



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

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<b>PROGRAMME - MBA II YEAR</b>	<b>COURSE CODE</b>	<b>BATCH</b>
<b>OPERATIONS MANAGEMENT</b>	<b>MSP - 20</b>	<b>CY 2018</b>

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**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 Operations Management.
2. What is ergonomics?
3. Explain the application of ERP packages in operations management.

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

4. What are ISO 9000 concepts? How is it differ from ISO 14000 concepts?
5. Explain the systems view of Operations Management.



# TAMIL NADU OPEN UNIVERSITY

Chennai - 15

School of Management Studies

SPOT ASSIGNMENT

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PROGRAMME - MBA II YEAR	COURSE CODE	BATCH
ENTREPRENEURSHIP	MSP - 21	CY 2018

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Total Marks: 25

**Part – A (2 x 5 = 10 Marks)**

Answer any two questions. Each question carries equal marks.

1. Compare and contrast entrepreneur and intrapreneur.
2. Briefly explain the components of a feasibility report.
3. What are the problems and challenges encountered by SMEs in India?

**Part – B (1 x 15 = 15 Marks)**

Answer any one question.

4. Critically analyse the entrepreneurial environment prevailing in India.
5. Explain the role of Commercial Banks and the schemes offered by them in project financing.



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Chennai - 15

School of Management Studies

SPOT ASSIGNMENT

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PROGRAMME - MBA II YEAR	COURSE CODE	BATCH
BUSINESS LAW	MSP - 22	CY 2018

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Total Marks: 25

**Part – A (2 x 5 = 10 Marks)**

**Answer any two questions. Each question carries equal marks.**

1. What is a Quasi Contract? Example.
2. Write notes on: Indemnity, Bailment and Pledge.
3. Under the Sale of Goods Act, what are the remedies for breach of contract?

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

4. What is MRTP Act? Contrast it with Foreign Exchange Management Act 2002.
5. Briefly explain the provisions of consumer protection act 1986.



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Chennai - 15

School of Management Studies

SPOT ASSIGNMENT

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PROGRAMME - MBA II YEAR	COURSE CODE	BATCH
STRATEGIC MANAGEMENT	MSP - 23	CY 2018

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Total Marks: 25

**Part – A (2 x 5 = 10 Marks)**

**Answer any two questions. Each question carries equal marks.**

1. Explain vision and mission with an example.
2. Describe BCG matrix.
3. Narrate the corporate social responsibility with an illustration.

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

4. Describe the structural and behavioral considerations of strategy implementation.
5. Explain Du Pont control model and discuss its pros and cons.



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Chennai - 15

School of Management Studies

SPOT ASSIGNMENT

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PROGRAMME - MBA II YEAR	COURSE CODE	BATCH
INTERNATIONAL BUSINESS MANAGEMENT	MSP - 24	CY 2018

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Total Marks: 25

**Part – A (2 x 5 = 10 Marks)**

**Answer any two questions. Each question carries equal marks.**

1. Define the concept of International Business?
2. What are the uses of Foreign Direct investment?
3. Bring out the objectives of WTO.

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

4. How do you classify the International Business? Explain the role of MNCs in Indian Economy.
5. What is Technology Transfer? How do host countries and home countries react to technology transfers?



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Chennai - 15

School of Management Studies

SPOT ASSIGNMENT

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PROGRAMME - MBA II YEAR	COURSE CODE	BATCH
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	MSP - 30	CY 2018

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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. What is stock dividend?
3. What is meant by planning portfolio objectives?

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

4. Briefly describe the essence of fundamental and technical analysis. Would you advise an investor to use technical analysis as the only basis for investment decisions?
5. Explain how the efficient frontiers is determined using the Markowitz approach. Use a two security approach.



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Chennai - 15

School of Management Studies

SPOT ASSIGNMENT

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PROGRAMME - MBA II YEAR	COURSE CODE	BATCH
MANAGEMENT OF FINANCIAL SERVICES	MSP - 31	CY 2018

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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 do you know about factoring?
3. Explain the working of selective liquidity policy measures.

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

4. What are the modes of acquiring capital from domestic and foreign markets?
5. Briefly analyse the contribution of NBFC and their growth in India.



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Chennai - 15

School of Management Studies

SPOT ASSIGNMENT

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PROGRAMME - MBA II YEAR	COURSE CODE	BATCH
TAX MANAGEMENT	MSP - 32	CY 2018

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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 “Assessment year”?
2. Define “Individual”.
3. What is the treatment for the income received by an individual as a member of Hindu undivided family?

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

4. Discuss the provisions of Income Tax Act regarding computation of a partnership firm’s business income.
4. Explain the procedures for Assessment of Individuals.





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Chennai - 15

School of Management Studies

SPOT ASSIGNMENT

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PROGRAMME - MBA II YEAR	COURSE CODE	BATCH
INTERNATIONAL FINANCIAL MANAGEMENT	MSP - 33	CY 2018

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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 Syndicated Loans?
2. What is meant by Decision Tree Analysis?
3. What are the various sources of short term financing?

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

4. What is the International Cash Management analysis of international project? Discuss.
5. What are the objectives of calculating cost of capital? Explain the cost of equity and cost of debit capital.



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Chennai - 15

School of Management Studies

SPOT ASSIGNMENT

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PROGRAMME - MBA II YEAR	COURSE CODE	BATCH
MARKETING RESEARCH AND CONSUMER BEHAVIOUR	MSP - 40	CY 2018

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Total Marks: 25

**Part – A (2 x 5 = 10 Marks)**

**Answer any two questions. Each question carries equal marks.**

1. Explain the process of motivation research.
2. What are the applications of consumer behaviour?
3. Explain consumerism.

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

4. Briefly explain the factors influencing consumer behaviour. Explain Howard-Seth model of buyer behaviour.
5. Construct a questionnaire / Interior schedule to find out the market potential for a new consumer durable product.



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School of Management Studies

SPOT ASSIGNMENT

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<b>PROGRAMME - MBA II YEAR</b>	<b>COURSE CODE</b>	<b>BATCH</b>
<b>ADVERTISING AND SALES PROMOTION</b>	<b>MSP - 41</b>	<b>CY 2018</b>

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**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 institutional advertising?
2. What are the different types of salesmen compensations?
3. Explain price deals as a promotional technique.

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

4. Analyse the distinctive features of the various elements of promotion mix.
5. “Advertising is a paid form of non-personal presentation”. In the light of above statement, discuss the various aspects of advertising.



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Chennai - 15

School of Management Studies

SPOT ASSIGNMENT

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PROGRAMME - MBA II YEAR	COURSE CODE	BATCH
SERVICES MARKETING	MSP - 42	CY 2018

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Total Marks: 25

**Part – A (2 x 5 = 10 Marks)**

**Answer any two questions. Each question carries equal marks.**

1. Explain what is meant by the term quality gap.
2. Explain what is meant by blue printing.
3. How do you manage the intangibility problems?

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

4. How can the various gaps of service quality be closed?
5. What is the relevance of the life cycle concept to service products? Quote examples.



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School of Management Studies

SPOT ASSIGNMENT

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PROGRAMME - MBA II YEAR	COURSE CODE	BATCH
INTERNATIONAL MARKETING	MSP - 43	CY 2018

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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 motives for indulging in international marketing?
2. How logistics management is vital in international marketing?
3. What are different forms of promotion in international trade?

**Part – B (1 x 15 = 15 Marks)**

Answer any one question.

4. Critically analyse the issues and problems in global marketing.
5. Discuss different forms of pricing strategy in international marketing.



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Chennai - 15

School of Management Studies

SPOT ASSIGNMENT

---

PROGRAMME - MBA II YEAR	COURSE CODE	BATCH
HUMAN RESOURCE DEVELOPMENT	MSP - 50	CY 2018

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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. Write short notes on 'T' Group training and job institution training (JIT) and bring out merits and demerits.
3. Why management development Technique is important?

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

4. What are the different methods of Performance Appraisal under Modern methods?
5. Enlist the principles of Career development. How to promote career development in an organization?



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Chennai - 15

School of Management Studies

SPOT ASSIGNMENT

---

PROGRAMME - MBA II YEAR	COURSE CODE	BATCH
LABOUR LEGISLATIONS	MSP - 51	CY 2018

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Total Marks: 25

**Part – A (2 x 5 = 10 Marks)**

**Answer any two questions. Each question carries equal marks.**

1. Define 'Wages and Salary under the Payment of Wages Act 1936'.
2. What do you understand by the terms 'Health, Safety and welfare of the workers in the Factories Act 1948'?
3. What is meant by Lay Off.

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

4. What are the obligations and rights of Workers under the Factories Act 1948?
5. What is meant by dispute? Analyse the provisions of ID Act 1947 in resolving industrial dispute.



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SPOT ASSIGNMENT

---

PROGRAMME - MBA II YEAR

COURSE CODE

BATCH

ORGANISATIONAL  
DEVELOPMENT

MSP - 52

CY 2018

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Total Marks: 25

**Part – A (2 x 5 = 10 Marks)**

**Answer any two questions. Each question carries equal marks.**

1. Define Organizational Development.
2. List out any 6 major tasks that comprise the strategic management process.
3. What is work redesign?

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

4. Explain the various types of OD Interventions
5. Explain the factors constituting the organizational work study.





# TAMIL NADU OPEN UNIVERSITY

Chennai - 15

School of Management Studies

SPOT ASSIGNMENT

---

PROGRAMME - MBA II YEAR	COURSE CODE	BATCH
STRATEGIC HUMAN RESOURCE MANAGEMENT	MSP - 53	CY 2018

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Total Marks: 25

**Part – A (2 x 5 = 10 Marks)**

**Answer any two questions. Each question carries equal marks.**

1. What is a strategy?
2. Why do organizations go for diversification?
3. Differentiate training and development?

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

4. Discuss the steps in strategic Human Resource Management.
5. Briefly explain the role of strategic HRD facilitators.



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Chennai - 15

School of Management Studies

SPOT ASSIGNMENT

---

PROGRAMME - MBA II YEAR	COURSE CODE	BATCH
PROJECT MANAGEMENT	MSP - 60	CY 2018

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Total Marks: 25

**Part – A (2 x 5 = 10 Marks)**

**Answer any two questions. Each question carries equal marks.**

1. What is the purpose of evaluating the project?
2. Give short notes on:
  - a) PERT
  - b) CPM
3. What is meant by Termination Process?

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

4. Describe the various phases involved in the project life cycle.
5. Explain the project auditing and what purpose the project should be evaluated.



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Chennai - 15

School of Management Studies

SPOT ASSIGNMENT

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PROGRAMME - MBA II YEAR	COURSE CODE	BATCH
TOTAL QUALITY MANAGEMENT	MSP - 61	CY 2018

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Total Marks: 25

**Part – A (2 x 5 = 10 Marks)**

**Answer any two questions. Each question carries equal marks.**

1. What is quality?
2. What are the uses of control charts?
3. Briefly explain the various costs of quality.

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

4. Explain the four quality improvement tools.
5. Discuss the relevance of ISO 9000 standards in quality management?



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Chennai - 15

School of Management Studies

SPOT ASSIGNMENT

---

PROGRAMME - MBA II YEAR	COURSE CODE	BATCH
SUPPLY CHAIN MANAGEMENT	MSP - 62	CY 2018

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Total Marks: 25

**Part – A (2 x 5 = 10 Marks)**

**Answer any two questions. Each question carries equal marks.**

1. Explain the importance of supply chain flows.
2. Discuss the strengths of the distribution net-work design namely 'Manufacture Storage with direct shipping.
3. What is the difference between lot size based and volume based quantity discounts?

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

4. Why is it difficult for an e-business in the grocery industry to compete against Super markets on the basis of price?
5. What types of distribution networks are typically best suited for commodity items?



# TAMIL NADU OPEN UNIVERSITY

Chennai - 15

School of Management Studies

SPOT ASSIGNMENT

---

PROGRAMME - MBA II YEAR	COURSE CODE	BATCH
MATERIALS MANAGEMENT	MSP - 63	CY 2018

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Total Marks: 25

**Part – A (2 x 5 = 10 Marks)**

**Answer any two questions. Each question carries equal marks.**

1. What is ordering cost?
2. What is material planning and control?
3. What is certificate of origin?

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

4. What are the modes of transport used in transportation?
5. Bring out the two approaches of value analysis.



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Chennai - 15

School of Management Studies

SPOT ASSIGNMENT

---

PROGRAMME - MBA II YEAR	COURSE CODE	BATCH
MANAGING INFORMATION TECHNOLOGY	MSP - 80	CY 2018

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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 Product Supply Innovation?
2. What are the various costs involved in system management?
3. Identify the risks to be handled in Information Planning.

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

4. Elaborate the steps and process involved in enterprise innovation adoption of information technology.
5. Discuss the suitable design of IT asset management methods in I.T companies.



# TAMIL NADU OPEN UNIVERSITY

Chennai - 15

School of Management Studies

SPOT ASSIGNMENT

---

PROGRAMME - MBA II YEAR	COURSE CODE	BATCH
INFORMATION SYSTEMS DEVELOPMENT	MSP - 81	CY 2018

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Total Marks: 25

**Part – A (2 x 5 = 10 Marks)**

**Answer any two questions. Each question carries equal marks.**

1. What is software project management?
2. What is project proposal? How it is prepared.
3. List and explain the different types of coding style.

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

4. What is GANTT chart? Explain it with an example.
5. Discuss the impact of the latest developments in IT on software project management.



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Chennai - 15

School of Management Studies

SPOT ASSIGNMENT

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PROGRAMME - MBA II YEAR	COURSE CODE	BATCH
RELATIONAL DATABASE MANAGEMENT SYSTEM	MSP - 82	CY 2018

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Total Marks: 25

**Part – A (2 x 5 = 10 Marks)**

**Answer any two questions. Each question carries equal marks.**

1. Define RDBMS. Explain its salient features.
2. Discuss the several advantages of a distributed database system.
3. Explain how concurrency can lead to an inconsistency in the database with an example.

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

4. Discuss the different types of file organization methods.
5. Explain the stages involved in the selection and the implementation of DBMS.





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Chennai - 15

School of Management Studies

SPOT ASSIGNMENT

---

PROGRAMME - MBA II YEAR	COURSE CODE	BATCH
E-COMMERCE	MSP – 83	CY 2018

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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 TCP.
3. Describe data mining in few words.

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

4. Elucidate the distinctive software tools used in E-commerce.
5. Write a brief essay on cyber law issues.