


## TOPICS FOR ASSIGNMENTS TO THE STUDENTS OF III B.COM. FOR THE ACADEMIC YEAR 2017-18

1. **MARKETING MANAGEMENT**
  1. What are the factors will influence to the consumer behavior analysis?
  2. Write steps involved in New product development.
2. **AUDITING**
  1. What is continuous Audit? Explain the advantages & disadvantages of continuous Audit.
  2. Define Auditing. Explain the objects of Auditing..
3. **BUSINESS LAW**
  1. What are the essentials of Contract? Explain with examples.
  2. Explain the laws relating to companies
4. **INDUSTRIAL FINANCE**
  1. Explain the sources of Industrial Finance.
  2. Discuss the determinants of Working Capital Management
5. **ADVANCED ACCOUNTANCY**
  1. Give the meaning of Amalgamation, Absorption and external reconstruction  
Explain the different methods of calculation of purchase consideration.
  2. What do you mean by non-performing assets of a Banking Company? How it is treated?
6. **ADVANCED BANKING**
  1. Explain the role of Cooperative Banks in Rural development.
  2. Explain the importance of Development Banking in India
7. **PERSONNEL MANAGEMENT AND INDUSTRIAL RELATIONS**
  1. Explain the financial and non financial incentives for motivation.
  2. Explain the Pros and cons of workers participation in management.

  
DIRECTOR  
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