



# KUVEMPU UNIVERSITY



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## **TOPICS FOR INTERNAL ASSESSMENT ASSIGNMENTS (2009-10)**

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

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**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 15 marks each paper.

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

### **Common Paper I: ENTREPRENEURSHIP DEVELOPMENT AND SMALL BUSINESS MANAGEMENT**

1. Discuss the growth of women entrepreneurs in India.
2. The role of SSI in development of Indian Economy
3. Explain the Institutional Support to the SSI in India.

### **Common Paper II: BUSINESS ETHICS AND CORPORATE GOVERNANCE**

1. Discuss the dimensions of social responsibility of business.
2. Differentiate between the principles of rights and justice. What are the strength and weakness of each principle?
3. Briefly explain the various ethical theories.

### **Specialization: MARKETING MANAGEMENT**

#### **Paper III: CONSUMER BEHAVIOUR**

1. Describe important models of buyer behaviour
2. What are the various sources for need identification?
3. Briefly explain the various theories of learning

#### **Paper IV: ADVERTISING MANAGEMENT**

1. Role of sales management in training the salesman towards achieving sales.
2. Discuss in detail the selling process with an example

3. Discuss the role of Retail Sellers.

#### **Paper V: INDUSTRIAL MARKETING**

1. Briefly explain the types of Industrial market and classification of Industrial goods.
2. Discuss the target marketing strategies.
3. Explain the significance of pricing. Identify the factors that influence pricing decisions.

#### **Paper VI: SALES AND DISTRIBUTION MANAGEMENT**

1. Explain the objectives of sales management and examine the sales management process.
2. What are the primary sources for Recruitment?
3. What problems does a manager face while fixing the sales quota?

#### **Paper VII: RETAILING AND BRAND MANAGEMENT**

1. Examine the role of Internet in the concept of retailing.
2. What are the components of site selection Analysis?
3. Write a note on planograms

### **Specialization: FINANCIAL MANAGEMENT**

#### **Paper III: WORKING CAPITAL MANAGEMENT**

1. Discuss the Factors for determination of Working Capital
2. Explain the Motives for Holding Cash.
3. Describe the Credit Analysis in Receivable Management.

#### **Paper IV: FINANCIAL DECISION ANALYSIS**

1. What is Risks? Explain the sources of risks and the techniques available to measure risk on capital budgeting decision.
2. Define leasing, trace out evaluation of lease industry with its advantages.
3. Critically explain Walters's relevance theory of dividends.

#### **Paper V: FINANCIAL DERIVATIVES**

1. Distinguish between Financial Derivatives and spot market trading.
2. What are the advantages of trading on F&O? What are the differences between futures and options?
3. What do you understand by PPR and IPR? How does it helps in managing equilibrium

in the economy.

### **Paper VI: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

1. Describe the regulatory frameworks in Indian capital market.
2. Explain the characteristics of government securities and different types of treasury bills.
3. How do you measure portfolio risk and explain the problems of portfolio selection.

### **Paper VII: MANAGEMENT OF FINANCIAL INSTITUTION**

1. Discuss the role of Developmental Banks in the Indian Economy.
2. Explain the Management of Asset and Liabilities in Commercial Banks
3. Describe the Capital Adequacy Requirement in the Banks.

## **Specialization: HUMAN RESOURCE MANAGEMENT**

### **Paper III: HUMAN RESOURCES PLANNING**

1. Explain the determinants of HRP.
2. What are the objectives and benefits of HRP?
3. What is manpower planning? What factors do you consider while forecasting manpower needs of an organization?

### **Paper IV: MANAGEMENT OF TRAINING AND DEVELOPMENT**

1. Discuss the role of trainer as a change agent in an organization.
2. What is a plan of instruction, list out its contents
3. Discuss learning principles with examples.

### **Paper V: COUNSELING AND INTERPERSONAL SKILLS FOR MANAGERS**

1. Discuss the different types of groups in the organization.
2. How do you manage the Interpersonal Trust and types of Interpersonal trust?
3. Advantages and disadvantages of group decision making

### **Paper VI: LEGAL FRAME WORK AND MANAGEMENT OF INDUSTRIAL RELATION**

1. Impact of Industrial Revolution
2. Describe in detail the various approaches to manage discipline
3. Explain the Importance and Process of Collective Bargaining

### **Paper VII: COMPENSATION MANAGEMENT**

1. Explain the diagnostic checklist of reward management.
2. Explain the internal and external relativities of the basis of pay structures.
3. Explain the different types of competences.

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