

UNIVERSITY OF KERALA
SCHOOL OF DISTANCE EDUCATION
2 YEAR MBA (SDE) PROGRAMME
III SEMESTER (2019 BATCH) ASSIGNMENT QUESTIONS

INSTRUCTIONS TO THE STUDENTS

1. Assignments should be written in own hand writing and submit the same to the Coordinator, MBA –SDE programme, SDE, Karyavattom, University of Kerala.
2. Each assignment should be written in about 15 pages and the problems need to be solved as per the procedure.
3. Each subject assignments will be evaluated for 15 marks.
4. The course coordinator will publish the assignment marks (15) along with seminars and discussions marks (10) in SDE website.
5. Date of submission will be informed through the website

MGT 301

**MANAGEMENT INFORMATION SYSTEMS AND CYBER
SECURITY**

Describe the following

1. MIS Concept, Components and Structure
2. Group Decision Support Systems and KBES
3. RDBMS
4. SDLC
5. Securing Information Systems

MGT 302

ENVIRONMENTAL MANAGEMENT

Please work out the following case studies

- 1 .Develop a frame work and policy and development of Environment management system in a pharmaceutical industry

2. Optimize plastic waste management and management of various pollution such as Air pollution, water pollution and Land pollution wastes in the context of Covid 19
- 3 . A multispecialty hospital wants to implement effective waste management system using participatory management approach. As a environment consultant, Frame a path way to implement the system
4. Discuss the impact of covid 19 on the global crisis on sustainable development
5. Conduct a SWOT and PEST Analysis in the implementation of Green Tax as part of sustainability and green Development in Cochin Corporation
6. Conduct an environmental Audit of Municipal Solid waste management in Chennai City

MGT 303

INNOVATION MANAGEMENT

Describe the following

1. Innovation and various factors affecting innovation
2. Steps in the preparation of business plan
3. Types of projects and strategies for execution of projects
4. PERT/CPM and network techniques in project monitoring and control
5. Environmental impact assessment and environmental impact statement

MGT 304

BUSINESS ANALYTICS

Describe the following

1. Business intelligence
2. Business analytics cycle
3. Simulation
4. Decision Analysis
5. Operational analytics

MBA 3H1

TRAINING AND DEVELOPMENT

Describe the following

1. Types of Training
2. Recent scenario of TNI
3. Designing a Training Unit
4. Training Equity
5. Management Development Implications

MBA 3H7

PERFORMANCE MANAGEMENT

Describe the following

1. Developments in Performance Management
2. Performance counseling
3. Balance Score card
4. Performance Linked Rewards
5. Strategic role of HR professionals

MBA 3M1

CUSTOMER BEHAVIOUR

Describe the following

1. Buying behaviour models
2. Types of Consumer Research
3. Personality, Perception, Learning and Attitudes
4. Consumer Decision Process
5. Innovation and Adoption of New Products

MBA 3M5

PRODUCT AND BRAND MANAGEMENT

Describe the following

1. Product Management and challenges
2. Product Life Cycle
3. New Product Launch Strategies
4. Measurement of Brand Equity
5. Brand Valuation Methods

MBA 3OM1

SUPPLY CHAIN AND LOGISTICS MANAGEMENT

Describe the following

1. Supply Chain Synchronization
2. Supply Chain Management
3. Strategic Warehousing
4. ERP System Design
5. Global Supply Chain

MBA 3OM4

SERVICES OPERATIONS MANAGEMENT

Describe the following

1. Global trends in Services Sector.
2. Yield management
3. Service Design
4. SERVQUAL
5. Servicescapes

MBA 3F1

FINANCIAL MARKETS AND SERVICES

Describe the following

1. Financial Instruments
2. Stock exchanges
3. Capital market instruments
4. New Generation banks
5. Venture capital funds

MBA 3F3

STRATEGIC FINANCIAL MANAGEMENT

Describe the following

1. Strategic Financial Management
2. Corporate Restructuring
3. MergersandAcquisitions
4. Derivative instruments in hedgingrisk
5. International sources of finance

MBA 3S3
SOFTWARE PROJECT MANAGEMENT

Describe the following

1. Software engineering process
2. Gantt Charts
3. Software Design Process
4. Strategies for Software testing
5. Emerging trends in Software Project Management

MBA 3S6
SOCIAL MEDIA IN BUSINESS

Describe the following

1. Social Media Tools and Platforms
2. Four phase of social media adoption
3. Social media and digital brand management
4. Gamification
5. Crowd sourcing.
