

## Assignment Topics for **I M.B.A** **II Semester** Students

<p><b>Human Resource Management</b></p>	<ol style="list-style-type: none"> <li>1. Explain Human Resource Management Practices in India.</li> <li>2. Differentiate between training and development. Discuss off-the- job methods of training.</li> <li>3. What steps are involved in the selection procedure? Explain them briefly.</li> <li>4. What do you mean by Performance Appraisal? Discuss its benefits to an industrial organization.  What are the challenges before Human Resource Management in current times? Discuss</li> </ol>
<p><b>Marketing Management</b></p>	<ol style="list-style-type: none"> <li>1. Critically explain the Various Concepts Marketing activities are carried out in the organization.</li> <li>2. What is target market? What according to you is the best targeting strategy?</li> <li>3. Explain the PLC (Product Life Cycle) concept also explain the different marketing strategies adopted by marketer in different stages.</li> <li>4. What are the different types of marketing research? How this research helps the marketers.</li> <li>5. Explain the emerging trends in the field of marketing also discuss the challenges faced by the marketers.</li> </ol>
<p><b>Financial Management</b></p>	<ol style="list-style-type: none"> <li>1. Explain the following financial concepts: A) Time Value of Money B) Risk and Return C) Valuation of Long Term Securities</li> <li>2. Explain the concept, assumptions and importance of Cost of Capital in Capital Budgeting.</li> <li>3. What is a Dividend Policy? Brief on the various dividend policies a company can follow.</li> <li>4. What is a Commercial Paper? Brief on the risks of</li> </ol>

	<p>Commercial Paper.</p> <p>5. What is New Issues Market? Brief on its significance, functions and types.</p>
<b>Operation Management</b>	<ol style="list-style-type: none"> <li>1. Explain the various functions of Production and Operations Management.</li> <li>2. Discuss the various types of Facility Layout Decision.</li> <li>3. Explain various methods of Forecasting.</li> <li>4. Explain the different methods of Inventory.</li> <li>5. Discuss the concept of PERT and CPM.</li> </ol>
<b>Management Information System</b>	<ol style="list-style-type: none"> <li>1. Discuss the role of Human Resource Manager.</li> <li>2. Explain the various methods of Recruitment.</li> <li>3. Explain the different factors determining Pay-rate.</li> <li>4. Explain the various functions of Human Resource Information System.</li> <li>5. Discuss about DSS model and software.</li> </ol>
<b>Research Methodology</b>	<ol style="list-style-type: none"> <li>1. Explain the different types of Research.</li> <li>2. Discuss the Research Process.</li> <li>3. Explain the different Scaling Techniques used in Research.</li> <li>4. Explain different types of Sampling.</li> <li>5. Discuss the various contents of good Research Report</li> </ol>

**Instructions:**

- Each Paper has Two Assignment Topics.
- Both the Assignment Topics are Compulsory
- Each Topic Carries 12.5 Marks
- Pages: Minimum 6 Maximum 10

- Date for Submission: 15<sup>th</sup> June 2020
- Front Page of the each Assignment should contain the following details
  - (vi) Name
  - (vii) Enrolment Number
  - (viii) Semester
  - (ix) Assignment Number and Title of the Assignment
  - (x) Date
- All the Assignments should be tied together.
- Assignments should be **submitted to**

**The Head (i/c),**

**Department of Business Administration**

**Directorate of Distance Education**

**Madurai Kamaraj University**

**Madurai – 21**

**Any further information please contact**

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