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**TOPICS FOR INTERNAL ASSESSMENT ASSIGNMENTS**  
**(2017-SEPTEMBER)**

Course: **MASTER OF BUSINESS ADMINISTRATION**  
**(III- 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: Entrepreneurship Development & Small Business Management**

1. Discuss the role of idea generation in creating new entrepreneurial venture. 5 Marks
2. Explain the entrepreneurship programmes for backward area. 5 Marks
3. What is the role of Indian Investment centre in entrepreneurial development? 5 Marks

**Paper-2: Business Ethics & Corporate Governance**

1. Briefly explain the various theories of business ethics. 5 Marks
2. Examine the need for the corporate governance in the modern business scenario. 5 Marks
3. Enumerate the various responsibilities of the business organization toward different groups. 5 Marks

**Specilisation- Human Resource Management**

**Paper-3: Counseling & Interpersonal Skills for Managers**

1. Discuss the different types of groups in the organization. 5 Marks
2. How do you manage the Interpersonal Trust? 5 Marks
3. Explain the levels of conflicts condition organization. 5 Marks

**Paper-4: Industrial Relation & Legal Frame Work**

1. Objectives of the ILO (International Labour Organisation) 5 Marks
2. Importance of workers participation in management. 5 Marks
3. What is workmen's compensation act 1923? 5 Marks

**Paper-5: Management Training & Development**

1. Describe the different aspects of the physical environment which impact training. 5Marks
2. Elaborate on the outcomes of TNA (Training Need Analysis). 5 Marks

3. What is the effect of motivation on learning? 5 Marks

## **Specialisation-Financial Management**

### **Paper-3: Financial Decision Analysis**

1. Leasing v/s Borrowing Decision. 5 Marks
2. Inventory Control Models. 5 Marks
3. Business Valuation Models. 5 Marks

### **Paper-4: Security Analysis & Portfolio Management**

1. What are the functions of central listing authority? 5 Marks
2. How do you measure the returns of individual securities? Explain 5 Marks
3. Discuss the major decisions of Traditional approach 5 Marks

### **Paper-5: Management of Financial Institutions**

1. What are the role and functions of RBI? 5 Marks
- 2 Explain the features of NABARD. 5 Marks
- 3 Discuss central cooperative banks. 5 Marks

## **Specialisation- Marketing Management**

### **Paper-3: Consumer Behaviour and Retail Marketing Management**

- 1 Explain the marketing application perception. 5 Marks
- 2 What are the different types of retailers? 5 Marks
- 3 Write a note on forecasting. 5 Marks

### **Paper-4: Advertising and Brand Management**

- 1 What are the important functions of Advertising Department? 5 Marks
- 2 Explain the types of Advertising? 5 Marks
- 3 Importance of Advertising Budget. 5 Marks

### **Paper-5: Sales and Distribution Management**

- 1 Write a note on closing of sales. 5 Marks
- 2 Explain sales volume quota. 5 Marks
- 3 What is a channel establishment plan? 5 Marks