



**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

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**TOPICS FOR INTERNAL ASSESSMENT ASSIGNMENTS (2017-18)**  
**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.

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**Paper-01: Principles and Practice of Management**

1. Evolutions of Management Thoughts. **5 Marks**
2. Concept of motivation and approaches to analyzing motivation. **5 Marks**
3. Types of controlling method and essentials of effective control system **5 Marks**

**Paper-02: Marketing Management**

1. Approaches to study of marketing. **5 Marks**
2. Product mix and related strategies **5 Marks**
3. Product marketing v/s service marketing **5 Marks**

**Paper-03: Financial Management**

1. Objectives and role of financial management. **5 Marks**
2. Types of Capital Structure Theories. **5 Marks**
3. Determinants of Working Capital Management. **5 Marks**

**Paper -04: Accounting Theory**

1. Approaches to formulations of Accounting Theory. **5 Marks**
2. Write a detail note on inflation Accounting. **5 Marks**
3. Approaches to Human Resources Accounting. **5 Marks**