



**TAMIL NADU OPEN UNIVERSITY**  
**Chennai - 15**  
**School of Management Studies**  
**ASSIGNMENT**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP- 20 & OPERATIONS MANAGEMENT  
Batch : CY 2020  
No. of Assignments : 2  
Maximum CIA Marks : 15 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Explain the types of production systems.
2. Discuss the Capacity Requirements Planning and bill of materials.
3. Describe JIT and the ways to implement it.

**ASSIGNMENT – 2**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Describe Total Quality Management.
2. Explain Control charts for measuring variables and attributes.
3. Explain time and motion study analysis related to ergonomics.



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**ASSIGNMENT**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP– 21 & ENTREPRENEURSHIP  
Batch : CY 2020  
No.of Assignments : 2  
Maximum CIA Marks : 15 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Discuss the role of entrepreneurship in economic environment.
2. Consultancy organizations are vital in promoting entrepreneurs. Justify
3. Explain the preparation of project report and presentation of financial analysis related to project management.

**ASSIGNMENT – 2**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Discuss ratio analysis and BE analysis.
2. Explain about Institutional aids for entrepreneurship development.
3. Evaluating entrepreneurial performance is possible. Justify



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**ASSIGNMENT**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP – 22 & BUSINESS LAW  
Batch : CY 2020  
No.of Assignments : 2  
Maximum CIA Marks : 15 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Describe breach of contract and remedies for it.
2. Explain Formation of company as per Companies Act 1956.
3. Discuss the Performance of Contract of Sale.

**ASSIGNMENT – 2**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Explain kinds of negotiable instruments as per Negotiable Instruments Act.
2. Discuss Life Insurance, Fire Insurance and Marine Insurance in detail.
3. Describe Foreign Exchange Management Act, 1992.



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**ASSIGNMENT**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP – 23 & STRATEGIC MANAGEMENT  
Batch : CY 2020  
No.of Assignments : 2  
Maximum CIA Marks : 15 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Explain the 7s framework of strategy formulation.
2. Discuss the environmental analysis involved in strategic management.
3. Elucidate the types of strategies.

**ASSIGNMENT – 2**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Describe Strategic Analysis and choice.
2. Explain functional and operational implementation in Strategic Management.
3. Discuss the steps in strategic evaluation and control process.



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**ASSIGNMENT**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP– 24 & INTERNATIONAL BUSINESS MANAGEMENT  
Batch : CY 2020  
No.of Assignments : 2  
Maximum CIA Marks : 15 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Describe the factors that influence international business.
2. Explain about Marketing management in MNC's.
3. Write short notes on:
  - a) ASEAN
  - b) SAARC
  - c) NAFTA

**ASSIGNMENT – 2**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. What is foreign direct investment? What are the advantages and disadvantages of FDI? Also explain different strategies of FDI.
2. Explain the trade related aspects of Intellectual Property Rights.
3. Elaborate International commercial arbitration.



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**ASSIGNMENT**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP– 30 & SECURITY ANALYSIS AND PORTFOLIO  
Batch : CY 2020  
No.of Assignments : 2  
Maximum CIA Marks : 15 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Discuss in detail various investment avenues in secondary market.
2. Elaborate Markowitz theory of Portfolio selection.
3. Explain the tools for technical analysis with its advantages and limitations.

**ASSIGNMENT – 2**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Discuss the Elements of Portfolio Management.
2. Elaborate Arbitrage Pricing Theory and Capital Asset Pricing Model in detail.
3. Write notes on
  - a) Sharpe's Performance Index
  - b) Treynor's Performance Index
  - c) Jensen's Performance Index



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**ASSIGNMENT**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP– 31 & MANAGEMENT OF FINANCIAL SERVICES  
Batch : CY 2020  
No.of Assignments : 2  
Maximum CIA Marks : 15 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Elaborate the role and functions of NBFCs.
2. Discuss about the venture capital financing.
3. How the leasing contracts are evaluated by the lessor?

**ASSIGNMENT – 2**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Describe the various legal provisions that govern the leasing business in India.
2. Explain the concept and growth of Housing Finance in India.
3. Discuss the various types of financial services



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**ASSIGNMENT**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP- 32 & TAX MANAGEMENT  
Batch : CY 2020  
No.of Assignments : 2  
Maximum CIA Marks : 15 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Explain the method of computation of tax rebate in relation to the assessment of an individual assessee.
2. Deductions are allowed to a company out of gross total income. Explain.
3. Explain any ten tax free incomes or (exempted incomes).

**ASSIGNMENT – 2**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Enumerate the ways to compute income from house property.
2. Elaborate long term and short term capital gains. How are they taxed?
3. What is capital gain? Discuss the procedure for computing capital gains.





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**ASSIGNMENT**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP– 33 & INTERNATIONAL FINANCIAL MANAGEMENT  
Batch : CY 2020  
No.of Assignments : 2  
Maximum CIA Marks : 15 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Explain foreign investment analysis and the problems involved in it.
2. Enumerate the functioning of Euro-Currency Market.
3. What is Capital Expenditure Budget? Why is it necessary?

**ASSIGNMENT – 2**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Describe International monetary system and Indian exchange rate system.
2. Discuss the factors aid in making the international capital markets more integrated.
3. What is CAPM and differentiate it from International Asset Pricing Model.



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**ASSIGNMENT**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP- 40 & MARKETING RESEARCH AND CONSUMER BEHAVIOUR  
Batch : CY 2020  
No.of Assignments : 2  
Maximum CIA Marks : 15 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. What is segmentation? Explain the steps in segmentation process.
2. Discuss the factors influencing consumer behaviour.
3. Elucidate the steps in the marketing research process.

**ASSIGNMENT – 2**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Discuss the process of Research in New Product Development.
2. What is marketing research design? Explain its types.
3. Elaborate advertising research with its scope and objectives.



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**ASSIGNMENT**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP- 41 & ADVERTISING AND SALES PROMOTION  
Batch : CY 2020  
No.of Assignments : 2  
Maximum CIA Marks : 15 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Define Advertising and elucidate the functions of advertising.
2. Explain “Media Planning” and “Media Scheduling”
3. Explain advertising techniques involved in sale promotion.

**ASSIGNMENT – 2**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Explain the conventional structure of the advertisement used in print media.
2. Discuss the ways to evaluate advertising effectiveness.
3. Explain the selection and training techniques of sales force.



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**ASSIGNMENT**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP- 42 & SERVICES MARKETING  
Batch : CY 2020  
No.of Assignments : 2  
Maximum CIA Marks : 15 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. What is product differentiation? How will you differentiate the services?
2. Discuss various techniques of services marketing.
3. What are the different process management of service marketing?

**ASSIGNMENT – 2**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Discuss the ways to develop services marketing mix.
2. Explain the stages in developing internal marketing program.
3. Analyse the gaps in service quality model.



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**ASSIGNMENT**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP- 43 & INTERNATIONAL MARKETING  
Batch : CY 2020  
No.of Assignments : 2  
Maximum CIA Marks : 15 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Discuss the important international market product strategies.
2. Explain Institutional framework for exports in India.
3. What do you understand by 'Bill of Lading'? Explain various types of bill of lading.

**ASSIGNMENT – 2**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. What are customs duties? and critically examine its impact in International Marketing.
2. Describe the functions and procedures of Export management.
3. Write a note on the following:
  - a) tramp vessels
  - b) deemed exports
  - c) Marine insurance policy
  - d) EOUs.



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**ASSIGNMENT**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP– 50 & HUMAN RESOURCE DEVELOPMENT  
Batch : CY 2020  
No.of Assignments : 2  
Maximum CIA Marks : 15 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Human Resource Development approach is important in the changing economic scenario. Justify
2. Elucidate the skills required by the managers.
3. Write a note on the following.
  - a) competency mapping
  - b) Management of Careers
  - c) career anchors
  - d) career need assessment

**ASSIGNMENT – 2**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Discuss the theories of motivation.
2. Explain the methods of performance appraisal.
3. Elaborate the training methods.



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**ASSIGNMENT**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP– 51 & LABOUR LEGISLATIONS  
Batch : CY 2020  
No.of Assignments : 2  
Maximum CIA Marks : 15 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. What are the obligations and rights of workers under the factories Act 1948?
2. Explain various methods for the settlement of industrial dispute under the Industrial Dispute Act 1947.
3. Elaborate the salient features of Employees State Insurance Act, 1948.

**ASSIGNMENT – 2**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Discuss the provisions relating to paid wages on shop holidays under the Tamilnadu Shops and Establishment Act.
2. Describe the Workmen Compensation Act 1923.
3. Elaborate The Employees' Provident Fund and Miscellaneous Provisions Act 1952



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**ASSIGNMENT**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP– 52 & ORGANIZATIONAL DEVELOPMENT  
Batch : CY 2020  
No.of Assignments : 2  
Maximum CIA Marks : 15 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Discuss the phases and components of Organizational Development.
2. Elucidate the factors constituting the organizational work study.
3. Explain the various steps involved in organization transformation.

**ASSIGNMENT – 2**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Discuss Re-engineering as an approach to restructuring organization.
2. Explain the application of survey feedback as an organisation development intervention.
3. Elaborate the concept of organization culture.





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**ASSIGNMENT**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP- 53 & STRATEGIC HUMAN RESOURCE  
MANAGEMENT  
Batch : CY 2020  
No.of Assignments : 2  
Maximum CIA Marks : 15 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Discuss the steps in strategic Human Resource Management.
2. Explain the challenges and opportunities of globalising human resource.
3. Discuss the impact of organizational structure on the SHRM system.

**ASSIGNMENT – 2**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Explain the various economic indication of human resource management.
2. Elucidate the different stages of Organisational Development Process.
3. Write a note on the following terms :
  - (a) Job design
  - (b) Job rotation
  - (c) Job specification.
  - (d) SHRM
  - (e) Employee Engagement
  - (f) Retention



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**ASSIGNMENT**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP– 60 & PROJECT MANAGEMENT  
Batch : CY 2020  
No.of Assignments : 2  
Maximum CIA Marks : 15 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Explain the project selection models.
2. Discuss the project auditing and what purpose the project should be evaluated.
3. Describe the project life cycle in detail.

**ASSIGNMENT – 2**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Explain the following:
  - a) PERT
  - b) CPM
  - c) Termination Process
  - d) Gantt charts
  - e) Project auditing
2. Discuss about project control and the types of control process.
3. Explain termination process and various reasons of Project termination.



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Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP- 61 & TOTAL QUALITY MANAGEMENT  
Batch : CY 2020  
No.of Assignments : 2  
Maximum CIA Marks : 15 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Explain the principles of TQM.
2. What is bench marking? Explain the five stages of the benchmarking process.
3. Explain the quality improvement tools.

**ASSIGNMENT – 2**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Define Kaizan. What activities are carried out under a Kaizan quality improvement programme?
2. What is ISO 9000? Explain the Universal Standards of quality.
3. Elaborate the reengineering concept.



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**ASSIGNMENT**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP- 62 & SUPPLY CHAIN MANAGEMENT  
Batch : CY 2020  
No.of Assignments : 2  
Maximum CIA Marks : 15 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Explain supply chain and its features in detail.
2. Describe Demand forecasting in a supply chain
3. How will you manage economies of scale in a supply chain?

**ASSIGNMENT – 2**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Enumerate information technology in a supply chain.
2. Discuss the best practices in SupplyChain.
3. Explain E-business and the supply chain.



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**ASSIGNMENT**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP- 63 & MATERIALS MANAGEMENT  
Batch : CY 2020  
No.of Assignments : 2  
Maximum CIA Marks : 15 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Discuss the systems approach to Materials Management.
2. Explain Value Analysis and Value Engineering.
3. Enumerate about International Buying and Import purchasing.

**ASSIGNMENT – 2**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Explain the modes of transport used in transportation.
2. Discuss the approaches of value analysis in materials management.
3. Elaborate the Physical Distribution Logistics.



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**ASSIGNMENT**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP– 80 & MANAGING INFORMATION TECHNOLOGY  
Batch : CY 2020  
No.of Assignments : 2  
Maximum CIA Marks : 15 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Explain the roles of Information Technology.
2. Discuss the steps in Construction of Information System Architecture.
3. Elaborate the steps and process involved in enterprise innovation adoption of information technology.

**ASSIGNMENT – 2**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Elaborate the framework for IT Management.
2. Explain the innovation strategies of IT sector.
3. Describe the preparation and development of Security Policy.



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**ASSIGNMENT**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP– 81 & INFORMATION SYSTEMS DEVELOPMENT  
Batch : CY 2020  
No.of Assignments : 2  
Maximum CIA Marks : 15 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Discuss the system development life cycle.
2. Explain about identifying and selecting systems development projects.
3. Explain the following:
  - a) Gantt charts
  - b) PERT
  - c) Case Repository
  - d) Conceptual data modeling
  - e) Benefit analysis

**ASSIGNMENT – 2**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Elaborate about requirements structuring.
2. Explain the ways to prepare and present the Project Proposal.
3. Describe the types of maintenance.



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**ASSIGNMENT**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP– 82 & RELATIONAL DATABASE MANAGEMENT SYSTEM  
Batch : CY 2020  
No.of Assignments : 2  
Maximum CIA Marks : 15 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Explain the mechanism of nested queries.
2. Describe on modification of the database
3. Explain the SQL procedure to create tables, insert rows and insert columns.

**ASSIGNMENT – 2**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Elaborate RDBMS with its advantages and disadvantages.
2. Explain declarative transaction management.
3. Enumerate data storage and hash file organization.





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Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP- 83 & E-COMMERCE  
Batch : CY 2020  
No.of Assignments : 2  
Maximum CIA Marks : 15 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

1. Write a note on the following:
- Data mining
  - IP
  - HTTP
  - HTML
2. Explain the application of E commerce in service industry.
3. Explain business models in e commerce management.

**ASSIGNMENT – 2**

Max : 15 marks

**Answer any one of the question not exceeding 1000 words**

- Discuss electronic marketing and its types.
- Explain the types of electronic marketing.
- Elucidate cyber law issues in e business.