



TAMIL NADU OPEN UNIVERSITY

Chennai - 15

School of Management Studies

SPOT ASSIGNMENT

| | | |
|------------------------------|--------------------|----------------------|
| COURSE – MBA II YEAR | COURSE CODE | BATCH |
| OPERATIONS MANAGEMENT | MSP - 20 | AY 2017 -2018 |

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 operations management.
2. What are ERP packages?
3. Explain the functions of inventory control.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Explain the types of production system.
5. Write short notes on:
 - (a) Materials Requirement Planning
 - (b) MRP – II.
 - (c) Six sigma concepts
 - (d) ISO 14000 concepts



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COURSE – MBA II YEAR

COURSE CODE

BATCH

ENTREPRENEURSHIP

MSP - 21

AY 2017 -2018

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Define entrepreneurial culture and explain its feature.
2. Define project management. What are the steps involved in project management?
3. What are the problems and challenges encountered by SMEs in India?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Identify the problems and challenges faced by the entrepreneurs. How to overcome these problems by the entrepreneurs?
5. Explain the steps of starting a SSI unit.



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| COURSE – MBA II YEAR | COURSE CODE | BATCH |
|----------------------|-------------|---------------|
| BUSINESS LAW | MSP - 22 | AY 2017 -2018 |

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Explain briefly the essential of contract.
2. Write notes on: Indemnity, Bailment and Pledge.
3. Briefly explain the kinds of agency.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. What are the various ways in which a contract may be discharged?
5. Elaborately explain about Consumer Protection Act.



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COURSE – MBA II YEAR

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BATCH

STRATEGIC MANAGEMENT

MSP - 23

AY 2017 -2018

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. How can a firm best achieve sustained competitive advantage?
2. Explain BCG Matrix and its importance in formulating strategy.
3. What do you mean by 'Strategic Implementation'?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Explain strategic management process with suitable example.
5. Briefly discuss the five generic business level strategies.



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COURSE – MBA II YEAR

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BATCH

**INTERNATIONAL BUSINESS
MANAGEMENT**

MSP - 24

AY 2017 -2018

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 influencing international business.
2. What are Trading Blocks? Explain briefly.
3. Describe the functioning of international judiciary institution.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Discuss the pros and cons of MNCs.
5. Do you think that the direction of international business would change? If so state the direction?



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COURSE – MBA II YEAR

COURSE CODE

BATCH

**SECURITY ANALYSIS AND
PORTFOLIO MANAGEMENT**

MSP - 30

AY 2017 -2018

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 components of investment risk?
2. How are trades settled in stock market?
3. Explain the CAPM. Is there any limitation of this model?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Explain the important factors which generally have a bearing on Investment decisions.
5. Enumerate the various steps in portfolio management.



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| COURSE – MBA II YEAR | COURSE CODE | BATCH |
|----------------------------------|-------------|---------------|
| MANAGEMENT OF FINANCIAL SERVICES | MSP - 31 | AY 2017 -2018 |

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 Financial Services? Explain the characteristics of such services.
2. Write a detailed note on the working and performance of Mutual Funds in India.
3. What do you mean by credit rating? What are its benefits?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. What are the functions of Capital market? Outline the structure of Indian Capital market.
5. Explain the different stages involved in Venture capital financing.



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| COURSE – MBA II YEAR | COURSE CODE | BATCH |
|----------------------|-------------|---------------|
| TAX MANAGEMENT | MSP - 32 | AY 2017 -2018 |

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Define annual value. How it is determined?
2. Explain the terms under Income Tax Act 1961
 - (a) Income
 - (b) Person.
3. Mr. Nathan retired on 31/12/2015 and his pension was fixed at Rs. 10,800 p.m. He got 3/4th of the pension commuted for which he received Rs.5,40,000 from his employer, a Ltd Co. find out the taxable pension amount (a) if he gets gratuity and (b) if does not get gratuity.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Explain the admissible and inadmissible deductions while computing the income from business.
5. What are the transactions not regarded as transfer under the head capital gains?



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COURSE – MBA II YEAR

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BATCH

**INTERNATIONAL FINANCIAL
MANAGEMENT**

MSP - 33

AY 2017 -2018

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Distinguish between interrogational finance and international financial management.
2. Explain the term blocked funds and subsidizing finance.
3. What makes cross-border investment analysis difficult?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Explain and illustrate the importance of liquidity in International cash management.
5. Briefly discuss the motives for international short-term financing strategies.



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| COURSE – MBA | COURSE CODE | BATCH |
|--|-------------|---------------|
| MARKETING RESEARCH AND CONSUMER BEHAVIOUR | MSP - 40 | AY 2017 -2018 |

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. Explain the types of Research.
3. What is impulse purchasing? What are the influences on it?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Discuss steps involved in Marketing Research process what are the do's and dont's to be maintained in a Research.
5. Differentiate the consumer behaviour of consumer goods and industrial goods. How to forecast the consumer preferences and tastes of a product?



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| COURSE – MBA | COURSE CODE | BATCH |
|---------------------------------|-------------|---------------|
| ADVERTISING AND SALES PROMOTION | MSP - 41 | AY 2017 -2018 |

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 benefits of advertising?
2. List out the different types of advertising agencies and explain them briefly.
3. Explain the advantages and disadvantages of advertising in Radio.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Explain in detail the forms of media.
5. “Advertising and sales promotion do not serve any social purpose”. What is your opinion?



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COURSE – MBA

COURSE CODE

BATCH

SERVICES MARKETING

MSP 42

AY 2017 -2018

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 features of tourism services?
2. Explain the employee role in delivering the service.
3. What are the techniques for managing service demand?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. "Services Industry is Success only by the Relationship Marketing" - Comment with Illustrations.
5. Write in detail about the Gaps in service quality model.



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| COURSE – MBA | COURSE CODE | BATCH |
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| INTERNATIONAL MARKETING | MSP 43 | AY 2017 -2018 |

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 international market access initiative?
2. List out the documents connected with import trade.
3. What are the important international media for advertising a product?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Differentiate between Global marketing and Domestic marketing.
5. What are the main features of the latest foreign trade policy of India?



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COURSE – MBA II YEAR

COURSE CODE

BATCH

**HUMAN RESOURCE
DEVELOPMENT**

MSP - 50

AY 2017 -2018

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 linkages between total quality Management and Human Resource development.
2. List any five key performance Areas for a Human Resources Executive.
3. What are the requirements of a sound promotion policy? List the merits of such a policy.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Trace the evolution of human resource development as a management philosophy.
5. Describe the various organisational development interventions



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| COURSE – MBA II YEAR | COURSE CODE | BATCH |
| LABOUR LEGISLATION | MSP - 51 | AY 2017 -2018 |

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 term 'Workman' under the Workmen Compensation Act, 1923.
2. Write short note on Industrial Tribunal.
3. Explain the meaning of collective Bargaining.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Discuss the different types of compensation under Workmen Compensation Act.
5. Briefly explain the provisions relating to dissolution of a trade union under The Trade Union Act 1926.



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| COURSE – MBA II YEAR | COURSE CODE | BATCH |
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| ORGANISATIONAL DEVELOPMENT | MSP - 52 | AY 2017 -2018 |

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Define the term change. Discuss various types of change.
2. What are the various elements in actions research process?
3. State the role of quality circles in organizational development.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. How does OD programme differ from any other approaches to managing and improving organisational functioning?
5. What is a 'T-group'? Discuss the basic objectives of a "T" -group. How is "T.Group" used to improve the effectiveness of the organization?



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| COURSE – MBA II YEAR | COURSE CODE | BATCH |
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| STRATEGIC HUMAN RESOURCE MANGEMENT | MSP - 53 | AY 2017 -2018 |

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Define strategic management. Bring out its importance.
2. What are the business and human resource implications of inducement strategy?
3. Explain the term career planning.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. What is strategic performance management and why performance management systems are now strategic?
5. Discuss the features of International Human Resource Management.



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COURSE – MBA II YEAR

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BATCH

PROJECT MANAGEMENT

MSP - 60

AY 2017 -2018

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 contents of a project report?
2. What is a project organization?
3. What are the stages involved in team development?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Explain the project formulation process.
5. Discuss the purpose of project evaluation.



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| COURSE – MBA II YEAR | COURSE CODE | BATCH |
| TOTAL QUALITY MANAGEMENT | MSP - 61 | AY 2017 -2018 |

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 dimensions of product and service quality?
2. Explain the role of 5 S concepts in quality assurance.
3. What are the benefits of Benchmarking?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Enlighten the process of Re-engineering.
5. Illustrate the quality management principles of ISO 9001:2000.



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| COURSE – MBA II YEAR | COURSE CODE | BATCH |
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| SUPPLY CHAIN MANAGEMENT | MSP - 62 | AY 2017 -2018 |

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 the relation between demand and supply in a supply chain?
2. Explain the advantages of E-business in supply chain management.
3. What is third party logistics?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Discuss the importance of expanding the scope of strategic fit across the supply chain.
5. Discuss the role of information technology in managing the supply chain of an organized retailer.



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| COURSE – MBA II YEAR | COURSE CODE | BATCH |
| MATERIALS MANAGEMENT | MSP - 63 | AY 2017 -2018 |

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 steps involved in Material Planning.
2. Discuss the importance procurement in materials management.
3. List out the functions of stores manager.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Discuss the different techniques of inventory management.
5. What types of transportation are practiced in Material Carrying System? Analyze the risks involved in each of these transportation systems.



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| COURSE – MBA II YEAR | COURSE CODE | BATCH |
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| MANAGING INFORMATION TECHNOLOGY | MSP - 80 | AY 2017 -2018 |

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Explain Business Innovation by Information Technology.
2. Mention various dimensions of networked organization.
3. What are the major issues and challenges related to IT management in the organisation?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Discuss in detail about IT management in the competitive modern business world.
5. What is security? How it can be implemented in IT sector discuss in detail?



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COURSE – MBA II YEAR

COURSE CODE

BATCH

**INFORMATION SYSTEMS
DEVELOPMENT**

MSP - 81

AY 2017 -2018

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. How Gantt chart is used in Information system planning?
2. What is system development life cycle?
3. What are the main objectives in designing output reports?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Explain the Technical and Analytical skills of a system analyst.
5. Discuss the steps to be followed in Preparing and Presenting a Project proposal.



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COURSE – MBA II YEAR

COURSE CODE

BATCH

**RELATIONAL DATABASE
MANAGEMENT SYSTEM**

MSP - 82

AY 2017 -2018

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Give the General Form of SQL query.
2. What are Object-based databases?
3. What is an Entity Relationship Model?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Explain the salient features of object based databases with reference to XML.
5. Compare object based, object oriented and object relational databases.



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| COURSE – MBA II YEAR | COURSE CODE | BATCH |
| E-COMMERCE | MSP – 83 | AY 2017 -2018 |

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 impacts of e-Commerce on job market.
2. What are the multidisciplinary approach to e-commerce?.
3. What is electronic highway robbery?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. What is Consumer interface technology? Discuss OALP and Data mining?
5. Explain the impact of E-Marketing in the modern business world.