

TOPICS FOR ASSIGNMENTS TO THE STUDENTS OF **I M.Com.** FOR THE ACADEMIC YEAR 2019-20

1. MANAGEMENT PERSPECTIVES

- 1) What is "Management"? Explain the contributions of F.W. Taylor and Henry Fayol in the development of Management thought. How are these thoughts help in meeting the challenges faced by today's managers.?
- 2) What are the essentials of an Effective control system? Briefly list out the traditional and modern techniques of control. How are TQM is best used as a tool to achieve a smooth control?

2. MANAGERIAL ECONOMICS

- 1) Cost-output relationships in short run and long run.
- 2) Demand forecasting – Methods of demand forecasting.

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) Leadership and theories of leadership.
- 2) Change management and organizational development.

5. MARKETING MANAGEMENT

- 1) Describe the internal and external marketing environmental factors that helps in preparing marketing plan.
- 2) Discuss the pricing techniques applicable to FMCG products being launched in a highly competitive market.


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