they are already preparing many other financial statements to present their financial position?
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1.3 INTERNATIONAL ECONOMICS

1. "Liberalisation and Globalisation of trade policies have an impact on the growth of domestic trade". Comment the above statement.
 2. "IMF is a key to economic development of all countries in the world". Do you accept or not.
 3. "The concept of foreign trade multiplier is one of the major thing in any International Business Environment". Briefly discuss the above with current example.
 4. Briefly comment on what way international trade is helpful to correct the disequilibrium in the balance of payments position of a nation.
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1.4 INTERNATIONAL BUSINESS ENVIRONMENT

1. Give an Overview of the international Business Environment in the developing countries like India.
 2. Give your opinion on Foreign direct Investment and State the present structure of the foreign direct Investment in India
 3. State the role of MNCs in India and the government of India policy towards MNCs.
 4. Take any company and discuss how its marketing strategy is different in its home country and foreign country give the reason on it had to be different.
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1.5 FOREIGN POLICY OF INDIA

1. Discuss in detail India's international trade scenario and also discuss which countries are India's export and import partners and what are their shares in India's international trade.
 2. Elucidate India's institutional framework (trade promotion bodies) set up by the Government of India for the promotion of India's international trade.
 3. Write a note on export promotion councils and commodity boards, their roles in India's trade development.
 4. Discuss how EXIM Bank and ECGC facilitate exporters and importers in India and abroad.
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1.6 INFORMATION TECHNOLOGY AND E-COMMERCE

1. Explain the potential benefits of cloud computing in the e-commerce. What is the infrastructure required for it to be adopted on large scale by the users?
2. What are virtual shopping malls? Explain with examples various portals which are very popular for online business especially in India.
3. Enlist the emerging issues involved in marketing and pricing related issues in online banking sectors in Indian market scenario. Suggest more appropriate strategies to improve online services in banking industry. Justify your views with suitable examples.
4. Explain the characteristics of large companies that involve B2G and B2C transactions in their business, which require robust, capable and scalable electronic commerce system.

1.7 COMMUNICATION FOR GLOBAL MANAGERS

1. How will you design your presentation for a general body meeting – elucidate in detail the procedure involved in it with the above context.
 2. Submit a report on the drought situation in your district and send to the editor of a news paper.
 3. Choosing proper channel for your presentation is more important for written & oral presentation – Bring out the importance & what set back you will confront in choosing the above.
 4. Noise that affects the process of communication can be overcome by proper planning, how it can be done & what is the noise that hinders the process.
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1.8 ORGANISATIONAL BEHAVIOUR

1. Some changes in organisations are unplanned, where as others are the result of strategic plans. Give examples of each of their varieties of change and explain their implications for organisational functioning.
2. Once you are established in your careers, what special challenges are you likely to confront? What can you do to enhance your chance of having a fully satisfying successful career?
3. Explain how the field of organisation behaviour stands to benefit by taking a global perspectives. What would you say are the major challenges associated with such a perspectives.
4. Do you believe that organisational politics is inevitable or that it can be curtailed? Explain your answer with examples.

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