

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)**

**CHAUDHARY DEVI LAL UNIVERSITY, SIRSA**

**(From the academic session 2019-20)**

**M.Com.-2<sup>nd</sup> Semester**

**Subject: International Business**

**(MC-201)**

**Assignment-1**

**Note: Attempt any five questions in all selecting one question from one unit. First question is compulsory. All questions carry equal marks. Max. Marks:15**

Q-1. Write short notes on the following:

- (a) Two disadvantages of fixed exchange rates.
- (b) Motives of internationalization of firms.
- (c) Floating rate system.
- (d) IT and international business.
- (e) Trunkey projects.
- (f) International collaborations.

***Unit - I***

Q-2. What do you mean by international business and its scope? Critically explain the various risk involved in International business. How can these risks be managed.

***Or***

Explain the concept of management of international business operations? Elaborate the various mechanisms for controlling the international business operations.

***Unit- II***

Q -3. Explain the various classical and modern theories of international trade.

***Or***

Write a short note on;

- a. Contract manufacturing.
- b. Franchising.

***Unit-III***

Q-4.What is the role multinationals companies (MNCs) in International Business? Write advantages and disadvantages of multinationals companies. Also evaluate their issues in investment.

***Or***

What is the concept of balance of payments? Evaluate the mechanism of exchange rate determination with the help of example?

***Unit- IV***

Q-5. Define World Bank. Explain the various function and objective of World Bank.

***Or***

What do you understand by regional economic integration? Also explain the various theory of customs union.

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**Subject: International Business  
(MC-201)**

**Assignment-2**

**Note: Attempt any five questions in all selecting one question from one unit. First question is compulsory. All questions carry equal marks. Max. Marks:15**

Q -1. Write short notes on the following:

- (a) International promotion mix.
- (b) Ethical dilemma in International Business.
- (c) Joint Ventures.
- (d) Types of central mechanism in International Business.
- (e) Technology transfer in International Business.
- (f) International monetary fund (IMF).

***Unit-I***

Q -2. Briefly explain the economic and political environment. How does these affecting to international business?

***Or***

Explain the term globalizations with its components. Describe advantages and disadvantages of globalization.

***Unit-II***

Q-3. Why do firms wish to enter foreign markets? How do the firms enter in the foreign markets through exporting strategy?

***Or***

What do you mean by foreign direct Investment (FDI) ? Which factors influence the quantum of FDI to a country? How does the host country benefit from FDI.

***Unit-III***

Q -4. Define strategic alliances. What are the different types of strategic alliances? What are the advantages and disadvantage of strategic alliances?

***Or***

What to you understand by trade barriers? Explain the tariff and non-tariff barriers in international business. What are their objectives behind the trade barriers?

***Unit-IV***

Q-5. Explain the organizational structure of WTO and its role in international business.

***Or***

Write a short note on

- (a) BRICS
- (b) ASEAN.

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**(From the academic session 2019-20)**

**M.Com.-2<sup>nd</sup> Semester**

**Subject: Financial Management**

**(MC-202)**

**Assignment-1**

**Note: Attempt any five questions in all selecting one question from one unit. First question is compulsory. All questions carry equal marks. Max. Marks:15**

Q- 1. Write short notes on the following:

- (a) Impact of Dividend on value of firm.
- (b) Time value of money.
- (c) Net working capital.
- (d) Risk analysis in capital budgeting.
- (e) Cost of preference share capital Mergers.
- (f) Financing working capital.

***Unit - I***

Q- 2. Define Financial Management. Discuss the nature and functions of Financial Management.

*Or*

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

***Unit - II***

Q - 3. Write a brief account of various theories of capital structure.

*Or*

What is meant by weighted average cost of Capital? How is it computed? Illustrate with an suitable example.

***Unit - III***

Q - 4. Write a short note on:

- (a) Management of cash.
- (b) Management of accounts receivables and inventories.

*Or*

Define determinates of the working capital. Explain the factors affecting the working capital requirements of a business.

***Unit - IV***

Q-5.What do you mean by Corporate Restructuring? Also explain the various types of business combinations.

*Or*

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

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**M.Com.-2<sup>nd</sup> Semester**

**Subject: Financial Management**

**(MC-202)**

**Assignment-2**

**Note: Attempt any five questions in all selecting one question from one unit. First question is compulsory. All questions carry equal marks. Max. Marks:15**

Q- 1. Write short notes on the following:

- (a) Gross working capital.
- (b) Cost on debt capital.
- (c) Irrelevance theory of dividend decision.
- (d) Optimum capital structure.
- (e) Commercial paper.
- (f) Weighted average cost of capital.

***Unit-I***

Q-2. What do you mean by risk-return framework for financial decision? Also explain the various types of financial decisions?

***Or***

Briefly explain the various techniques of evaluating capital budgeting decisions.

***Unit-II***

Q -3. What are the various aspects of capital structure to be taken into consideration while planning for new business?

***Or***

Explain the various sources of long term and short term finance.

***Unit-III***

Q-4. What do you mean by working capital management? Explain the various types of working capital.

***Or***

Write a short note on:

- (a) Operating cycle
- (b) Working capital policy;

***Unit -IV***

Q-5. Explain the Modigliani and Miller approach of irrelevance of dividend. What are its assumptions and limitations?

***Or***

What are the motives of mergers and acquisitions? How do you make valuation of mergers and acquisitions.

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**(From the academic session 2019-20)**

**M.Com.-2<sup>nd</sup> Semester**

**Subject: Marketing Management**

**(MC-203)**

**Assignment-1**

**Note: Attempt any five questions in all selecting one question from one unit. First question is compulsory. All questions carry equal marks. Max. Marks:15**

Q- 1. Write short notes on the following:

- (a) Marketing research.
- (b) Targeting and Positioning.
- (c) Labeling Decision.
- (d) Pricing strategies.
- (e) Socially responsible marketing.
- (f) Public relations.

***Unit-I***

Q-2. What do you understand by marketing mix? Discuss various elements of marketing mix.

***Or***

Explain the term market segmentation. What is the importance of market segmentation? Explain the basis of market segmentation.

***Unit-II***

Q -3. What do mean by product mix? What factors effect changes in product mix?

***Or***

Explain in brief the main pricing methods which are used to determine the price of a product. Which factors are affecting pricing decisions of a product?

***Unit-III***

Q -4. Describe the most commonly used methods for setting advertising budgets.

***Or***

What do you mean by the logistics management? Explain the objectives and major decisions areas of logistics management?

***Unit-IV***

Q-5. Explain the various trends in marketing practices. Also explain the term globalization in marketing.

***Or***

Write a detailed note on

- (a) Green marketing.
- (b) Direct marketing.

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**Subject: Marketing Management**

**(MC-203)**

**Assignment-2**

**Note: Attempt any five questions in all selecting one question from one unit. First question is compulsory. All questions carry equal marks. Max. Marks:15**

Q- 1. Write short notes on the following:

- (a) Internal marketing.
- (b) Personal selling.
- (c) Branding Decision.
- (d) Packaging decision.
- (e) Hybrid marketing system.
- (f) Pricing policies.

***Unit-I***

Q-2. Define the term marketing environment and environment scanning. What are the various components of marketing environment?

***Or***

Explain the concept of marketing. What is the nature and scope of Marketing?

***Unit-II***

Q-3. Explain the concept of product. What is its importance? Discuss the various classifications of products.

***Or***

What do you mean by Product life cycle? Explain its various stages with suitable examples.

***Unit-III***

Q - 4. What do you mean by Promotion mix? Explain the main elements of Promotion mix. Elaborate the factor influencing the promotion mix.

***Or***

Explain different types of channels of distribution. Discuss the various factors that influence channel choice.

***Unit -IV***

Q - 5. Explain rural Marketing with its scope and features? Also explain the ethics in marketing.

***Or***

Write a detailed note on:

- (a) Network marketing.
- (b) Event marketing.

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**(From the academic session 2019-20)**

**M.Com.-2<sup>nd</sup> Semester**

**Subject: Human Resource Management**

**(MC-204)**

**Assignment-1**

**Note: Attempt any five questions in all selecting one question from one unit. First question is compulsory. All questions carry equal marks. Max. Marks: 15**

Q-1. Write short notes on the following:

- (a) Evolution of Human Resource Management.
- (b) Promotion.
- (c) Recruitment-source.
- (d) Executive Development.
- (e) Safety programme.
- (f) Compensation.

***Unit-I***

Q-2. What do you understand by human resource management? Explain the nature and Scope of human resource management.

***Or***

Explain briefly the role of human resource practitioners. What are the qualification and qualities of human resource manager in an organization?

***UNIT-II***

Q-3. What do you mean by staff selection? Critically examine the procedure of selection.

***Or***

Write a brief note on following terms:

- (a) Job Description and job Specification.
- (b) Placement and induction.

***Unit-III***

Q-4. What do you understand by training and development? Explain the types and methods of training.

***Or***

What is career planning and development? Explain the characteristics and advantages career planning and development.

***Unit-IV***

Q-5. What is collective bargaining? Discuss its importance in the settlement of Industrial Disputes.

***Or***

Write a short note on:

- (a) Employee welfare.
- (b) Health and safety social security.

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**(From the academic session 2019-20)**

**M.Com.-2<sup>nd</sup> Semester**

**Subject: Human Resource Management**

**(MC-204)**

**Assignment-2**

**Note: Attempt any five questions in all selecting one question from one unit. First question is compulsory. All questions carry equal marks. Max. Marks:15**

Q- 1. Write short notes on the following:

- (a) Training policy.
- (b) Role of Human Resource.
- (c) Separation.
- (d) Selection Process tests.
- (e) Training programme.
- (f) Employee welfare.

***Unit-I***

Q-2. Explain briefly the objective of human resource management. State the reasons, why human resource management is important?

***Or***

What do you mean by human resource management environment? What is the difference between personnel management and human resource management?

***Unit-II***

Q-3. What is human resource planning? Explain the steps involved in human resource planning process.

***Or***

Explain the concept of jobs analysis. What are the different methods of job analysis? Write the advantages of job analysis.

***Unit-III***

Q-4. What is the training? Explain the need and importance of training. How can you measure training effectiveness?

***Or***

What is the purpose of training evaluation? Explain the steps and methods training evaluation.

***Unit-IV***

Q-5. Explain performance appraisal & discuss its relevance to employees compensation.

***Or***

Define compensation. Write about the aims and components of employee remuneration.

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**(From the academic session 2019-20)**

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**SUBJECT: Management and cost accounting**

**(MC-205)**

**Assignment-1**

**Note: Attempt any five questions in all selecting one question from one unit. First question is compulsory. All questions carry equal marks. Max. Marks:15**

Q -1. Write short notes on the following:

- (a) Management Accounting.
- (b) Objective of budgetary control.
- (c) Analysis of different types of material.
- (d) Sales variances.
- (e) Return on Investment.
- (f) Revenue centre.

***Unit-I***

Q -2. Discuss in detail the functions of management accounting. Explain the nature and scope of management accounting.

***Or***

Briefly explain the role and responsibilities of management accountant in a Business Organization.

***Unit-II***

Q -3. What is meant by the term budget? Also classify the different types of budgets.

***Or***

What do you understand by Standard Costing? What are the advantages and disadvantages of standard costing?

***Unit- III***

Q- 4. What is marginal costing? Explain its advantages and disadvantages.

***Or***

What do you mean by break even analysis? Explain the different types of break-even Points and Charts.

***Unit-IV***

Q-5. What do you mean by responsibility accounting? What is the significance of responsibility accounting?

***Or***

What do you understand by transfer pricing? Explain the different methods transfer Pricing.

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**Subject: Management and cost accounting**

**(MC-205)**

**Assignment-2**

**Note: Attempt any five questions in all selecting one question from one unit. First question is compulsory. All questions carry equal marks. Max. Marks:15**

Q -1. Write short notes on the following:

- (a) Margin of safety
- (b) Benefits of decentralization
- (c) Organizational structure
- (d) Objectives management accounting
- (e) Behavioral aspects of Budgeting.
- (f) Divisional Performance Measurement

***Unit -I***

Q -2. What do mean by cost accounting? Explain the cost concepts and its classifications in cost accounting.

***Or***

Write the difference between the following:

- (a) Financial Accounting vs. Management Accounting
- (b) Cost Accounting vs. Management Accounting

***Unit -II***

Q-3. What is meant by the term budgetary control? Mention the installation system of budgetary control.

***Or***

What do you mean by variances different types? Explain with suitable examples.

***Unit -III***

Q-4. Briefly explain the application of marginal costing to managerial decision making.

***Or***

What is profit volume ratio analysis? Describe the mechanism of profit volume ration with suitable examples.

***Unit- IV***

Q-5. What do you understand by the responsibility centers? Also explain the different types of responsibility centers. What are their advantages explain?

***Or***

Write a short note on:

- (a) Economic Value Added.
- (b) Balanced Score card.

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**(From the academic session 2019-20)**

**M.Com.-2<sup>nd</sup> Semester**

**Subject: Research Methodology**

**(MC-206)**

**Assignment-1**

**Note: Attempt any five questions in all selecting one question from one unit. First question is compulsory. All questions carry equal marks. Max. Marks:15**

Q- 1. Write short notes on the following:

- (a) Experimental Research.
- (b) Kruskal –Wallis Test.
- (c) Qualitative methods of data collection.
- (d) Non-parametric tests.
- (e) Factor Analysis.
- (f) Sample size determination.

***Unit-I***

Q -1. What do you mean by business research? Explain the research process in detail?

***Or***

How would you formulate the research problem? Also explain the development of research hypotheses.

***Unit-II***

Q - 2. What do you mean by sampling? Explain the various techniques of sampling with suitable examples.

***Or***

What is questionnaire? What are the steps of questionnaire designing?

***Unit-III***

Q - 3. What do you understand by univariate and bivariate analysis of data? Also explain the difference between univariate and bivariate analysis.

***Or***

Write a detailed note on:

- (a) Chi-square test.
- (b) Run test.

***Unit- IV***

Q - 4. Define correlation. Explain the various methods of studying correlation. What is the significance of studying correlation?

***Or***

What is report writing and presentation? What are the characteristics of report? How to write findings in a report?

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**(From the academic session 2019-20)**

**M.Com.-2<sup>nd</sup> Semester**

**Subject: Research Methodology**

**(MC-206)**

**Assignment-2**

**Note: Attempt any five questions in all selecting one question from one unit. First question is compulsory. All questions carry equal marks. Max. Marks:15**

Q- 1. Write short notes on the following:

- (a) Business research.
- (b) Wilcoxon Signed Rank Test.
- (c) Testing of hypotheses.
- (d) Multidimensional scaling.
- (e) Discriminate analysis.
- (f) Data processing.

***Unit-I***

Q - 2. Explain the concept of research design? Also explain the exploratory research and descriptive research design with suitable examples.

***Or***

Write the characteristics of good research. What do you understand by ethics in business research?

***Unit-II***

Q - 3. Explain the various methods of primary data collection. Also write the advantages and limitation of primary source of data.

***Or***

Define the term measurement and scaling. Discuss various measurement scales.

***Unit-III***

Q - 4. Write a short note on:

- (a) One sample and two sample sign test
- (b) Mann- Whitney U-test

***Or***

Explain the meaning of analysis of variance. Describe briefly the technique of one way and two way ANOVA .

***Unit-IV***

Q - 5. Explain the concept of regression and comment on its utility. Also distinguish between correlation and regression analysis.

***Or***

Explain factor analysis technique with their assumptions and applications.