



TAMIL NADU OPEN UNIVERSITY

Chennai - 15

School of Management Studies

SPOT ASSIGNMENT

COURSE – MBA II YEAR	COURSE CODE	BATCH
OPERATIONS MANAGEMENT	MSP - 20	CY 2017

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 functions of inventory?
2. Discuss the concept of Total Quality Management in detail.
3. Describe the need of Ergonomics Science.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. With the help of a diagram, discuss the systems view of operations management.
5. Discuss the method and scope of capacity requirements planning. How to overcome the challenges in capacity requirement planning?



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COURSE – MBA II YEAR	COURSE CODE	BATCH
ENTREPRENEURSHIP	MSP - 21	CY 2017

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 factors which motivate people to become entrepreneur.
2. Briefly explain the components of a feasibility report.
3. What are the remedies can be given for avoiding a Industrial Sickness?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Discuss the growth of economic development through the promotion of Entrepreneurship in India.
5. What are the various incentives offered by the central and state government for the promotion and growth of small scale business in India?



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COURSE – MBA II YEAR

COURSE CODE

BATCH

BUSINESS LAW

MSP - 22

CY 2017

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 quasi contract? Explain its types.
2. Write note on MRTP Act.
3. Define sale. How does it differ from agreement to sell?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. What is meant by conditions? Explain the implied conditions and warranties.
5. State the buyer's remedies against the seller in case of breach of contract of sale.



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COURSE – MBA II YEAR

COURSE CODE

BATCH

STRATEGIC MANAGEMENT

MSP - 23

CY 2017

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Define strategy. Explain the need for strategic management.
2. Discuss a SWOT analysis in Environmental scanning in the strategic planning process.
3. Explain corporate social responsibility with an illustration.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Explain the 7s framework of strategy formulation.
5. Describe the steps in strategic evaluation and control process.



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COURSE – MBA II YEAR	COURSE CODE	BATCH
INTERNATIONAL BUSINESS MANAGEMENT	MSP - 24	CY 2017

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 political environment? How does it affect international business?
2. Mention the basic principles of WTO.
3. What are the competitive advantages of international business?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. What is foreign direct investment? What are the advantages and disadvantages of FDI? Also explain different strategies of FDI.
5. Write short notes on:
 - (a) ASEAN
 - (b) SAARC
 - (c) NAFTA.



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COURSE – MBA II YEAR

COURSE CODE

BATCH

**SECURITY ANALYSIS AND
PORTFOLIO MANAGEMENT**

MSP - 30

CY 2017

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 differences between primary market and secondary market?
2. Explain the Systematic and Unsystematic Risks.
3. What is Stock Index? How is it calculated?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Discuss the Markowitz theory of Portfolio selection.
5. Give an account of participants of the Derivative market. Give also their objectives.



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SPOT ASSIGNMENT

COURSE – MBA II YEAR

COURSE CODE

BATCH

MANAGEMENT OF FINANCIAL SERVICES

MSP - 31

CY 2017

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 of mutual funds.
2. What are the procedures involved in the Pre-public issue?
3. Write a short note on venture capital financing.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Mention the factors which have contributed to the growth of NBFCs.
5. How the leasing contracts are evaluated by the lessor?



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COURSE – MBA II YEAR

COURSE CODE

BATCH

TAX MANAGEMENT

MSP - 32

CY 2017

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 understand by the term 'business' and 'profession'?
2. Define partnership firm. When can a firm be assessed u/s 184?
3. What do you mean by capital assets? What are its types?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. What do you understand by the term residential status of an assessee? What conditions are laid down for determination of residential status of individual, a firm and a company?
5. Explain some deductions under gross total income



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COURSE – MBA II YEAR	COURSE CODE	BATCH
INTERNATIONAL FINANCIAL MANAGEMENT	MSP - 33	CY 2017

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Explain multinational cost of capital and capital structure.
2. Why is capital budgeting important in international business?
3. What is beta? Why is it important?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. What factors aid in making the international capital markets more integrated?
5. Write a brief note on the evolution of International monetary system and Indian exchange rate system.



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COURSE – MBA	COURSE CODE	BATCH
MARKETING RESEARCH AND CONSUMER BEHAVIOUR	MSP - 40	CY 2017

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 importance of performance monitoring research.
2. What are the factors influencing consumer behaviour?
3. Write short note on : “Motivation Research”.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Discuss the role of post purchase behaviour in marketing. How to measure and control the post purchase behaviour?
5. Explain the different tools of data analysis. How the data's can be presented in a Research Report?



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SPOT ASSIGNMENT

COURSE – MBA

COURSE CODE

BATCH

**ADVERTISING AND SALES
PROMOTION**

MSP - 41

CY 2017

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 design principles to be followed during an advertisement development?
2. Distinguish Print Media v/s Electronic Media.
3. Explain the importance of after sales services.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Explain the essentials of a good advertising copy.
5. Discuss the selection and training techniques of sales force.



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COURSE – MBA

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SERVICES MARKETING

MSP 42

CY 2017

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 7P's are used in services marketing?
2. Why is Internal Marketing so important in service firms?
3. Briefly explain the areas where internal marketing can play a key role.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. What are the different process management of service marketing?
5. Design a service marketing mix for any professional service of your choice.



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COURSE – MBA

COURSE CODE

BATCH

INTERNATIONAL MARKETING

MSP 43

CY 2017

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 importance of International marketing.
2. What is the role of cultural environment in international marketing?
3. What is bill of exchange? Explain in detail.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Describe the functions and procedures of Export management.
5. Write short notes on
 - (a) Deemed exports
 - (b) Marine insurance policy and EOUs.



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SPOT ASSIGNMENT

COURSE – MBA II YEAR

COURSE CODE

BATCH

**HUMAN RESOURCE
DEVELOPMENT**

MSP - 50

CY 2017

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 significance of HRD.
2. Differentiate between personnel management and human resource development.
3. Describe the term 'In basket technique' in training and development.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Describe the process of training needs identification.
5. Discuss the various methods of Performance Appraisal techniques and its importance of counseling in the appraisal process.



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SPOT ASSIGNMENT

COURSE – MBA II YEAR

COURSE CODE

BATCH

LABOUR LEGISLATION

MSP - 51

CY 2017

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 object underlying the Industrial Disputes Act 1947?
2. What are the principles of trade union?
3. Distinguish between award and settlement.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. State the rules regarding contribution of employees and employers under the Employees' State Insurance Act 1948.
5. How far workers participation in India is successful. What are your suggestions to improve its effectiveness?



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COURSE – MBA II YEAR	COURSE CODE	BATCH
ORGANISATIONAL DEVELOPMENT	MSP - 52	CY 2017

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Describe various organisational development assumptions.
2. Why is it difficult to change the culture of an organization?
3. Describe the importance of employee assistance programme.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. What is an OD intervention and how does it fit into the organization development process.
5. “Resistance to change is an irrational response”. Give your reasons in favour of and against of this statement.



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COURSE – MBA II YEAR	COURSE CODE	BATCH
STRATEGIC HUMAN RESOURCE MANGEMENT	MSP - 53	CY 2017

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 changing Business environment of organisation.
2. What are the HR issues to be considered while going for international alliances?
3. Can compensation management be a strategic function? Explain.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Discuss the role of strategic HRM function.
5. Write short notes on :
 - (a) Portfolio process
 - (b) Human Resource planning
 - (c) Employee counselling
 - (d) Collective bargaining.



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COURSE – MBA II YEAR	COURSE CODE	BATCH
PROJECT MANAGEMENT	MSP - 60	CY 2017

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 of a project manager.
2. State the features of an project organization.
3. Explain network techniques.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Explain the project life cycle.
5. Elucidate the various financial models used in project selection.



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COURSE – MBA II YEAR	COURSE CODE	BATCH
TOTAL QUALITY MANAGEMENT	MSP - 61	CY 2017

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 Total Quality Management Framework?
2. Explain quality improvement tools.
3. Mention the steps in implementation of ISO – 9000.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Explain the principles related to Total Quality Management.
5. What are the compositions and functions of quality circles? How problems are solved by quality circles?



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COURSE – MBA II YEAR	COURSE CODE	BATCH
SUPPLY CHAIN MANAGEMENT	MSP - 62	CY 2017

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. List and explain the elements that are commonly considered to be a part of logistics.
2. What is the impact of supply uncertainty on safety inventory?
3. What is the role of network design in a supply chain?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. What is the relation between demand and supply in a supply chain?
5. “A good aggregate planning is done in collaboration with other supply chain partners”. Comment.



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COURSE – MBA II YEAR

COURSE CODE

BATCH

MATERIALS MANAGEMENT

MSP - 63

CY 2017

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. State the functions and objectives of materials management.
2. Write short note on “Value Engineering”.
3. What do you mean by materials planning?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Discuss the different modes of transport used in carrying materials.
5. Explain the principles of purchasing. Analyse the documents involved in International purchasing.



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COURSE – MBA II YEAR	COURSE CODE	BATCH
MANAGING INFORMATION TECHNOLOGY	MSP - 80	CY 2017

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 of Chief information Officer.
2. Explain the IT Strategies for service sector industry.
3. What is cryptography? What are its advantages?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Discuss the issues and challenges involved in implementing a new information system in an organisation.
5. What is knowledge Management? What are its salient features?



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COURSE – MBA II YEAR

COURSE CODE

BATCH

**INFORMATION SYSTEMS
DEVELOPMENT**

MSP - 81

CY 2017

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 evaluation methods of Cost Benefit Analysis?
2. Explain Process and Logic modeling?
3. What is Prototyping? Explain.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Trace the steps involved in corporate strategic planning.
5. Discuss the steps to be followed in getting the requirements of the user.



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COURSE – MBA II YEAR

COURSE CODE

BATCH

**RELATIONAL DATABASE
MANAGEMENT SYSTEM**

MSP - 82

CY 2017

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 properties of transaction? Explain.
2. List the disadvantages of RDBMS.
3. Explain nested relations.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Explain Database system structure.
5. Describe the issues related to integrity and security of relational databases.



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COURSE – MBA II YEAR

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BATCH

E-COMMERCE

MSP – 83

CY 2017

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 various consumer interface technologies used in e-commerce?
2. What is security and Encryption?
3. What are the benefits of e-commerce to all the stake holders?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Discuss the applications of E-commerce in different sectors.
5. What is cyber law? Explain the various provisions related to E-Commerce?