



# KUVEMPU UNIVERSITY

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## TOPICS FOR INTERNAL ASSESSMENT ASSIGNMENTS (2018-APRIL)

### Course: MASTER OF BUSINESS ADMINISTRATION (IV- Semester)

Important Note: Students are advised to read the separate enclosed instructions before beginning the writing of assignments. First two papers are common and from third paper they write their specialization topics only. 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 & Business Policy

1. Explain the Functional Strategy. 5 Marks
2. What are the requirements of change? 5 Marks
3. What do you mean by strategic group? 5 Marks

#### Paper-2: International Business

1. Define International Business Environment and explain its significance. 5 Marks
2. Write a note of transfer pricing. 5 Marks
3. Discuss the theories of FDI. 5 Marks

#### **Specilisation- Human Resource Management**

#### Paper-3: Human Resource Development Strategies Systems

1. Explain the importance of reorientation of HRD Policies for the organizations. 5 Marks
2. Discuss factors impact on SHRD Policy formulation. 5 Marks
3. What are the internal factors & external factors impact on HRD orientation? 5 Marks

#### Paper-4: International Human Resource Management

1. Discuss cultural and employee management issues. 5 Marks
2. Explain training goals and measures. 5 Marks
3. What are the approaches of Industrial relations? Explain. 5 Marks

## **Specialisation-Financial Management**

### **Paper-3: International Financial Management**

1. Explain corporate motives for forecasting exchange rates. *5 Marks*
2. How economic policies of a nation are affected by political risk? *5 Marks*
3. Explain different methods of measuring country risk. *5 Marks*

### **Paper-4: Corporate Taxation**

1. Give an account of exempted incomes for institutions. *5 Marks*
2. Explain the deductions under section 80G. *5 Marks*
3. Write a note on Bilateral relief. *5 Marks*

## **Specialisation- Marketing Management**

### **Paper-3: Industrial and Services Marketing**

1. What are the 7 P's of services marketing? *5 Marks*
2. Explain with suitable example the customer expectation model. *5 Marks*
3. How would you differentiate between industrial marketing and consumer marketing? *5 Marks*

### **Paper-4: International Marketing**

1. What is International Marketing Environment? *5 Marks*
2. Explain International Retailing Buying Process. *5 Marks*
3. Discuss the recent trends in International Trade. *5 Marks*