



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

Programme Code No : 2261
Programme Name : M.B.A
Pattern : Semester
Course Code & Name: MSPSE-41 & INVESTMENT ANALYSIS AND PORTFOLIO
MANAGEMENT
Batch : CY 2022 (4th Semester)
No. of Assignments : 3
Maximum CIA Marks : 30 (Average of Total No. of Assignments)

Assignment - 1

Marks - 30

Answer any one of the questions given below in 1000 words each.

1. Explain the concept of risk and return in investment analysis. Discuss how these factors influence investment decisions.
2. Compare and contrast the fundamental analysis and technical analysis approaches to investment analysis.
3. Explain the concept of the Capital Market Line (CML) and its relationship with the efficient frontier. Discuss how the CML can be used for portfolio construction and evaluation.



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MANAGEMENT

Batch : CY 2022 (4th Semester)

No. of Assignments : 3

Maximum CIA Marks : 30 (Average of Total No. of Assignments)

Assignment - 2

Max. Marks - 30

Answer any one of the questions given below in 1000 words each.

1. Discuss the different types of investment vehicles available to investors, such as stocks, bonds, mutual funds, and real estate. Compare and contrast their characteristics and potential risks.
2. How do risk-adjusted return measures, such as the Sharpe ratio and the Treynor ratio, assist in evaluating the performance of investment portfolios?"
3. What is margin trading, and how does it impact the Indian stock market? Discuss the risks involved and the regulatory safeguards in place.



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ASSIGNMENT

Programme Code No : 2261
Programme Name : M.B.A
Pattern : Semester
Course Code & Name : MSPSE-42 & MANAGEMENT OF FINANCIAL SERVICES
Batch : CY 2022 (4th Semester)
No. of Assignments : 2
Maximum CIA Marks : 30 (Average of Total No. of Assignments)

ASSIGNMENT – 1

Max: 30 marks

Answer any one of the questions not exceeding 1000 words

1. Discuss the modes of earning capitals from domestic and foreign markets.
2. Elaborately write scope, meaning and role of NBFC's in our country's economic growth.
3. Explain the legal framework and taxation aspects involved in hire purchase.



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No.of Assignments : 2
Maximum CIA Marks : 30 (Average of Total No. of Assignments)

ASSIGNMENT – 2

Max: 30 marks

Answer any one of the questions not exceeding 1000 words.

1. Describe the bill 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.



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ASSIGNMENT

Programme Code No	: 2261
Programme Name	: M.B.A
Pattern	: Semester
Course Code & Name	: MSPSE-43 & Business Analysis and Valuation
Batch	: CY 2022 (4 th Semester)
No.of Assignments	: 3
Maximum CIA Marks	: 30 (Average of Total No. of Assignments)

ASSIGNMENT – 1

Max: 30 marks

Answer any one of the questions not exceeding 1000 words.

1. Discuss the relationship between market value and future income, and how can market value be used to assess a company's growth potential? Provide real-world examples.
2. You are considering investing in a project that requires an initial investment of ₹50,000. The project is expected to generate a cash flow of ₹15,000 per year for the next five years. The discount rate is 10%. Calculate the present value of the cash flows.
3. Compare and contrast horizontal, vertical, and conglomerate mergers, providing examples of each type and discussing their potential advantages and challenges.



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Course Code & Name : MSPSE-43 & Business Analysis and Valuation
Batch : CY 2022 (4th Semester)
No.of Assignments : 3
Maximum CIA Marks : 30 (Average of Total No. of Assignments)

ASSIGNMENT – 2

Max: 30 marks

Answer any one of the questions not exceeding 1000 words.

1. Discuss the factors to be considered during the Business Valuation Process.
2. Explain the concept of share-based payments and discuss their significance in compensation practices, highlighting the different types of share-based payment arrangements commonly used by companies.
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ASSIGNMENT – 3

Max: 30 marks

Answer any one of the questions not exceeding 1000 words

1. Explain the steps involved in the procedure for corporate restructuring,
2. Discuss the different types of takeovers and also analyze the advantages and disadvantages of each method.
3. Analyze the key principles and concepts outlined in the International Valuation Standards (IVS), and discuss their importance in conducting accurate and reliable valuations across different countries and jurisdictions.



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Programme Code No : 2261
Pattern : Semester
Programme Name : M.B.A
Course Code & Name : MSPSE– 44 & INTERNATIONAL FINANCIAL MANAGEMENT
Batch : CY 2022 (4th Semester)
No. of Assignments : 2
Maximum CIA Marks : 30 (Average of Total No. of Assignments)

ASSIGNMENT – 1

Max Marks :30 marks

Answer any one of the questions 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.



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Programme Name : M.B.A
Course Code & Name : MSPSE– 44 & INTERNATIONAL FINANCIAL MANAGEMENT
Batch : CY 2022 (4th Semester)
No. of Assignments : 2
Maximum CIA Marks : 30 (Average of Total No. of Assignments)

ASSIGNMENT – 2

Max Marks : 30 marks

Answer any one of the questions not exceeding 1000 words

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



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Programme Code No : 2261
Programme Name : M.B.A
Pattern : Semester
Course Code & Name : MSPSE-51 & MARKETING RESEARCH AND CONSUMER BEHAVIOUR
Batch : CY 2022 (4th Semester)
No.of Assignments : 3
Maximum CIA Marks : 30 (Average of Total No. of Assignments)

ASSIGNMENT – 1

Max: 30 marks

Answer any one of the questions not exceeding 1000 words.

1. Explain the 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.



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Batch : CY 2022 (4th Semester)
No.of Assignments : 3
Maximum CIA Marks : 30 (Average of Total No. of Assignments)

ASSIGNMENT – 2

Max: 30 marks

Answer any one of the questions not exceeding 1000 words.

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



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No.of Assignments : 3
Maximum CIA Marks : 30 (Average of Total No. of Assignments)

ASSIGNMENT – 3

Max: 30 marks

Answer any one of the questions not exceeding 1000 words.

1. Explain the importance of marketing research in consumer behaviour and making informed marketing decisions. Discuss the steps involved in conducting effective marketing research.
2. Explain the concept of brand positioning. How can companies use consumer behaviour principles to strategically position their brands in the market? Provide examples of successful brand positioning strategies.
3. Explore the different sources of information that consumers can utilize during the information search stage. How do these sources vary based on the product or service being considered?



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Programme Code No : 2261
Programme Name : M.B.A
Pattern : Semester
Course Code & Name : MSPSE-52 & INTEGRATED MARKETING COMMUNICATIONS
Batch : CY 2022 (4th Semester)
No.of Assignments : 2
Maximum CIA Marks : 30 (Average of Total No. of Assignments)

ASSIGNMENT – 1

Max: 30 marks

Answer any one of the questions not exceeding 1000 words.

1. Define the Integrated Marketing Communication (IMC) and explain its importance in today's marketing landscape.
2. Explain the various communication tools and channels available for an integrated approach, as outlined in Chris Fill's model. Discuss how each tool or channel can contribute to a comprehensive IMC strategy.
3. Explain the key elements of marketing communications. Discuss how these elements work together to create a cohesive and impactful communication strategy



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Programme Code No : 2261
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Course Code & Name : MSPSE-52 & INTEGRATED MARKETING COMMUNICATIONS
Batch : CY 2022 (4th Semester)
No.of Assignments : 2
Maximum CIA Marks : 30 (Average of Total No. of Assignments)

ASSIGNMENT – 2

Max: 30 marks

Answer any one of the questions not exceeding 1000 words.

1. Explain the communication barriers that can hinder effective communication in interpersonal and organizational settings?
2. Analyse the marketing approach of a specific product or brand to determine whether it primarily uses a push or pull strategy. Evaluate the strategy's effectiveness in reaching and engaging the target audience, and propose potential improvements or adjustments.
3. Explain how consumer behaviour research plays a crucial role in implementing DAGMAR by influencing the development and measurement of advertising goals within the framework through understanding consumer attitudes, perceptions, and buying behaviour.



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Programme Code No : 2261
Programme Name : M.B.A
Pattern : Semester
Course Code & Name : MSPSE-53 & SERVICES MARKETING
Batch : CY 2022 (4th Semester)
No.of Assignments : 3
Maximum CIA Marks : 30 (Average of Total No. of Assignments)

ASSIGNMENT – 1

Max: 30 marks

Answer any one of the questions not exceeding 1000 words.

1. Describe the distinct attributes of marketing services in comparison to tangible products and analyse the implications of these characteristics for the development of effective marketing strategies.
2. How do service organizations effectively integrate the 7Ps into their services marketing mix to create and deliver value to customers?
3. Enumerate the role of employees and customer in service delivery.



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Batch : CY 2022 (4th Semester)
No.of Assignments : 3
Maximum CIA Marks : 30 (Average of Total No. of Assignments)

ASSIGNMENT – 2

Max: 30 marks

Answer any one of the questions 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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Maximum CIA Marks : 30 (Average of Total No. of Assignments)

ASSIGNMENT – 3

Max: 30 marks

Answer any one of the questions not exceeding 1000 words.

1. Explain the key strategies and benefits of diversifying services marketing in to expand offerings and reach new customer segments?
2. How can service organizations determine optimal pricing strategies to capture customer value and effectively price their services?
3. How can service providers effectively promote their services and communicate their value proposition through the services marketing mix?



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Programme Code No : 2261
Programme Name : M.B.A
Pattern : Semester
Course Code & Name : MSPSE-54 & DIGITAL MARKETING
Batch : CY 2022 (4th Semester)
No.of Assignments : 2
Maximum CIA Marks : 30 (Average of Total No. of Assignments)

ASSIGNMENT – 1

Max: 30 marks

Answer any one of the questions not exceeding 1000 words.

1. Analyse the role of social media marketing in digital marketing strategies. How can businesses effectively leverage social media platforms to engage with their target audience and drive business growth?
2. Examine the significance of search engine optimization (SEO) in digital marketing and explain strategies for businesses to enhance website optimization and content to improve search engine rankings and organic visibility.?
3. Analyze the importance of user-generated content (UGC) in digital marketing and explore methods for businesses to encourage and leverage UGC to enhance brand authenticity and audience engagement.



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Course Code & Name : MSPSE-54 & DIGITAL MARKETING
Batch : CY 2022 (4th Semester)
No.of Assignments : 2
Maximum CIA Marks : 30 (Average of Total No. of Assignments)

ASSIGNMENT – 2

Max: 30 marks

Answer any one of the questions not exceeding 1000 words.

1. Explain the concept of digital marketing and its significant role in the today's modern business environment . Discuss the key elements and channels of digital marketing.
2. Explore the impact of mobile marketing. How can businesses optimize their marketing strategies for mobile devices to reach and engage mobile users effectively?
3. Discuss the emerging trends and future directions of digital marketing



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Programme Code No : 2261
Programme Name : M.B.A
Pattern : Semester
Course Code & Name : MSPSE-61 & HUMAN RESOURCE DEVELOPMENT
Batch : CY 2022 (4th Semester)
No.of Assignments : 3
Maximum CIA Marks : 30 (Average of Total No. of Assignments)

ASSIGNMENT – 1

Max: 30 marks

Answer any one of the questions not exceeding 1000 words.

1. Explain the Human resource development system and discuss the various sub systems of HRD.
2. Why is evaluation of training being essential? Discuss Donald Kirkpatrick's evaluation model of training.
3. As an HR manager, what are the steps that you would follow in designing an HRD strategy?



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Programme Code No : 2261
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Pattern : Semester
Course Code & Name : MSPSE-61 & HUMAN RESOURCE DEVELOPMENT
Batch : CY 2022 (4th Semester)
No.of Assignments : 3
Maximum CIA Marks : 30 (Average of Total No. of Assignments)

ASSIGNMENT – 2

Max: 30 marks

Answer any one of the questions not exceeding 1000 words.

1. Discuss the significance of employee retention strategies in enhancing organizational performance and reducing turnover.
2. Explain the benefits and challenges of international assignments.
3. Change can be managed through organisational development - critically evaluate.



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ASSIGNMENT – 3

Max: 30 marks

Answer any one of the questions not exceeding 1000 words.

1. How does the implementation of employee engagement initiatives influence an organizational performance? Analyse the relationship between these initiatives and their impact on overall organizational effectiveness and productivity.
2. What are the key components and strategies in talent management that facilitate the attraction, retention, and development of high-potential employees?
3. Elucidate the ways in which mentoring initiatives contribute to the growth and professional success of employees while facilitating the sharing of expertise and skills across the organization.



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Programme Code No : 2261
Programme Name : M.B.A
Pattern : Semester
Course Code & Name : MSPSE-62 & LABOUR LEGISLATIONS
Batch : CY 2022 (4th Semester)
No.of Assignments : 2
Maximum CIA Marks : 30 (Average of Total No. of Assignments)

ASSIGNMENT – 1

Max: 30 marks

Answer any one of the questions not exceeding 1000 words.

1. Discuss the legal provisions related to collective bargaining and the process for negotiating and implementing collective agreements under the Industrial Disputes Act.
2. Explain the objectives and provisions of the Employees' Provident Fund Act and its significance in ensuring social security and retirement benefits for employees.
3. Explain the rationale behind consolidating and simplifying labour laws through the introduction of labour codes.



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Course Code & Name : MSPSE-62 & LABOUR LEGISLATIONS
Batch : CY 2022 (4th Semester)
No.of Assignments : 2
Maximum CIA Marks : 30 (Average of Total No. of Assignments)

ASSIGNMENT – 2

Max: 30 marks

Answer any one of the questions not exceeding 1000 words.

1. Discuss the legal provisions related to collective bargaining and the process for negotiating and implementing collective agreements under the Industrial Disputes Act.
2. Explain the role and functions of inspectors appointed under the Tamil Nadu Shops and Establishments Act, 1947, in enforcing compliance with the legislation.
3. Discuss the process for registration and licensing of plantations under the Plantations Workers Act, 1951, and discuss the obligations of the plantation owners.