



KUVEMPU UNIVERSITY



Office of the Director
DIRECTORATE OF DISTANCE EDUCATION
Jnana Sahyadri, Shankaraghatta – 577 451, Karnataka

Phone: 08282-256426; Fax: 08282-256370; Website: www.kuvempuuniversitydde.org
E-mails: ssgc@kuvempuuniversity.org; info@kuvempuuniversitydde.org

TOPICS FOR INTERNAL ASSESSMENT ASSIGNMENTS (2009-10)

Programme: **M.B.A.** Fourth Semester

NOTE: Students are advised to read the separate enclosed instructions before beginning the writing of assignments.

Out of 20 Internal Assignment marks per paper, 5 marks will be awarded for regularity (attendance) to Counseling/ Contact Programme classes pertaining to the paper. Therefore, the topics given below are only for 20 marks each paper.

**Write assignments on all the topics of each paper.
Each topic carries 05 marks.**

Common Paper I: STRATEGIC MANAGEMENT AND BUSINESS POLICY

1. Explain the functions of mission statement
2. Describe the companies competing in emerging industries of the future.
3. Discuss the transnational strategy. How can a firm implement this strategy?

Common Paper II: INTERNATIONAL BUSINESS

1. What is International Business? Explain the stages of Internationalization.
2. Explain the Theory of Comparative Cost advantages with examples.
3. What is FDI, discuss its forms.

Stream - 1: MARKETING MANAGEMENT

Paper III: INTERNATIONAL MARKETING

1. Describe briefly the main channels of distribution used in expert market.
2. How do cultural, economic and political factors affect the environment for international marketing. Explain
3. Explain the modes of entries to International market.

Paper IV: SERVICE MARKETING

1. What are the 7ps of Marketing Mix in Service Marketing? Discuss.
2. Discuss the various reasons approaches available in the field of Marketing Research with an example.
3. Define Demand. Discuss the various types of Demand in the Service Industry.

Stream – 2: FINANCIAL MANAGEMENT

Paper III: CORPORATE TAXATION

1. Discuss the Residential Status of the Assets
2. Discuss the Incidence and Impact of Indirect Taxes in India.
3. Distinguish between Avoidance and Evasion of Tax.

Paper IV: INTERNATIONAL FINANCIAL MANAGEMENT

1. Discuss the nature and scope of IFM in today's global Economy.
2. What is Interest Rate Parity? What is Interest Rate Parity Theory? Explain with an example.
3. What are the different evaluation methods used for Capital Budgeting? Explain with examples.

Stream – 3: HUMAN RESOURCE MANAGEMENT

Paper III: INTERNATIONAL HUMAN RESOURCE MANAGEMENT

1. What is 5ps Model? Explain its Merits and Demerits.
2. What do you mean by Performance of Appraisal of Host Country? Explain
3. What are the key issues involved in International labour relation? Explain

Paper IV: HUMAN RESOURCES DEVELOPMENT STRATEGIES AND SYSTEMS

1. What are the various HRD Process and mechanism? Explain each in detail.
2. What are the functions involved in organizing the HRD Systems.
3. Explain the strategic management process with relation to HRD.
