



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 (2010-11)
Course: P.G.Diploma in Business Administration

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-1: (PGDBA 101) Principles & Practice of Management

1. Explain the Types of Decisions & Decision Making Process. **5 Marks**
2. Discuss the Importance of Planning & Steps in Planning. **5 Marks**
3. Briefly Explain the Maslow's Hierarchy of needs & Motivational Differences across Cultures. **5 Marks**

Paper-2: (PGDBA 102) Business Communication

1. What are the Different forms of Oral Communication? How can Oral Communication be made Effective? **5 Marks**
2. Discuss the Psychological Barriers to Effective Communication. **5 Marks**
3. Briefly discuss the Importance of audio-visual Communication. How can it be made Effective? **5 Marks**

Paper-3: (PGDBA 103) Accounting and Financial Management

1. Explain the Types of Accounts and classification of Ledger accounts. **5 Marks**
2. Discuss the Objectives and Scope of Financial Management. **5 Marks**
3. Distinguish between NPV and IRR methods. **5 Marks**

Paper-4: (PGDBA 104) Marketing Management

1. Explain the Concept of Marketing Mix & Components of Marketing Mix. **5 Marks**
2. Explain the Micro and Macro Environment of Marketing.. **5 Marks**
3. Make a brief note on Product Life Cycle & Pricing Strategy. **5 Marks**

Paper-5: (PGDBA 105) Human Resource Management

1. What are the Functions of HRM & Roles of Human Resource Manager? **5 Marks**
2. Explain the Importance of Human Resource Planning & Process of Recruitment. **5 Marks**
3. Discuss the Methods of Training & Contents of Wage Policy. **5 Marks**