

TOPICS FOR ASSIGNMENTS TO THE STUDENTS OF **I M.Com.** FOR THE ACADEMIC YEAR 2017-18

1. MANAGEMENT PERSPECTIVES

- 1) Explain the importance of effective communication in an organization. What are the barriers in communications? How can you remove those barriers?
- 2) Discuss Henry Fayol's principles of management with suitable examples.

2. MANAGERIAL ECONOMICS

- 1) What is Demand Forecasting? Explain the objectives and methods with their limitations.
- 2) Discuss the fundamentals of Managerial Economics. Explain the scope of Managerial Economics as tools of managerial decision making.

3. FINANCIAL MANAGEMENT

- 1) Explain in detail the various forms of capital structure? Discuss the important factors that should be considered while constructing capital structure of a firm.
- 2) Describe strategic Financial Management, with reference to current business scenario. Give the reasons for managing business financially.

4. ORGANISATIONAL BEHAVIOUR

- 1) What are various theories of motivation? Discuss one of them with suitable examples.
- 2) What is personality? Why should it be studied? Discuss the psychoanalytic theory of personality.

5. MARKETING MANAGEMENT

- 1) Discuss the pricing techniques applicable to FMCG products being launched in a highly competitive market.
- 2) Marketing research is not just Consumer Survey. Discuss in the light of scope of marketing research.


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