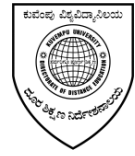




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TOPICS FOR INTERNAL ASSESSMENT ASSIGNMENTS (2016-17)
Course : M.Com (Previous)

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. Evolutions of Management Thoughts. **5 Marks**
2. Concept of motivation and approaches to analyzing motivation. **5 Marks**
3. Types of controlling method and essentials of effective control system **5 Marks**

Paper-02: Marketing Management

1. Approaches to study of marketing. **5 Marks**
2. Product mix and related strategies. **5 Marks**
3. Product marketing v/s service marketing **5 Marks**

Paper-03: Financial Management

1. Objectives and role of financial management. **5 Marks**
2. Types of Capital Structure Theories. **5 Marks**
3. Determinants of Working Capital Management. **5 Marks**

Paper -04: Accounting Theory

1. Approaches to formulations of Accounting Theory. **5 Marks**
2. Write a detail note on inflation Accounting. **5 Marks**
3. Approaches to Human Resources Accounting. **5 Marks**