

TOPICS FOR ASSIGNMENTS TO THE STUDENTS OF **I M.Com.** FOR THE ACADEMIC YEAR 2018-19

1. MANAGEMENT PERSPECTIVES

- 1) What is meant by Management? Discuss Henry Fayol's and F.W Taylor contribution to the management?
- 2) What is mean by Communication? Discuss the common barriers to effective communication? Suggest possible measures to make the communication effective?

2. MANAGERIAL ECONOMICS

- 1) Compare the price and output determination under the conditions of perfect competition and monopoly in the long run with the help of MR and MC curves.
- 2) Discuss the fundamentals of Managerial Economics. Explain the scope of Managerial Economics as tools of managerial decision making.

3. FINANCIAL MANAGEMENT

- 1) What is meant by Financial Management? Compare and contrast profit maximization and wealth maximization objective of financial Management?
- 2) Define Capital Budgeting? Discuss the various techniques available for evaluating a project along with their merits and demerits?

4. ORGANISATIONAL BEHAVIOUR

- 1) Motivation and theory of motivation
- 2) Interpersonal and group dynamics

5. MARKETING MANAGEMENT

- 1) What is meant by Consumer Behavior? Explain the need of studying Consumer behavior and what are the factors influences consumer behaviors?
- 2) What is meant by new product development? Explain the various steps involved in the development of a new product?


DIRECTOR