



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
(2018-OCTOBER)

Course: MASTER OF BUSINESS ADMINISTRATION
(I 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. Differentiate between management and administration. **5 Marks**
2. What are the types of attitude? Explain **5 Marks**
3. How would you describe the company's motivational style? **5 Marks**

Paper-2: Accounting For Managers and Managerial Economics

1. Discuss the uses and limitations of Ratio Analysis. **5 Marks**
2. Discuss the nature and scope of managerial economics. **5 Marks**
3. Explain the factors influencing price elasticity of demand. **5 Marks**

Paper-3: Business Communication

1. What are the essentials of good communication? **5 Marks**
2. What are essential qualities of good business letter? **5 Marks**
3. Write a note on difficulties in intercultural communication. **5 Marks**

Paper-4: Quantitative Techniques

1. Explain the various types of probability sampling method. **5 Marks**
2. Differentiate between Range, Mean Deviation and Standard Deviation. **5 Marks**
3. Explain the concept of random variable and probability distribution. **5 Marks**

Paper-5: Production and Operations Management

1. Discuss the elements of production planning and control. **5 Marks**
2. What are the objectives of maintenance management? **5 Marks**
3. What are the responsibilities of store function? **5 Marks**

Paper-6: Computer Applications

1. Explain the generation of computers. **5 Marks**
2. Explain system development life cycle. **5 Marks**
3. Difference between C++ and JAVA. **5 Marks**



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TOPICS FOR INTERNAL ASSESSMENT ASSIGNMENTS
(2018-NOVEMBER)

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. Explain the role of training in Human Resource Development. **5 Marks**
2. Explain the various Human Resource Planning models. **5 Marks**
3. Write a note on the principles of natural justice. **5 Marks**

Paper-2: Marketing Management

1. What are the advantages of customer oriented marketing concept? **5 Marks**
2. Explain the importance of promotion mix elements. **5 Marks**
3. Explain levels of a product using an example. **5 Marks**

Paper-3: Financial Management

1. Explain the factors that has to be considered by the organization in setting dividend policy. **5 Marks**
2. How is capital budgeting technique relevant in investment decision? **5 Marks**
3. Write a note of functions of SEBI. **5 Marks**

Paper-4: Research Methodology

1. What are the procedure of conducting research? **5 Marks**
2. What are the qualities of good research proposal? **5 Marks**
3. Differentiate between case study research and historical research. **5 Marks**

Paper-5: Management Science

1. Briefly discuss the evolution of PERT and network terminologies. **5 Marks**
2. Explain the characteristics of game theory. **5 Marks**
3. Describe the algorithm for the solution of the assignment problem. **5 Marks**

Paper-6: Business Law

1. What are the classifications of contract? Explain. **5 Marks**
2. Explain the rights and duties of bailer and bile. **5 Marks**
3. Write a note on environment protection laws. **5 Marks**



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TOPICS FOR INTERNAL ASSESSMENT ASSIGNMENTS
(2018-NOVEMBER)

Course: MASTER OF BUSINESS ADMINISTRATION
(IV- 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: Strategic Management and Business Policy

1. What are the modes of creating business level competencies? 5 Marks
2. How are functional strategies different from business strategies? 5 Marks
3. Describe the qualities of efficient strategic leader. 5 Marks

Paper-2: International Business

1. Explain the characteristics of international business. 5 Marks
2. Briefly explain the trade barriers of international business. 5 Marks
3. Explain various types of risk involved in international business. 5 Marks

Financial Management

Paper-3: International Financial Management

1. What are the different external exposure management techniques which are used by importers and exporters? 5 Marks
2. Explain the impact of government influence on exchange rate. 5 Marks
3. Write a brief note on country risk analysis. 5 Marks

Paper-4: Corporate Taxation

1. Explain in brief the various deductions u/s80 which can be claimed by a company. 5 Marks
2. Define fringe benefits. Discuss the tax implications of fringe benefits. 5 Marks
3. What is tax planning? Explain the scope of tax planning. 5 Marks

Marketing Management

Paper-3: Industrial and Service Marketing

1. Explain the characteristics of industrial customers. *5 Marks*
2. Briefly explain the trade barriers of international business. *5 Marks*
3. What are the steps involved in service design process? *5 Marks*

Paper-4 International Marketing

1. Discuss the importance of technology in international trade. *5 Marks*
2. Explain the documentation procedure for export. *5 Marks*
3. Write a detailed note on international marketing system. *5 Marks*

Human Resource Management

Paper-3: International Human Resource Management

1. Explain the challenges of IHRM. *5 Marks*
2. What do you mean by career development? Give suggestions to the organization in formulating career development strategies. *5 Marks*
3. Write a detailed note on international joint venture and HRM practices. *5 Marks*

Paper-4: Human Resource Development strategies and systems

1. What are the functions of HRD for market driven organization? *5 Marks*
2. Write a note on HRD philosophy. *5 Marks*
3. Explain the HRD challenges in competitive business environment. *5 Marks*