



TOPICS FOR INTERNAL ASSESSMENT ASSIGNMENTS
(2019-JUNE)

Course: **MASTER OF BUSINESS ADMINISTRATION**
(Ist Semester)

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: Principles of Management & Behavioural Process

1. Explain the nature and functions of Management. **5 Marks**
2. Explain the need and importance of study Organisational Behaviour. **5 Marks**
3. Discuss the evolution of Management Thoughts. **5 Marks**

Paper-2: Accounting For Managers and Managerial Economics

1. Differentiate between financial accounting and cost accounting. **5 Marks**
2. Write a detailed note of Revenue and Cost Concept. **5 Marks**
3. Explain the factors influencing price elasticity of demand. **5 Marks**

Paper-3: Business Communication

1. Describe the role of technology in modern day communication. **5 Marks**
2. What are the important qualities of good Recruitment notification. **5 Marks**
3. Write a note on difficulties in intercultural communication. **5 Marks**

Paper-4: Quantitative Techniques

1. Explain the different types of probability sampling. **5 Marks**
2. Differentiate between Range, Mean Deviation and Standard Deviation. **5 Marks**
3. Write a note on integration and differentiation. **5 Marks**

Paper-5: Production and Operations Management

1. Explain the evolution of production functions. **5 Marks**
2. What do you mean by quality? Explain in detail the techniques of quality control. **5 Marks**
3. What are the responsibilities of store function? **5 Marks**

Paper-6: Computer Applications

1. Write a note on High level programming languages. **5 Marks**
2. Explain system development life cycle. **5 Marks**
3. Briefly explain the concept of copyrights and patents. **5 Marks**



TOPICS FOR INTERNAL ASSESSMENT ASSIGNMENTS
(2019-SEPTEMBER)

Course: **MASTER OF BUSINESS ADMINISTRATION**
(II- Semester)

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: Human Resource Management

1. Discuss the important factors influencing wage fixation. **5 Marks**
2. Explain the salient features of Industrial Disputes Act. **5 Marks**
3. Describe the functions and features of Trade union. **5 Marks**

Paper-2: Marketing Management

1. What are the components of Micro and Macro Environment? **5 Marks**
2. What are the factors to be considered while developing a new product? **5 Marks**
3. Explain the important elements in promotion mix of a marketer. **5 Marks**

Paper-3: Financial Management

1. Explain the factors contributing towards determination of dividend policy. **5 Marks**
2. Compare and contrast NPV with JRR. **5 Marks**
3. Explain the merits and demerits of payback period method. **5 Marks**

Paper-4: Research Methodology

1. Describe and differentiate parametric and non-parametric tests. **5 Marks**
2. Describe the process of identifying research problem. **5 Marks**
3. Explain the relation between research problem formulation and research design. **5 Marks**

Paper-5: Management Science

1. Explain the scope of management science for decision making in business management. **5 Marks**
2. What is Game? Explain the characteristics of game theory? **5 Marks**
3. Explain the factors involved in inventory analysis. **5 Marks**

Paper-6: Business Law

1. Discuss rights and responsibilities of Director. **5 Marks**
2. Critically examine the measures to protest environmental pollution. **5 Marks**
3. Write a note on consumer protection laws. **5 Marks**



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TOPICS FOR INTERNAL ASSESSMENT ASSIGNMENTS
(2019-SEPTEMBER)

Course: MASTER OF BUSINESS ADMINISTRATION
(III- Semester)

Important Note: Students are advised to read the separate enclosed instructions before beginning the writing of assignments. First two papers are common and from third paper they write their specialization topics only. 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: Entrepreneurship Development & Small Business Management

1. Discuss the role of idea generation in creating new entrepreneurial venture. 5 Marks
2. Explain the entrepreneurship programmes for backward area. 5 Marks
3. What is the role of Indian Investment centre in entrepreneurial development? 5 Marks

Paper-2: Business Ethics & Corporate Governance

1. Briefly explain the various theories of Business Ethics. 5 Marks
2. Examine the need for the corporate governance in the modern Business scenario. 5 Marks
3. Enumerate the various responsibilities of the business organization toward different groups. 5 Marks

Specilisation- Human Resource Management

Paper-3: Counseling & Interpersonal Skills for Managers

1. Discuss the different types of groups in the organization. 5 Marks
2. How do you manage the Interpersonal Trust? 5 Marks
3. Explain the levels of conflicts condition organization. 5 Marks

Paper-4: Industrial Relation & Legal Frame Work

1. Objectives of the ILO (International Labour Organisation) 5 Marks
2. Importance of workers participation in management. 5 Marks
3. What is workmen's compensation act 1923? 5 Marks

Paper-5: Management Training & Development

1. Describe the different aspects of the physical environment which impact training. 5Marks
2. Elaborate on the outcomes of TNA (Training Need Analysis). 5 Marks
3. What is the effect of motivation on learning? 5 Marks

Specialisation-Financial Management

Paper-3: Financial Decision Analysis

- 1. Leasing v/s Borrowing Decision. 5 Marks
- 2. Inventory Control Models. 5 Marks
- 3. Business Valuation Models. 5 Marks

Paper-4: Security Analysis & Portfolio Management

- 1. What are the functions of central listing authority? 5 Marks
- 2. How do you measure the returns of individual securities? Explain. 5 Marks
- 3. Discuss the major decisions of Traditional approach 5 Marks

Paper-5: Management of Financial Institutions

- 1. What are the role and functions of RBI? 5 Marks
- 2 Explain the features of NABARD. 5 Marks
- 3 Discuss central cooperative banks. 5 Marks

Specialisation- Marketing Management

Paper-3: Consumer Behaviour and Retail Marketing Management

- 1 Explain the marketing application perception. 5 Marks
- 2 What are the different types of retailers? 5 Marks
- 3 Write a note on forecasting. 5 Marks

Paper-4: Advertising and Brand Management

- 1 What are the important functions of Advertising Department? 5 Marks
- 2 Explain the types of Advertising? 5 Marks
- 3 Importance of Advertising Budget. 5 Marks

Paper-5: Sales and Distribution Management

- 1 Write a note on closing of sales. 5 Marks
- 2 Explain sales volume quota. 5 Marks
- 3 What is a channel establishment plan? 5 Marks