UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL) CHAUDHARY DEVI LAL UNIVERSITY, SIRSA

(From the Academic Session 2016-17)

B.COM-1st year

BUSINESS COMMUNICATION (BC-01)

Assignment- 1 Marks: 10

Note: Attempt any five questions.

- 1. What do you mean by the following
 - i) Verbal communication
- ii) Attitude
- iii) Effective listening
- iv) Feedback.
- 2. What do you mean by communication process? What are the benefits associated with effective communication?
- 3. What do you mean by communication barriers? Suggest the measures to overcome these barriers.
- 4. What do you mean by listening? What is the importance of listening in communication process? How can listening be made effective?
- 5. Explain the effective presentation and its types. What are the various factors affecting presentation?
- 6. What is the business report? Explain the various steps to be taken for report presentation.
- 7. What steps you would take to prepare yourself for job interview in a company? Prepare a resume for the interview.
- 8. What is assertiveness? Discuss how you can improve your relationship with people at different levels within the organization.

Assignment-2 Marks: 10

- 1. What do you mean by the following
 - i) Oral communication
- ii) Passive listening
- iii) Formal Presentation
- iv) Resume
- 2. Discuss relative merits and limitations of oral and written communication in an organization.
- 3. What do you mean by business letters? What is the difference between letters and memos?
- 4. What do you understand by report writing and its types? Define the structure of a report.
- 5. Explain the presentation and its principles. Define the oral presentation with suitable examples?
- 6. Explain the various principles of effective listening.
- 7. What do you mean by international communication? Explain the guidelines for writing and presenting in international situations.
- 8. Describe Kinesics, Proxemics and para language.

FINANCIAL ACCOUNTING (BC-03)

Assignment-1 Marks: 10

Note: Attempt any five questions.

- 1. What do you mean by the following
 - i) Matching concept
- ii) Provision and reserves
- iii) Joint Venture
- iv) Normal and Abnormal loss.
- 2. Explain the meaning and definition of accounting? What is the difference between book keeping and accounting? Discuss the role of accounting in various disciplines.
- 3. Explain the concept of final accounts? What important points are kept in mind while preparing final accounts?
- 4. What do you mean by departmental accounting system? What type of problems arises in departmental accounting? How they can be solved?
- 5. Explain the ledger. Describe the rules of posting the balance of ledger to the trial balance.
- 6. Explain the concept of depreciation. Also describe the methods to compute depreciation.
- 7. What is an error in trial balance? Explain the types of errors? How errors can be located in the case of trial balance?.
- 8. What do you mean by hire purchase system? What are the general features of hire purchase system?

Assignment- 2 Marks: 10

- 1. What do you mean by the following
 - i) Historical concept
- ii) Partnership deed
- iii) Book keeping
- iv) Journal
- 2. Define the term accounting. How book keeping and accounting are different from each other? What are the various branches of accounting?
- 3. Define the various International accounting standards.
- 4. What do you mean by capital and revenue expenditure? Differentiate the capital and revenue expenditure with appropriate examples.
- 5. What do you understand by final accounts? Distinguish between a
 - i) Trading and profit & loss account
- ii) Trial balance and Balance sheet
- 6. Explain the meaning of joint venture. Differentiate the joint venture and partnership.
- 7. What do you meant by
 - i) Branch nominal account ii) Branch stock reserve account iii) Branch adjustment account.
- 8. What is the difference between sale and hire purchase system? What is the concept of installment purchase system?

BUSINESS ECONOMICS (BC-04)

Assignment- 1 Marks: 10

Note: Attempt any five questions.

- 1. Explain macroeconomics and microeconomics. Also explain the nature and scope of the both.
- 2. Explain the concept of elasticity of demand. Explain the various concepts of elasticity of demand.
- 3. Explain the meaning and process of production. Describe the law of variable proportions.
- 4. Explain average cost, fixed cost and variable cost with the help of diagram.
- 5. Explain the meaning and characteristics of market. Explain the determination of price under perfect competition.
- 6. Define monopolistic competition and explain its characteristics. How can you determine the price under monopolistic competition?
- 7. Explain the concept of wages. Explain the marginal productivity theory of wages. Describe the assumptions of wages.
- 8. State the law of rent. Critically explain the Ricardian theory or the classical theory of rent.

Assignment- 2 Marks: 10

- 1. Define economics and discuss its nature and scope. Explain the applications of economics.
- 2. Explain the meaning, features and types of demand. Explain in details the law of demand.
- 3. Explain the law of return to scale. Explain the various economies and diseconomies of scale.
- 4. Explain the relationship between average cost and marginal cost with the help of diagram.
- 5. Explain meaning and characteristics of monopoly? Explain various types of monopoly.
- 6. Define the term oligopoly? Explain price determination under oligopoly.
- 7. Explain the meaning of profit. Describe the risk theory of profit.
- 8. Explain the meaning and different kinds of rent. State the law of rent.

BUSINESS MANAGEMENT (BC-05)

Assignment- 1

Note: Attempt any five questions.

- 1. What is management? Discuss the importance of management in organization. State the main characteristics and objectives of management.
- 2. Write short note on delegation of authority. Differentiate the centralization and decentralization.
- 3. Define the term "span of control". Define factors affecting span of control. Elaborate its importance on culture.
- 4. Define decision making and clearly state its various concepts. What are the various models of decision making?
- 5. State strategic management process. Explain the phases of strategic management.
- 6. Explain in brief core elements and its purpose of strategy. Briefly explain scope and dimensions of strategic management.
- 7. What do you understand by writing a report? What are the steps of writing a report?
- 8. What do you mean by management of change? Explain the various barriers to change.

Assignment- 2

Note: Attempt any five questions.

- 1. Define management is a science or an art. Distinguish between management and administration.
- 2. Write a short note on organizational change. How should the managers overcome the organizational change?
- 3. What do you understand by organization? Explain characteristics, steps, and importance of organization.
- 4. State the various components of decision making. What are the approaches used in decision making?
- 5. What do you understand by leadership? Write an essay on competitive strategy in respect of business level.
- 6. Define the following terms:
 - i) Mission
- ii) Objectives
- iii) Strategic management iv) Types of strategy
- 7. Elaborate the managerial control. What are the characteristics of information?
- 8. Describe formal components of organizational culture. Explain the various forces of organizational change.

Marks: 10

Marks: 10

BASIC OF COMPUTER (BC-06)

Assignment- 1 Marks: 10

Note: Attempt any five questions.

- 1. What is computer? Write a detailed account on evolution of computer.
- 2. Define the modal and functioning of digital computer.
- 3. What are input devices? Classify them into different common categories.
- 4. What do you mean by refreshing a screen? What is the refreshing rate of a screen in general?
- 5. Write a note on basic issues relating to windows.
- 6. Define software with examples. How many types of software are there in computer?
- 7. What do you mean by accessories? Discuss five tools that you find in accessories group.
- 8. Discuss the applications of computer in Commerce, marketing and education.

Assignment-2 Marks: 10

- 1. Elaborate the fundamental uses of computers. What is the strength and weaknesses of computer?
- 2. What is a pixel? Define the technology in display devices.
- 3. Explain the various types of software
 - i) Application software
- ii) System software
- 4. What are the types of windows? Explain windows as an operating system.
- 5. What is a storage device? Explain its device.
- 6. What do you mean by operating system? Why do you need an operating system? Is it mandatory?
- 7. What is a character map? Write steps to open character map window.
- 8. Explain the applications of worksheets? Describe types and properties of worksheet?

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(From the Academic Session 2016-17)

BUSINESS REGULATORY FRAMEWORK (BC-11)

B.Com-2nd

Assignment- 1

Marks: 10

Note: Attempt any five questions.

- 1. Define the term contract. What is the requirement of contract? What are the essential elements of a valid contract?
- 2. Explain contract of indemnity. Discuss the rights and duties of indemnifier.
- 3. Explain the term Bailment. What are the essential elements of a bailment?
- 4. Define and distinguish between a condition and warranty. Under what circumstances a breach of condition is to be treated as a breach of warranty?
- 5. Discuss the rule that a stranger cannot sue on the contract. Are there any exceptions to the rules?
- 6. What do you mean by the term Negotiable instrument? Discuss different characteristics of negotiable instruments.
- 7. What do you mean by Consumer protection act? Give salient features of this act.
- 8. Explain foreign exchange regulation act, 1973 (FEMA). What is the difference between FEMA and FERA?

Assignment- 2 Marks: 10

- 1. What are the void agreements in contract act? What is the difference between void and illegal agreements?
- 2. State the contract of guarantee. What is the difference between contract of indemnity and contract of guarantee?
- 3. What are the different kinds of Bailment? What are the rights and duties of Bailer?
- 4. What do you mean by sale of goods act 1930? Explain its essential provisions for formation of contract of sales.
- 5. What are the presumptions as to negotiable instruments? When a negotiable instrument is to be declared discharge and dishonor?
- 6. What are the general rights of consumers which need to protect by the council? Briefly describe the central protection council.
- 7. Explain Foreign exchange management act, 1999. Explain authorized person in detail.
- 8. Briefly describe central protection council. Explain Jurisdiction in detail.

CORPORATE ACCOUNTING (BC-12)

Assignment-1

Note: Attempt any five questions

- 1. Explain the term share capital. What are the different types of share capital? Define preference shares and its types?
- 2. What is valuation of shares? Explain the need of valuation. Describe the various methods of share valuation.
- 3. Explain the various methods and their accounting treatment while calculating the purchase consideration in case of amalgamation of companies.
- 4. What is an acquisition? What are the various considerations involved in mergers and acquisitions?
- 5. Define the term debentures. Explain various methods of redemption of debenture with special reference to sinking fund method with suitable examples.
- 6. State the various accounting entries to be passed in the books of Vendor Company in the event of its being taken over by another company.
- 7. Distinguish between holding and subsidiary companies. Discuss the advantages and disadvantages of both.
- 8. Describe the marine insurance. Describe various principles of marine insurance?

Assignment-2

Note: Attempt any five questions

- 1. How shares are subscribed? Write a short note on issue of share at premium and discount.
- 2. Define Goodwill. Explain the methods of valuation of goodwill with suitable examples.
- 3. What do you mean by liquidation of company? Which accounts are prepared for liquidating a company?
- 4. Discuss the various methods of redemption of debentures.
- 5. What accounting procedure is followed by insurance companies both general and life insurance companies?
- 6. Discuss the rules and accounting procedure of internal reconstruction of companies.
- 7. What do you understand by consolidated financial statements? Why consolidated statements are prepared?
- 8. What is fire insurance policy? Explain different type of fire insurance policies.

Marks: 10

Marks: 10

COMPANY LAW AND AUDITING (BC-13)

Assignment- 1

Note: Attempt any five questions

- 1. Define Company and its types. What are the various stages involved in the process of formation of the company?
- 2. Define the term directors. What are the duties and liabilities of a director?
- 3. Define the memorandum of association. State the contents of memorandum of association.
- 4. What is prospectus? Who are liable for misstatements in a prospectus? What are the consequences of misstatement in a prospectus?
- 5. Define the internal control. What are the advantages of internal control? Explain various forms of internal control.
- 6. What is vouching? Explain the working papers evidences used in vouching.
- 7. What do you mean by audit process? Explain the working papers and evidences used in auditing.
- 8. What do you mean by verification? How does it differ from vouching?

Assignment-2 Marks: 10

Marks: 10

- 1. What is the meaning and objectives of prospectus? Explain memorandum of association and its various clauses.
- 2. Explain different kinds of meetings. What are the essential elements of meetings?
- 3. Discuss the audit of accounts in case of companies. What are the different duties of auditors?
- 4. Define Article of association with contents. Differentiate it with memorandum of association.
- 5. What do you mean by internal audit? Explain objectives of internal audit. What are the basic principles of establishing internal audit?
- 6. Who is said to be directors? Explain how they are appointed. Describe their powers in detail.
- 7. Explain audit report in detail? Is there any liability of auditor for any misstatement in audit report?
- 8. What is stock valuation? Explain the auditor's duties in this respect.

BUSINESS STATISTICS (BC-14)

Assignment- 1 Marks: 10

Note: Attempt any five questions

- **1.** Explain the term statistics. What are its functions and characteristics? Explain the branches of statistics.
- 2. Explain measures of central tendencies? Explain the arithmetic mean by suitable examples?
- 3. What do you mean by Dispersion? Explain range and co-efficient of range.
- 4. Define correlation. Define the range of correlation. Explain the types of correlation.
- 5. What are the index numbers? Explain the steps involved for the construction of price index numbers.
- 6. What do you mean by sampling? Explain the various methods of sampling.
- 7. What do you mean by term probability? Explain the types of probability with suitable examples.
- 8. How Binomial distribution is different from Poisson distribution? Explain usage of binomial and Poisson distribution.

Assignment-2 Marks: 10

- 1. What do you mean by primary and secondary data? Describe the methods collecting primary and secondary data.
- 2. Explain the geometric and harmonic mean with suitable examples. Also explain the merits and demerits of geometric and harmonic mean.
- 3. Explain different measures of skewness with suitable examples.
- 4. What you mean by weighted index numbers? Explain the wholesale price index number with suitable examples.
- 5. What do you mean by regression analysis? Explain different regression measures with suitable examples.
- 6. Explain the sampling and non sampling errors. Define the features of a good sample.
- 7. Explain the Bayes theorem in probability with suitable examples.
- 8. Explain Normal distribution and its uses, importance and scope and properties.

PRINCIPLES OF MARKETING (BC-15)

Assignment- 1 Marks: 10

Note: Attempt any five questions

- 1. What do you mean by the term marketing? Discuss the importance and nature of marketing.
- 2. What are the factors which influence the consumer behavior? Why marketers must have a good understanding of consumer behavior?
- 3. What do you mean by product positioning? Discuss various determinants of successful product planning.
- 4. Explain the concept of branding. Describe strategies of branding decisions in detail.
- 5. What do you mean by product life cycle? Briefly describe the strategies in different stages of the product life cycle.
- 6. What is the objective of pricing? What general factors affect the pricing decisions?
- 7. State the different types of channel of distribution. Discuss the various factors affecting channel of distribution.
- 8. What do you mean by promotion mix? Discuss the various elements of promotion mix.

Assignment-2 Marks: 10

- 1. Explain the concept of marketing. Why marketing is important for any organization?
- 2. Explain the concept of consumer behavior? Explain the Maslow's need hierarchy theory of motivation.
- 3. What is the market segmentation? Explain different levels of marketing segmentation?
- 4. What do you mean by packaging? Discuss various reasons for the growth of packaging.
- 5. What do you mean by product development? State various different categories of new product.
- 6. What are the product mix pricing strategies? Explain the concept price discounts.
- 7. Discuss the meaning of channels of distribution. Explain different functions of a distribution channels.
- 8. Define advertising and its types. What are the advantages and disadvantages of advertising?

INDIAN FINANCIAL SYSTEM (BC-16)

Assignment- 1 Marks: 10

Note: Attempt any five questions

- 1. What do you understand by the term money? Through some light on the history of money and coinage of the term money?
- 2. What do you understand by financial system? Write a short note on Indian financial system?
- 3. Describe the history of banking in India? Discuss the evolution of commercial banks in India?
- 4. What do you understand by cooperative banks? What are the various functions that cooperative banks do?
- 5. Briefly describe development banking in India? State the evolution and growth of development banking.
- 6. Write a note on banking regulation act, 1949. What different forms of business are there in which banking company may agree?
- 7. What is the venture capital financing? What is the entire process of venture capital financing?
- 8. What do you understand by merchant banking? What are the functions of merchant banking?

Assignment-2 Marks: 10

- 1. What are the various functions of money? How many types of money are available in the market?
- 2. What is the money market? Explain its various instruments.
- 3. Discuss the role of Reserve bank of India in regulating banking practices in India?
- 4. What are the various credit financial support facilities NABARD Provides to the consumers?
- 5. Discuss the functions and importance of development banks? Write a note on non banking financial institutions.
- 6. What are the objectives of the banking regulation act? Explain the various powers of RBI.
- 7. Explain the leasing and hire purchase agreements. What do you mean by the term internal financing? Discuss its advantages and disadvantages.
- 8. Explain developments and challenges in merchant banking. Discuss the code of conduct for merchant bankers.

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(From the Academic Session 2016-17)

B.COM-3rd year

INCOME TAX (BC-21)

Assinment-1 Marks: 10

Note: Attempt any five questions

- 1. Explain general areas of taxation planning? Elaborate tax planning for different business forms?
- 2. How will you arrive at the annual value of a house property which is partly let out and partly self occupied during a previous year?
- 3. What do you mean by income from capital gains? Explain the necessary provisions in capital gain.
- 4. Enumerate any five items of income from other sources. Which are included under the head income from other sources?
- 5. What do you mean by assessment procedure of tax? What are the different penalties and prosecutions of tax?
- 6. Define the income under the head salary. What are the allowances and leave travel assistance under the salary head?
- 7. State the term income from house property (sec.22). What are the conditions to be satisfied for income to be charged under the head income from house property?
- 8. What do you mean by tax management, tax deduction at source and advance payment of tax?

Assignment-2 Marks: 10

- 1. Write short note on the following
 - i) Income deemed to accrue or arrive in India ii) Control and management of a business
- 2. What do you understand by dividend policy? Explain factors affecting dividend policy.
- 3. Explain the provisions of income tax act with respect to the computations of income from a self occupied house property.
- 4. What are the capital assets in income from capital gains? Explain the cost of acquisition in capital gain.
- 5. What are the incomes, which are included under the subhead of winning? Discuss the taxability of family pension?
- 6. State different deductions from gross total income. Write a short note on clubbing of income?
- 7. State the voluntary retirement compensation under the head income from salary.
- 8. Define the following terms under the income from house property:
 - i) Deemed Owner ii) Unrealized Rent

COST ACCOUNTING (BC-22)

Assignment- 1

Note; Attempt any five questions

- 1. What is mean by cost accounting? In what essential aspects does cost accounting differ from financial accounting?
- 2. Explain FIFO and LIFO methods of valuation of material issues.
- 3. Define cost sheets. What are its advantages and disadvantages? Prepare a cost sheet with imaginary figures.
- 4. Discuss the causes of difference between costing profits and financial profits?
- 5. What do you mean by the term standard costing? Differentiate standard costing and budgetary control.
- 6. What do you mean by budgetary control? Explain the production budget.
- 7. Explain break even analysis. What is break even chart and how it is prepared?
- 8. Define job costing. Explain the procedure of job costing accounting.

Assignment-2 Marks: 10

Marks: 10

- 1. Explain the relationship between cost accounting and management accounting. Discuss the significance of cost accounting in brief.
- 2. Distinguish between direct expenses and indirect expenses. What type of expenses is included in both types of expenses?
- 3. What is job order costing? How does it differ from process costing?
- 4. What are different methods of reconciliation of profits?
- 5. What do you mean by variance analysis? Discuss the various labor variances.
- 6. What is marginal costing? Explain the characteristics. What are the applications of marginal costing for decision making?
- 7. Write a short note on zero base budgeting. State the different control ratios.
- 8. What is the contract costing? Define the procedure of contract costing.

MANAGEMENT ACCOUNTING AND FINANCIAL MANAGEMENT (BC-23)

Assignment- 1 Marks: 10

Note: Attempt any five questions

- 1. Discuss the concept of management accounting. What are the general functions of management accounting?
- 2. What do you mean by financial analysis? Explain the nature and limitations of financial analysis. What are the various parties interested in the analysis of financial statements?
- 3. What do you mean by fund flow statement? How it is differ from cash flow statement? Explain the procedure of fund flow statement.
- 4. What do you understand by financial management? What are the functions and scope of financial management?
- 5. What is capital budgeting? Why capital budgeting is important in financial decision making? What are the complexities involved in capital budgeting?
- 6. What is the concept of cost of capital? Briefly describe the significance of cost of capital. What are the factors that determine the firms cost of capital?
- 7. What do you mean by the term capital structure? What are the essential features of appropriate capital structure?
- 8. Define the term dividend policy. Explain the forms and objectives of dividend policy.

Assigntment-2 Marks: 10

- 1. Discuss the role of management accounting in decision making. State the difference between management accounting and financial accounting.
- 2. Explain the Ratio analysis. What are the advantages and disadvantages of ratio analysis?
- 3. Explain cash flow statement. What is the procedure of preparing cash flow statement?
- 4. What are the various sources of long term finance? Discuss the areas of financial decision making.
- 5. What are the different types of investment decisions? How do you calculate the accounting rate of return? Explain ARR with suitable examples.
- 6. What is the cost of preference capital? How can you determine cost of equity capital in the growth firm?
- 7. Explain net income approach. State the assumptions and implications of net income approach.
- 8. Critically explain the Walter model of dividend policy. Explain the various issues involved in the dividend policy.

BUSINESS ENVIRONMENT (BC-24)

Assignment-1

Note: Attempt any five questions

- 1. What do you mean by business environment? State nature and scope of business environment.
- 2. Explain the concept of economic development. Discuss various determinants of economic development?
- 3. What do you mean by monetary policy? Discuss objectives and scope of monetary policy?
- 4. Define fiscal policy? Explain features and objectives of fiscal policy of India? Discuss various elements of fiscal policy?
- 5. Explain the concept of trade policy. Discuss the objectives of EXIM policy.
- 6. What do you mean by technological environment? Explain various factors of the technological environment.
- 7. What are the basic aims of international monetary fund? Explain the special drawing rights and how they are issued to follow member countries.
- 8. What do you mean by International political environment? State political interventions.

Assignment-2 Marks: 10

Marks: 10

- 1. Briefly describe the types of business environment? State relation between internal and external environment?
- 2. Explain economic and non economic factors in economic development. Describe the contribution of different sectors to the Indian economy?
- 3. Explain the role of monetary policy in a developing economy. Discuss various credit control tools of monetary policy?
- 4. Write a note on industrial policy? Discuss various measures of industrial policy? State the recent developments of industrial policy.
- 5. What do you mean by disinvestment? Write a short note on disinvestment in India.
- 6. What do you mean by environmental scanning? Explain the characteristics and scope of environmental scanning.
- 7. Explain about world bank. State its history and objectives.
- 8. Discuss legal outlook on international business. Describe the evolution of EXIM policy.

FINANCIAL MARKET OPERATIONS (BC-25) (i)

Marks: 10

Assignment-1

Note: Attempt any five questions

- 1. Describe the composition and structure of Indian money market.
- 2. "Financial market and financial institution play an important role in financial system." Do you agree with this statement?
- 3. Explain how a new issue is priced and marketed in stock marketed in stock exchange.
- 4. Write a note on SEBI. Also explain the company law board.
- 5. What is the procedure of dealing with grievances in a stock exchange?
- 6. What are the functions of broker and jobbers in a stock exchange?
- 7. Who is merchant banker in a company? What is the role of a merchant banker in issuing the securities?
- 8. Describe the factors affecting the rating of an instrument.

Assignment-2 Marks: 10

- 1. What do you mean by financial institutions? Explain the types of financial institutions in India.
- 2. Describe the similarities and distinction between the capital market and the money market. Also explain the defects of Indian money market.
- 3. Describing the role and functions of secondary market.
- 4. Describe the methods issuing securities in a new issue market?
- 5. What are the legal requirements to be fulfilled by a firm to get it listed in stock exchange?
- 6. How an initial public offer is priced? Explain its market strategies?
- 7. Write short note on the following:
 - I) National stock exchange ii). Over the counter exchange
- 8. Write the main provisions of security contract and regulation act.

ADVERTISEMENT AND SALES MANAGEMENT (BC-26) (iv)

Marks: 10

Assignment-1

Note: Attempt any five questions

- 1. What do you mean by communication process? Explain its various elements. What procedure should be followed to make marketing communication effective?
- 2. What do you mean by communication mix? Explain the main components of communication mix.
- 3. What do you mean by advertising? Discuss the functions of advertising. What are the different characteristics of advertising?
- 4. What are the different types of advertising? Explain the classification of advertising on different basis
- 5. What do you mean by selection process? Explain various stages in selection process of sales force.
- 6. What do you mean by training? Explain various steps in sales force training program.
- 7. What do you mean by sales force compensation? Explain the requirements of a sound compensation plan.
- 8. Discuss the various economic and social aspect of advertising in detail.

Assignment-2 Marks: 10

- 1. Discuss the objectives and importance of communication process in marketing? Explain the noise distortion in communication.
- 2. Discuss briefly the important elements of promotion? What factors affect the promotion mix?
- 3. "Advertising sells the product" Do you agree with this statement. Give reasons and explain the essential elements of an affective advertisement.
- 4. What is advertising budget? Explain various methods of framing advertising budget.
- 5. What is sales quota? What are the objectives of sales quota? Explain the various methods of sales quota.
- 6. What do you mean by media? Explain important types of media.
- 7. How can an advertising manager evaluate the effectiveness of an advertisement? Explain.
- 8. Define sales organization. Explain its objectives and importance.