



**KUVEMPU UNIVERSITY**  
**OFFICE OF THE DIRECTOR**  
**DIRECTORATE OF DISTANCE EDUCATION**  
Jnana Sahyadri, Shankaraghatta – 577 451, Karnataka



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**TOPICS FOR INTERNAL ASSESSMENT ASSIGNMENTS (2019-20)**  
**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. Evolution of Management Thoughts. **5 Marks**
2. Problems involved in decision making. **5 Marks**
3. Merits and limitations of scientific management thought. **5 Marks**

**Paper-02: Marketing Management**

1. Product marketing v/s service marketing. **5 Marks**
2. Product life cycle and related marketing strategies. **5 Marks**
3. Need for and Importance of controlling marketing operations. **5 Marks**

**Paper-03: Financial Management**

1. Role of financial manager in modern business. **5 Marks**
2. Approaches to cost of capital. **5 Marks**
3. Importance of cost of capital in Capital Budgeting Decisions. **5 Marks**

**Paper -04: Accounting Theory**

1. Approaches of Human Resources Accounting. **5 Marks**
2. Accounting policies. **5 Marks**
3. Role of IASB. **5 Marks**



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**TOPICS FOR INTERNAL ASSESSMENT ASSIGNMENTS (2019-20)**  
**Course : M.Com (Final Year)**

**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-05: Business Environment and Policy**

1. Relevance of political environment analysis in modern business. **5 Marks**
2. Process of Liberalization. **5 Marks**
3. Features and importance of Business Environment. **5 Marks**

**Paper-06: Entrepreneurship Development**

1. Need for training and development of Entrepreneurs. **5 Marks**
2. Role of entrepreneurship in the economic development. **5 Marks**
3. Problems of Rural Entrepreneur. **5 Marks**

**Paper-07: International Business**

1. Theories of International Business. **5 Marks**
2. India's foreign trade policy. **5 Marks**
3. Mode of entry in to Foreign Market. **5 Marks**

**Paper-08: Business Ethics & Corporate Governance**

1. Ethical issues in marketing and HRM. **5 Marks**
2. Importance of Corporate Governance. **5 Marks**
3. Role of legislations in environmental protection and consumer safety. **5 Marks**