

Manomaniam Sundaranar University  
Directorate of Distance and Continuing Education  
Tirunelveli – 627 012.

M.B.A. I Year  
Assignment Topics  
(For those joined in 2011 -12 Academic Year Admissions )

**MBA I Year**

**DRM 11 – Management process and Behavior**

1. Explain the different characteristics a business a business leader, whom you admire.
2. Critically analyze any three theories of Motivation.

**DRM 12 - Managerial Economics**

1. What is pricing? Bring out the merits and demerits of any five methods of pricing
2. How will you use cost volume profit analysis in a product of your choice. Bring out its benefits and limitations.

**DRM 13 – Accounting for Managers**

1. Fund flow analysis Vs Cash flow analysis
2. Explain the practical use of Marginal costing technique in five different situations of your choice.

**DRM 14 – Business Environment**

1. "Social responsibility of government is more in the case of atomic power plants "  
Analyze this statement and Bring out opinion, taking into account the present Indian Scenario.
2. How political system in India influences its business, taking a particular business of your choice.

**DRM 15 Business Law**

1. Explain the essentials of a valid contract.
2. Evaluate the Indian Sale of Goods Act.

**DRM 16- Managerial Communication**

1. Draft letters for any five different kinds of business situations.
2. Explain with the help of any five different postals through which body language communicates certain messages to others.

**DRM 17 – Computer Application and Management**

1. Explain the features of generations of computers.
2. Explain the creation and applications of spreadsheets in three different areas.

**DRM 18- Research Methodology**

1. Bring out the features of a) Chi-Square test b) T-Test c) F-Test.
2. Write the steps to be followed in the layout of the good report.

## **M.B.A II YEAR - (Common to General)**

### **DRM 21 – Human Resource Management**

1. Explain the training Process and training techniques used in an organization of your choice, used for the training of its employers.
2. Suggest a suitable compensation package which motivates the employees of an organization of your choice.

### **DRM -22 Marketing Management**

1. Explain the concept of product Life cycle with appropriate example.
2. What are the qualities of a good sales man?

### **DRM 23 – Financial Management**

1. Analyse the different sources of capital.
2. Discuss the determinants and objectives of working capital Management.

### **DRM 24 – Operations Management**

1. Explain the different inventory control system prevailing in the organization with which you are associated with.
2. Write short Notes on
  - a) Work Study
  - b) Time and Motion Study

### **DRM 25 – Decision support system**

1. Explain the different applications of Decision Support System.
2. Write short notes on :
  - a) Multimedia
  - b) Website.

### **DRM 26 – International Business Management**

1. Explain the financial, Political and legal factors affecting International Business.
2. How International Labour Policy affects Indian Labour strategy.

### **DRM 27 – Strategic Management**

1. Discuss the importance of mission and vision of the firm in the corporate strategic planning process.
2. Analyse the business strategies of any two leading Indian Companies

### **DRM 28 – Entrepreneurship and Management of small Business.**

1. Give a detailed account of entrepreneurial growth in India.
2. Analyse the pros and cons Public Distribution System in India.

## COMMON TO ALL OPTIONAL -

### **DRC 21- Functional Management – I**

1. Explain the different segments of Marketing mix.
2. Explain the selection process followed in an industry of your choice.

### **DRC 22 – Functional Management II**

1. How will you manage cash and mere cash assets.
2. Write short notes on :
  - a) Economics Batch Quantity
  - b) Join cycle
  - c) Work study

### **DRC 23 – Strategic Management**

1. Discuss the importance of Mission and vision of the firm in the corporate strategic planning process.
2. Analyse the business strategies of any two leading Indian Companies

### **DRM 28 – Entrepreneurship and Management of small Business.**

1. Give a detailed account of entrepreneurial growth in India.
2. Analyse the pros and cons Public Distribution System in India.

## **MARKETTING - (OPTIONAL)**

### **DRC 24 – Marketing Management**

1. Explain the relevance of Marketing research in the present day Indian context.
2. How advertising research carried out.

### **DRC 25 – Advertising and Sales promotion.**

1. Industrial Advertising Vs Rural Advertising
2. Discuss the scope and Importance of Sales promotion.

### **DRC 26 – International Marketing**

1. Explain the International law relating to packing and pricing.
2. Bringout the problems in Export trade raised by Indian exporters.

### **DRC 27 – Service Marketing**

1. Explain the features of marketing of Financial services. Analyse the importance of customer support service, specifically in relation to customer service to your choice.
2. How services offered by charity or marketors.

## **PRODUCTION – (OPTIONAL)**

### **DRP 24 Material Management**

1. Explain the purchase policies and purchase procedures in relation to Material Management followed an organization with which you are familiar.
2. How simulation in Inventory control applied Explain.

### **DRP 25 Supply chain Management**

1. Explain the features of supply chain management
2. Explain the role logistics in supply chain management

### **DRP 26 Project Management**

1. Elaborate the procedure and application of network analysis for project planning.
2. What are the factors that should be taken into consideration in the case technical analysis

### **DRP 27 Operational Research**

1. Explain the stepwise procedure of arriving at optimal solution to a transportation problem
2. Explain with examples the various decision theories.

## **FINANCE – (OPTIONAL)**

### **DRF 24 Security Analysis and portfolio Management**

1. Critically evaluate
  - a) Port folio theory
  - b) Option pricing theory
2. Explain the objects of security contract Regulation Act.

### **DRF 25 Financial Services**

1. Explain the concept of hire purchase.
2. Analyse the SBI guideliness on mergers and acquisition.

### **DRF 26 Working capital Management**

1. Explain the different methods of controlling working capital.
2. How receivable and payable management practise.

### **DRF 27 Corporate Taxation.**

1. Explain the procedure of Tax Planning in relation to capital gains
2. Elaborate the provisions of central sales Tax in relation to consumer goods.

## **HUMAN RESOURCES - (OPTIONAL)**

### **DRH 24 Management Training and Development**

1. Explain the learning process.
2. How will your evaluate development effectiveness

### **DRH 25 Organisational Development**

1. Explain the operational concept of organizational development
2. Discuss the implementation condition for the success of organization development affairs.

### **DRH 26 Industrial Labour Relations**

1. Identify an organization and analyse how trade unionism influence the HRM of that organization.
2. Discuss the objectives of factories Act 1948.

### **DRH 27 Counselling skills for managers.**

1. Discuss the beginning, developing and terminating a counselling relationship and follow-up.
2. Explain the special problems in counselling.

**SYSTEM – (OPTIONAL)**

**DRS 24 System Analysis and Design**

1. Explain the different elements and Characteristics of a system.
2. Logical Design Vs physical Design

**DRS 25 Business process Re- engineering**

1. Explain the role of information technology in the process of Re- engineering.
2. Critical evaluate the business process re-engineering experience in the present day Indian Industries.

**DRS 26 Management Decision Support System**

1. Explain with appropriate examples the components of decision support system
2. How data base management system as a development tool to decision support system

**DRS 27 E-Commerce**

1. Explain the history of Internet and electronic delivery channels.



2. Explain the future of E-Commerce in India.

Title of the project

A project report submitted in partial fulfillment of the requirements for the awards of the degree  
of Master of Business Administration of the Manonmaniam Sundaranar University

By

Name of the candidate

Register Number:

Under the Guidance of

Name of the Guide

Designation of the Guide

With institutional address



**Directorate of Distance and Continuing Education**

**Manonmaniam Sundaranar University**

**Tirunelveli 627 012**

## CERTIFICATE OF THE GUIDE

This is to certify that the Project work entitled Title of the Project is a bonafide work of Name of the Candidate (Enrolment No. \_\_\_\_\_) in partial fulfillment of the requirement for the award of the Degree of MASTER OF BUSINESS ADMINISTRATION of the Manonmaniam Sundaranar University under my guidance during the year \_\_\_\_\_. This Project work is original one and not submitted earlier for the award of any degree / diploma elsewhere.

Date:

Signature of the Guide

# **Directorate of Distance and Continuing Education Manonmaniam Sundaranar University**

## **Suggestive Format for Project Report**

1. Prefixes
  - a. Cover page
  - b. Declaration
  - c. Certificate from the Company
  - d. Certificate from the department
  - e. Acknowledgement
  - f. Table of Contents
2. Introduction
3. Objectives
  - a. Objectives of your field work
4. Research Methodology
5. Scope and Limitations
6. Analysis and Interpretation
7. Findings
8. Conclusion
9. Suggestions
10. Bibliography
11. Annexure

## DECLARATION BY THE CANDIDATE

I Name of the Candidate hereby declare that the project titled Title of the Project submitted to the **Manonmaniam Sundaranar University** in partial fulfillment of the requirement for the award of the degree of MASTER OF BUSINESS ADMINISTRATION is a record of original project done by me under the supervision of Name and Designation with institutional address of the guide.

Date:

Signature