

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

**Instructions relating to MBA – 2 year course**

1. There are eight papers in each year to complete the MBA program through Distance Education (2 years) from the academic year 2008 -09 onwards.
2. Each paper is evaluated for 100 marks with two components, viz., **Internal for 20 Marks and year end External Examination for 80 Marks.**
3. Internal Marks are awarded to the students based on a written assignment submitted by the student, on answering two specific questions for each paper. Each question will carry 10 marks and the assignment is compulsory.
4. The answer for each question must be in writing (either handwritten or type written) not exceeding five pages of A4 size paper . Each assignment (not exceeding 10 pages) must be stapled with the first page containing: paper code, the title of the paper along with the **Name of the student as well as his/her Enrolment Number.**
5. Practical examples and explanation with graphical representation will add more weightage, Original thoughts and execution will be duly rewarded and plagiarism in any form will be viewed very seriously.
6. The assignments should be submitted to the **Director, DD&CE, Manonmaniam Sundaranar University, Tirunelveli – 627 012** on or before December 31 for December exams and May 31 for May exams each year.

## **ASSIGNMENT TOPICS – I year**

### **DRM 11: Management Process and Behaviour**

1. Critically analyse any three theories on motivation?
2. Write short notes on:
  - (a) Perception
  - (b) Values
  - (c) Attitudes
  - (d) Personality

### **DRM 12: Managerial Economics**

1. Explain Cobb- Douglas Production Function?
2. Analyse the determinants of investment?

### **DRM 13: Accounting for Managers**

1. Define Break-Even point? Explain the different methods of constructing Break even charts?
2. Draw a Specimen statement of sources and uses of funds with as much details as possible?

### **DRM 14: Business Environment**

1. Explain the importance of and difficulties faced by: Small Scale industries in the Globalised Scenario?
2. Explain any two environmental pollution causers and suggest the measure to prevent them in future?

### **DRM 15: Business law**

1. Explain the liabilities of agents with relevant cases?
2. Discuss the different clauses of the memorandum of Association of a limited company?

### **DRM 16: Managerial Communication**

1. What are the Barriers to effective communication? Explain them with appropriate Examples?
2. Draft a sales promotion letter assuming your own product as well as the target Consumers?

### **DRM 17: Computer Application in Management**

1. Give a brief account on the spread sheet applications in Business situations?
2. “Computer makes more people jobless in a populous country like India”. Support your answer.

### **DRM 18 : Research Methodology**

1. Explain any five different types of samples?
2. Explain the mechanics of writing research reports?

## **Assignment Topics – 2<sup>nd</sup> Year**

### **General Management**

### **DRM 21: Human Recourses Management**

1. Explain the role of HR managers in organizations with which you are familiar with?
2. Discuss fully any two training techniques used for employees in an organization with which you are familiar?

### **DRM 22: Marketing Management**

1. Give a brief account on the different marketing functions?
2. Explain the stages in the product life cycle with present day product examples?

### **DRM 23: Financial Management**

1. Discuss the present day Indian Financial System?
2. Explain the different cash management Strategies?

### **DRM 24: Operations Management**

1. Give a detailed account on materials management?
2. Explain TQM and ISO 9000?

### **DRM 25: Decision Support System**

1. Explain the components and characteristics of Decision Support System?
2. Write an essay on the issues relating to user interface?

**DRM 26: International Business Management**

1. Explain the various political and legal factors that influence the International Business?
2. Discuss the International operations strategy?

**DRM 27: Strategic Management**

1. Explain with examples, strategic planning process?  
Analyse the strategic management at the function level in an Indian company?

**DRM 28 – Entrepreneurship and Management of small business.**

1. Bring out the role of Entrepreneurship in the Indian Economic Development?
2. Explain the difficulties attached with small business marketing, with practical examples?

**Other Specializations (Common papers)****DRC 21: Functional Management -1**

1. Explain the role of marketing channels with appropriate examples?
2. Bring out the role and relevance of Trade unions in today's business scenario?

**DRC 22: Functional Management- II**

1. Critically analyse any five financial ratios?
2. Explain with examples, the risk- return relationship?

**DRC 23: Strategic Management**

1. Explain with examples, Strategic planning process?
2. Analyse the strategic Management at the functional level in an Indian company, you know/familiar with?

**DRM 28: Entrepreneurship and Management of small business.**

1. Bring out the role of Entrepreneurship in the Indian Economic Development?
2. Explain the difficulties attached with small business marketing, with practical examples?

## **Marketing**

### **DRC 24: Marketing Research**

1. Discuss the relevance of marketing research in the present day Indian context?
2. Explain the marketing research process in relation to specific product of your choice?

### **DRC 25: Advertising and sales promotion.**

1. Explain the problems and prospects of Industrial advertising in India at present?
2. Draft an advertisement copy for your own product?

### **DRC 26: International Marketing**

1. Explain the Sources and methods of Export Finance, available in India?
2. Chart down the General Import procedures?

### **DRC 27: Service marketing**

1. Bring out the problems encountered in factoring services, with practical examples?
2. Write a detailed account on “Marketing of Non- profit organizations”, in India?

## **Production**

### **DRP 24: Material Management**

1. Write Notes on: (a) ABC Analysis, (b) VED analysis
2. Explain the application of Time series Analysis in materials Management?

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

1. Explain the concept and components of supply chain management?
2. Discuss the role of logistics in supply chain management?

### **DRP 26: Project Management**

1. Discuss fully the Programme Evaluation and Review Technique?
2. Critically analyse any two alternate investment proposal?

### **DRP 27: Operations Research**

1. Explain with examples, the deterministic and probabilistic models in operations research?
2. Explain any two methods used for getting initial basic feasible solution in Transportation model?

## **Finance**

### **DRF 24: Security Analysis and Portfolio Management**

1. Critically evaluate any two Asset pricing Theories?
2. Technical analysis Vs. Fundamental Analysis.

### **DRF 25: Financial Services:**

1. Explain the different types of leases?
2. Analyse the SEBI code on Takeovers?

### **DRF 26: Working Capital Management**

1. Explain the merits, limitations, and impact of different levels of inventory?
2. Fund flow Analysis Vs cash flow analysis,

### **DRF 27: Corporate Taxation**

1. Depict your Tax assessment Statement or an income Tax assesses whom you know personally.
2. Write a brief note on 'Wealth Tax'?

## **Human Resources.**

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

1. Discuss the role, responsibilities and Challenges of training managers in India at present?
2. How Development effectiveness evaluated?

### **DRH 25: Organizational Development**

1. Explain the theory and practice on change and changing?
2. Give a brief account on Organisational Development interventions?

### **DRH 26: Industrial Labour Relations.**

1. Analyse the strengths and weaknesses of Indian Trade union movement, during the past twenty four months?
2. Show the importance and purpose of Factories Act 1948?

**DRH 27: Counseling skills for Managers**

1. Discuss the growth of counseling approaches in India?
2. Do your organization/ you studied performance counseling? Explain in with suitable examples?

**System****DRS 24: System analysis and Design**

1. Discuss the skill requirements of a System analyst in an organization?
2. Explain the importance of Ethics in System Development?

**DRS 25: Business Process Re- Engineering**

1. Explain the role of Information Technology in Business Process Re- Engineering?
2. Write Short notes on: a) Business Process improvement  
b) Business Process Redesign

**DRS 26: Management Decision Support System**

1. Explain the components and characteristics of Decision Support System?
2. Write an essay on the issues relating to user interface?

**DRS 27: E-Commerce**

1. Trace the history of internet and other electronic delivery channel?
2. Show the information technology requirements for a firm to participate in e-commerce?

**Manonmaniam Sundaranar University**  
**Directorate of Distance and Continuing Education**  
**Tirunelveli – 627 012**

**Instructions relating to Professional MBA (one year course)**

1. There are eight papers to complete Professional MBA programme through Distance Education.
2. Each paper is evaluated for 100 marks with two components, viz., Internal for 20 Marks and year end External Examination for 80 Marks.
3. Internal Marks are awarded to the students based on a written assignment submitted by the student. The written assignment will be covering either two topics or answers for two questions in each paper. Each topic or question will carry 10 marks and the assignment is compulsory.
4. The answer for each topic/ question must be in writing(either handwritten or type written) not exceeding five pages of A4 size paper. Each assignment (not exceeding 10 pages) must be stappled with the first page containing the : subject Code, title of the paper with Name of the student and Enrolment Number.
5. Practical examples and explanation with graphical representation will carry more weightage. Original thought and execution will be duly rewarded and plagiarism in any form will be viewed very seriously.
6. The assignments should be submitted to the **Director, DD&CE, Manonmaniam Sundaranar University, Tirunelveli – 627 012** on or before December 31 for December exams and May 31 for May exams each year.



## **ASSIGNMENT TOPICS**

### **DRM21: Human Recourses Management**

1. Explain the role of HR managers in organizations with which you are familiar with?
2. Discuss fully any two training techniques followed for employees in an organization with which you are familiar?

### **DRM 22: Marketing Management**

1. Give a brief account on the different marketing functions?
2. Explain the stages in the product life cycle with present day product examples?

### **DRM 23: Financial Management**

1. Discuss the present day Indian Financial System?
2. Explain the different cash Management Strategies?

### **DRM 24: Operations Management**

1. Give a detailed account on materials management?
2. Explain TQM and ISO 9000?

### **DRM 25: Decision Support System**

1. Explain the components and characteristics of Decision Support System?
2. Write an essay on the issues relating to user interface?

### **DRM 26 : International Business Management**

1. Explain the various political and legal factors that influence the International Business.
2. Discuss the International operations strategy?

### **DRM 27: Strategic Management**

1. Explain with examples, strategic planning process?
2. Analyse the strategic management at the function level in an Indian company you know familiar with?

### **DRM 18: Research Methodology**

(The students who have opted for Project work need not write these assignments)

1. Explain any five different types of samples?
2. Explain the mechanics of writing Research Reports?



