



ANNAMALAI UNIVERSITY
DIRECTORATE OF DISTANCE EDUCATION

M.B.A. FIRST YEAR

Academic Year 2013 - 2014

ASSIGNMENT TOPICS

This booklet contains assignment topics. Students are asked to write the assignments for **EIGHT** papers as per instructions.

Last date for submission : **28-02-2014**

Last date for submission with late fee Rs. **300/-** : **14-03-2014**

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Dr. RM. CHANDRASEKARAN
DIRECTOR

1.1 PRINCIPLES OF MANAGEMENT

1. "The managers of tomorrow will not be a bigger man than his father was before him." – Critically analyse this statement and discuss the tasks expected to be performed by future managers to effectively deal with management challenges.
2. Identify four corporate social responsibility initiatives adopted by corporates which you are familiar with.
3. "More centralization and decentralization are not advisable" – Do you agree or disagree? Justify. Suggest when and where these two concepts effectively applied in corporate.
4. "MBO is the motivating factor or controlling technique". Critically evaluate this statement. Compare and contrast between MBO and MBE.

1.2 FINANCIAL AND MANAGEMENT ACCOUNTING

1. How do you analyse and interpret financial statement of a company for reporting on the soundness of its capital structure and solvency.
2. "Accounting ratios are mere guides and complete reliance on them in decision making is suicidal." Elucidate.
3. "Funds flow analysis represents a stock to flow linkage." – Justify your views.
4. From the following information pertaining to M/s ABC & Co. Ltd., prepare its trading, profit & Loss A/c for the year ending 31st March 2012 and summarized Balance Sheet as on that date.

Current ratio	- 2.5
Quick Ratio	- 1.3
Proprietary ratio	- 0.06
Gross Profit to sales	- 10%
Debtors Velocity	- 40 days
Sales	- 2,73,000
Working capital	- 1,20,000
Bank overdraft	- 2,15,000
Share Capital	- 2,50,000

Closing Stock is 10% more than opening stock

Net profit 10% of proprietary fund.

1.3 MANAGERIAL ECONOMICS

1. Why is it important to state a managerial objective? Could the assumption that manager's objective is profit maximization be useful even if their real objective is maximizing market share (or) their salaries?
2. Why would smaller firms be content to let a large firm practice dominant firm price leadership in an industry?
3. Why is there no unique input price and quantity of input hired in the bilateral monopoly case? What factors will play a role in determining that price and quantity?
4. In a three sector economy with firms, households and Government show with a circular income flow model that the sum of private investment and government expenditure equals the sum of saving and taxes.

1.4 LEGAL ENVIRONMENT OF BUSINESS

1. "All contracts are agreements but all agreements are not contract" - Discuss.
2. "An agent is mere connecting link between Principal and Third Party." Justify this statement.
3. "A joint stock company is an artificial person but not citizen" – Comment on this statement.
4. "Buyer Beware" – rule applicable only to the Sale of Goods Act and not to Insurance." – Discuss.

1.5 ORGANISATIONAL BEHAVIOUR

1. An MNC in India adopted and changed norms of regulations towards their existing workforce - Does this mean organizational change? Explain.
2. Can managers control colleagues and employees emotions and moods? Examine. "You can't divorce emotions from the workplace because you can't divorce emotions from people". Analyse this statement with justification.
3. Among the different types of leadership styles, which style would be suitable to a democratic country like India to become superpower in business? Justify your answer.
4. "Money cannot motivate all people under all circumstances." Critically evaluate this statement with suitable examples and justifications.

1.6 WRITTEN ANALYSIS AND COMMUNICATION

1. You are the chief executive officer of a leading car manufacturing company. By applying effective communication systems, how will you improve the managerial functions.
2. "Intergroup conflict is essential for every organisation." – Do you agree? Discuss.

3. What is formal organisation? Compare the specific benefits of formal organisation with informal organisation with special reference to Indian Apparel Industry. Justify your answer with appropriate examples.
4. "As meetings should be democratic, everyone present should be permitted to talk as much as he or she wants without interference from the leader." Do you agree or not? Justify your views.

1.7 BUSINESS POLICY AND STRATEGIC MANAGEMENT

1. Successful strategy formulation does not guarantee successful strategy implementation. Therefore many management issues require management attention to ensure the effectiveness of strategy implementation. Identify and discuss any five [5] major issues that relate to strategy implementation phase.
2. You are in the business of jewellery making since generations and your business is flourishing now. You are planning to expand your business globally. What strategic options will you chose for entering and competing in foreign markets?
3. Explain the concept of Critical Success Factors [CSFs]. Take a firm of your choice, which is into consumer durables. Select any two products the firm manufactures and list out the critical success factors that are important for the success.
4. A company intends to take over another company and approaches you for advice. What guidelines would you like to suggest to the company to follow before and after takeover? Quote examples for successful and unsuccessful takeover.

1.8 RESEARCH METHODOLOGY

1. Draft a research proposal that is designed to answer the following key research question. "How can the internet be utilized by international service firms to create a strong market presence?"
2. Examine the need, uses, where, when and mode of application of the following statistical tools.
 - [a] Correlation analysis
 - [b] Factor analysis
 - [c] Multiple regression analysis
3. Assume that you have been appointed to conduct a market survey for examining the satisfaction among the guests stayed in a star hotel, Design a sampling plan to accomplish this purpose.
4. Design a questionnaire to find out the effectiveness of an advertisement appeared in a newspaper. Take the case of automobile segment [4 wheeler].


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1.2 MARKETING MANAGEMENT

1. What is product life cycle? Choose a case in international marketing and discuss the same.
2. Discuss which brands of mobile do you feel successfully targeted the group “Generation Y”. Which brands do not? What could they do better?
3. “Marketing research is the key to the success of a company”. Discuss the above statement, keeping in view of an example of the recent past where application of market research helped in formulating the right marketing strategy.
4. Suggest suitable pricing strategy for:
 - (i) 100 cc Motorcycle
 - (ii) Laptop
 - (iii) Branded Shirts

1.3 HUMAN RESOURCE MANAGEMENT

1. Prepare a report on the cultural diversity of an HR department in a multi location IT company. Examine the challenges it faces in the changed business scenario.
2. Study and compare the performance appraisal system in a manufacturing sector and service sector. Evaluate the reasons for their success/ failures in the respective sectors.
3. Critically analyse the selection process vis-à-vis the HR Strategy of an organization, examine whether the selection process is facilitating the recruitment and retention of the manpower with the required skill sets and competencies.
4. Analyse and appraise the quality circle movement in a service organization and suggest methods for its enhancement.

1.4 FINANCIAL MANAGEMENT

1. "The profit maximization is not an operationally feasible criteria." Do you agree? Illustrate your views.
2. "The function of Financial Management is to review and control decisions to commit or recommit funds to new or ongoing uses. Thus in addition to raising funds, financial Management is directly concerned with production, marketing and other functions within an enterprise whenever decisions are made about the acquisition or destruction of assets". Elucidate.
3. "When the corporate income taxes are assumed to exist Modigliani-Miller and the traditional theorists agree that capital structure does affect value. So the basic point of disputes disappears". Do you agree? Why or why not?
4. "The contention that dividends have an impact on the share price." Explain the essentials of this argument. Why the argument is considered fallacious.

1.5 PRODUCTION AND MATERIALS MANAGEMENT

1. Why do you think choosing correct location for a plant is significant? Draft a plan to locate a nuclear power plant.
2. Explain intermittent and continuous operations. Under what type of situation it would be used in automobile industry?
3. Explain the types of material handling equipments used in coal mines industry.
4. Discuss the importance and methods of inventory system followed in refining industries in India.

1.6 BUSINESS MATHEMATICS AND STATISTICS

1. A chartered Accountant applies for a job in two firms X and Y. He estimates that the probability of his being selected in firm X is 0.7 and being rejected in Y is 0.5 and the probability that atleast one of his applications rejected is 0.6. What is the probability that he will be selected in one of the firms?
2. In a factory turning out razor blade, there is a small chance of $1/500$ for any blade to be defective. The blades are supplied in a packet of 10. Use Poisson distribution to calculate the approximate number of packets containing blades with no defective, one defective, two defectives and three defectives in a consignment of 10,000 packets.
3. Samples of 400 students of undergraduate and 400 students of post graduate classes were taken to know their opinion about autonomous college. 290 of the undergraduate and 310 of the post graduate students favoured the autonomous status. Present these fact in the form of a table and test at 5% level, that the opinion regarding autonomous status of colleges are independent of the level of classes of students.

4. Test the significance of variation of the retail prices of the commodity in three principle cities; Bombay, Kolkata and Delhi. The four shops were chosen at random in each city and prices observed in rupees were as follows

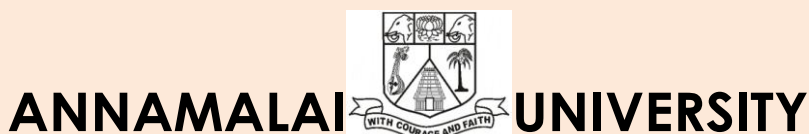
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Kolkata	14	10	10	6
Delhi	4	10	8	8

1.7 ADVERTISING MANAGEMENT

1. “Advertisement facilitates the building up of positive attitude of the target audience towards a brand.” Do you agree?
2. “House-to-house selling is the most efficient form of retailing as it can eliminate wholesalers as well as retail stores.” – Discuss.
3. It is said that telemarketing will revolutionize the marketing communication process. Do you agree?
4. Interactive systems of direct marketing are the wave of the future. Do you agree or disagree? Explain.

1.8 MANAGERIAL COMMUNICATION

1. Find article in the business press or general news about a recent incident involving a company (for example, a merger or acquisition, a scandal or crisis, or the launching of a new product). What kind of communication challenges might this event pose for the company, both internally and externally? What kinds of messages would probably need to be written, and to whom?
2. Interview a working professional about his or her writing process. In addition to asking about general strategies for different kind of writings, also how he or she tracked a particularly difficult writing situation. Write up the results of your findings briefly.
3. Locate six examples of video and audio clips you might use in a business document. Describe the examples along with a brief explanation of a good use in a business document.
4. Look through current newspapers, magazines, the web and so on, and get the best available information on the job outlook for this year’s college graduates. You should show variations by geographic areas, degree, and schools. Present your findings in a well-organized and illustrated report.



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