



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)

Course: **M.Com.** (Previous)

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.

Paper-01: Principles and Practice of Management

1. Management By Objectives (MBO) **5 Marks**
2. Principles of Scientific Management Theory and Administrative Management Theory. **5 Marks**
3. Business communication is a tool in hand of Business Organisation to manage the Organisation Comment. **5 Marks**

Paper-02: Marketing Management

1. Product Life Cycle and Pricing Strategies. **5 Marks**
2. Types of Brands and Functions of Branding. **5 Marks**
3. Marketing mix – a Tool for Effective Marketing. **5 Marks**

Paper-03: Financial Management

1. Wealth Maximization v/s Profit Maximization. **5 Marks**
2. Working Capital Management and its role in modern business. **5 Marks**
3. Dividend Policies and Business Performance. **5 Marks**

Paper -04: Accounting Theory

1. Accounting Principles and Accounting Conventions. **5 Marks**
2. Approaches to Inflation Accounting. **5 Marks**
3. Corporate Financial Reporting and Business Decisions. **5 Marks**