

MANONMANIAM SUNDARANAR UNIVERSITY

DIRECTORATE OF DISTANCE & CONTINUING EDUCATION

TIRUNELVELI - 627 012.

CALENDAR YEAR 2018

MBA (033)

DKR21 - HUMAN RESOURCE MANAGEMENT

ASSIGNMENT I

1. Recite the term Human Resource Policies and explain it in detail.

or

2. Describe about recruitment and its sources.

ASSIGNMENT II

3. Discuss in detail about current scenario of industrial relations in India.

or

4. Explain the worker's participation in management with relevant examples.

DKR22 - MARKETING MANAGEMENT

ASSIGNMENT I

1. Give the concept of marketing mix and mention the various factors affecting the marketing mix?

or

2. What are the various stages of the new product development and launch. Explain with examples.

ASSIGNMENT II

3. Discuss the factors that govern the selection of channels of distribution by a manufacturer.

or

4. Discuss the emergence of online marketing trends and explain its features.

DKR23 - FINANCIAL MANAGEMENT

ASSIGNMENT I

1. Explain the scope and nature of financial management.
or
2. What is leverage? Discuss the types of leverages?

ASSIGNMENT II

3. Explain the various methods of preparing cash budget.
or
4. What is capital budgeting? Discuss process and techniques of capital budgeting.

DKR24 - OPERATIONS MANAGEMENT

ASSIGNMENT I

1. Describe the functions of production/operation management today.
or
2. Explain the various concepts of maintenance management.

ASSIGNMENT II

3. Explain the types of inventory and inventory control.
or
4. What is industrial safety and its benefits?

DKR25 - DECISION SUPPORT SYSTEM

ASSIGNMENT I

1. Explain reasons needed for computerized decision support system.
or
2. Explain the modeling process with suitable diagram.

ASSIGNMENT II

3. Explain decision tree with example.
or
4. What are all the steps involve in development of DSS? Explain.

DKR26 - INTERNATIONAL BUSINESS MANAGEMENT

ASSIGNMENT I

1. "International Business has become indispensable in the economic Development of a developing country" – Analyze this statement with the Indian Context.
or
2. Give an elaborate account Role of MNC in International Business.

ASSIGNMENT II

3. Give an elaborate accounting technology accumulation in International Business.
or
4. Elaborately discuss about phases of export development.

DKR27 - STRATEGIC MANAGEMENT

ASSIGNMENT I

1. Describe a role of leader in strategic planning.
or
2. Explain the Various diversification Strategies.

ASSIGNMENT II

3. What are generic strategies? Explain briefly.
or
4. What is Mckencys 7s framework - Explain?

DKR28 - ENTREPRENEURSHIP

ASSIGNMENT I

1. Discuss the entrepreneurial growth in India.
or
2. Describe the steps involved in planning and establishing a small industry.

ASSIGNMENT II

3. Explain the incentives provided by the government of Tamilnadu to small scale industries.
or
4. Suggest various measures to promote women entrepreneurs in India.

DKR28 - ENTREPRENEURSHIP (Project Work)

Project Work:

“A Study on Youth Perception and Awareness towards Entrepreneurship”