



# **TAMILNADU COUNCIL FOR OPEN AND DISTANCE LEARNING**

*Accredited by International Council for Open & Distance Education (ICDE), Oslo, Norway*

*Internationally Accredited Institution Registered under Tamilnadu Govt Act*

## **IMPORTANT INSTRUCTIONS TO STUDENTS FOR WRITING ASSIGNMENTS**

- 1. There will be 12 questions given for writing assignments. All these questions needs to be answered.**
- 2. The Answers need to be written with a page having minimum of 60 lines.**
- 3. A Minimum of 50 pages should be written for each subject.**
- 5. If any student fails to submit the assignments, the result of that particular student will be withheld.**
- 6. We have attached sample front page format and student has to attach the front page for each assignment.**
- 7. A student's all separate assignments have to be combined together and Tagged and has to be submitted to the approved Academic Centres (AC) and get the acknowledgement.**
- 8. Assignments should be hand-written only.**



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## ASSIGNMENT

**Name of Student:** \_\_\_\_\_

**Register Number:** \_\_\_\_\_

**Name of the Course :** \_\_\_\_\_

**Specialization:** \_\_\_\_\_

**Subject Name :** \_\_\_\_\_

**Subject Code :** \_\_\_\_\_

**Date of Submission :** \_\_\_\_\_



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**ASSOCIATE MBA (A-MBA)**

**ACADEMIC SESSION –2020**

**SUBJECT CODE: AMBA-1**

## **PRINCIPLES OF MANAGEMENT**

**Answer the all questions**

1. Explain in detail about the role of decision making in management.
2. Give short note about process of controlling.
3. Briefly explain the nature of stress and its influence on personality.
4. Explain in detail about motivational theories.
5. Write about nature and purpose of planning.
6. Discuss emotional intelligence as a MANAGERIAL TOOL.
7. Explain the sources of authority and power in the organisation context.
8. How does personality relate to organizational behaviour? Explain with examples.
9. Explain the challenges and opportunities for organizational behaviour in Indian Business Organisation.
10. Differentiate between committees, teams and groups.
11. Give the major reasons for organisational politics.
12. Are management and administration different? Justify.



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**SUBJECT CODE: AMBA-2**

**MARKETING MANAGEMENT**

**Answer the all questions**

1. Explain in detail about types of market.
2. What is marketing mix? Explain in detail with an example.
3. How physical distribution and promotion of FMCG takes place in Indian market?
4. Explain the pricing strategies in detail.
5. Elaborate the marketing research process.
6. Explain the product life cycle development.
7. With a suitable example, write the different stages in new product development.
8. Describe the sales promotion methods with suitable examples.
9. How Indian products are positioned in the global market?
10. Elaborate the demand forecasting methods.
11. Explain in detail about marketing research steps for a product ( Choose your own example)
12. Write a note on a) Packaging b) Labelling



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### **ACADEMIC SESSION –2020**

#### **SUBJECT CODE: AMBA-3**

#### **FINANCE MANAGEMENT**

#### **Answer the all questions**

1. Explain the various types of financing decisions.
2. As a finance manager, which factors will you consider while devising a dividend policy of a company.
3. Discuss the merits and demerits of the weighted average cost of capital.
4. What is the need and significance of capital budgeting?
5. Explain various factors influencing working capital.
6. Differentiate the operating lease from the financial lease.
7. Explain the need for financial analysis.
8. Consolidate your views regarding dividend and retained earnings.
9. Explain the procedure to be followed by an organisation to issue a debenture.
10. Explain the various collection policies in receivables management.
11. What are the advantages and disadvantages of leasing?
12. What is financial risk? How does it differ from business risk?



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**SUBJECT CODE: AMBA-4**

**MANAGEMENT ACCOUNTING**

**Answer the all questions**

1. Explain the origin and growth of management and financial accounting.
2. How to prepare a funds flow statements?
3. Discuss Break-Even analysis with limitations.
4. What are the functions of Management Accounting?
5. Define Management Accounting.
6. Explain the different techniques of interpreting financial statements.
7. What are the objectives of Reports?
8. What is meant by Comparative Statement?
9. Explain the procedures for preparing P & L Account and Balance Sheet.
10. Illustrate the importance, objectives and methods of budgetary control.
11. Discuss the various methods of Ranking Investment Proposals.
12. Distinguish cash and funds flow analysis.



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**SUBJECT CODE: AMBA-5**

**HUMAN RESOURCE MANAGEMENT**

**Answer the all questions**

1. Describe the functions of Human resource management.
2. Explain the traditional methods of performance appraisal.
3. List out the various sources of recruitment.
4. Explain the methods of job evaluation.
5. Explain the factors influencing wage and salary administration.
6. Explain the benefits of Human Resource Planning.
7. What are the modern sources of recruitment?
8. Explain different methods of training the employees.
9. How do you prevent a decline in morale. Suggest the measures to improve the morale
10. Distinguish between a Manager and leader.
11. What should be the objectives of recruitment.
12. What are the operative functions of HRM?





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**SUBJECT CODE: AMBA-6**

**LEGAL ASPECTS OF BUSINESS**

**Answer the all questions**

1. What is Business law and explain its sources?
2. Define contract and its essential elements?
3. Explain about Capacity to Contract?
4. What do you mean by Implied Condition & Warranty (or) Implied conditions and warranties?
5. Explain the Kinds/Types/Classification of companies?
6. Distinguish between Memorandum of association and Articles of association?
7. Explain the Income tax provisions under various heads.
8. State the provisions of Minimum wages Act.
9. State the Patents, copy rights and IPR in detail.
10. Explain the Provisions of Consumer Protection Act.
11. Define prospectus - conditions and objects?
12. What is meant by Winding up? State the methods of winding up of a company?





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### **ACADEMIC SESSION –2020**

#### **SUBJECT CODE: AMBA-7**

#### **STATISTICS MANAGEMENT**

#### **Answer the all questions**

1. What is random experiment ?
2. What do you mean by sampling distribution of the mean?
3. What are the primary shortcoming of nonparametric tests?
4. What do you mean by sampling distribution o the mean?
5. Define point estimate and interval estimate.
6. Explain random sampling methods in detail stating the merits and demerits.
7. Discuss the test procedure to test hypothesized population proportion using single sample proportion.
8. What are the merits of Nonparametric methods over parametric methods?
9. Explain the Sign test for comparing paired samples with appropriate examples.
10. Explain the use of addition theorem.
11. What is irregular variation?
12. Write the standard error of sampling distributions of mean and proportion.



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#### **SUBJECT CODE: AMBA-8**

#### **ORGANISATIONAL BEHAVIOUR**

##### **Answer the all questions**

1. How to revolve organisational conflict? Discuss.
2. What are the determinants of personality? Explain.
3. Explain the factors influencing group cohesiveness.
4. What is the importance of Group dynamics? Explain
5. Describe Managerial Grid.
6. Explain the Lewin's model of change process.
7. Describe Maslow and Herzberg theories of motivation.
8. Enumerate the factors influencing organizational climate.
9. What are the causes of organizational conflict? Explain.
10. Explain the stages of personality development with examples.
11. Explain the leadership characters and styles.
12. What is organisational effectiveness? What are the indicators? How to achieve it?