

UNIVERSITY OF KERALA
SCHOOL OF DISTANCE EDUCATION
2 YEAR MBA (SDE) PROGRAMME
III SEMESTER (2020 BATCH) ASSIGNMENT QUESTIONS

INSTRUCTIONS TO THE STUDENTS

1. Assignments should be written in own handwriting 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 assignment will be evaluated for 15 marks.
4. The course coordinator will publish the assignment marks (15) along with seminars and discussions marks (10) on the 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. Identify the information system used in your organization and explain its characteristics.(case)

MGT 302

ENVIRONMENTAL MANAGEMENT

- 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 (case)

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. Develop a business plan (case)
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 used in a MNC. (case)
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. Develop one for your organisation.(case)
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. Can you brief the decision process from your point of view when you had to make a big budget purchase (case)
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 of Nokia handset (case)
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 with suitable examples(case)
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 and their characteristics(case)
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. Mergers and Acquisitions. Identify two recent mergers and its advantages(case)
4. Derivative instruments in hedging risk
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. Give examples for Social Media Tools and explain its uses(case)
2. Four phases of social media adoption
3. Social media and digital brand management
4. Gamification
5. Crowd sourcing.

MBA S3 Seminar Topics (2020 Batch)

sl no.	Enrollment Number	Name of Candidate	MGT 301	MGT 302	MGT 303	MGT 304
1	872201003	MUHSINA HASSAN H	MIS 01	EVM 12	IM 08	BA 17
2	872201005	LINITTA K G				
3	872201008	NOYAL JOSEPH				
4	872201010	ALMA S				
5	872201011	ABHILASH V S				
6	872201012	ASWATHY S NAIR				
7	872201013	Balagopal	MIS 02	EVM 08	IM 07	BA 16
8	872201014	ANCY JOHNSON				
9	872201017	SREEFA S R				
10	872201020	AMITHA P				
11	872201021	NAKUL SURESH S				
12	872201022	Shereen Ahammed. A				
13	872201023	AMALA A	MIS 03	EVM 11	IM 12	BA 15
14	872201025	KIRAN JOY				
15	872201026	GREETA JOHN				
16	872201027	AMAYASURESH				
17	872201028	ANEESHA DEV R				
18	872201031	SREEJITH S				
19	872201032	ABHINAYA.G	MIS 04	EVM 09	IM 13	BA 14
20	872201033	GOKUL P S				
21	872201037	NOUFIYA N				
22	872201046	Shereena .J.S				
23	872201050	ARSHA M				
24	872201052	TONY JOSE				
25	872201053	JASMIN S				
26	872201054	SREELEKSHMI S S				
27	872201057	Abhijith TS				
28	872201058	MEGHA.B.L				

29	872201061	VISHNU R L	MIS 05	EVM 17	IM 01	BA 13
30	872201062	VAISAKH S L				
31	872201064	SARATH S				
32	872201067	SARAN S	MIS 06	EVM 13	IM 02	BA 12
33	872201068	MEGHA S PRASAD				
34	872201069	PRATHEWSHA.R.I				
35	872201070	NANDINI DEVI.S.S				
36	872201071	BEENA M				
37	872201075	AZUHARUDHEEN A	MIS 07	EVM 10	IM 03	BA 11
38	872201076	BIJILA V S				
39	872201081	MARY ANJU S				
40	872201082	ASWATHY BABU				
41	872201083	ABHIJITH T				
42	872201090	NANDAKUMAR S M				
43	872201094	AYNA A	MIS 08	EVM 15	IM 17	BA 10
44	872201095	ALFEENA R				
45	872201096	MANJU S				
46	872201098	VISHNU GOPAL V G				
47	872201100	Arun.u				
48	872201104	FARHANA R				
49	872201109	ASHA JOSE	MIS 09	EVM 14	IM 04	BA 09
50	872201111	LIDHIN.B.L				
51	872201112	SREEKUTTY VS				
52	872201119	Deepthi Soman				
53	872201120	AISWARYA B S				
54	872201121	V S VRINDA				
55	872201122	NOUFIYA NOUSHAD				
56	872201127	SALINI S				
57	872201128	RAHUL R				
58	872201129	JINSHA S L				
59	872201130	GRACE MERSON				

60	872201132	JENULAL	MIS 10	EVM 01	IM 14	BA 08
61	872201133	Asita A	MIS 11	EVM 16	IM 06	BA 07
62	872201134	GOHUL R S				
63	872201135	ABHIJITH.A				
64	872201136	DANI A				
65	872201137	BINDHYA CHANDRAN C P				
66	872201138	SEBINA K SAMACHAN				
67	872201141	ADARSH RATNA J S	MIS 12	EVM 03	IM 09	BA 06
68	872201145	Cicily r				
69	872201147	AMINA THAHER T				
70	872201151	THANSI S				
71	872201153	SHEETHAL S J				
72	872201154	AMALA MARIA GRACE JOSE				
73	872201160	SREEKANTH PM	MIS 13	EVM 07	IM 11	BA 05
74	872201161	ANEESH S V				
75	872201164	Alpha Joyline Dcruz				
76	872201165	SURABHI V				
77	872201166	Aishwarya P G				
78	872201168	ANEESHA JAYAN				
79	872201170	VIJI S	MIS 14	EVM 05	IM 16	BA 04
80	872201171	LAKSHMI C S				
81	872201173	ATHMAJA A				
82	872201174	PRETHEEPA. P.S				
83	872201176	GREESHMA SIVAN S				
84	872201177	ARJUN R				
85	872201178	GADHA P C	MIS 15	EVM 02	IM 10	BA 03
86	872201179	ATHIRA B M				
87	872201180	LEKSHMI V S				
88	872201182	JOBIN K J				
89	872201183	ASWIN P NAIR				
90	872201185	AMAL KHAN A				

91	872201189	MUHAMMED MUNEER N	MIS 16	EVM 04	IM 15	BA 02
92	872201190	SwathyKrishnan B				
93	872201191	NAZRIN FATHIMA				
94	872201193	AMALENDHU SOMAN				
95	872201196	RAKESH C				
96	872201198	Aparna S				
97	872201199	GEETHU S G				
98	872201200	ANAND SHABU V V	MIS 17	EVM 06	IM 05	BA 01
99	872201202	Amina J.S				
100	872201203	VIDHYA VENUKUTTAN				
101	872201204	ANJANA BABU				
102	872201206	ABHIN CHAND C S				
103	872201207	REJI KUMAR K				
104	872201208	ASHA RAJ				
105	872201210	Amritha V J	MIS 01	EVM 12	IM 08	BA 17
106	872201213	SWETHA P				
107	872201214	ARUN THILAK.S.S				
108	872201216	ANJALI B				
109	872201217	UTHARA S GOPAN				
110	872201218	ARAVIND J.K				
111	872201219	ANAKHA C	MIS 02	EVM 08	IM 07	BA 16
112	872201220	ANOOP C RAJ				
113	872201221	SAMNA M				
114	872201226	PADMANATH R B				
115	872201228	CHITHRA V S				
116	872201229	Gokul Udayan				
117	872201231	DONA SHAJI				
118	872201232	LAKSHMI RAJENDRAN				
119	872201233	LINCY S LAWRENCE				
120	872201242	SRUTHI SURESH				
121	872201247	RAMZY MOL M				

122	872201248	MANJU M J	MIS 03	EVM 11	IM 12	BA 15
123	872201249	ANANDHU PRASHOBHAN	MIS 04	EVM 09	IM 13	BA 14
124	872201251	ARJUN Y				
125	872201253	SRUTHI B S				
126	872201257	Jinsha Shaji				
127	872201261	NIMISHA THAMPI				
128	872201263	KEERTHY U R				
129	872201265	ANAND A	MIS 05	EVM 17	IM 01	BA 13
130	872201266	ANANDHU RAVEENDRAN				
131	872201267	VISHNU DEV M.D				
132	872201268	N SAFAH				
133	872201269	ARYA S				
134	872201271	Deepakrishnan				
135	872201274	VAISHNA U G	MIS 06	EVM 13	IM 02	BA 12
136	872201275	PRASEEDA D P				
137	872201277	ATHIRA P.S				
138	872201279	ATHIRA G R				
139	872201283	FATHIMA				
140	872201284	Amitha Ravi				
141	872201285	SANEESHA SAJEEV S	MIS 07	EVM 10	IM 03	BA 11
142	872201287	NASIYA SALIM				
143	872201289	Aiswarya Mohan B				
144	872201290	ANEESHA A U				
145	872201291	B S MEENU SREEKANTH				
146	872201293	Aswathy A				
147	872201295	NOUFIYA N S	MIS 08	EVM 15	IM 17	BA 10
148	872201296	ANJANA M P				
149	872201299	SHEHINA JAMES				
150	872201300	ARYA A P				
151	872201301	SANDHYA K S				
152	872201303	SHIJI G S				

153	872201305	MADHU. B	MIS 09	EVM 14	IM 04	BA 09
154	872201306	ARATHY MOHAN U				
155	872201307	NEETHU M NAIR				
156	872201308	DIVYA R				
157	872201315	REEBA MANAVALAN				
158	872201316	VISHNUPRIYA C				
159	872201321	SUNIJA J JOHN	MIS 10	EVM 01	IM 14	BA 08
160	872201322	AJIN S KUMAR				
161	872201324	RENJITHA SANTHOSH D				
162	872201326	Sindhu.k				
163	872201330	ANIE V				
164	872201337	Padmaja M				
165	872201338	MANOJ M	MIS 11	EVM 16	IM 06	BA 07
166	872201339	AKASH GEORGE SUNNY				
167	872201340	A AYANA				
168	872201341	GREESHMA M				
169	872201342	AKHIL K THOMAS				
170	872201348	AISWARYA BABU				
171	872201349	Reshma B	MIS 12	EVM 03	IM 09	BA 06
172	872201350	SURAJA NAIR				
173	872201351	RAJESH KUMAR R				
174	872201354	MATHEW FRANCIS C				
175	872201356	Akhila Suresh				
176	872201357	ANANDHU PRASANNAN				
177	872201359	Abhilash Baisil	MIS 13	EVM 07	IM 11	BA 05
178	872201360	SATHEESH S S				
179	872201362	RAJESH S				
180	872201363	S NEERAJA SURESH				
181	872201367	ARYA B G				
182	872201368	ARAVIND A J				
183	872201369	RINCY NAZEER				

184	872201371	NEEMA KRISHNAN	MIS 14	EVM 05	IM 16	BA 04
185	872201373	ATHUL RAJEEV				
186	872201386	Priyanka P				
187	872201388	SAJISHA RAMESH				
188	872201390	Jisha I S	MIS 15	EVM 02	IM 10	BA 03
189	872201391	AJESH M T				
190	872201394	ANUSHA S				
191	872201398	Gopika S				
192	872201399	ANJU A S				
193	872201400	HAIL ROSSWIN ROY C				
194	872201401	JISHA JACKSON				
195	872201402	BHARATH PAVITHRAN	MIS 16	EVM 04	IM 15	BA 02
196	872201404	RAHANA RAJ L				
197	872201407	GANGA BABU A				
198	872201409	Resmi Anand				
199	872201410	DEEPTHI P D				
200	872201411	CHIPPY S S				
201	872201413	ATHIRA S				
202	872201414	Maria Liz Correya	MIS 17	EVM 06	IM 05	BA 01
203	872201416	Nebila Nizam N				
204	872201418	PETER K PAUL				
205	872201419	PREM SHANKAR				
206	872201421	Krishna Mohan Menon				
207	872201422	RUPESH R S				
208	872201423	ARYA A.V.				
209	872201425	ARCHANA P				
210	872201427	Maya Gomez				
211	872201428	SURABHI S LAL				
212	872201429	Jose Fernandez				
213	872201430	ARYA S ANILKUMAR				
214	872201434	AYSWARYA V C				

215	872191110	Rajeev R	MIS 01	EVM 12	IM 08	BA 17
SEMINAR TOPICS						
MGT 301 - Management information systems & Cyber Security						
MIS 01	Components and Structure of MIS					
MIS 02	Role of MIS as a support to the management & impact of MIS					
MIS 03	System concept of MIS					
MIS 04	MIS for a digital firm					
MIS 05	Executive Support Systems (ESS)					
MIS 06	Process of developing DSS					
MIS 07	Knowledge management system					
MIS 08	Cloud based Decision support					
MIS 09	Database Management System (DBMS)					
MIS 10	Database models & designing database					
MIS 11	Systems analysis and design					
MIS 12	System development process & tools and techniques					
MIS 13	Wireless security challenge					
MIS 14	Computer crime and cyber terrorism					
MIS 15	Security issues for cloud Computing and the mobile digital platform					
MIS 16	Business value of security & control in security management system					
MGT 303 - Innovation Management						
IM 01	Innovation and Factor affecting innovation					
IM 02	Entrepreneur and its traits					
IM 03	Developing Entrepreneurs					
IM 04	Dynamics of small business environment					

IM 05	Success factors for small business				
IM 06	Business plan – Needs & steps in the preparation of business plan				
IM 07	Marketing research				
IM 08	Formulation of capital expenditure				
IM 09	Corporate planning process & investment organisation				
IM 10	Project organisation & need for a project organisation				
IM 11	Finalisation of strategies for execution of projects				
IM 12	Monitoring and control of projects and its parameter				
IM 13	Project management organisations				
IM 14	Post project evaluation & Post completion audit report				
IM 15	Environmental appraisal of projects				
IM 16	Environmental impact assessment methodologies				
MGT 302 -Environmental Manager					
EVM 01	Environment and its components				
EVM 02	Ecology				
EVM 03	Eco friendly farming				
EVM 04	Food chain				
EVM 05	Carbon credit				
EVM 06	Environmental degradation				
EVM 07	Energy & Environment				
EVM 08	Sustainable development				
EVM 09	Hazardous wastes				
EVM 10	Alternate sources of energy				
EVM 11	Managing the urban and rural environment				
EVM 12	Environmental Audit				
EVM 13	Dimensions of environmental management				
EVM 14	Participatory Environmental Management				
EVM 15	Industrial waste management				
EVM 16	Environment friendly products & green taxes				

MGT 304 - Business Analytics					
BA 01	Needs and importance of of business analytics				
BA 02	Business Intelligence & Levels				
BA 03	Process of business analytics code				
BA 04	Tools of business analytics cycle				
BA 05	Data exploration				
BA 06	Data mining				
BA 07	Predictive analytics				
BA 08	Visualization and Exploring data				
BA 09	Spreadsheet modelling and Analysis				
BA 10	Customer analytics				
BA 11	Social analytics				
BA 12	Operational analytics				
BA 13	Data optimisation and simulation				
BA 14	Decision Analysis				
BA 15	Use of data and observing insights in business analytics				
BA 16	Methods of business analytics cycle				