

ALAGAPPA UNIVERSTIY STUDY CENTRE TUTICORIN

3rd SEM ASSIGNMENT QUESTION

INTERNAL MARK: 25 / PER SUBJECT

MBA SM

31731- MARKETING MANAGEMENT

1. What is marketing? Describe the various traditional and modern concepts of marketing and explain with examples.
2. Define Branding. Why it is important? Explain the criteria marketers must evaluate before selecting a brand name?
3. When is Personal Selling more appropriate than other methods of Promotion? Explain with examples
4. Define on line marketing. Explain the recent trends in online marketing.
5. Explain the advantages of advertising ?

31732 - FINANCIAL MANAGEMENT

1. Explain briefly the decisions involved in Financial Management?
2. What are the different sources of long term Finance? State the merits of each source ?
3. What is working capital management? What is the need to maintain optimum working capital? Discuss the consequences of inadequate and excess working capital.
4. Describe the different types of dividend the dividend policy of a firm.
5. Describe the risks and cost of holding inventory ?

3173301 OFFICE AUTOMATION

1. Describe the functionalities of operating systems.
2. Demonstrate Office Menu Commands and tool bars.
3. Demonstrate the procedure of working with multiple windows ?
4. How do the Internet and Internet technology work and how do they support communication and e-business?
5. What is the role of m-commerce in business, and what are the most important m-commerce applications?

3173402 INTERNET PROGRAMMING AND WEB DESIGN

1. Write a note on Java Classes and Objects ?
2. Explain the Regular Expressions in PERL programming ?
3. Discuss about Tables and Frames in HTML
4. Describe user interface tools in PERL.
5. Discuss how applets differ from applications

3173503 MULTIMEDIA APPLICATIONS

1. Differentiate analog and digital multimedia systems ?
2. Explain about CD-family in detail.
3. Discuss about the multimedia system components ?
4. What is the role of intelligent virtual reality software systems in multimedia?
5. Describe the I/O technologies in multimedia.