

ASSIGNMENT TOPICS
MBA I YEAR
UPTO CALENDER YEAR 2016

DRM 11 : Management process and Behaviour

1. Critically analyse Maslow's Need Hierarchy Theory in the context of the changing business environment.
2. 'Decision making is the primary task of the manager' – comment

DRM 12 : Managerial Economics

1. What do you mean by Monopoly ? How price and output is determined in short and long run in Monopoly competition ?
2. what are the tools used to implement the monetary policy ? Explain how the tightening of monetary policy leads to fall in the money stock of the economy ?

DRM 13 : Accounting for Managers.

1. " Every transaction in double entry book – keeping must have a double entry " Explain this statement Give the rules of Journalizing with regard to the different classes of accounts.
2. Discuss the rationale and importance of ratio analysis in the current business scenario.

DRM 14 : Business Environment

1. What are the important functions of WTO ?
Describe ways and means to make WTO provisions more rewarding to the developing countries, especially India.
2. State the emerging opportunities for international Business.

DRM 15 : Business Law:

1. Narrate : Foreign Exchange Management Act.(FEMA)
2. “All contracts are agreements but all agreements are not contract” Explain

DRM 16 : Managerial communication

1. Elaborate the types of reports.
2. What do you mean by communication? Discuss various barriers to the communication.

DRM 17 : Computer Application in Management

1. Explain the role of computers in the field of business.
2. Give a brief account of computer based financial accounting systems.

DRM 18 : Research Methodology

1. Describe the process of research.
2. Narrate the probability and Non – Probability sample methods.

MBA - II year

MBA – General Professional

DRM 21 Human Resource Management

1. Distinguish between training and development and discuss methods of training.
2. How would you comment on status of workers participation in management in Indian context.

DRM 22 : Marketing Management.

1. Discuss various pricing strategies Which of these can be adopted in decline stage of product Life cycle (PLC)'
2. What is digital marketing? Summarise its implications in the context of ongoing retailing revolution.

DRM 23 : Financial Management

1. Briefly describe the major types of financial management decisions that a firm takes.
2. 'According to Modigliani – Miller approach, the value of the firm is affected by the debt – equity mix' - Discuss.

DRM 24 : Operations Management

1. Give a detail account on materials management.
2. Write Notes on (i) Total Quality Management (TQM)
(ii) ISO 9000

DRM 25 : Decision support system:

1. Explain the application of DSS in a business organization.
2. Explain the components and characteristics of Decision support system.

DRM 26 : International Business Management:

1. Explain the various environmental factors that influence the international Business.
2. Discuss the international Labour strategy in the present day context.`

DRM 27 : Strategic Management

1. Explain with the help of examples, the types of diversification strategies.
2. Explain with examples, strategic planning process.

DRM 28 : Entrepreneurship and Management of small Business

1. Critically examine the uses of Entrepreneurship Development programs (EDps) in India.
2. Bring out the problems faced by small – scale Enterprises.

MBA (II year)

(Marketing / Production / Finance / HR/ system)

DRC 21 : Functional Management – I

1. Do monetary rewards really motivate employees ? comment
2. Elaborate the New product Development with suitable illustration.

DRC 22 : Functional Management – II

1. Explain the factors affecting the selection of plant location for sugar mills.
2. What is meant by accounting ratios? Distinguish between liquidity and leverage ratios.

DRC 23 : Strategic Management

1. Explain with the help of examples, the types of diversification strategies.
2. Explain with examples, strategic planning process

Elective : Marketing

DRC 24 : Marketing Research:

1. Discuss the relevance of marketing research in the present day India.
2. “ Marketing Research is a dynamic subject” comment Why is it necessary for the researcher to possess a scientific spirit?

DRC 25 : Advertising and sales promotion

1. “ The major recurrent advertising decision – facing firms is how much to spend on advertising “ Do you agree? What are the common methods for setting the advertising budget?
2. “Effective sales promotion on is dependent upon excellent communication between the buyer and the seller” – Comment

DRC 26 : International Marketing

1. Explain the sources and methods of Export finance.
2. Discuss the promotional technique in Export marketing.

DRC 27 : Service Marketing

1. ' The Indian economy is stated to be on its way to becoming service dominant'
Give reasons for such trend and analyse its impact on marketing and competitive edge building in goods and service industries.
2. Briefly describe the GAPS model of service quality How can it be applied to turn around the quality of public sector banks?

Elective : Production

DRP 24 :Materials Management

1. Explain the applications of forecasting techniques in materials management.
2. Write Notes on : (i) Fixed order quantity system
(ii) Periodic Review system in
Inventory management.

DRP 25 : Supply Chain Management

1. Discuss the role of logistics in supply chain management.
2. Elaborate the components of supply chain management with suitable illustration

DRP 26 : Project Management

1. What factors are considered while preparing PERT chart ?
2. Critically analyse any two alternate investment proposals?

DRP 27 : Operations Research

1. Explain the major applications of linear programming in business
2. Describe the transportation problem and give its mathematical model?

Elective : Finance

DRF 24 : Security Analysis and portfolio Management

1. Explain the security Market line (SML) with the help of figure. How does it differ from the capital Market Line (CML)?
2. Fundamental Analysis Vs Technical Analysis.

DRF 25 : Financial service

1. Discuss fully the different types of Leasing with suitable examples.
2. Factoring Vs Forfeiting

DRF 26 : Working capital Management

1. What credit and collection procedures should be adopted in case of business accounts? Discuss
2. Explain and illustrate the utility of a cash Budget

DRF 27 : corporate Taxation

1. Write a brief note on 'Wealth Tax'
2. Trace out the importance of CENVAT (central) Value Added Tax)

Elective : Human Resources

DRH 24 : Management Training and Development.

1. How development effectiveness evaluated?
2. Examine the need of Executive Development Explain any three Methods of Executive Development

DRH 25 : organization Development.

1. Elaborate Third Party Peace Making Interventions
2. Explain Lewin Model of change with illustration

DRH 26 : Industrial Labour Relations

1. Explain the Role of the Government, Employer and the Trade union maintaining smooth industrial relations.
2. Describe the methods of workers participation.

DRH 27 : counseling skills for managers

1. Critically examine the psychodynamic approach with illustration.
2. What are the skills that a counselor must have in order to serve his client well?

Elective : system

DRS 24 : System Analysis and Design

1. Explain system implementation
2. Describe the importance of Ethics in system development.

DRS 25 : Business process Re-Engineering.

1. Explain the process of Bench Marking .
2. Discuss the different Levels of Re-Engineering.

DRS 26 : Decision support system

1. Describe the types of Decision support system.
2. Write an essay on the issues relating to user interface.

DRS 27 : E-Commerce.

1. Trace out the features of E-Commerce.
2. What types of electronic payment systems are required in E-Commerce?
Explain the characteristics of each type of payment system and give an example each of where it is used.