



TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

COURSE – MBA II YEAR	COURSE CODE	BATCH
OPERATIONS MANAGEMENT	MSP - 20	AY 2007-08

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. What is Materials Requirement Planning?
2. Explain the importance of Ergonomics?
3. Briefly explain the functions of inventory.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. What is production planning and control? Explain the steps involved in production planning and control.
5. Explain the procedure in Total Quality Management.



TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

COURSE – MBA II YEAR

COURSE CODE

BATCH

ENTREPRENEURSHIP

MSP - 21

AY 2007-08

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Briefly explain the factors of occupational mobility of entrepreneurs.
2. What is the role of IDBI in entrepreneurship?
3. What are the different types and traits of Entrepreneurs?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Prepare a feasibility report for setting up of a poultry farm in your home town.
5. Discuss the importance of women entrepreneurship in the wake of micro credit and SHG movement in Tamilnadu.



TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

COURSE – MBA II YEAR	COURSE CODE	BATCH
BUSINESS LAW	MSP - 22	AY 2007-08

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. What do you mean by a Contract? What are the essential elements of a Contract
2. How can we form a partnership for business? Briefly discuss the law of partnership.
3. Briefly discuss the contents of IRDA Act, 1999.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. What are the various negotiable instruments? With respect to dishonoring of a cheque explain the applicability of the clauses of Negotiable Instruments Act?
5. Explain the features of Industries Act 1951. Give an account of Industrial Licensing?



TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

COURSE – MBA II YEAR

COURSE CODE

BATCH

STRATEGIC MANAGEMENT

MSP - 23

AY 2007-08

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Explain SWOT analysis with an example.
2. Explain Learning Curve.
3. What is Strategic Control?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Critically analyze the impact of international environment and political environment in strategy formulation.
5. Explain Functional and Operational implementation of strategies.



TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

COURSE – MBA II YEAR	COURSE CODE	BATCH
INTERNATIONAL BUSINESS MANAGEMENT	MSP - 24	CY 2008

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Define International Marketing. Bring out its objectives.
2. How the Intellectual Property Rights helps in the trade?
3. Explain the role of MNC's in the field of Technology Upgradation.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Describe the various WTO agreements.
5. What is economic environment? Describe how economic environment of a host country is important for an international manager?



TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

COURSE – MBA II YEAR	COURSE CODE	BATCH
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	MSP - 30	AY 2007-08

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. What are the main functions of stock exchange?
2. What priority rights are available to preference shares?
3. What is the principle difference between the CAPM and the Arbitrage Pricing Model?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Explain in detail the Dow theory and how it might be used to determine the direction of the stock market.
5. Define risk and explain the various types of risks and how to systematic risk differentiated from unsystematic risk.



TAMIL NADU OPEN UNIVERSITY
Chennai - 25
School of Management Studies
SPOT ASSIGNMENT

COURSE – MBA II YEAR	COURSE CODE	BATCH
MANAGEMENT OF FINANCIAL SERVICES	MSP - 31	AY 2007-08

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Explain the concept financial services and its relevance.
2. What to do you know about NBFC?
3. What do you know about consumer credit?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Outline the private and public placement functions associated with capital issues.
5. Briefly assess the scenario of venture capital financing services in India.



TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

COURSE – MBA II YEAR	COURSE CODE	BATCH
TAX MANAGEMENT	MSP - 32	AY 2007-08

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. What is meant by 'Previous Year'?
2. What is meant by corporate tax?
3. What do you understand by Long Term Capital Assets?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Mr. S is employed in Chennai on a salary of Rs. 3,000 p.m. The employer is paying H.R.A. of Rs. 350 p.m. but the actual rent paid by him (employee) is Rs. 500 p.m. He is also getting 2% commission on turnover achieved by him and turnover is Rs.1,50,000.
5. Explain the Income Tax provisions relating to Set-Off losses against profits and gains.



TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

COURSE – MBA II YEAR	COURSE CODE	BATCH
INTERNATIONAL FINANCIAL MANAGEMENT	MSP - 33	AY 2007-08

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. What is meant by “International Financial Management”?
2. Define cost of capital.
3. Write a brief not on International Cash Management?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. What do you understand by cross border investment? Discuss the issues involved in cross border investment.
5. Explain the factors influencing the size of working capital of Multinational Company (MNC).



TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

COURSE – MBA II YEAR

COURSE CODE

BATCH

**MARKETING RESEARCH AND
CONSUMER BEHAVIOUR**

MSP - 40

AY 2007-08

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. What is Market Segmentation?
2. How will you collect Secondary Data?
3. What are the characteristics of Industrial Consumer?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Explain briefly about various primary data collection methods.
5. Write short notes on:
 - (a) Post purchase behaviour
 - (b) Problem recognition
 - (c) Consumerism



TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

COURSE – MBA II YEAR	COURSE CODE	BATCH
ADVERTISING AND SALES PROMOTION	MSP - 41	AY 2007-08

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Discuss the role and importance of a layout?
2. What is promotional mix? Explain.
3. How is a full-service agency different from a specialized agency?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Explain with examples, as to how advertising can be a source of short-term to medium-term, competitive advantage.
5. Suggest suitable sales promotion strategies for different stages of the product life cycle to a marketer offering
 - (a) Herbal shampoo
 - (b) Photo copier
 - (c) Holidays in a village resort



TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

COURSE – MBA II YEAR	COURSE CODE	BATCH
SERVICES MARKETING	MSP - 42	AY 2007-08

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Discuss the strategic role of physical evidence?
2. What are the pros and cons of complaining customers?
3. What are the marketing problems caused by Inseparability?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. What should organizations focus on, according to Relationship Marketing.
5. Outline the stages in the new service development process.



TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

COURSE – MBA II YEAR	COURSE CODE	BATCH
INTERNATIONAL MARKETING	MSP - 43	AY 2007-08

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Explain the scope of international marketing in modern times.
2. How cultural environment influences the international trade?
3. What are different forms of channels for distribution in international trade?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Illustrate the role of export promotion councils in international times.
5. Demonstrate the need and importance of international marketing research in the LPG era.



TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

COURSE – MBA II YEAR	COURSE CODE	BATCH
HUMAN RESOURCE DEVELOPMENT	MSP - 50	AY 2007-08

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. List out the objectives of Performance Appraisal.
2. Define Training and explain the any three objectives of Training.
3. Describe role of development in an organization.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Explain the concepts of employees counseling. Why is Employees counseling important in HRD functions?
5. What should be the values and characteristics of TQM in organization? What are the changes required for transforming the organization towards their goal?



TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

COURSE – MBA II YEAR

COURSE CODE

BATCH

LABOUR LEGISLATION

MSP - 51

AY 2007-08

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Write short note on Employees State Insurance Act 1948.
2. What is the difference between Strike and Lockout.
3. Explain the need and importance of “Registration of Trade Union”..

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Discuss the Prospects and Problems of the Trade Union in India.
5. What are the provisions for the Wages in the Tamilnadu Shop and Establishment Act 1947?



TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

COURSE – MBA II YEAR	COURSE CODE	BATCH
ORGANISATIONAL DEVELOPMENT	MSP - 52	AY 2007-08

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. What is work Redesign?
2. List out the different OD Interventions?
3. What do you mean by structured Interventions?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Discuss the types of OD Interventions.
5. Explain the phases OD programs.



TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

COURSE – MBA II YEAR

COURSE CODE

BATCH

**STRATEGIC HUMAN
RESOURCE MANGEMENT**

MSP - 53

AY 2007-08

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. What is Strategic Human Resource Management?
2. What is strategic business unit?
3. What is outsourcing?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Discuss the system of strategic response of organization.
5. Discuss the stages of contracting.



TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

COURSE – MBA II YEAR

COURSE CODE

BATCH

PROJECT MANAGEMENT

MSP - 60

AY 2007-08

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. What is project? How the project should be selected?
2. What is resource leveling?
3. Briefly explain about the network techniques?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Explain the various types of project selection models.
5. What are the requirements and principles of negotiation?



TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

COURSE – MBA II YEAR	COURSE CODE	BATCH
TOTAL QUALITY MANAGEMENT	MSP - 61	AY 2007-08

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. What is strategic quality planning?
2. List the objectives of TQM.
3. Explain the 5 S concepts.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Discuss the evolution of Total Quality Management.
5. What is inspection? Differentiate inspection and quality control.



TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

COURSE – MBA II YEAR	COURSE CODE	BATCH
SUPPLY CHAIN MANAGEMENT	MSP - 62	AY 2007-08

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Explain what is net-work design.
2. Discuss the impact of power on supply chain management.
3. How e-commerce helps in the development of supply chain management?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. What are the components of supply chain management? Explain.
5. How has globalization made strategic fit even more important to a company's success?



TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

COURSE – MBA II YEAR	COURSE CODE	BATCH
MATERIALS MANAGEMENT	MSP - 63	AY 2007-08

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. What is Bill of Lading?
2. What is material planning and control?
3. What is Inventory carrying cost?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Write on different modes of transport used in transportation of materials.
5. What are the documents involved in International purchasing?



TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

COURSE – MBA II YEAR	COURSE CODE	BATCH
MANAGING INFORMATION TECHNOLOGY	MSP - 80	AY 2007-08

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Describe the role played by the Chief Information Officer (CIO) in an organisation
2. Write short note on “Information System Architecture”.
3. Explain the steps involved in I.T. process management.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Explain the methods of I.T out sourcing. What are the advantage and disadvantages of I.T outsourcing?
5. Explain the do's and dont's to be followed in Information Systems Management for the banking sector.



TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

COURSE – MBA II YEAR	COURSE CODE	BATCH
INFORMATION SYSTEMS DEVELOPMENT	MSP - 81	AY 2007-08

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Define DSS. Specify its important features.
2. Explain the merits and demerits of interview method of information collection.
3. What is documentation? Why it is important?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Elicit the various stages involved in the planning of software project development process.
6. Discuss the issues and the challenges related to software training.



TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

COURSE – MBA II YEAR	COURSE CODE	BATCH
RELATIONAL DATABASE MANAGEMENT SYSTEM	MSP - 82	AY 2007-08

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Describe the four main components of a modern data base system.
2. What is hashing? What are the uses of hashing?
3. What is data base maintenance? Describe the necessary maintenance functions.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Discuss the major issues of implementing a DBMS.
5. Give a detailed account on the different types of Normalisation.



TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

COURSE – MBA II YEAR

COURSE CODE

BATCH

E-COMMERCE

MSP – 83

AY 2007-08

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. What do you know about HTTP?
2. Write a short note on application of E-commerce in banking sector.
3. Explain internet protocol in short.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Briefly explain the principles of E-commerce technology.
5. Write a brief essay on networking infrastructure.