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TOPICS FOR INTERNAL ASSESSMENT ASSIGNMENTS (2010-11)
Course : M.Com (Previous)

IMPORTANT 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. Define forecasting. Explain different forecasting techniques. **5 Marks**
2. What do you understand by organization? What are the important principles of a sound organization? **5 Marks**
3. What are the common barriers to communication in an organization? How can these be overcome? **5 Marks**

Paper-02: Marketing Management

1. What are the approaches to study the Marketing? **5 Marks**
2. Write a detailed note on Marketing Mix. **5 Marks**
3. What is Service Marketing? Explain its features. **5 Marks**

Paper-03: Financial Management

1. Write a brief note on Profit Maximization and Wealth Maximization. **5 Marks**
2. What is NPV? Explain its relevance in Project Evaluation. **5 Marks**
3. Write a detailed note on Working Capital Management. **5 Marks**

Paper -04: Accounting Theory

1. Write a detailed note on need for Accounting Theory. **5 Marks**
2. What are the types of Accounting Theory? Explain. **5 Marks**
3. Write a detailed note on Accounting Standards. **5 Marks**