



**TAMIL NADU OPEN UNIVERSITY**

**Chennai - 15**

**School of Management Studies**

**ASSIGNMENT**

**MASTER OF BUSINESS ADMINISTRATION**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP- 20 /OPERATIONS MANAGEMENT  
Batch : AY 2019 – 2018  
No.of Assignments : 2  
Maximum CIA Marks : 25 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Explain the types of production system.
2. Discuss the potential benefits from MRP.
3. Describe the classification of inventories.

**ASSIGNMENT – 2**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Explain systems concept of production.
2. Explain the “cut and fit” technique of Master Production Scheduling (MPS).
3. Discuss different classification quality control techniques/charts.



**TAMIL NADU OPEN UNIVERSITY**

**Chennai - 15**

**School of Management Studies**

**ASSIGNMENT**

**MASTER OF BUSINESS ADMINISTRATION**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP- 21/ ENTREPRENEURSHIP  
Batch : AY 2019 - 2018  
No.of Assignments : 2  
Maximum CIA Marks : 25 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Trace out the qualities of an entrepreneur.
2. Discuss the evolution of entrepreneurship in India.
3. Explain the steps in preparation of project report.

**ASSIGNMENT – 2**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Explain the need for industrial estates and give an account of performance and problems of industrial estates in India.
2. Explain the commonly used methods of Market Analysis.
3. Discuss the role of commercial banks in entrepreneur development in India.



**TAMIL NADU OPEN UNIVERSITY**

**Chennai - 15**

**School of Management Studies**

**ASSIGNMENT**

**MASTER OF BUSINESS ADMINISTRATION**

Programme Code No	: 261
Programme Name	: M.B.A
Course Code & Name	: MSP – 22/ BUSINESS LAW
Batch	: AY 2019 – 2018
No.of Assignments	: 2
Maximum CIA Marks	: 25 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. State the various ways to discharge a contract.
2. Explain the types of company meetings.
3. Discuss the kinds of Negotiable Instruments used in India.

**ASSIGNMENT – 2**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Who is called unpaid seller? Explain his rights.
2. Narrate the duties, powers and functions of IRDA.
3. Discuss – “Monopolies and Restrictive trade practices Act 1969”.



**TAMIL NADU OPEN UNIVERSITY**

**Chennai - 15**

**School of Management Studies**

**ASSIGNMENT**

**MASTER OF BUSINESS ADMINISTRATION**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP – 23/ STRATEGIC MANAGEMENT  
Batch : AY 2019 - 2018  
No.of Assignments : 2  
Maximum CIA Marks : 25 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Distinguish between strategic planning and strategic management.
2. Discuss the external environmental analysis.
3. Explain the types of strategy.

**ASSIGNMENT – 2**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Discuss various implementation strategies in Strategic Management.
2. What are the quantitative and qualitative tools used for strategy control?
3. Discuss Porters approach for globalization in Strategic Management.



**TAMIL NADU OPEN UNIVERSITY**

**Chennai - 15**

**School of Management Studies**

**ASSIGNMENT**

**MASTER OF BUSINESS ADMINISTRATION**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP- 24- INTERNATIONAL BUSINESS MANAGEMENT  
Batch : AY 2019 - 2018  
No.of Assignments : 2  
Maximum CIA Marks : 25 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Discuss the factors influencing international business.
2. Explain the UN code of conduct of MNCs.
3. State the role of FDI in India.

**ASSIGNMENT – 2**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. How can a company manage its negotiation effectively? Explain.
2. Explain positive and negative impact of WTO on plantation sector.
3. Elaborate upon Government participation in Foreign Trade.



**TAMIL NADU OPEN UNIVERSITY**

**Chennai - 15**

**School of Management Studies**

**ASSIGNMENT**

**MASTER OF BUSINESS ADMINISTRATION**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP- 30/ SECURITY ANALYSIS AND PORTFOLIO  
Batch : AY 2019 - 2018  
No.of Assignments : 2  
Maximum CIA Marks : 25 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Discuss in detail various investment avenues in secondary market.
2. Explain the assumption of CAPM.
3. Discuss various tools of Technical Analysis.

**ASSIGNMENT – 2**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Discuss in detail listing of shares, its requirement and regulation laid by SEBI.
2. Discuss the features of company analysis.
3. Explain the various steps involved in portfolio management.



**TAMIL NADU OPEN UNIVERSITY**

**Chennai - 15**

**School of Management Studies**

**ASSIGNMENT**

**MASTER OF BUSINESS ADMINISTRATION**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP- 31/ MANAGEMENT OF FINANCIAL SERVICES  
Batch : AY 2019 - 2018  
No.of Assignments : 2  
Maximum CIA Marks : 25 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Explain the SEBI guidelines on merchant banking.
2. Give an account of the various types of mutual funds available in the Indian Capital Market.
3. Describe the various legal provisions that govern the leasing business in India.

**ASSIGNMENT – 2**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Describe strategic issues in managing financial intermediates.
2. Explain the concept and growth of Housing Finance in India.
3. Discuss the various types of financial services



**TAMIL NADU OPEN UNIVERSITY**

**Chennai - 15**

**School of Management Studies**

**ASSIGNMENT**

**MASTER OF BUSINESS ADMINISTRATION**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP- 32/ TAX MANAGEMENT  
Batch : AY 2019 - 2018  
No.of Assignments : 2  
Maximum CIA Marks : 25 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Write a note on :
  - a. Assessment Year
  - b. Previous Year
  - c. Assessee
  - d. Person
  - e. Income.
  
2. Explain the differences between capital and revenue receipts.
  
3. Mr.R retired on 31.12.2014 and his pension was fixed at Rs.3,600 PM. He got 3/4th of the pension commuted for which he received Rs.1,80,000 from his employers, a Ltd. Co. find out taxable amount of commuted value of pension if :
  - (a) He gets gratuity and
  - (b) He does not get gratuity
  - (c) He is a govt. employee.



## ASSIGNMENT – 2

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Mr. 'B' has Let out a house property for a monthly by rent of Rs. 20,000. Its municipal valuation is Rs. 2,50,000 p.a. Its fair rental value is Rs. 2,40,000 p.a. It has been let out from 1.10.91. Mr. B paid Rs. 10,000 as municipal taxes. Municipal taxes paid by the tenant are Rs. 5,000. Rs. 3,000 municipal taxes are due but not paid. Out of Rs. 10,000 paid by 'B' Rs. 2,000 relates to subsequent years. Find out the net annual value of the house property for the AY : 2016 – 17.
2. Explain long term and short term capital gains. How are they taxed?
3. Explain any 10 (ten) tax free incomes or (exempted incomes).



**TAMIL NADU OPEN UNIVERSITY**

**Chennai - 15**

**School of Management Studies**

**ASSIGNMENT**

**MASTER OF BUSINESS ADMINISTRATION**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP- 33/ INTERNATIONAL FINANCIAL MANAGEMENT  
Batch : AY 2019 - 2018  
No.of Assignments : 2  
Maximum CIA Marks : 25 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. “External commercial borrowing is an important sources of foreign capital”. How it is regulated in India?
2. Explain the nature and scope of international asset pricing model.
3. Explain the distinctive features of cash management in a multinational firm. What are the techniques of cash management in these firms?

**ASSIGNMENT – 2**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Explain the functions of international equity market.
2. Explain the different methods or techniques of international inventory management.
3. Define CAPM and differentiate it from International Asset Pricing Model.



**TAMIL NADU OPEN UNIVERSITY**

**Chennai - 15**

**School of Management Studies**

**ASSIGNMENT**

**MASTER OF BUSINESS ADMINISTRATION**

Programme Code No	: 261
Programme Name	: M.B.A
Course Code & Name	: MSP- 40/ MARKETING RESEARCH AND CONSUMER BEHAVIOUR
Batch	: AY 2019 - 2018
No.of Assignments	: 2
Maximum CIA Marks	: 25 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. "Questionnaire construction is more an art than a science". Examine this statement.
2. Discuss the role of advertising in creating brand awareness, sales and customer loyalty.
3. "Marketing segmentation is very useful for effective marketing of any product".  
Elaborate

**ASSIGNMENT – 2**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. What is segmentation? Explain the steps in segmentation process.
2. Discuss the process of Research in New Product Development.
3. Write the genesis of consumerism in India.



**TAMIL NADU OPEN UNIVERSITY**

**Chennai - 15**

**School of Management Studies**

**ASSIGNMENT**

**MASTER OF BUSINESS ADMINISTRATION**

Programme Code No	: 261
Programme Name	: M.B.A
Course Code & Name	: MSP- 41/ ADVERTISING AND SALES PROMOTION
Batch	: AY 2019 - 2018
No.of Assignments	: 2
Maximum CIA Marks	: 25 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Briefly explain the various types of advertising.
2. Explain “Media Planning” and “Media Scheduling”.
3. Explain the essentials of a good advertising copy.

**ASSIGNMENT – 2**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Explain the process of personal selling.
2. Explain the parts of an advertisement.
3. What are the various types of sales promotion techniques?



**TAMIL NADU OPEN UNIVERSITY**

**Chennai - 15**

**School of Management Studies**

**ASSIGNMENT**

**MASTER OF BUSINESS ADMINISTRATION**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP- 42/ SERVICES MARKETING  
Batch : AY 2019 - 2018  
No.of Assignments : 2  
Maximum CIA Marks : 25 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Discuss various techniques of services marketing.
2. Discuss the customer retention strategies in services marketing.
3. What are the various types of sales promotion techniques?

**ASSIGNMENT – 2**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Discuss the service quality dimensions.
2. Point out the customer retention strategy used by service providers.
3. State need and importance of public utility services.



**TAMIL NADU OPEN UNIVERSITY**

**Chennai - 15**

**School of Management Studies**

**ASSIGNMENT**

**MASTER OF BUSINESS ADMINISTRATION**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP- 43/ INTERNATIONAL MARKETING  
Batch : AY 2019 - 2018  
No.of Assignments : 2  
Maximum CIA Marks : 25 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Differentiate between domestic marketing and international marketing.
2. Why should an international marketing manager monitor the economic environment?
3. What are the important international market product strategies?

**ASSIGNMENT – 2**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Outline the difficulties which could occur while conducting an advertising campaign across national boundaries.
2. How would you undertake a cultural analysis of a foreign market?
3. Elaborately discuss the important types of letter of credit.



**TAMIL NADU OPEN UNIVERSITY**

**Chennai - 15**

**School of Management Studies**

**ASSIGNMENT**

**MASTER OF BUSINESS ADMINISTRATION**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP- 50/ HUMAN RESOURCE DEVELOPMENT  
Batch : AY 2019 - 2018  
No.of Assignments : 2  
Maximum CIA Marks : 25 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. What key factors are behind the steady increase in the status of HRD in an organisation?
2. What are the various Appraisal methods?
3. Enumerate the various training methods for managers.

**ASSIGNMENT – 2**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Explain the different components of management development programme.
2. Discuss the various techniques of management development.
3. Explain the emerging trends in HRD in India.



**TAMIL NADU OPEN UNIVERSITY**

**Chennai - 15**

**School of Management Studies**

**ASSIGNMENT**

**MASTER OF BUSINESS ADMINISTRATION**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP- 51/ LABOUR LEGISLATIONS  
Batch : AY 2019 - 2018  
No.of Assignments : 2  
Maximum CIA Marks : 25 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. 'The keystone of the Factories Act is Safety first and safety Last'. Comment.
2. What is the scope and objective of industrial employment (standing orders) Act, 1946? Briefly discuss how it is certified?
3. Who is a Commissioner under the workmen's compensation Act, 1923? Discuss the provisions of the Act regarding their appointments and powers

**ASSIGNMENT – 2**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Explain the scope and object of the employee's provident fund Act, 1952.
2. What is the procedure for determining claims arising out of deductions from wages?
3. Write a note on 'Advisory Committee' appointed under equal remuneration Act, 1976.





**TAMIL NADU OPEN UNIVERSITY**

**Chennai - 15**

**School of Management Studies**

**ASSIGNMENT**

**MASTER OF BUSINESS ADMINISTRATION**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP- 52/ ORGANIZATIONAL DEVELOPMENT  
Batch : AY 2019 - 2018  
No.of Assignments : 2  
Maximum CIA Marks : 25 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Evaluate the approaches of organization process.
2. Elucidate various comprehensive models for diagnosing organization.
3. Enumerate seven principles needed for a successful restructure.

**ASSIGNMENT – 2**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Explain the various steps involved in organization transformation.
2. Explain the different stages of Organisational Development Process.
3. Explain the various techniques involved in work design.



**TAMIL NADU OPEN UNIVERSITY**

**Chennai - 15**

**School of Management Studies**

**ASSIGNMENT**

**MASTER OF BUSINESS ADMINISTRATION**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP- 53/ STRATEGIC HUMAN RESOURCE  
MANAGEMENT  
Batch : AY 2019 - 2018  
No.of Assignments : 2  
Maximum CIA Marks : 25 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Explain the challenges and opportunities of globalising human resource.
2. Explain the various HRM interventions for the development of an organisation.
3. Describe the National and other determinants of culture.

**ASSIGNMENT – 2**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Discuss the portfolio related strategic responses of organisation to choosing environment.
2. Explain the types of Leadership styles used in various organisations.
3. Describe an organisation you know well. In what ways did its HR policies and practices contribute to the firm's strategic management process.



**TAMIL NADU OPEN UNIVERSITY**

**Chennai - 15**

**School of Management Studies**

**ASSIGNMENT**

**MASTER OF BUSINESS ADMINISTRATION**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP- 60/ PROJECT MANAGEMENT  
Batch : AY 2019 - 2018  
No.of Assignments : 2  
Maximum CIA Marks : 25 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. What are the various types of project selection models
2. Discuss project life cycle.
3. Explain the contents of project report.

**ASSIGNMENT – 2**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Discuss feasibility study of project.
2. Discuss network techniques in project management.
3. Discuss on the various sources of conflict in detail.



**TAMIL NADU OPEN UNIVERSITY**

**Chennai - 15**

**School of Management Studies**

**ASSIGNMENT**

**MASTER OF BUSINESS ADMINISTRATION**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP- 61/ TOTAL QUALITY MANAGEMENT  
Batch : AY 2019 - 2018  
No.of Assignments : 2  
Maximum CIA Marks : 25 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Discuss FEMA with suitable example.
2. Elaborate on 5'S approach to housekeeping. How does it help a service organisation?
3. Define Kaizan. What activities are carried out under a Kaizan quality improvement programme?

**ASSIGNMENT – 2**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Discuss the quality improvement tools.
2. Explain the organisational re-engineering process.
3. Discuss the customer response model



**TAMIL NADU OPEN UNIVERSITY**

**Chennai - 15**

**School of Management Studies**

**ASSIGNMENT**

**MASTER OF BUSINESS ADMINISTRATION**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP- 62/ SUPPLY CHAIN MANAGEMENT  
Batch : AY 2019 - 2018  
No.of Assignments : 2  
Maximum CIA Marks : 25 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Discuss the major role of information technology in supply chain management.
2. Discuss various planning strategies adopted for demand and supply in supply chain management.
3. Explain how a reduction in lead time can help a supply chain to reduce safety inventory without hurting product availability.

**ASSIGNMENT – 2**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Discuss the impact of E-business in supply chain.
2. Highlight the co-ordination of obstacles in a supply chain management.
3. Explain the future of information technology in a supply chain.



**TAMIL NADU OPEN UNIVERSITY**

**Chennai - 15**

**School of Management Studies**

**ASSIGNMENT**

**MASTER OF BUSINESS ADMINISTRATION**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP- 63/ MATERIALS MANAGEMENT  
Batch : AY 2019 - 2018  
No.of Assignments : 2  
Maximum CIA Marks : 25 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Briefly discuss the systematic approaches of material management.
2. Explain the ways in which quality is assessed in materials management.
3. Briefly enumerate the process and procedure involved in Government purchasing.

**ASSIGNMENT – 2**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Explain the government initiatives and role in regulating quality control of a firm.
2. What is inventory management? Explain the modern techniques used in managing the inventory.
3. Outline the role of transportation in the growth and development of the country.



**TAMIL NADU OPEN UNIVERSITY**

**Chennai - 15**

**School of Management Studies**

**ASSIGNMENT**

**MASTER OF BUSINESS ADMINISTRATION**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP- 80/ MANAGING INFORMATION TECHNOLOGY  
Batch : AY 2019 - 2018  
No.of Assignments : 2  
Maximum CIA Marks : 25 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Brief out process involved in construction of information system architecture.
2. Bring out the essentials of system cost management by IT.
3. Explain the role of information technology in modern competitive business world.

**ASSIGNMENT – 2**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Discuss about IT process management.
2. Explain the role that IT plays in an organization.
3. Discuss about the framework for enterprise innovation by IT.



**TAMIL NADU OPEN UNIVERSITY**

**Chennai - 15**

**School of Management Studies**

**ASSIGNMENT**

**MASTER OF BUSINESS ADMINISTRATION**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP- 81/ INFORMATION SYSTEMS DEVELOPMENT  
Batch : AY 2019 - 2018  
No.of Assignments : 2  
Maximum CIA Marks : 25 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Discuss the management skills and interpersonal skills of a system analyst.
2. Explain the steps involved in corporate strategic planning.
3. Explain the guidelines for effective writing of system proposal.

**ASSIGNMENT – 2**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Requirements determination is an important phase in information systems development – Justify.
2. Discuss about information systems maintenance.
3. Discuss about how to design the interface





**TAMIL NADU OPEN UNIVERSITY**

**Chennai - 15**

**School of Management Studies**

**ASSIGNMENT**

**MASTER OF BUSINESS ADMINISTRATION**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP- 82/ RELATIONAL DATABASE MANAGEMENT SYSTEM  
Batch : AY 2019 - 2018  
No.of Assignments : 2  
Maximum CIA Marks : 25 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Discuss about database system structure.
2. Explain the problem that can threaten the integrity of the database.
3. Explain the language elements of SQL.

**ASSIGNMENT – 2**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Discuss in detail about concurrency control techniques.
2. Explain how integrity and security is provided in databases.
3. Explain how query optimization is done in DBMS.



**TAMIL NADU OPEN UNIVERSITY**

**Chennai - 15**

**School of Management Studies**

**ASSIGNMENT**

**MASTER OF BUSINESS ADMINISTRATION**

Programme Code No : 261  
Programme Name : M.B.A  
Course Code & Name : MSP- 83/ E-COMMERCE  
Batch : AY 2019 - 2018  
No.of Assignments : 2  
Maximum CIA Marks : 25 ( Average of Total No. of Assignments )

**ASSIGNMENT – 1**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Discuss the various consumer interface technologies used on E-Commerce.
2. Explain the applications of E-commerce in different sectors.
3. Discuss the business models of E-commerce.

**ASSIGNMENT – 2**

Max : 25 marks

**Answer any one of the question not exceeding 1000 words**

1. Discuss about the software tools in E-commerce.
2. Explain the following :
  - (a) Equilibrium Price
  - (b) Electronic marketing.
3. Discuss the various legal issues involved in E-commerce.