



ANNAMALAI UNIVERSITY
DIRECTORATE OF DISTANCE EDUCATION

S346 - M.B.A (E/M)

FIRST YEAR

FIRST SEMESTER

Academic Year : 2023 - 2024

ASSIGNMENT TOPICS

This booklet contains assignment topics. Students are asked to write the assignments for all **FIVE** courses in the first semester as per instructions.

Last date for submission: **15.11.2023**

Last date for submission with late fee ₹300/-: **30.11.2023**

NOTE:

1. Assignments sent after **30.11.2023** will not be evaluated.
2. Assignments should be in the own handwriting of the student concerned and not type-written or printed or photocopied.
3. Assignments should be written on A4 paper on one side only.
4. All assignments (with Enrolment number marked on the Top right hand corner on all pages) should be put in an envelope with superscription “**MBA Assignments**” and sent to **The Director, Directorate of Distance Education, Annamalai University, Annamalainagar – 608 002** by **Registered post**.
5. No notice will be taken on assignments which are not properly filled in with *Enrolment Number* and the *Title* of the papers.
6. Students should send full set of assignments for all papers. Partial assignments will not be considered.

ASSIGNMENT INSTRUCTIONS

Write assignments on **Two** questions in each paper. For each question the answer should not exceed 10 – 15 pages. The first topic of assignment carries 15 marks and second topic carries 10 marks. You are expected to write **Two assignment questions for every subject**.

Dr. T.SRINIVASAN
DIRECTOR

346E1110- PRINCIPLES OF MANAGEMENT

Elaborate the following topics in detail by referring to the annual reports of corporate companies listed in BSE viz., HUL, TCS, HDFC, Infosys and SBI, SLM Book lessons, terminal exercise and learning activities. Write two topics in the course. (Choose **any one corporate company** from the BSE Listed 30 companies to apply the theories and practices of management.)

Assignment Topic I: (15 Marks)

Management perspectives of a corporate company's Board of Directors, principles, process, span of control, line and staff Relationship and Leadership.

Assignment Topic II: (10 Marks)

A Case study on approaches of decision making and Management By Objectives (MBO)

346E1120 - MARKETING MANAGEMENT

Elaborate the following topics in detail by referring to the annual reports of corporate companies listed in BSE viz., HUL, TCS, HDFC, Infosys and SBI, SLM Book lesson contents, terminal exercise and learning activities. Write two topics in the course. (Choose **any one corporate company** from the BSE Listed 30 companies to apply the theories and practices of management.)

Assignment Topic I: (15 Marks)

Marketing perspectives of a corporate company's tasks, market segmentation, targeting and product positioning, marketing mix and new products.

Assignment Topic II: (10 Marks)

A case study or plan for advertising and its budget for different channels of distribution.

346E1130 -FINANCIAL MANAGEMENT

Elaborate the following topics in detail by referring to the annual reports of corporate companies listed in BSE viz., HUL, TCS, HDFC, Infosys and SBI, SLM Book lessons, terminal exercise and learning activities. Write two topics in the course. (Choose **any one corporate company** from the BSE Listed 30 companies to apply the theories and practices of management.)

346E1130 -FINANCIAL MANAGEMENT

Assignment Topic I: (15 Marks)

Financial perspectives of a corporate company's working Capital, Cash and receivables management, equity and preference Shares, dividend policy and dividend Pay-Out Ratio.

Assignment Topic II: (10 Marks)

A case study or proposal of capital structure, corporate restructuring of Mergers, Amalgamations and Acquisitions.

346E1140 -HUMAN RESOURCE MANAGEMENT

Elaborate the following topics in detail by referring to the annual reports of corporate companies listed in BSE viz., HUL, TCS, HDFC, Infosys and SBI, SLM Book lessons, terminal exercise and learning activities. Write two topics in the course. (Choose **any one corporate company** from the BSE Listed 30 companies to apply the theories and practices of management.)

Assignment Topic I: (15 Marks)

Human Resource perspectives of a corporate company's HR Department, planning, job descriptions, job specifications and human resource development (HRD).

Assignment Topic II: (10 Marks)

A case study or a review or a proposal of Management Development Programmes and techniques of performance appraisal.

346E1150 -MANAGERIAL ECONOMICS

Elaborate the following topics in detail by referring to the annual reports of corporate companies listed in BSE viz., HUL, TCS, HDFC, Infosys and SBI, SLM Book lessons, terminal exercise and learning activities. Write two topics in the course. (Choose **any one corporate company** from the BSE Listed 30 companies to apply the theories and practices of management.)

Assignment Topic I: (15 Marks)

Managerial perspectives of a corporate company's economics principles, elasticity of demand, production function and the competitive market structure.

Assignment Topic II: (10 Marks)

A case study or review of Break-even analysis and measures of National Income.

List of BSE Sensex 30 Companies to choose and write assignments

Axisbank	An Overview of the Annual Report for 2022-23 - Axis Bank
HCL Tech	Annual Report HCLTech
SBIN	SBI Bank Annual Report 2022 - 2023
TATAMOTORS	Annual Reports, Financial Statements, Balance Sheet of Tata Motors
NTPC	Annual Report 2022-23 NTPC Limited
NESTLEIND	Annual Reports, Download Reports Nestlé (nestle.in)
RELIANCE	Reliance Financial Reporting Annual Report Revenue - Reliance Industries Limited (ril.com)
INFY	Infosys Integrated Annual Report 2022 - 2023
INDUSBANK	Investor Relations - Get Financial Information IndusInd Bank
SUNPHARMA	Investors - Annual Reports & Presentations - Sun Pharmaceutical Industries Ltd.
LT	L&T India Downloads Annual Reports (larsentoubro.com)
MARUTI	Company Reports - Maruti Suzuki India Limited
BARATAIRTEL	Quarterly and Annual Results - airtel
BAJAJFINANCE	Bajaj Finance Limited Annual Reports (bajajfinserv.in)
WIPRO	Wipro Annual Report 2023 - Investors' Insights
POWERGRID	Annual Reports POWERGRID
TITAN	Investor Titan Company
M&M	Mahindra Financial Statements Annual Reports Mahindra Group
KOTAKBANK	Annual Reports Investor Relations - Kotak Mahindra Bank
BAJAJFINSERV	Annual Reports Bajaj Finserv Limited
TECHM	Investors (techmahindra.com)
JSWSTEEL	JSW - JSW Steel - Financials - Annual reports
HDFCBANK	Annual Report (hdfcbank.com)
TCS	annual-report-2022-2023.pdf (tcs.com)
ICICIBANK	2023 (icicibank.com)
HNDUNILEVER	Annual Reports Unilever (hul.co.in)
TATASTEEL	Integrated Report & Annual Accounts 2022-23 (116th year) and related documents (tatasteel.com)
ITC	ITC Report and Accounts (itcportal.com)
ULTRACEMCO	Financial Highlights and Performance Annual Reports UltraTech (ultratechcement.com)
ASIANPAINTS	Annual Report 22 23 (asianpaints.com)
Annual Reports	Annual Reports of Indian Companies 2023 - 2022: Full List - Learn Stock Market

ENROLLMENT NUMBER: _____



ANNAMALAI UNIVERSITY

DIRECTORATE OF DISTANCE EDUCATION

MANAGEMENT DISCIPLINE

S346 MASTER OF BUSINESS ADMINISTRATION (M.B.A.)

FIRST YEAR

FIRST SEMESTER

Academic Year : 2023 - 2024

ASSIGNMENT SUBMISSION

COURSE CODE : _____

COURSE NAME : _____

APPLICATION NUMBER : _____

ENROLLMENT NUMBER: _____

NAME OF THE STUDENT: _____

DATE OF SUBMISSION : _____

COMPANY NAME : _____

ASSIGNMENT I (✓)

ASSIGNMENT II (✓)

From _____ _____ _____ _____	To THE DIRECTOR DIRECOTRATE OF DISTRANCE EDUCATION MANAGEMENT DISCIPLINE ANNAMALAI UNIVERSITY ANNAMALAI NAGAR. 608 002
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ENROLLMENT NUMBER: _____

ASSIGNMENT I

MANAGEMENT

Perspectives of _____ (Company)

a. Board of Directors

b. Principles of Management

i. Theory (Self Learning Materials Book-Lesson 2)

ii. Practice (Annual Report)

c. Process of Management

i. Theory (Self Learning Materials Book-Lesson 2)

ii. Practice (Annual Report)

d. Span of Control

i. Theory (Self Learning Materials Book-Lesson 8)

ii. Practice (Annual Report)

e. Line and Staff Relationship

i. Theory (Self Learning Materials Book-Lesson 10)

ii. Practice (Annual Report)

f. Leadership

i. Theory (Self Learning Materials Book-Lesson 14)

ii. Practice (Annual Report)

ENROLLMENT NUMBER: _____

ASSIGNMENT II

MANAGEMENT

A Case Study

Decision Making []

(Or)

MBO []

ASSIGNMENT I

MARKETING

Perspectives of _____ (Company)

a. Marketing Tasks

i. Theory (Self Learning Materials Book-Lesson 3)

ii. Practice (Annual Report)

b. Market segmentation

i. Theory (Self Learning Materials Book-Lesson 6)

ii. Practice (Annual Report)

c. Market Targeting

i. Theory (Self Learning Materials Book-Lesson 6)

ii. Practice (Annual Report)

d. Product positioning

i. Theory (Self Learning Materials Book-Lesson 6)

ii. Practice (Annual Report)

e. Marketing mix

i. Theory (Self Learning Materials Book-Lesson 9)

ii. Practice (Annual Report)

f. New products

i. Theory (Self Learning Materials Book-Lesson 12)

ii. Practice (Annual Report)

ENROLLMENT NUMBER: _____

ASSIGNMENT II

MARKETING

A Case Study (or) A Plan

Advertising Budget []

(Or)

Channels of distribution []

ASSIGNMENT I

FINANCIAL

Perspectives of _____ (Company)

a. Working Capital Management

i. Theory (Self Learning Materials Book-Lesson 4)

ii. Practice (Annual Report)

b. Cash Management

i. Theory (Self Learning Materials Book-Lesson 5)

ii. Practice (Annual Report)

c. Receivables Management

i. Theory (Self Learning Materials Book-Lesson 6)

ii. Practice (Annual Report)

d. Equity and preference Shares

i. Theory (Self Learning Materials Book-Lesson 9)

ii. Practice (Annual Report)

e. Dividend policy

i. Theory (Self Learning Materials Book-Lesson 15)

ii. Practice (Annual Report)

f. Dividend Pay-Out Ratio

i. Theory (Self Learning Materials Book-Lesson 15)

ii. Practice (Annual Report)

ENROLLMENT NUMBER: _____

ASSIGNMENT II

Financial Management

A Case Study (or) A Proposal

Capital structure []

(Or)

Corporate restructuring of M &A []

ENROLLMENT NUMBER: _____

ASSIGNMENT I

HUMAN RESOURCE

Perspectives of _____ (Company)

a. HR Department

i. Theory (Self Learning Materials Book-Lesson 3)

ii. Practice (Annual Report)

b. HR planning

i. Theory (Self Learning Materials Book-Lesson 5)

ii. Practice (Annual Report)

c. Job descriptions

i. Theory (Self Learning Materials Book-Lesson 10)

ii. Practice (Annual Report)

d. Job specifications

i. Theory (Self Learning Materials Book-Lesson 10)

ii. Practice (Annual Report)

e. Human Resource Development (HRD)

i. Theory (Self Learning Materials Book-Lesson 13)

ii. Practice (Annual Report)

ENROLLMENT NUMBER: _____

ASSIGNMENT II

HUMAN RESOURCE MANAGEMENT

A Case Study (or) A Review (or) A Proposal

Management Development Programmes []

(Or)

Techniques of Performance Appraisal []

ENROLLMENT NUMBER: _____

ASSIGNMENT I

MANAGERIAL ECONOMICS

Perspectives of _____ (Company)

a. Managerial Economics Principles

i. Theory (Self Learning Materials Book-Lesson 2)

ii. Practice (Annual Report)

b. Elasticity of Demand

i. Theory (Self Learning Materials Book-Lesson 8)

ii. Practice (Annual Report)

c. Production function

i. Theory (Self Learning Materials Book-Lesson 11)

ii. Practice (Annual Report)

d. Competitive market structure

i. Theory (Self Learning Materials Book-Lesson 13/14/15)

ii. Practice (Annual Report)

ENROLLMENT NUMBER: _____

ASSIGNMENT II

MANAGERIAL ECONOMICS

A Case Study (or) A Review

Break-Even analysis []

(Or)

Measures of National Income []

NOTE ON CASE STUDY ANALYSIS

*Selvarasu A. Professor & Coordinator of Management Discipline
Directorate of Distance Education Annamalai University*

A case analysis practical course is a process of examining a real-world situation in order to understand the factors that contributed to the outcome. Case studies are often used in business, education, and healthcare to understand how organizations or individuals operate. Student can approach the case based on his own choice of a case in his place of work or any other case available as a free resource or it can be purchased from case publishing houses such as [Harvard Business Publishing Education](#), [The Case Centre](#), the case society of India [International Case Research Association](#), [Home | IIMA Cases](#), etc.

A. Guidelines for writing a case analysis:

1. **Selecting a case:** The first step is to select a case that is relevant to the topic of the study. The case should be well-documented and provide enough information to allow for analysis.
2. **Gathering information:** The next step is to gather information about the case. This information can be obtained from a variety of sources, such as interviews, documents, and observations.
3. **Analyzing the information:** Once the information has been gathered, it is analyzed to identify the key factors that contributed to the outcome. This analysis can be done using a variety of methods, such as descriptive statistics, hypothesis testing, and qualitative analysis.
4. **Drawing conclusions:** The final step is to draw conclusions from the analysis. This may involve identifying the implications of the findings for theory or practice.

Case study analysis can be a valuable tool for understanding complex problems. By examining real-world situations, case studies can help to identify the factors that contribute to success or failure. This information can then be used to improve decision-making and problem-solving.

B. Instructions:

Student can visit sample case studies from Harvard Business School Publishing Education or any other similar sources like [thecasecentre.org](#) reference in various sectors in micro, small, medium enterprises and corporate companies like a restaurant service, ice cream manufacturing, tourism

services, financial services, consulting services etc. The student can identify the real-world problems in either offering service/products or availing the same as customers. Based on the criticality of business problems, student can gather information that is required to write a case study analysis on its various steps. A comprehensive case analysis can be prepared in the format as given as above guidelines.

C. Format for case study analysis

i. CASE SUMMARY

A two-page summary of the case story including the case history of the organization you are reporting about.

ii. Writing the Case Study Analysis

- [1] **Reporting style and the target audience.** Use past tense and choose your audience as Scholar. Assume the role of Chairman (or) Managing Director (or) Chief Executive Officer (or) General Manager (or) Manager (or) Executive (or) Customer (or) Supplier (or) Competitor (or) Government.
- [2] **Reporting the opening paragraph.** Make it interesting, engaging, introducing the protagonist, foreshadows the problem to be addressed.
- [3] **Reporting the company history.** Evocative language Provides context, rich description Generous with organizational facts.
- [4] **Reporting a micro-industry note.** Provides the frame of reference. Embeds the case situation in a broad industry framework. Contextualize the action.
- [5] **Reporting about the case actors.** Characters exhibits the personality, Creates empathy for the protagonist, the readers knows this character.
- [6] **Reporting about the case situation.** Presents the problem. Ensures the readers can 'see' the action unfolding. Calibrates the problem to the anticipated level of the reader.
- [7] **Including additional information.** The information is not critical to the case analysis. The information sounds like important to the case analysis. The reader wonders why the information is included.
- [8] **Reporting the closing paragraph.** The problem becomes the reader's problem. You have not given away the answers or decision. It is reasonably clear what you expect of the reader
- [9] **Appendices.** Data that cannot be fit comfortably within the narrative part of the case. Information that is important or valuable for case analysis.

Visit Case Companion teaching:

https://youtu.be/IBwNpJFuJvE?si=1pPLVR9Mra32M_GT



BRIEF CASES

JUNE 30, 2022

MICHAEL ROBERTO

JOHN LAFKAS

The Loving Spoon: A New Generation Takes Over

“Family businesses are complicated,” Kendra Franklin thought as she considered the choices before her. Her parents founded The Loving Spoon, a restaurant in their hometown in South Carolina, 40 years ago. The family style restaurant offered large portions of traditional “home-cooked soul food standards” at very affordable prices.

Kendra’s parents were now stepping back and turning over management to her and her younger twin siblings, Sharai and Alexis. Kendra and her sisters felt The Loving Spoon needed to change. Revenue was flat in the early 2000s, which worried the Franklins at the time; however, revenue picked up and grew at a steady pace for the past six years, and the restaurant remained quite profitable. However, the sisters worried that their parents’ business model would not provide a recipe for success moving forward. They saw how quiet The Loving Spoon was at 9:00 p.m., just as the brightly lit restaurants down the street began to fill with younger patrons purchasing expensive alcoholic drinks and high-margin appetizers. (Exhibit 5 shows selected menu items for The Loving Spoon and a competitor, Fried Green Soul.)

Their parents disagreed and felt that The Loving Spoon would be around long after its competitors shut down. Their father noted, “Our strength lies in knowing what we are. Our operation is highly efficient, and we have loyal customers because we rarely change our popular, traditional menu. Moreover, buying the same foods in bulk weekly gives us food costs that are 5% lower than our direct competitors in town and 8% lower than restaurants nationwide. A simple menu, low employee turnover, and high productivity translate into labor costs at least 10% lower than rivals. What more does any restaurant need?” (See Exhibits 1–4 for more information on The Loving Spoon and its competitors.)

Sharai and Alexis seldom agreed about anything, including what should change. Alexis thought The Loving Spoon should reposition itself as a more upscale restaurant to challenge up-and-coming rivals such as Fried Green Soul and McKenzie’s Backyard Table. She wanted to modernize the menu and décor, as well as expand and redesign the bar area to entice patrons to purchase more beverages, which were The Loving Spoon’s most profitable offerings. She said, “What they do isn’t hard to copy,

Bryant University Professor Michael Roberto and HBP Senior Editor John Lafkas prepared this case solely as a basis for class discussion and not as an endorsement, a source of primary data, or an illustration of effective or ineffective management.

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especially with our experience, but we will need a loan to finance a renovation of this space.” Her mother acknowledged that a refresh might attract some new customers. However, she inquired about the pitfalls: “Don’t we risk upsetting our most loyal guests if we radically alter our concept?”

Sharai countered, “Why choose between our current concept and a modernized approach when we can do both? We can lease the space next door to The Loving Spoon and build a bigger, better restaurant that appeals to everyone. We will have our traditional menu, service, and seating in one space and then an upscale bar with a dynamic, premium-priced menu and modern décor in the adjacent area. Customers can choose the experience that suits them best.”

Their mother interjected, “Sharai, it’s hard enough to run one restaurant well. Do you have any idea how difficult it would be to manage two concepts in the same space?”

None of these options seemed optimal to Kendra. Additionally, she worried about Sweet Abby, the formidable competitor with a similar menu and format that had opened recently just a short walk away. The new rival had already gotten strong Yelp ratings and aggressively reached out to local churches and community groups to host gatherings and cater special events. Just the other night, she noticed a large group of The Loving Spoon’s most loyal customers strolling into Sweet Abby for a retirement celebration. Kendra needs to gather the family together soon and discuss the options regarding the restaurant’s strategy moving forward.

Exhibit 1 The Loving Spoon Food vs. Beverage Revenue: 20X3–20X9

Year	Food	Beverage	Total
20X3	\$620,000	\$380,000	\$1,000,000
20X4	\$650,000	\$390,000	\$1,040,000
20X5	\$676,000	\$405,600	\$1,081,600
20X6	\$715,478	\$420,202	\$1,135,680
20X7	\$774,452	\$417,012	\$1,191,464
20X8	\$820,117	\$431,970	\$1,252,087
20X9	\$880,844	\$433,848	\$1,314,692

Exhibit 2 The Loving Spoon Revenue & Customer Visits: 20X3–20X9

Year	Revenue	Customer Visits
20X3	\$1,000,000	12,000
20X4	\$1,040,000	12,235
20X5	\$1,081,600	13,031
20X6	\$1,135,680	14,196
20X7	\$1,192,464	15,288
20X8	\$1,252,087	16,475
20X9	\$1,314,692	17,529

Exhibit 3 Average Customer Age: 20X3–20X9

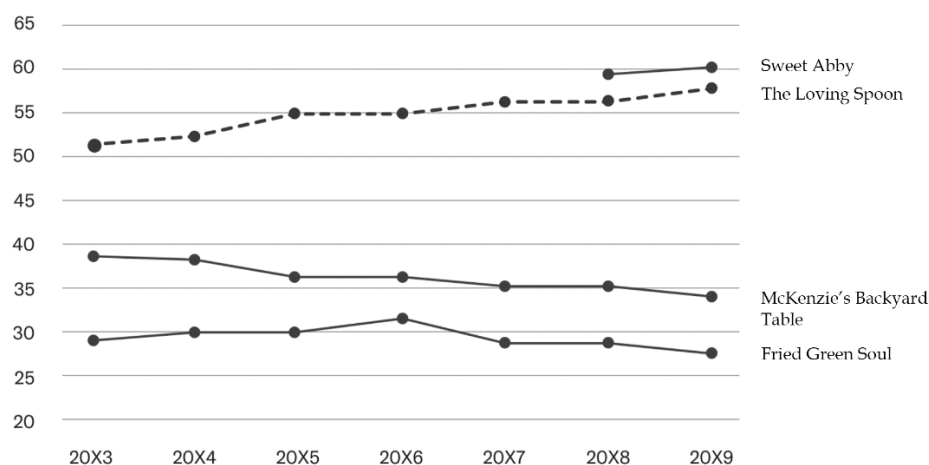


Exhibit 4 Capacity Utilization by Hour

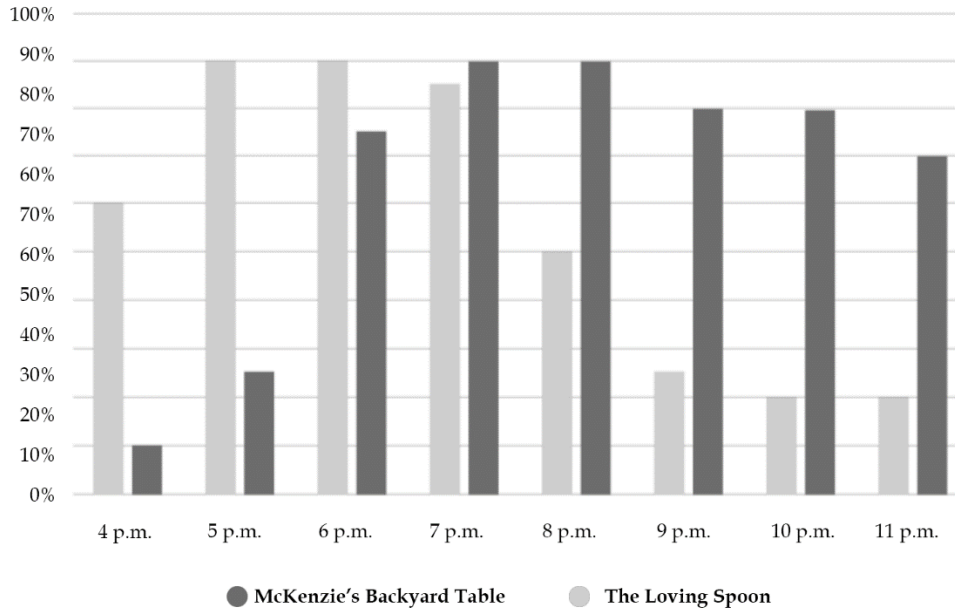


Exhibit 5 Selected Menu Items

The Loving Spoon	Fried Green Soul
<i>Selected Appetizers</i>	<i>Selected Shareable Small Plates</i>
Southern wings (8) \$10	Buffalo shrimp (12) \$14
Hush puppies \$9	French fries 3 ways \$10
BBQ hash \$8	Pimento cheese fondu \$12
Fried pickles & jalapenos \$6	Po'boy sliders (4) \$16
<i>Selected Entrees</i>	<i>Selected Entrees</i>
Pulled pork sandwich \$14	Slow-cooked black-eyed peas & greens, w/ house-made cornbread \$22
Sliced beef brisket sandwich \$18	Herb & garlic mac & cheese \$18
Chopped beef brisket platter \$20	Pan roasted duckling w/ collards and mash \$26
Black bean & poblano burger \$16	Fried chicken w/ haricots verts \$24
Homemade chicken pie \$12	Carolina-style BBQ pork ribs, 1/2 rack \$28
<i>Selected Cocktails</i>	<i>Selected Cocktails</i>
Martini \$12	Smokey Mountain Old Fashioned \$14
Old Fashioned \$10	Maple Syrup Manhattan \$15
Moscow Mule \$10	The Smirking Priest Gimlet \$13
Whiskey Sour \$8	Palmetto Negroni \$13

Exhibit 6 The Loving Spoon Customer Comment

@dougatseverywhere

I absolutely love their pulled pork sandwich. It's been my favorite for years.

Exhibit 7 McKenzie's Backyard Table Customer Review

Jordan H.



"The atmosphere at McKenzie's is so cool. You literally feel like you're eating in someone's backyard and they serve delicious hot dogs for a dollar!"