

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.


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