



**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



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



Phone: 08282-256426; Fax: 08282-256370; Website: www.kuvempuuniversitydde.org
E-mails: ssgc@kuvempuuniversity.org; info@kuvempuuniversitydde.org

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 protect environmental pollution. 5 Marks
3. Write a note on consumer protection laws. 5 Marks