

UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)

CHAUDHARY DEVI LAL UNIVERSITY, SIRSA

(ACADEMIC SESSION 2019-20, ANNUAL SYSTEM)

M.COM. (FINAL YEAR)

STRATEGIC MANAGEMENT (MC-21)

ASSIGNMENT-1

Note: Attempt any five questions. All questions carry equal marks. Max. Marks-10

Q-1. What do you understand by strategic management? What are the basic features of strategic management? Explain the roles of strategists in strategic management.

Q-2. Discuss the concept of environment and organizational appraisal. What are its various components?

Q-3. How the business level strategies and tactics help an organization to combat in the competitive world?

Q-4. What do you understand by corporate culture and policies? Why it is important?

Q-5. Write a short note on:

(a) Project Implementation.

(b) Procedural Implementation.

Q-6. Explain the concept of structural considerations? What are organizational structures in Strategies management?

Q-7. What do you mean by strategic evaluation and control. Explain the techniques of strategic evaluation and control.

Q-8. Write a note on how personal values and business ethics plays a role in behavioral implementation.

STRATEGIC MANAGEMENT (MC-21)

ASSIGNMENT-2

Note: Attempt any five questions. All questions carry equal marks. Max. Marks-10

Q-1. What is strategic management process? What steps are involved in it? Explain the limitations of strategic management process.

Q-2. Write a brief note on following terms:

(a) Mission and purpose.

(b) Objectives and goals.

Q-3. Define the term environmental scanning. Explain the Methods and Techniques of environmental scanning.

Q-4. Explain briefly corporate level strategies. What is its importance in the organization?

Q-5. What is strategy implementation? What is the relationship between formulation and implementation of strategy?

Q-6. Discuss the role of Leadership in strategic implementation. What are the qualities of a good leader?

Q-7. What do you mean by functional Strategy? Explain the different types of Functional Strategies.

Q-8. Explain personnel plans and policies. Distinguish the personnel plans & policies and operations plans and policies in detail.

ACCOUNTING THEORY (MC-22)

ASSIGNMENT-1

Note: Attempt any five questions. All questions carry equal marks.

Max. Marks-10

Q-1. What do you mean by accounting theory? Explain its characteristics and importance.

Q-2. Write a detailed note on approaches to accounting theory.

Q-3. State the meaning of assets and liability. Write about the various heads that are written both sides on the balance sheet.

Q-4. What do you mean by the term reporting? Explain the purpose of segment, social and interim reporting.

Q-5. Explain the term depreciation. Describe methods of providing depreciation with the help of example.

Q-6. What do you mean by human resource accounting? Explain its objectives of human resource accounting? Describe the methods for valuation human resource accounting.

Q-7. Discuss the meaning of Accounting Standards. What are the benefits of accounting standards? Explain different kinds of accounting standard.

Q-8. What do you mean by social accounting? Discuss the need of social accounting?

ACCOUNTING THEORY (MC-22)

ASSIGNMENT-2

Note: Attempt any five questions. All questions carry equal marks.

Max. Marks-10

Q-1 What do you mean by accounting principles? Explain various kind of accounting concepts.

Q-2 What is a role of accounting? Which parties are interested in accounting information? Discuss.

Q-3 Explain the process of setting accounting standards in India. Discuss the usefulness of accounting standard in disclosure of a firm financial position.

Q-4 Write a note on the following:

(a) Revenue and Expenses.

(b) Gains and losses.

Q-5 What do you mean by the term inventory. Explain the inventory costing method? Discuss the importance of inventory management in enhancing profitability.

Q-6 What is the main objectives of financial reporting? Discuss the financial reporting uses to different parties which are stockholders in business.

Q-7 Discuss the term accounting for changing prices. What are main techniques of accounting for changing prices?

Q-8 What do you understand by lease accounting? Explain its treatment in lessee and lessor books? Describe the advantages of lease to business.

ADVANCED COST ACCOUNTING (MC-23)

ASSIGNMENT-1

Note: Attempt any five questions. All questions carry equal marks. Max. Marks-10

Q-1 What do you mean by “budget” and “budgetary control”? Bring out the merits and demerits of budgetary control.

Q-2 What do you mean by standard costing? Discuss its applications in detail.

Q-3 Give a comparative description of absorption costing and marginal costing with the help of illustration.

Q-4 Write a brief note on the following with example:

- (a) By products and joint products.
- (b) Work in Progress.

Q-5 What do you mean by cost reduction? Explain its special features that help in cost reduction in an organization.

Q-6 Define cost audit report. Explain the techniques of cost audit.

Q-7 Explain briefly the concept of overheads. Discuss different types overheads with suitable examples.

Q-8 What do you mean by uniform costing and inter firm comparison? Why is inter firm comparison useful to business?

ADVANCED COST ACCOUNTING (MC-23)

ASSIGNMENT-2

Note: Attempt any five questions. All questions carry equal marks. Max. Marks-10

Q-1 Explain the term cash budget. Explain the methods of preparing it. What are its advantages?

Q-2 What do you mean by break even analysis? How breakeven point help in specific managerial decision?

Q-3 Write a brief note on the following.

- (a) Zero base budgeting.
- (b) Performance budgeting.

Q-4 What do you mean by variances? What are different types of variances? Describe advantages of the variance analysis.

Q-5 Explain the steps involved in designing and implementation of activity based costing. What are its advantages in cost controlling.

Q-6 Explain the terms cost control and cost reduction. Write a difference between cost control and cost reduction.

Q-7 What do you mean by cost audit. Discuss the function and advantages of cost audit.

Q-8 Explain the concept of activity based costing. What are its characteristics and importance?

FINANCIAL MANAGEMENT (MC-24)

ASSIGNMENT-1

Note: Attempt any five questions. All questions carry equal marks. Max. Marks-10

Q-1 What do you mean by finance function? Explain its various approaches.

Q-2 Define Leverage and their significance. Explain the various types of leverages.

Q-3 What do you mean by capital budgeting? Briefly explain the various methods of capital budgeting.

Q-4 Define working capital. Explain the factors affecting the working capital requirements of a business. Also explain gross and net working capital.

Q-5 Discuss the various approaches to determine the financing mix in respect of working capital.

Q-6 Explain the Modigliani and Miller approach of irrelevance of dividend. What are its assumptions and limitations?

Q-7 What are the various aspects of capital structure to be taken into consideration while planning for new business?

Q-8 Write a short note on:

- (a) Techniques of cash management.
- (b) Techniques Inventory Management.

FINANCIAL MANAGEMENT (MC-24)

ASSIGNMENT-2

Note: Attempt any five questions. All questions carry equal marks. Max. Marks-10

Q-1 Define Financial Management. Discuss the nature and functions of Financial Management.

Q-2 Distinguish between Operating and Financial Leverage. How the two leverages can be measured?

Q-3 What do you mean by capital budgeting? Discuss its nature and significance in decision making.

Q-4 What is the nature of working capital? What are the consequences of excess and inadequate working capital?

Q-5 What do you mean by working capital? Explain the various sources of Working Capital Funds.

Q-6 What is dividend policy? Explain the factors affecting dividend policy of the company. Discuss the various forms in which company pay dividend?

Q-7 What do you mean by capital structure? Write a brief account of various theories of capital structure.

Q-8 What is meant by weighted average cost of Capital? How it is computed? Illustrate with an example?

HUMAN RESOURCE MANAGEMENT (MC-25)

ASSIGNMENT-1

Note: Attempt any five questions. All questions carry equal marks. Max. Marks-10

Q-1 What do you understand by human resource management? Explain the nature and Scope human resource management.

Q-2 Explain briefly joint management councils. Explain how employee morale and productivity are connected.

Q-3 What do you understand by training and development? Explain the types and methods of training.

Q-4 What do you mean by staff selection? Critically examine the procedure of selection.

Q-5 What are the different Sources of manpower supply? Also evaluate the characteristics of a good recruitment policy of recruitment.

Q-6 What do you mean by the term wages? Explain the various theories of wages.

Q-7 Explain the concept of trade unions. What are the need and objectives of trade unions?

Q-8 What do you mean by industrial relations? Explain the objectives and importance of industrial relations in an organization.

HUMAN RESOURCE MANAGEMENT (MC-25)

ASSIGNMENT-2

Note: Attempt any five questions. All questions carry equal marks. Max. Marks-10

Q-1 Explain briefly human resource management. Why Human resource management is important, State the reasons?

Q-2 Explain the methods of human resource supply. What factor do you consider while forecasting human resource needs in the organization?

Q-3 Write a brief note on following terms:

- (a) Fair wage.
- (b) Minimum and Living wages.

Q-4 Explain briefly the functions of human resource management. What are the qualification and qualities of human resource manager in an organization?

Q-5 What do you mean by wage incentives? Explain the need and importance of incentives in an organization.

Q-6 Discuss the concept of collective bargaining in India. Write the nature and functions collective bargaining.

Q-7 What are the different causes of industrial disputes? What are the methods of the settlement of industrial disputes?

Q-8 Define the term worker's participation in management (W.P.M). Explain the Objectives of worker's participation in management.

MARKETING MANAGEMENT (MC-26)

ASSIGNMENT-1

Note: Attempt any five questions. All questions carry equal marks. Max. Marks-10

Q-1 What do you understand by marketing mix? Discuss various elements of marketing mix.

Q- 2 What do you mean by market segmentation. What is the importance of market segmentation? Explain the basis of market segmentation.

Q-3 Define a marketing environment. What are its various components?

Q-4 What do mean by product mix? What factors effect changes in product mix?

Q-5 What is a brand? What are its advantages? Is branding socially desirable?

Q-6 Explain in brief the main pricing methods which are used to determine the price of a product.

Q-7 Define the term sales promotion. What are different tools and techniques of sales promotion?

Q-8 Write a brief note on

(a) Green marketing.

(b) Cyber marketing.

MARKETING MANAGEMENT (MC-26)

ASSIGNMENT-2

Note: Attempt any five questions. All questions carry equal marks. Max. Marks-10

Q-1 Define marketing concept and explain the nature and scope of marketing.

Q-2 What do you mean by Promotion mix? Explain the main components of Promotion mix.

Q-3 “Advertising is wasteful and unnecessary especially in the present economic conditions in India.” Do you agree?

Q-4 Define product. What is its importance? Discuss various types of product.

Q-5 What do you mean by Product life cycle? Explain its various stages. Is there any utility of it to marketing manager?

Q-6 Explain the various types of distribution channels in marketing. Discuss the nature and functions of distribution channels.

Q-7 What do you mean by marketing research? Explain the marketing research process.

Q-8 Write a brief note on social, ethical and legal aspects of marketing.