ANNAMALAI UNIVERSITY -- OVERSEAS CENTER (218)

MBA (MM – 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 organization 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 organization?

1.2 MARKETING MANAGEMENT

1. "Chinese computer and electronic products possess advantages in design, innovation, rapid response and global market flexibility"- comment.

2. "Legal aspects protect competitors and consumers from many unethical pricing strategies that unscrupulous marketers may wish to attempt". Critically analyse the statement.

3. "Advertising on the internet has changed significantly over the past decade and some might argue that it is for the worse" Do you agree or disagree? Discuss with practical illustrations.

4. Examine the challenges encountered by the pharmaceutical wholesale distributor for surviving and thriving in this new and ever changing environment

1.3 FINANCIAL MANAGEMENT

1. "The consequences of over- capitalization are far more serious and fatal than under-capitalization". – Discuss.

2. "An optimal combination of the decisions relating to investment, financing and dividends will maximize the value of the firm to its shareholders". – Examine

3. "Efficiency inventory management is reflected in the liquidity and profitability of the firm." – Explain.

4. "A low dividend payout Ratio promotes the welfare of stock holders because long-term capital gains are treated more favourably than dividend income from the tax point of view." – Comment

1.4 OPERATIONS MANAGEMENT

1. Operations management is the area of creating competitive advantage. Do you agree? Justify your answer.
2. A manufacturer requires 10,000 items per year. Price discount as follows:
   Rs.4 up to 2000 items, Rs. 3.80 between 2000 and 4000 items, Rs.3.70 for quantities above 4000. Ordering cost = Rs. 50.
   Comparative inventory cost = 25% per year of average inventory price.
   Determine the optimum purchase policy under discount.
3. Explain JIT. Do you think it is practically feasible in India? What is your suggestion for implementing JIT?
4. Operations personnel usually have a large volume and variety of resources at their command. They should endeavor to make effective and efficient use of these resources to achieve the largest outputs. Comment! What are the approaches for enhancing the utilization of resources?

1.5 HUMAN RESOURCE MANAGEMENT

1. "The field of HRM changes so rapidly that had become necessary for one to constantly review procedures and laws so that the practices will be effective and legal". – Critically evaluate this statement.
2. "Majority of the testing techniques for selection do not accurately assess the characteristics of the job. In fact most of the executives would divulge that the testing had no impact on future job performance. Do you accept or not? – Discuss with justification.
3. "Identify the paramount barriers to effective training programme in IT field and how to crush them." – Explain with real life examples.
4. Technological advancements and automation are causing high stress and burn out among employees, which results negatively and unable to reap the benefit of automation." – Do you agree or disagree? State your view.

1.6 STATISTICS FOR MANAGERS

1. A random sample of 1000 workers from south India show that their mean wages are Rs. 47 per week with a standard deviation of Rs. 28. A random sample of 1500 workers from North India gives a mean wage of Rs. 49 per week with a standard deviation of Rs. 40. Is there any significant difference between their mean level of wages?
2. Calculate seasonal indices for the data given below by the link relative method

Quarter	Years				
	2007	2008	2009	2010	2011
I	45	48	49	52	60
II	54	56	63	65	70
III	72	63	70	75	84
IV	60	56	65	72	66

3. The following is the summary of a survey on the color of pens purchased by persons belonging to different age groups. use chi-square test at 5 % level of significance to find whether the age of the person has any association with the choice of color.

Color Age Group	Blue	Black	Red
Less than 20	8	12	20
20-50	10	15	10
Above 50	10	10	5

4. The following data represents rainfall (x) and yield of paddy per hectare (y) in a particular area.

x	113	102	95	120	140	130	125
y	1.8	1.5	1.3	1.9	1.1	2.0	1.7

a) Fit the regression equation x on y
b) Estimate y when x = 145
c) Calculate Karl Pearson's coefficient of correlation.
d) Calculate regression coefficient x on y and y on x
e) Check whether the regression line is a good fit.

1.7 MANAGERIAL COMMUNICATION

1. Communication has its own merits and demerits based on the types? Discuss the above with an example of your own.

2. It is difficult to study the growth of a firm without proper recordings of the proceedings – Discuss the essentials of maintaining such activities in detail.

3. Success of an individual is based on the way he communicates with the people around him – Discuss the above statement in relation with a HR Department.

4. Noise is from both external and internal sources, what are they and how can it be overcome – Discuss in detail.

1.8 ADVERTISING AND SALES PROMOTION

1. Explain advertising layout and comment on the role played by advertising in India.

2. Promotion is more beneficial for markets than for either consumers or society. Do you agree? Explain the reason.

3. Write an essay in support of "advertising as a promotional tool". Are they effective? Give your suggestions.

4. Briefly discuss the top five advertising agencies in India and how do they function?