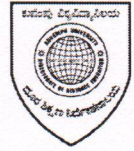




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TOPICS FOR INTERNAL ASSESSMENT ASSIGNMENTS (2018-19)
Course : M.Com (Previous)

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. Evolution of Management Thoughts. **5 Marks**
2. Problems involved in decision making. **5 Marks**
3. Merits and limitations of scientific management thought. **5 Marks**

Paper-02: Marketing Management

1. Product marketing v/s service marketing. **5 Marks**
2. Product life cycle and related marketing strategies. **5 Marks**
3. Need for and Importance of controlling marketing operations. **5 Marks**

Paper-03: Financial Management

1. Role of financial manager in modern business. **5 Marks**
2. Approaches to cost of capital. **5 Marks**
3. Importance of cost of capital in Capital Budgeting Decisions. **5 Marks**

Paper -04: Accounting Theory

1. Approaches of Human Resources Accounting. **5 Marks**
2. Accounting policies. **5 Marks**
3. Role of IASB. **5 Marks**