



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 : AY 2020 - 2021
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. Enumerate the functions of production system.
2. How do you identify appropriate ways to plan material requirement.
3. Explain the methods of inventory management/planning.

ASSIGNMENT – 2

Max: 15 marks

Answer any one of the question not exceeding 1000 words

1. State the importance of control charts for measuring variables.
2. Explain the role of six sigma technique in quality enhancement..
3. Analyse the importance of time and motion study in the operation management concept.



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ASSIGNMENT

Programme Code No : 261
Programme Name : M.B.A
Course Code & Name : MSP– 21 & ENTREPRENEURSHIP
Batch : AY 2020 - 2021
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. Economic development of the nation depend on the innovative entrepreneurs of the county- elucidate.
2. Examine the factors that are influencing the mobility of entrepreneurs.
3. How do you identify potential project by using suitable project appraisal methods.

ASSIGNMENT – 2

Max: 15 marks

Answer any one of the question not exceeding 1000 words

1. Analyse the various institutional aids prevailing for entrepreneurship development.
2. How will you set up a small scale industrial unit?
3. Women entrepreneurship is a vital instrument for sustainable development of nation - Discuss .



TAMIL NADU OPEN UNIVERSITY
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ASSIGNMENT

Programme Code No : 261
Programme Name : M.B.A
Course Code & Name : MSP – 22& BUSINESS LAW
Batch : AY 2020 - 2021
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 breach of Contract and what are the remedies in such case?
2. Explain the procedure for dissolution of firm.
3. Discuss the transfer of ownership with respect to Sale of Goods Act.

ASSIGNMENT – 2

Max :15 marks

Answer any one of the question not exceeding 1000 words

1. Explain the rights, duties and liabilities of principal.
2. Narrate IRDA Act, 1999.
3. Discuss about Consumer Protection Act, 1986.



TAMIL NADU OPEN UNIVERSITY
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ASSIGNMENT

Programme Code No : 261
Programme Name : M.B.A
Course Code & Name : MSP – 23 & STRATEGIC MANAGEMENT
Batch : AY 2020 - 2021
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 strategy. Discuss the strategic management process.
2. Explain the importance BCG matrix in evolving management strategies.
3. Enumerate GE McKinsey's matrix.

ASSIGNMENT – 2

Max : 15 marks

Answer any one of the question not exceeding 1000 words

1. Explain functional and operational implementation in Strategic Management.
2. Discuss the process of Strategic control.
3. Who developed competitive force model? Also explain the 5 forces of it.



TAMIL NADU OPEN UNIVERSITY
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ASSIGNMENT

Programme Code No : 261
Programme Name : M.B.A
Course Code & Name : MSP– 24 &INTERNATIONAL BUSINESS MANAGEMENT
Batch : AY 2020 - 2021
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 Classification of international business.
2. Explain the procedure and impact of SAARC on the trading activities of the member states.
3. Narrate the procedure in negotiating foreign collaboration and joint venture.

ASSIGNMENT – 2

Max: 15 marks

Answer any one of the question not exceeding 1000 words

1. Elucidate the functions of WTO.
2. Discuss Intellectual Property Rights.
3. Elaborate the Procedure for international commercial arbitration.



TAMIL NADU OPEN UNIVERSITY
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ASSIGNMENT

Programme Code No : 261
Programme Name : M.B.A
Course Code & Name : MSP– 30 & SECURITY ANALYSIS AND PORTFOLIO
Batch : AY 2020 - 2021
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 components of investment risk.
2. Discuss the ways to manage trading system of secondary markets.
3. Narrate about equity investment analysis.

ASSIGNMENT – 2

Max : 15 marks

Answer any one of the question not exceeding 1000 words

1. Discuss the characteristics of individual assets pertaining to return and risk.
2. Enumerate Markowitz's approach of portfolio selection.
3. Explain the ways to evaluate portfolio performance.



TAMIL NADU OPEN UNIVERSITY
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ASSIGNMENT

Programme Code No : 261
Programme Name : M.B.A
Course Code & Name : MSP– 31 &MANAGEMENT OF FINANCIAL SERVICES
Batch : AY 2020- 2021
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 about the modes of earning capitals from domestic and foreign markets.
2. Elaborately write NBFC's scope, meaning and its role in our country's growth.
3. Explain the legal framework and taxation aspects involved in hire purchase.

ASSIGNMENT – 2

Max : 15 marks

Answer any one of the question not exceeding 1000 words

1. Describe bills discounting and its forms in detail.
2. Explain strategic issues in the management of credit and investment policy.
3. How will you evaluate leasing? Discuss the legal aspects involved in it.



TAMIL NADU OPEN UNIVERSITY
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ASSIGNMENT

Programme Code No : 261
Programme Name : M.B.A
Course Code & Name : MSP– 32 & TAX MANAGEMENT
Batch :AY 2020 - 2021
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 tax rule relating to resident and non - resident Indians.
2. Enumerate the ways to compute income from house property.
3. Discuss the mode of computation of capital gains.

ASSIGNMENT – 2

Max : 15 marks

Answer any one of the question not exceeding 1000 words

1. Discuss about the procedure to club various incomes.
2. Explain the ways to assess tax on income by mutual fund.
3. Enumerate any five tax exemption in detail.



TAMIL NADU OPEN UNIVERSITY
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ASSIGNMENT

Programme Code No : 261
Programme Name : M.B.A
Course Code & Name : MSP– 33 &INTERNATIONAL FINANCIAL MANAGEMENT
Batch : AY 2020 - 2021
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 procedure for borrowing international equity investment.
2. Enumerate the issues involved in cross border investment analysis.
3. Decision tree analysis helps in capital budgeting. Justify.

ASSIGNMENT – 2

Max: 15 marks

Answer any one of the question not exceeding 1000 words

1. Describe capital structure decision across the countries.
2. Discuss inventory management in multinational working capital.
3. Explain the procedure to manage blocked currency trade.



TAMIL NADU OPEN UNIVERSITY
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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 : AY 2020 - 2021
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 marketing research process with a diagram.
2. Product research provides information on the specific and required characteristics of a service or a product – Elucidate.
3. Discuss the factors influencing consumer behaviour.

ASSIGNMENT – 2

Max : 15 marks

Answer any one of the question not exceeding 1000 words

1. Explain Howard-Seth model of buyer behaviour.
2. Explain consumer decision processes in detail.
3. If you are a marketing manager how will you work for new product development?



TAMIL NADU OPEN UNIVERSITY
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ASSIGNMENT

Programme Code No : 261
Programme Name : M.B.A
Course Code & Name : MSP– 41 & ADVERTISING AND SALES PROMOTION
Batch : AY 2020-2021
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 types and functions of advertising.
2. Explain various forms of media.
3. Discuss the ways to evaluate advertising effectiveness.

ASSIGNMENT – 2

Max : 15 marks

Answer any one of the question not exceeding 1000 words

1. Discuss the process of recruitment and selection of sales force.
2. Do you think sales force need to be motivated? Elaborate.
3. Explain advertising techniques involved in sale promotion.



TAMIL NADU OPEN UNIVERSITY
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ASSIGNMENT

Programme Code No : 261
Programme Name : M.B.A
Course Code & Name : MSP- 42 & SERVICES MARKETING
Batch : AY 2020 - 2021
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 various components of service.
2. Discuss the ways to develop services marketing mix.
3. Enumerate the role of employees and customer in service delivery.

ASSIGNMENT – 2

Max : 15 marks

Answer any one of the question not exceeding 1000 words

1. Explain the Gap model of customer satisfaction.
2. Elucidate different types of tourism in India and the hospitality services pertaining to it.
3. Discuss the procedure for measuring service quality.



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ASSIGNMENT

Programme Code No : 261
Programme Name : M.B.A
Course Code & Name : MSP– 43 & INTERNATIONAL MARKETING
Batch : AY 2020 - 2021
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 about cultural environment in international marketing.
2. Explain Institutional framework for exports in India.
3. Elaborate the import policy prevailing in our country.

ASSIGNMENT – 2

Max : 15 marks

Answer any one of the question not exceeding 1000 words

1. Discuss the pricing strategies for exporting of goods.
2. Explain the planning and procedures involved in promoting a product at international level.
3. Elucidate the aspects a typical export marketing plan focuses on.



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ASSIGNMENT

Programme Code No : 261
Programme Name : M.B.A
Course Code & Name : MSP– 50 & HUMAN RESOURCE DEVELOPMENT
Batch : AY 2020 - 2021
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 sub systems of HRD.
2. Explain the factors to be considered in performance appraisal.
3. Enumerate the ways to find the training needs of employees.

ASSIGNMENT – 2

Max: 15 marks

Answer any one of the question not exceeding 1000 words

1. Discuss the merits and demerits of management development techniques.
2. Explain the organisational culture pertaining to HRD.
3. Change can be managed through organisational development -. Elaborate.



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Programme Code No : 261
Programme Name : M.B.A
Course Code & Name : MSP– 51& LABOUR LEGISLATIONS
Batch : AY 2020 - 2021
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 various welfare measures provided under Factories Act,1948.
2. Discuss the step by step procedure for grievance redresal of employees.
3. Explain the provisions under Employees State Insurance Act, 1948.

ASSIGNMENT – 2

Max : 15 marks

Answer any one of the question not exceeding 1000 words

1. Explain the scope and object of the Payment of Wages Act, 1936.
2. Describe the Tamil Nadu Shops and Establishments Act.
3. Elucidate facilities are mandatory which have to be provided by the owner in Plantation Labour Act.



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ASSIGNMENT

Programme Code No : 261
Programme Name : M.B.A
Course Code & Name : MSP– 52 & ORGANIZATIONAL DEVELOPMENT
Batch : AY 2020 - 2021
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 Characteristics and components of OD.
2. What are the factors influencing the resistance to change and explain Lewin's change model.
3. Enumerate interpersonal and group process approaches in OD.

ASSIGNMENT – 2

Max : 15 marks

Answer any one of the question not exceeding 1000 words

1. Describe the need and process of restructuring organisations.
2. Explain the key elements of performance management.
3. List out the various techniques involved in work design.



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ASSIGNMENT

Programme Code No : 261
Programme Name : M.B.A
Course Code & Name : MSP– 53 & STRATEGIC HUMAN RESOURCE
MANAGEMENT
Batch : AY 2020 - 2021
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 constituents of changing business environment.
2. Discuss the structure related strategic response.
3. How cultural diversity impacts the overall functioning of an organization?

ASSIGNMENT – 2

Max : 15 marks

Answer any one of the question not exceeding 1000 words

1. Explain the concept of employee empowerment. Discuss why it is essential to empower employee.
2. Explain the different stages of Organisational Development Process.
3. Discuss economic indicators of human resource management.



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ASSIGNMENT

Programme Code No : 261
Programme Name : M.B.A
Course Code & Name : MSP– 60 & PROJECT MANAGEMENT
Batch : AY 2020 - 2021
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 factors to be considered in selection of project manager.
2. What is project life cycle? Describe in brief the action needed at each stage from designing to developing of a project?
3. Explain the linear responsibility charts.

ASSIGNMENT – 2

Max : 15 marks

Answer any one of the question not exceeding 1000 words

1. What do you mean by PERT and CPM? Discuss its advantages and limitations.
2. Discuss the types of control processes used in the project.
3. Explain termination process and various reasons of Project termination.



TAMIL NADU OPEN UNIVERSITY
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Programme Code No : 261
Programme Name : M.B.A
Course Code & Name : MSP– 61 & TOTAL QUALITY MANAGEMENT
Batch : AY 2020 - 2021
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 elements of TQM concept.
2. Describe the implementation process of quality systems.
3. Explain the five stages of the benchmarking process.

ASSIGNMENT – 2

Max : 15 marks

Answer any one of the question not exceeding 1000 words

1. Discuss about understanding process variation.
2. Explain the organisational re-engineering process.
3. Why do organizations strive to get ISO 9000 certification? Discuss.



TAMIL NADU OPEN UNIVERSITY
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ASSIGNMENT

Programme Code No : 261
Programme Name : M.B.A
Course Code & Name : MSP– 62 & SUPPLY CHAIN MANAGEMENT
Batch : AY 2020 - 2021
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 drivers and obstacles of supply chain management.
2. Describe planning and demand in supply chain.
3. Uncertainty in a supply chain can be managed with suitable techniques - Justify.

ASSIGNMENT – 2

Max : 15 marks

Answer any one of the question not exceeding 1000 words

1. Discuss transportation procedure in supply chain.
2. Highlight the role of Information Technology in a supply chain.
3. Explain supply chain and the role of E-business in it.



TAMIL NADU OPEN UNIVERSITY
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ASSIGNMENT

Programme Code No : 261
Programme Name : M.B.A
Course Code & Name : MSP– 63 & MATERIALS MANAGEMENT
Batch : AY 2020 - 2021
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 factors involved in materials planning.
2. Explain procurement activities under materials management.
3. Briefly enumerate the process and procedure involved in Government purchasing.

ASSIGNMENT – 2

Max : 15 marks

Answer any one of the question not exceeding 1000 words

1. Explain stock verification Systems.
2. Discuss the various price forecasting methods in materials management.
3. Narrate the importance and techniques of material handling.



TAMIL NADU OPEN UNIVERSITY
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ASSIGNMENT

Programme Code No : 261
Programme Name : M.B.A
Course Code & Name : MSP– 80 & MANAGING INFORMATION TECHNOLOGY
Batch : AY 2020 - 2021
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 roles of CIO, CTO and CKO.
2. Explain the essentials of IT in business innovation.
3. Describe construction of Information System Architecture.

ASSIGNMENT – 2

Max : 15 marks

Answer any one of the question not exceeding 1000 words

1. Discuss IT Management framework in detail.
2. Explain the Management of IT Outsourcing.
3. Describe risk assessment and security policy pertaining to IT.



TAMIL NADU OPEN UNIVERSITY
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ASSIGNMENT

Programme Code No : 261
Programme Name : M.B.A
Course Code & Name : MSP– 81 & INFORMATION SYSTEMS DEVELOPMENT
Batch : AY 2020 - 2021
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 types of information systems.
2. Explain the steps involved in information systems planning.
3. Explain the Gantt charts and PERT.

ASSIGNMENT – 2

Max : 15 marks

Answer any one of the question not exceeding 1000 words

1. Discuss the ways to assess Project Feasibility.
2. Requirements determination is an important phase in information systems development. Justify.
3. Explain the types of maintenance.



TAMIL NADU OPEN UNIVERSITY
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School of Management Studies
ASSIGNMENT

Programme Code No : 261
Programme Name : M.B.A
Course Code & Name : MSP– 82 &RELATIONAL DATABASE MANAGEMENT
SYSTEM
Batch : AY 2020 - 2021
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. List different database models and elaborately explain any three models.
2. How will you create columns, insert rows, and create tables in SQL?
3. Explain the characteristics of object-relational databases.

ASSIGNMENT – 2

Max : 15 marks

Answer any one of the question not exceeding 1000 words

1. Discuss Query Optimisation in detail.
2. Explain the process to manage and recover a transaction.
3. Enumerate data storage and querying.



TAMIL NADU OPEN UNIVERSITY
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School of Management Studies
ASSIGNMENT

Programme Code No : 261
Programme Name : M.B.A
Course Code & Name : MSP– 83 & E-COMMERCE
Batch : AY 2020 - 2021
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. List various software tools and elaborately explain the HTML and HTTP.
2. Explain the multidisciplinary approach to E-commerce.
3. Discuss Web Metrics and Intelligent Agents in e commerce management.

ASSIGNMENT – 2

Max : 15 marks

Answer any one of the question not exceeding 1000 words

1. Discuss internet governance policy in channel conflict management.
2. Explain the types of electronic marketing.
3. Elucidate the ways to protect the consumer from electronic highway robbery.