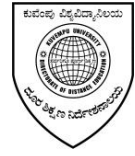




KUVEMPU UNIVERSITY
OFFICE OF THE DIRECTOR
DIRECTORATE OF DISTANCE EDUCATION
Jnana Sahyadri, Shankaraghatta – 577 451, Karnataka



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

TOPICS FOR INTERNAL ASSESSMENT ASSIGNMENTS (2015-16)
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.

Paper-01: Principles and Practice of Management

1. Essentials of effective control system. **5 Marks**
2. MBE and MBO. **5 Marks**
3. Contributions of F.W.Taylor to management thought. **5 Marks**

Paper-02: Marketing Management

1. Factors influencing channel selection. **5 Marks**
2. Ethical dilemma faced by the marketers. **5 Marks**
3. Core concepts of marketing. **5 Marks**

Paper-03: Financial Management

1. Corporate dividend practices in India. **5 Marks**
2. Role of KSFC in promoting and financing industries in Karnataka. **5 Marks**
3. Process of Computing cost of capital. **5 Marks**

Paper -04: Accounting Theory

1. Entity Theory and Proprietary Theory **5 Marks**
2. Fundamental Accounting Assumptions. **5 Marks**
3. Procedure followed by the Institute of Chartered Accountants of India for issuing Accounting Standards. **5 Marks**