

KUVEMPU UNIVERSITY

OFFICE OF THE DIRECTOR DIRECTORATE OF DISTANCE EDUCATION



5 Marks

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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

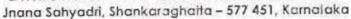
Paper-2: Accounting For Managers and Managerial Econ	nomics
1. Differentiate between financial accounting and cost accounting.	5 Marks
Write a detailed note of Revenue and Cost Concept.	5 Marks
Explain the factors influencing price elasticity of demand. Paper-3: Business Communication	5 Marks
 Describe the role of technology in modern day communication. 	5 Marks
2. What are the important qualities of good Recruitment notification.	5 Marks
 Write a note on difficulties in intercultural communication. 	5 Marks
Paper-4: Quantitative Techniques	
 Explain the different types of probability sampling. 	5 Marks
2. Differentiate between Range, Mean Deviation and Standard Deviation.	5 Marks
Write a note on integration and differentiation.	3 Marks
Paper-5: Production and Operations Management	
1. Explain the evolution of production functions.	5 Marks
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
Explain system development life cycle.	5 Marks

Briefly explain the concept of copyrights and patents.



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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	
ï.	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
	Explain the important elements in promotion mix of a marketer. r-3: Financial Management	5 Mack
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
Pape	r-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
Pape	r-5: Management Science	
1.	Explain the scope of management science for decision making in business management.	5 Murks
2.	What is Game? Explain the characteristics of game theory?	5 Marks
3.	Explain the factors involved in inventory analysis.	5 Marks
Pape	er-6: Business Law	
I.	Discuss rights and responsibilities of Director.	5 Marks

2. Critically examine the measures to protest environmental pollution.

Write a note on consumer protection laws.