**ANNAMALAI UNIVERSITY MBA FIRST YEAR AND SECOND YEAR ASSIGNMENT ANSWER SHEETS PROVIDED. DR. PRASANTH MBA PH.D. DME MOBILE / WHATSAPP: +91 9924764558 OR +91 9447965521 EMAIL:** [**prasanththampi1975@gmail.com**](mailto:prasanththampi1975@gmail.com) **WEBSITE:** [**www.casestudyandprojectreports.com**](http://www.casestudyandprojectreports.com)

**M.B.A. E. BUSINESS**

**SECOND YEAR**

**Academic Year 2017 – 2018**

**2.1 E-COMMERCE**

1. Describe the current e-commerce scenario in India and explain the future

prospect of e-commerce.

2. Explain the characteristics of large companies that involve B2G and B2C

transactions in their business, which require roboust, capable and scalable

electronic commerce system.

3. Visit the following sites:

www.olx.com

www.labour.tn.gov.in

www.clicks.co.za

www.digitalplanet.co.za

a. For each site determine whether it is in the exposure stage, interaction

stage, e-commerce stage or e-business stage. Provide reasons for your

answer.

b. Determine whether each site is B2C, C2C, C2B or B2B and why.

c. Critically discuss the process of setting up a free-standing website and

evaluate the potential of e-commerce for small business development in

India.

4. Consider the development of a portal for a Retailer shop. Discuss the various

technologies, tools and components involved in designing the same..

**2.2 E-COMMERCE: APPLICATION AND SECURITIES**

1. Take an example of any two e-commerce companies in India providing high end

e-commerce solutions and describe how they established customer confidence,

trust and ensured privacy and security of the e-commerce transactions.

2. Explain SET Protocol used in credit card transactions. What is the main

interesting aspect of SET protocol which gives confidence to customers

transacting business using the internet?

3. Discuss in brief virtual auction. Explain the differences between virtual auction

and reverse auction.

4. What role does SCM play in Business to Business model i.e. B2B e-Commerce.

**2.3 INTERNET AND JAVA PROGRAMMING**

1. Develop an employee class which implements the comparable and clone able

interfaces. Implement the sorting of persons (based on name in alphabetical). Also

implement the shallow copy (for name and age) and deep copy (for Data of Joining).

2. Discuss the java database connectivity. Write an AWT program to explain JDBC

connectivity for college admission system.

3. Explain in detail the Applet life cycle. Write a program to show the working of

every function in Applet. Discuss how Applets are virus free.

4. Write a java program that correctly implements producer consumer problem

using the concept of inter thread communication.

3

**2.4 ADVANCED WEB DEVELOPMENT AND DESIGN TOOLS**

1. Develop a XML application to get the details of Books (Title, Author Name, ISBN

No, Publisher details). List out the details of Management related books. Write

DTD, Schema, XZL wherever required?

2. Create an online application for monitoring user events using JSP.

3. A. Discuss abut EJB architecture and its Components with neat diagram.

B. Describe the important services provided by a container to an enterprise bean?

4. Develop an employee Payroll system using (RMI) Techniques, the primary

methods of Payroll calculation should be accessed from remotely.

5. Design web page for hospital Management system with all DHTML features and

display the hospital name in all pages using Cookies in JSP.

**2.5 ENTERPRISE RESOURCE PLANNING**

1. Large corporations like General Motors (GM), Ford, Hewlett Packard (HP), and

Digital primarily viewed themselves as manufacturing companies until the

1980s. With the globalization of operations and the proliferation of computer

networks, it was important that the manufacturing organizations extend their

information system across the supply chain with ERP solutions. Discuss your

views on this aspect.

2. As you are a General Manager in a reputed manufacturing firm and you wish to

implement ERP to replace the existing system. But the employees were unaware

about the new methodologies. How will you react and successfully implement

the ERP.

3. Imagine that you are a manager in a firm and implemented ERP system but that is

failed in your company, what type of strategies that you will follow to recover it?

4. Implementation of an ERP system is a major investment and commitment for

any organization, but still many ERP implementations fail. What are factors that

contribute to the failure of ERP implementation?

**2.6 STRATEGIC MANAGEMENT**

1. If strategic planning is essentially a program, can it display the degree of

adaptiveness that 21st century enterprises need? Would ‘strategic

improvisation’ be a plausible alternative? Explore the practical

consequences of strategic improvisation for enterprise management.

2. Select an automobile industry in India, and evaluate its competitive

business strategy using porter’s five force model? What strategies can you

suggest to convert the unattractive forces in to attractive ones?

3. “Complementary mergers may result in each firm filling in the missing

pieces of their firm with pieces from other firm” – Examine the validity of the

statement in the Indian context with necessary examples.

4. ‘Formality is the enemy of creativity and innovation’. ‘informality is the enemy of

disciplined and reliable performance’. Is it consequently impossible for an

enterprise to be both innovative and disciplined? Investigate how these

qualities can be combined.

4

**2.7.1 GLOBAL MARKETING**

1. “An important role of global marketing and its clear explanation of responsibility”

– Discuss elaborately in a global view.

2. Enlist the general problems faced during import and export of fabrics and the

solution for it.

3. What criteria should Global marketers consider while making product design

decisions?

4. What, in your view, are the key principles of global marketing? Explain their

importance towards marketing success.

**2.7.2 STRUCTURED SYSTEM ANALYSIS AND DESIGN**

1.(a) Some companies hire consulting firms to develop the initial project plans and

manage the project, but use their own analysts and programmers to develop

the system. Why do you think some companies do this? Justify your views

(b) Suppose you are a systems analyst developing a detailed test plan. Explain

the testing strategies you will use in your plan. Will you use live or simulated

data?

2. (a) What is the drawback of DFD? Draw a DFD for the university admission

system.

(b) Draw O-level, 1-level and 2-level DFDs depicting various processes, data flow

and data repositories for a retail readymade garment stores. Follow the

appropriate conventions/symbols

3.( (a) How will you design databases for an application? Explain with any one example.

(b) Describe the sequential and indexed sequential organizations and comment

on their applicability in file design.

4. (a) Explain different types of CASE tools used in different phases of software life

cycle.

(b) Summarize the advantages of using CASE tools in systems analysis and

design.

**M.B.A. INTERNATIONAL BUSINESS**

**SECOND YEAR**

**2.1 INTERNATIONAL HUMAN RESOURCE MANAGEMENT**

1. MNEs are often forced to deal with staffing issues when opening new subsidiaries

abroad. Describe the main characteristics of the ethnocentric, polycentric and

geocentric approach to staffing and what are the advantages and disadvantages

of each of these approaches.

2. A Human Resources manager working for a multinational company would be

expected to have a much broader knowledge of employment related matters

compared with a counterpart in a domestic company. What types of knowledge

would you expect an international HR Manager to have? List and explain five

items that you think most important in this regard?

3. A Singapore SME relocates an engineer from Singapore to China. As HR

manager it is your job to determine the compensation components this engineer

will receive. Describe the two methods you would use and the advantages and

disadvantages of each. What is your preferred remuneration method for this

assignment?

4. How many institutional theory support both localization adaptation of HRM

policy to local specificities and a country-of-origin effect in the HRM activities of

MNCs? Explain with examples.

**2.2 INTERNATIONAL MARKETING MANAGEMENT**

1. “An adaptation strategy is particularly important for industry like Hosiery that

exports the products because it ensures that the product meets local cultural

and regulatory requirements” – Discuss.

2. “In geographic pricing strategy, a firm may change a premium in one market,

penetration price in another market and a discounted price in the third”.

Critically evaluate this statement.

3. Identify and analyze the importance of six ‘C’s of the channel strategy in

international distribution marketing.

4. Interview with friends and prepare the report and find out who would they go for

information for the products mentioned below and also indicate why do you

view her/him as the source of information and advice?

a) Computer note book

b) Cell phones

c) Holiday resort

d) Toys

3

**2.3 INTERNATIONAL FINANCIAL MANAGEMENT**

1. What is euroband market? How international stock market operation does is an

important aspect to a MNC.

2. Critically evaluate the SEBI guidelines with regard to investments by foreign

institutional investors.

3. What do you understand by double taxation relief? Comment on the indo-

Mauritius double taxation avoidance treaty. Also highlight the salient features of

Singapore India double taxation avoidance agreement.

4. How can inflation influence project appraisal? What remedies are available to

nutralise the effects of inflation on project appraisal.

**2.4 LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

1. Critically examine the present concept of Logistics for settling dispatching

disputes. Give your suggestions.

2. “Facility network structure requires greater flexibility for global operations

compared to domestic operations” – Comment on this statement

3. Assume that you are the manager for a logistics, how will you develop your

organization? In that condition how would you manage disputes? Discuss and

elaborate the statement.

4. “Supply chain management is the need of the hour for current business

scenario” – Substantiate your views for the above statement by explaining the

real time success stories of any three business firms of your choice.

**2.5 GLOBAL STRATEGIC MANAGEMENT**

1. Choose strategic developments for an organization that you are familiar

with and compare the resources configuration implication. What advice

would you give the management based on your analysis?

2. “Location and coordination have become the critical strategic issues for

corporations facing the challenges of globalization.” – Justify your views.

3. “Assessment of the strategic capability of the organization centers on

appraisal of its performance in different functional areas.” Critically

examine the statement

4. Take an organization with which you familiar, and use relevant tools and

frameworks to identify and access the potential sources of competitive

advantage. To What extent will the sustainability of this competitive

advantage depend upon the organization strategic capabilities or its

position within the industry?

4

**2.6 INTERNATIONAL TRADE POLICIES AND DOCUMENTATION**

1. 8th November, 2016 is considered as very important day for Indian economy,

what happened on that day? What were the impacts of that incident on USD:

INR Value?

2. Do developing countries face special problems in financing their international

trade? If so, what are these problems? Discuss.

3. Analysis the WTO, what role does the WTO play with respect to the Indian

economy.

4. Do you known the International trading companies and types of trading

companies? How do they assist the flow of imports and exports?

**2.7.1 INTERNATIONAL MARKETING RESEARCH AND CONSUMER BEHAVIOUR**

1. “Experimental method of research is not suitable in management field.”

Discuss, what are the problems in the introduction of this research design in

business organisation?

2. How can educational and business institutions assist the international

marketer in overcoming the problems posed by marketing relativism and the

unconscious use of the self-reference criterion? Discuss with examples.

3. Define ‘extensive problem solving’, ‘limited problem solving’, and ‘routinised

response behaviour’. What are the differences between the three decisionmaking

approaches? What type of decision process would you expect most

consumers to follow in their first purchase of a new product or brand in each of

the following areas? Justify your views

a) Chewing gum

b) Sugar

c) Men’s aftershave lotion

d) Carpet

e) Paper towels

f) Mobile telephone

g) New bank account

h) Luxury car.

4. A marketer in the cosmetics industry once remarked: “In the factory, we make

cosmetics; in the drugstore we sell hope” how does this relate to the marketing

concept and the need of the marketers to understand consumer behavior?

**2.7.2 EXPORT AND IMPORT FINANCE**

1. Do you think marine insurance is necessary one in export? Comment on it.

2. a) Explain the factors affecting the balance of trade. Briefly discuss how trade

balances effects upon nation’s GDP?

3. Describe the general provisions related to import under the Foreign Trade Policy

(EXIM Policy) of Government of India. Do you think that these provisions

facilitate the foreign trade?

4. What do you understand by word Letter of Credit? What is the importance of

Letter of Credit in the export and import finance? Elaborate different types of

Letter of Credits prevailing in business?

**M.B.A. INFORMATION SYSTEMS**

**SECOND YEAR**

**Academic Year 2017 – 2018**

**2.1 ORGANIZATIONAL BEHAVIOUR**

1. Same changes in organizations are unplanned, where as others are the result of

strategic plans. Give examples of each of their verities of change and explain

their implications for organizational 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 organization 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 organizational politics is inevitable or that it can be

curtailed? Explain you answer with examples.

**2.2 MANAGEMENT INFORMATION SYSTEM**

1. What do you know about Top management responsibility? Give suitable

examples for responsibility

2. What will affect the System planning and the mutual investigation? Illustrate

with suitable example input/output design.

3. You are asked to write the System Development Life cycle. Explain this

statement by using examples.

4. If you were the vice president of a company, what system would you use to

develop the management information system?

**2.3 DATABASE MANAGEMENT SYSTEM**

1. Draw the various schemes of baking system and explain the involvement of view

levels of data abstraction.

2. Draw an E-R diagram for ordering an item in the inventory control system.

3. Develop a conceptual data model for a Hospital Information System and write a

PL/SQL program using oracle to perform the following tasks.

4. Print the patient details – according to room wise.

a) Print the patient details – according to the disease wise.

b) Print the patient details – according to the doctors attending them

c) Consider a real system of your interest and give the skeleton of the

development of DSS for that system.

**2.4 E-COMMERCE**

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prospect of e-commerce.

2. Explain the characteristics of large companies that involve B2G and B2C

transactions in their business, which require roboust, capable and scalable

electronic commerce system.

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3. Visit the following sites:

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stage, e-commerce stage or e-business stage. Provide reasons for your

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**2.5 ENTERPRISE RESOURCE PLANNING**

1. Large corporations like General Motors (GM), Ford, Hewlett Packard (HP), and

Digital primarily viewed themselves as manufacturing companies until the

1980s. With the globalization of operations and the proliferation of computer

networks, it was important that the manufacturing organizations extend their

information system across the supply chain with ERP solutions. Discuss your

views on this aspect.

2. As you are a General Manager in a reputed manufacturing firm and you wish to

implement ERP to replace the existing system. But the employees were unaware

about the new methodologies. How will you react and successfully implementing

the ERP.

4. Imagine that you are a manager in a firm and the implemented ERP system is

failed in your company, What type of strategies that you will follow to recover it?

5. Implementation of an ERP system is a major investment and commitment for

any organization, but still many ERP implementations fail. What are factors that

contribute to the failure of ERP implementation?

**2.6 DATA WAREHOUSING AND DATA MINING**

1. Outline the major research challenges of data mining in one specific application

domain, such as stream/sensor data analysis, spatiotemporal data analysis, or

bioinformatics.

**2.** Data quality can be assessed in terms of several issues, including accuracy,

completeness, and consistency. For each of the above three issues, discuss how

data quality assessment can depend on the intended use of the data, giving

examples. Propose two other dimensions of data quality

3. A data warehouse can be modeled by either a star schema or a snowflake

schema. Briefly describe the similarities and the differences of the two models,

and then analyze their advantages and disadvantages with regard to one

another. Give your opinion of which might be more empirically useful and state

the reasons behind your answer.

4

4. Data cubes and multidimensional databases contain nominal, ordinal, and

numeric data in hierarchical or aggregate forms. Based on what you have

learned about the clustering methods, design a clustering method that finds

clusters in large data cubes effectively and efficiently

**2.7.1 SOFTWARE PROJECT MANAGEMENT**

1. Identify the key aspects in which modern software project management

practices differs from those of traditional software project management.

2. Assume the size of an organic type software product has been estimated to be

32,000 lines of source code. Assume that the average salary of a software

engineer is Rs.75,000 per month. Determine the effort required to develop the

software product and the nominal development time.

3. (a) List any four attributes that contribute to the quality software product.

Discuss how they influence software quality.

(b) Develop a set of guidelines for conducting a formal technical review.

4. Illustrate with a software, the process in determining the software WBS

architecture, populate the software WBS and in determining the cost categories

for the software.

**2.7.2 ADVANCED WEB DESIGN**

1. Develop a XML application to get the details of Book s(Title, Author Name, ISBN

No, Publisher details). List out the details of Management related books. Write

DTD, Schema, XZL wherever required?

2. A. Discuss abut EJB architecture and its Components with neat diagram.

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methods of Payroll calculation should be accessed from remotely.

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display the hospital name in all pages using Cookies in JSP.

**M.B.A. SECOND YEAR**

**Academic Year : 2017 - 2018**

**ASSIGNMENT TOPICS**

**2.1 HUMAN RESOURCE MANAGEMENT**

1. “The field of HRM changes so rapidly that had become necessary for one to

constantly review procedures and laws to 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.

**2.2 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

**2.3 FINANCIAL MANAGEMENT**

1. “The consequences of over- capitalisation are far more serious and fatal than

under-capitalisation.” – Discuss.

2. “An optimal combination of the decisions relating to investment, financing

and dividends will maximise 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.” – Justify

3

**2.4 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:

a) 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.

b) Comparative inventory cost = 25% per year of average inventory price.

c) 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 endeavour 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?

**2.5 PROJECT MANAGEMENT AND ENTREPRENEURSHIP**

1. Describe two areas in a manufacturing project where there is a high level of

uncertainty. How do you tackle these uncertainties?

2. Explain how to break the total project works and some major parts of the works

into smaller and manageable item. Relate your answer to project phases, cost

account, work package, activities and project schedule.

3. Sensitivity to environmental factors is crucial for an entrepreneur. Explain with

your own experience relevant to the statement.

4. (a) Evaluate the support programmes undertaken by the Government for the

promotion of entrepreneurship in India.

(b) Explain how the women entrepreneurship plays major role in improving the

economy of India

**2.6 STRATEGIC MANAGEMENT**

1. If strategic planning is essentially a program, can it display the degree of

adaptiveness that 21st century enterprises need? Would ‘strategic

improvisation’ be a plausible alternative? Explore the practical

consequences of strategic improvisation for enterprise management.

2. Select an Automobile industry in India, and evaluate its competitive

business strategy using Porter’s five force model? What strategies can you

suggest to convert the unattractive forces in to attractive ones?

3. “Complementary mergers may result in each firm filling in the missing

pieces of their firm with pieces from other firm” – Examine the validity of the

statement in the Indian context with necessary examples.

4. ‘Formality is the enemy of creativity and innovation’. ‘Informality is the

enemy of disciplined and reliable performance’. Is it consequently impossible

for an enterprise to be both innovative and disciplined? Investigate how

these qualities can be combined.

4

**2.7.1 HRM : (a) LABOUR WELFARE AND INDUSTRIAL RELATIONS**

1. “Labour Union meant for the right of the employees”- Do you agree -

Substantiate your views.

2. “Ensuring Industrial Relations is the important task of Human Resource

Manager”. Do you agree or Disagree, Substantiate your views.

3. Elaborate Labour Welfare practice prevails currently in India and detail about

the impact of Labour Welfare practice on Indian Economy.

4. “Due importance are given to Working Conditions in Indian Industry”- Do you

agree or not, Give your reasons.

**2.7.1 HRM : (b) TRAINING AND DEVELOPMENT**

1. A leading FMCG company in India decides to train its entire population of

employees and managers to provide “Legendary Customer Service.” Suggest

and explicate a design for evaluating the impact of such a massive training

effort.

2. Is training transfer an important issue in the automobile manufacturing

companies? How transfer is evaluated in those companies? Design an action

plan sheet that a manager and employee could use to facilitate transfer of

training. Justify each category included in the action plan.

3. In a financial services company where 100 employees are working in

information technology department had a high employee turnover rate. A survey

of employees revealed that the reason most left was dissatisfaction with the level

of training. The average turnover rate was 23 percent per year. The cost to

recruit and train one new employee was Rs. 56,625/-. To address the turnover

problem, the company developed a skills training program that averaged 80

hours per year per employee. The average employee wage was Rs. 35/- per

hour. Instructor, classroom, and other costs were Rs. 170,000/-.

a) What is the total cost of training? The total cost of turnover?

b) If the turnover rate dropped 8 percent (from 23 percent to 15 percent), what

was the financial benefit of the training program?

c) What was the ROI of the training program?

d) How much would the turnover rate have to be reduced (from 23 percent) for

the training program to show a benefit?

4. Assume you are a personnel manager in an service organization, if you had an

opportunity to choose between adventure learning and action learning for

developing an effective team in your organisation, which would you prefer?

Defend your choice with precise justification.

5

**2.7.2 MM : (a) SALES AND DISTRIBUTION MANAGEMENT**

1. Write an essay on wholesaling? Explain the different marketing functions

performed by wholesaler-distributors for manufacturers with the help of

suitable examples.

2. What is the purpose of Sales Organization? What steps will you take for setting

up a Sales Organization? Explain with the help of suitable example.

3. What are the different sources of Sales Force Recruits? Illustrate with the help

of suitable examples.

4. What special distribution challenges exist in India? What is the best way for

foreign companies to deal with these challenges? – Explain.

**2.7.2 MM : (b) MARKETING RESEARCH AND CONSUMER BEHAVIOUR**

1. “Application of Marketing Research is helpful in promoting a product” –

Comment this statement with a proper research design.

2. Illustrate with suitable example various sampling techniques used in marketing

research. Suggest a suitable sampling plan to collect information from the

students of a university regarding the recreation facility available.

3. “Can the acceptance level of the product be determined through Market

Research Process?” – Discuss the above statement with an example of your

choice.

4. “In India, family, social class and caste play considerable role in shopping

consumer behaviour.” – Discuss this statement and highlight the role of other

sociological determents of consumer behaviour.

**2.7.3 FM : (a) INVESTMENT, SECURITY AND PORTFOLIO MANAGEMENT**

1. Cite recent examples of political, social, or economic events (market risk) that

have excited (a) The stock market, and (b) Stocks in a specific industry, to surge

ahead or plummet sharply.

2. “Public issue of securities through prospectus is not only most popular but also

the best method of raising fresh capital.” – Critically evaluate.

3. ‘Stock market indices are the barometers of the stock market’ – Discuss.

4. Technical analysts believe that one can use past price changes to predict future

price changes. How do you justify this belief?

**2.7.3 FM : (b) MANAGEMENT OF FINANCIAL SERVICES**

1. Discuss the present state of the Insurance in India and outline causes for their

high growth.

2. Discuss the statement in detail “Reserve Bank of India is Banker’s Bank. – Do

you agree?

3. If an entrepreneur approaches you for an advice regarding financing of a project

wherein he intends to expand his existing project. What sources you would

suggest him to raise his funds?

4. “Mutual funds provide stability to share prices, safety to investors and

resources to prospective entrepreneurs.” – Discuss.

6

**2.7.4 PM : (a) PRODUCTION, PLANNING, CONTROL AND MAINTENANCE**

1. Is lead time in inventory really important? How can mismanaging lead time

costs company?

2. Material handing not only adds value to the product instead, add to its cost. –

Elucidate.

3. Draw an arganization chart suitable to production and control department.

Which one do you recommend a centralized or decentralized one?

4. Preventive maintenance is often viewed as a long–term approach to reliability. Why?

**2.7.4 PM : (b) QUALITY MANAGEMENT**

1. Explain the steps followed in Total Quality Management (TQM) in

manufacturing industries in detail.

2. Chose an organization of your choice having a specific quality programme.

Discuss the quality programme followed by the organization and how it has

helped the organization to sustain in the competitive world.

3. List and explain the four major quality eras. Choose an organization of your

choice and evaluate its present status regarding the quality eras.

4. Suppose that you are working in an organization, which wants to develop an

effective implementation methodology for ISO 9000 Quality Management

System. How will you help your organization in developing an effective

implementation methodology?

**2.7.5 SYSTEMS : (a) PERSONAL PRODUCTIVITY TOOLS**

1. List and describe the other features available with spreadsheet software in

addition to its ability to calculate members.

2. Describe the procedure for managing electronic mail. What are the problems

relating to attaching files in an electronic mail?

3. What should you include in a formula, to ensure that the formula will operate

on a specific value, no matter where the formula might be moved on copied?

4. How can you generate a series of values in excel? Explain with an example.

**2.7.5 (b) INFORMATION TECHNOLOGY**

1. “E-Business and the reason for going online.” – Express your views;

2. As a manager of a company, bring out the phases of moving the company from

products to services.

3. How a computer is connected through network? Explain with diagram

4. Discuss your views about the knowledge discovery of internet data.

**M.B.A. HUMAN RESOURCE MANAGEMENT**

**SECOND YEAR**

**Academic Year 2017 – 2018**

**2.1 ORGANISATIONAL DEVELOPMENT AND MANAGEMENT OF CHANGE**

1. “OD is the prescription for the process of planned change in organisations”-

Discuss.

2. “A collection of suitable interventions, built on humanistic- democratic values,

that seeks to improve organisational effectiveness and employee well-being”-

Discuss.

3. “Change is easy to devise but difficult to implement and impossible to sustain”-

Examine this statement and offer your comments.

4. “Learning organisations attack fragmentation, competitiveness, and reactiveness”-

Elaborate this statement?

**2.2 TRAINING AND DEVELOPMENT**

1. A leading FMCG company in India decides to train its entire population of

employees and managers to provide “Legendary Customer Service.” Suggest

and explicate a design for evaluating the impact of such a massive training

effort.

2. Is training transfer an important issue in the automobile manufacturing

companies? How transfer is evaluated in those companies? Design an action

plan sheet that a manager and employee could use to facilitate transfer of

training. Justify each category included in the action plan.

3. In a financial services company where 100 employees are working in

information technology department had a high employee turnover rate. A survey

of employees revealed that the reason most left was dissatisfaction with the level

of training. The average turnover rate was 23 percent per year. The cost to

recruit and train one new employee was Rs. 56,625/-. To address the turnover

problem, the company developed a skills training program that averaged 80

hours per year per employee. The average employee wage was Rs. 35/- per

hour. Instructor, classroom, and other costs were Rs. 170,000/-.

a) What is the total cost of training? The total cost of turnover?

b) If the turnover rate dropped 8 percent (from 23 percent to 15 percent), what

was the financial benefit of the training program?

c) What was the ROI of the training program?

d) How much would the turnover rate have to be reduced (from 23 percent) for

the training program to show a benefit?

4. Assume you are a personnel manager in an service organisation, If you had an

opportunity to choose between adventure learning and action learning for

developing an effective team in your organisation, which would you prefer?

Defend your choice with precise justification.

3

**2.3 LABOUR WELFARE**

1. Elucidate the objectives scope and need of the voluntary welfare measures.

2. Discuss the various welfare measures available to protect the female labour and

the Agricultural labour mention the social assistance available to them.

3. Write the various statutes enacted by Indian Parliament from time to time and

various schemes implemented by government for the welfare of child, female

and contact labours in India.

4. Explain the psychological issues relating to the employment and measures to be

taken to prevent adverse impact on overall health of employees.

**2.4 INDUSTRIAL RELATIONS**

1. Describe the new perspectives of 1990s. Discuss the implications of post

modernism for employment relations. Explain the latest developments in HRM

for industrial relations issues with suitable examples.

2. Explain the historical perspective of Industrial relations in India. Discuss the

issues and challenges facing by the organisations related to industrial relations

in an organisation you are familiar with.

3. Explain the meaning, origin and growth of trade unions in India. Describe the

present trade union scenario of an industrial area with which you are familiar.

What are your suggestions for strengthing the trade unions in India.

4. Define grievance and discuss the role of Human Resource department in

grievance handling. Explain various approaches of grievance resolution, in your

opinion which approach is most effective and why?

**2.5 WAGES AND SALARY ADMINISTRATION**

1. ‘‘Indian managers are poorly paid compared to their counterparts abroad’’.

Examine this statement and offer your comments on it with suitable evidences.

2. ‘‘Hard workers get poor wage where as the workers hardly work get high wage.’’

Do you agree to this statement? Justify your stand with valid evidences.

3. Do you agree that the objectives of collective bargaining are to reduce the areas

of conflict and to crate work atmosphere geared to productivity? Elucidate.

4. “If selection and placement decisions are done effectively, an individual

performance should not vary a great a deal; therefore, an incentive system is not

necessary”. Dou you agree to this statement? Justify your view.

4

**2.6 STRATEGIC MANAGEMENT**

1. If strategic planning is essentially a program, can it display the degree of

adaptiveness that 21st century enterprises need? Would ‘strategic improvisation’

be a plausible alternative? Explore the practical consequences of strategic

improvisation for enterprise management.

2. Select an Automobile industry in India, and evaluate its competitive

business strategy using Porter’s five force model? What strategies can you

suggest to convert the unattractive forces in to attractive ones?

3. “Complementary mergers may result in each firm filling in the missing

pieces of their firm with pieces from other firm” – Examine the validity of the

statement in the Indian context with necessary examples.

4. ‘Formality is the enemy of creativity and innovation’. ‘Informality is the

enemy of disciplined and reliable performance’. Is it consequently impossible

for an enterprise to be both innovative and disciplined? Investigate how

these qualities can be combined.

**2.7.1 E-COMMERCE**

1. Describe the current e-commerce scenario in India and explain the future

prospect of e-commerce.

2. Explain the characteristics of large companies that involve B2G and B2C

transactions in their business, which require roboust, capable and scalable

electronic commerce system.

3. *Visit the following sites*:

www.olx.com / www.labour.tn.gov.in / www.clicks.co.za / www.digitalplanet.co.za

a. For each site determine whether it is in the exposure stage, interaction stage, ecommerce

stage or e-business stage. Provide reasons for your answer.

b. Determine whether each site is B2C, C2C, C2B or B2B and why.

c. Critically discuss the process of setting up a free-standing website and evaluate

the potential of e-commerce for small business development in India.

4. Consider the development of a portal for a Retailer shop. Discuss the various

technologies, tools and components involved in designing the same.

**2.7.2 BUSINESS RESEARCH METHODS**

1. Below is the gist of an article from Business Week. After reading it

(a) identify the broad problem area, (b) define the problem, and

(c) explain how you would proceed further.

“While Chrysler‘s minivans, pickups, and sport utility vehicles take a big share

of the truck market, its cars trail behind those of GM, Ford, Honda, and Toyota.

Quality problems include, among other things, water leaks and defective parts”.

2. It is advantageous to develop a directional hypothesis whenever we are sure of

the predicted direction. How will you justify this statement?

3. If a control group is a part of an experimental design, one need not worry about

controlling other exogenous variables. –Discuss this statement.

4. Whenever possible, it is advisable to use instruments that have already been

developed and repeatedly used in published studies, rather than develop our own

instruments for our studies. Do you agree? Discuss the reasons for your answer.

**M.B.A. MARKETING MANAGEMENT**

**SECOND YEAR**

**Academic Year 2017 – 2018**

**2.1 PRODUCT AND SERVICES MARKETING**

1. “Every service needs a product and every product needs a service” comment.

2. Assume you are a team member of the marketing research department of a low

cost domestic airline. Your manager has asked you to evaluate the service

quality of the airline. How would you go about It.? What service quality

dimensions would you use to evaluate the same?

3. Assume you are the marketing manager of a company manufacturing fully

automatic washing machines. What product support services would you provide

to the customer to have competitive advantage?

4. Customer waiting can be managed only by operations management’. Do you

agree with the statement? Justify your answer giving suitable examples.

**2.2 MARKETING RESEARCH**

1. Marketing Research has been suggested as a training ground for advancement in

the firm. Do you agree with this or do you feel that researchers should stay within

their specialty?

2. Assume you wish to determine whether men are brand-conscious when they are

shopping for suits. How could this question be studied using the observation

method? Using the questionnaire method?

3. Mr. Puneeth is running a FMCG production company which has market nationality

for the past 50 years. As it reaches maturing stage in its product life cycle, it has

planned to diversify its market from FMCG to Yarn exports. As a Chief Executive

Officer of the company how will you do marketing research for this new business to

find out the market potential?

4. Mr. Adithya, the Managing Director of ANC Limited has given a task to Mr. Sarath,

the R & D Manager to conduct a customer satisfaction survey for their brand of

shampoo among general public in major cities of Tamil Nadu. He has done the

customer satisfaction survey for the past six months. Now, Mr. Sarath has to

prepare the research report of his study. Assist Mr. Sarath in preparing the report

considering data and other necessary details for your own.

**2.3 CONSUMER BEHAVIOUR**

1. Consumer protection is an important issue. What areas of consumer behavior

appear to be most in need of increased regulation and / or consumer

education?

2. Assume that you are a marketing officer for a large furniture retailer. Prepare a

marketing program that would be successful in reaching consumers in the

25-34 age groups.

3. Assume that a soft-drink marketer wanted to increase penetration in the

Hispanic market. Prepare a set of recommendations for doing so.

4. Assume that a French manufacturer of women’s apparel is seeking to expand

markets by exporting to Canada. What marketing program should be

recommended for maximum effectiveness?

3

**2.4 RURAL MARKETING**

1. Discuss the important dimension of the rural market demographics and their

implications for marketers of consumer doubles.

2. Explain the important communication concept relevant to the rural markets

what is the significance of usage of symbols and principle, colour and music and

rural marketing communication.

3. Looking at the profile of the rural consumers on Indian today. What are the key

challenges passed for Indian marketers in the rural marketing segments?

4. As the product manager of an established consumer goods company, how would

you handle the menace of spurious brands in the rural markets?

**2.5 SALES AND DISTRIBUTION MANAGEMENT**

1. Write an essay on wholesaling? Explain the different marketing functions

performed by wholesaler-distributors for manufacturers with the help of suitable

examples.

2. What is the purpose of Sales Organization? What steps will you take for setting

up a Sales Organization? Explain with the help of suitable examples.

3. What are the different sources of Sales Force Recruits? Illustrate with the help of

suitable examples.

4. What special distribution challenges exist in India? What is the best way for

foreign companies to deal with these challenges? Explain

**2.6 STRATEGIC MANAGEMENT**

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own instruments for our studies. Do you agree? Discuss the reasons for your

answer.

**M.B.A. FINANCIAL MANAGEMENT**

**SECOND YEAR**

**Academic Year 2017 – 2018**

**2.1 MANAGEMENT OF FINANCIAL SERVICES**

1. Discuss the present state of the Insurance in India and outline causes for their

high growth.

2. Discuss elaborately the role and the progress of commercial banks in the

industrial financing of this country.

3. Explain the role of venture capital in the overall economy and how the venturecapital

industry actually works as a whole and also discuss some of the biggest

successes and failures of venture capital.

4. What do you understand by Credit Rating? Go to any financial institution , get

your credit rating and share your experience.

**2.2 INTERNATIONAL FINANCE**

1. The international financial environment has become very volatile.’ – Do you

agree? Discuss it by taking into account all relevant factors.

2. Do you know the foreign exchange rates fluctuate? How do these fluctuations

affect us? What can be done to minimize these fluctuations?

3. Discuss the international monetary system, why did the international monetary

system move from a fixed exchange rate system to floating exchange rate

system? What has been its impact?

4. The responsibilities of the foreign banks in the export finance area have today

increased tremendously as compared to earlier years of 20th Century comment.

**2.3 DERIVATIVES MANAGEMENT**

1. Cipla has a market price of Rs.890. The volatility on the share is 0.32; the riskfree

interest rate is 5 percent. What would be the price of the call with a strike

price of Rs.880, if the expiry date is 20 days ahead? Assume there has not been

any dividend announcement.

2. You are given three call options on a stock at exercise price (k) of Rs 40, Rs.45 and

Rs.50 with the expiration date in 3 month and the premium of Rs.4, Rs.2 and Rs.1

respectively. Show how the call options can be used to create a butterfly spread.

Construct a table with different market prices and show how profit changes with

stock price ranging from Rs 30 to Rs 60 for a butterfly spread.

3. You are a portfolio manager who has just been exposed to the possibilities of

stock index futures. Respond to the following situations.

(a) Assume that you have the resources to buy and hold the stocks in the

S&P 500. You are given the following data. (Assume that today is January 1)

i) Level of the S & P 500 index = 258.90

ii) June S&P 500 futures contract = 260.15

iii) Annualized Rate on T. Bill expiring June 26 (expiration date) = 6%

iv) Annualized Dividend yield on S&P 500 stocks = 3%

v) Assume that dividends are paid out continuously over the year. Is there

potential for arbitrage? How would you go about setting up the arbitrage?

3

(b) Assume now that you are known for your stock selection skills. You have

10,000 shares of Texaco in your portfolio (now selling for 38) and are

extremely worried about the direction of the market until June. You would

like to protect yourself against market risk by using the December S&P 500

futures contract (which is at 260.15). If Texaco's beta is 0.8, how would you

go about creating this protection?

4. What are various types of derivative instruments traded at NSE? What are

various products available for trading in Futures and Options segment at NSE?

**2.4 RISK MANAGEMENT AND INSURANCE**

1. You are the newly appointed Risk Manager within an organisation and have

noted that there is no written risk management philosophy or statement in

place. Advise the Board of the advantages of adopting a risk document,

describing the elements that should be referenced within it.

2. You are the Internal Audit Manager within an organisation. At a recent Board

meeting, you were asked to prepare for an internal audit of the risk management

process.

(a) State the aim of an Internal Audit team as defined by the Institute of Internal

Auditors (IIA).

(b) Explain the role and assurances that the internal audit has to provide in

relation to risk management.

(c) Explain how the responsibilities of the internal audit function differ from

those of the risk management committee.

3. Discuss the need and growing importance of Liability insurance policies in India

quoting relevant examples with specific reference to Professional indemnity

liability policy in the backdrop of the recent corporate scams.

4. “Claims handling requires specialized skills.” Do you agree? What makes

insurance claims processing difficult and complicated and unpleasant especially

in general insurance. Refer to the relevant IRDA guidelines for speedy settlement

of claims.

**2.5 INVESTMENT, SECURITY AND PORTFOLIO MANAGEMENT**

1. Cite recent examples of political, social, or economic events (market risk) that

have excited (a) The stock market, and (b) Stocks in a specific industry, to surge

ahead or plummet sharply.

2. “Public issue of securities through prospectus is not only most popular but also

the best method of raising fresh capital.” – Critically evaluate.

3. ‘Stock market indices are the barometers of the stock market.’ – Discuss.

4. Technical analysts believe that one can use past price changes to predict future

price changes. How do you justify this belief?

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**ANNAMALAI UNIVERSITY MBA FIRST YEAR AND SECOND YEAR ASSIGNMENT ANSWER SHEETS PROVIDED. DR. PRASANTH MBA PH.D. DME MOBILE / WHATSAPP: +91 9924764558 OR +91 9447965521 EMAIL:** [**prasanththampi1975@gmail.com**](mailto:prasanththampi1975@gmail.com) **WEBSITE:** [**www.casestudyandprojectreports.com**](http://www.casestudyandprojectreports.com)