

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)**  
**CHAUDHARY DEVI LAL UNIVERSITY, SIRSA**  
**(From the academic session 2020-21)**  
**M.Com.-4<sup>th</sup> Semester**  
**Business Ethics and Corporate Governance**  
**(MC-401)**  
**Assignment-1**

**Note: Attempt any 5 questions in all selecting 1 question from each unit. First question is compulsory. All questions carry equal marks. Max. Marks: 15**

Q1. Write short notes on the following:

- (a) SEBI guidelines on corporate governance.
- (b) Reforms in companies act.
- (c) Qualities of chairman.
- (d) Internal constituents of corporate governance.
- (e) Theories of business ethics.
- (f) Ethics in Marketing.

***Unit-1***

Q2. Describe the pillars of corporate governance. Explain in detail development of corporate governance.

***Or***

Explain the regulatory framework of corporate governance in India.

***Unit-2***

Q3. Explain the roles and responsibilities of the CEO of typical large scale manufacturing organisation like TATA STEEL LTD.

***Or***

Differentiate between corporate governance and management. What do you mean by key managerial personnel (KMP).

***Unit-3***

Q4. Compare and contrast the ideas of justice under capitalism and socialism.

***Or***

Write detail note on business ethics in 21<sup>st</sup> century. What are various ethical issues in business?

***Unit-4***

Q5. Explain the major ethical issues in HRM. Also explain some unethical practices in HRM.

***Or***

Write a detailed note on Ethics in finance.

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)**  
**CHAUDHARY DEVI LAL UNIVERSITY, SIRSA**  
**(From the academic session 2020-21)**  
**M.Com.-4th Semester**  
**Business Ethics and Corporate Governance**  
**(MC-401)**  
**Assignment-2**

**Note: Attempt any 5 questions in all selecting 1 question from each unit. First question is compulsory. All questions carry equal marks. Max. Marks: 15**

Q1. Write short notes on the following:

- (a) Corporate management v/s Corporate Governance.
- (b) Business ethics in 21<sup>st</sup> century.
- (c) Ethical issues in business.
- (d) Key managerial personnel.
- (e) Ethics in management.
- (f) Utilitarianism.

***Unit-1***

Q2. Describe major reforms related with corporate governance in companies act 2013-14.

***Or***

Explain SEBI guidelines on corporate governance in detail.

***Unit-2***

Q3. Explain internal constituents of corporate governance model.

***Or***

Explain the power, responsibilities and authorities of a chairman and CEO.

***Unit-3***

Q4. What are business ethics? Explain the importance of business ethics with suitable examples.

***Or***

Explain the various theories of business ethics.

***Unit-4***

Q5. Explain the term ethics in marketing.

***Or***

Explain the ethics in production & operation management.

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)  
CHAUDHARY DEVI LAL UNIVERSITY, SIRSA  
(From the academic session 2020-21)**

**M.Com.-4<sup>th</sup> Semester**

**Indian Economy**

**(MC-402)**

**Assignment-1**

**Note: Attempt any 5 questions in all selecting 1 question from each unit. First question is compulsory. All questions carry equal marks. Max. Marks: 15**

Q-1. Write short notes on the following:

- (a) Privatisation
- (b) Globalization
- (c) Economic reforms
- (d) Subsidies
- (e) SEZ
- (f) Human Capital

***Unit-1***

Q2. Discuss in detail changing structure of Indian economy.

***Or***

Explain globalization and its impact on Indian economy in the modern era.

***Unit-2***

Q3. What is the importance of human resource and economic development? Briefly explain the occupational structure of Indian economy.

***Or***

Economic development has led to environmental degradation, critically analyse the statement.

***Unit-3***

Q4. Explain the geographical spread of modern agricultural practices in Indian economy?

***Or***

Write a short note on following:

- (a) Food security in India.
- (b) Small scale industries.

***Unit-4***

Q5. Whether government subsidy is helpful in economic development or it is a hurdle in the way of economic development. Discuss.

***Or***

What are the issues of competitiveness in Indian manufacturing sector?

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)**  
**CHAUDHARY DEVI LAL UNIVERSITY, SIRSA**  
**(From the academic session 2020-21)**  
**M.Com.-4<sup>th</sup> Semester**  
**Indian Economy**  
**(MC-402)**  
**Assignment-II**

**Note: Attempt any 5 questions in all selecting 1 question from each unit. First question is compulsory. All questions carry equal marks. Max. Marks: 15**

Q-1. Write short notes on the following:

- (a) Environmental degradation
- (b) Food security foreign trade
- (c) Globalization
- (d) Government subsidies
- (e) Rural credit
- (f) Green revolution

***Unit-I***

Q2. Explain the rationale of planning under New Economic Policy.

***Or***

How privatisation and economic reforms are playing an important role in present era?

***Unit-2***

Q3. Does human resource play an important role in economic development? What are the bottlenecks in way to development of human resource?

***Or***

Exploitation of natural resources leads to economic development, do you agree the statement?

***Unit-3***

Q4. Explain the following:

- (a) Poverty and planning.
- (b) Organisation of rural.

***Or***

Explain the various Agriculture problems and their measures. Also write a detailed note on globalization and Indian agriculture.

***Unit-4***

Q5. Discuss land reforms in India. How can land reforms affect economic development?

***Or***

What are the contemporary issues in Indian Economy?

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

**(From the academic session 2020-21)**

**M.Com – 4<sup>th</sup> Semester**

**Subject: Financial Statement analysis**

**(MCF- 411)**

**Assignment - 1**

**Note: Attempt any 5 questions in all selecting 1 question from each unit. First question is compulsory. All questions carry equal marks. Max. Marks: 15**

Q1. Write short notes on the following:

- (a) Financial statements.
- (b) Types of financial statements.
- (c) Internal users of the financial statements.
- (d) Income or comprehensive Income Statement.
- (e) IFRS.
- (f) Working capital.

***Unit - 1***

Q2. Describe the different techniques of financial analysis and explain the limitations of financial analysis?

**Or**

What do you understand by analysis and interpretation of financial statements? Discuss its importance?

***Unit -2***

Q3. What do you mean by financing activities? Analyse the cash flow from financing activities.

**Or**

Explain the methods of revenue and expenses in detail.

***Unit -3***

Q4. Explain the concept profitability analysis in detail.

**Or**

Explain the following:

- (a) Working capital analysis.
- (b) Operating activity analysis.

***Unit - 4***

Q5. What do you mean by term liquidity? How liquidity is important in the case of working capital?

**Or**

Explain the concept of capital structure in detail.

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)  
CHAUDHARY DEVI LAL UNIVERSITY, SIRSA  
(From the academic session 2020-21)**

**M.Com – 4th Semester**

**Subject: Financial Statement analysis  
(MCF- 411)**

**Assignment – 2**

**Note: Attempt any 5 questions in all selecting 1 question from each unit. First question is compulsory. All questions carry equal marks. Max. Marks: 15**

Q1. Write short notes on the following:

- (a) Objectives of the Income Statement.
- (b) Operating Income.
- (c) Non-operating expense.
- (d) Owners' equity Statement.
- (e) Financial reporting.
- (f) Reporting Environment.

***Unit - I***

Q2. What do you mean by financial reporting and analysis? Explain the reporting environment in detail.

**Or**

What is the importance of comparative statements? Illustrate your answer with particular reference to comparative income statement?

***Unit- 2***

Q3. What do you mean by investing activities? Analyse the cash flow from investing activities?

**Or**

Differentiate between the financing, investing and operating activities of accounting analysis.

***Unit -3***

Q4. Explain return on invested capital and profit analysis in detail.

**Or**

What do you mean by projection process in prospective analysis? How you project the financial statements?

***Unit- 4***

Q5 Write a detailed note on earning based equity valuation.

**Or**

Explain the following terms in detail

- (a) Earning persistence
- (b) Building blocks of financial statement analysis.

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)  
CHAUDHARY DEVI LAL UNIVERSITY, SIRSA  
(From the academic session 2020-21)**

**M.Com – 4<sup>th</sup> Semester  
Subject: Management of financial services  
(MCF- 412)**

**Assignment - I**

**Note: Attempt any 5 questions in all selecting 1 question from each unit. First question is compulsory. All questions carry equal marks. Max. Marks: 15**

Q1. Write short notes on the following:

- (a) Depository system
- (b) regulation of Insurance services in India
- (c) Secured Premium notes
- (d) Credit rating
- (e) Factoring
- (f) Mutual funds

***Unit - I***

Q2. Discuss the evolution of financial services in India. What are the problems faced by financial services industry in India?

***Or***

Why do you think financial markets are required? What are your views on proper regulation of these markets?

***Unit -2***

Q3. What do you mean by depository? Explain the functions of depository system.

***Or***

Explain the term credit rating with its types. How credit rating is beneficial for investors and companies?

***Unit- 3***

Q4. Compare and contrast 'Leasing' and 'Hire Purchasing'. Why do companies go for leasing of assets? Briefly explain.

***Or***

What do you mean by factoring? Write a detailed note on types of factoring arrangements.

***Unit- 4***

Q5. Discuss the various services provided by a Merchant Banker, in your view.

***Or***

Explain the different stages in which a venture capital firm finances the requirements of the companies which approach it for financing.

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)  
CHAUDHARY DEVI LAL UNIVERSITY, SIRSA  
(From the academic session 2020-21)**

**M.Com – 4<sup>th</sup> Semester  
Subject: Management of financial services  
(MCF- 412)**

**Assignment - II**

**Note: Attempt any 5 questions in all selecting 1 question from each unit. First question is compulsory. All questions carry equal marks. Max. Marks: 15**

Q1. Write short notes on the following

- (a) Settlement Guarantee
- (b) Debt instruments
- (c) Book building
- (d) Leasing V/S Hire purchase
- (e) E-Commerce
- (f) Mode

***Unit - I***

Q2. 'Stock exchanges in India have not served their purpose.' Do you agree? Validate your arguments.

**Or**

Describe, briefly, the various debt instruments which are common in the financial markets.

***Unit- 2***

Q3. Explain credit rating agencies with their objectives and functions.

**Or**

How depository system works in India. Also explain benefits of depository.

***Unit - 3***

Q4. Explain the following terms.

- (a) Forfeiting
- (b) Legal and tax aspects of leasing.

**Or**

Discuss some of the important forms of leasing with suitable examples.

***Unit- 4***

Q5. Explain the credit cards and their significance. Discuss the various types of credit cards that are in use.

**Or**

What is 'securitisation' and why do companies go for securitisation of assets?

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)  
CHAUDHARY DEVI LAL UNIVERSITY, SIRSA  
(From the academic session 2020-21)**

**M.Com – 4<sup>th</sup> Semester  
Subject: Corporate Tax Planning  
(MCF- 413)**

**Assignment -I**

**Note: Attempt any 5 questions in all selecting 1 question from each unit. First question is compulsory. All questions carry equal marks. Max. Marks: 15**

Q1. Write short notes on the following:

- (a) Name the losses which can be carried forward.
- (b) What is indexed cost of improvement?
- (c) Explain interim dividend.
- (d) What is MAT.
- (e) Explain the term replacement.
- (f) Explain the term lease.

***Unit - I***

Q2. What are the expenses fully disallowed in the assessment of business.

***Or***

What are less tax securities? Mention the various kinds of securities.

***Unit- 2***

Q3. Explain tax on distributed profits of domestic companies if the profits are distributed during previous year 2019-20.

***Or***

Distinguish between tax planning and tax management.

***Unit- 3***

Q4. Explain the tax planning provisions in respect of infrastructure facility.

***Or***

Explain the tax planning provisions in respect of hospital and hotel.

***Unit- 4***

Q5. What are managerial decisions? Explain tax planning in respect of sale of assets, replace and renovation.

***Or***

What are the factors to be considered while making a lease or buy decision? When should a leasing be preferred over purchase?

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)  
CHAUDHARY DEVI LAL UNIVERSITY, SIRSA  
(From the academic session 2020-21)**

**M.Com – 4<sup>th</sup> Semester  
Subject: Corporate Tax Planning  
(MCF- 413)**

**Assignment - II**

**Note: Attempt any 5 questions in all selecting 1 question from each unit. First question is compulsory. All questions carry equal marks.**

**Max. Marks: 15**

Q1. Write short notes on the following:

- (a) Subletting.
- (b) Tax evasion.
- (c) Tax Avoidance .
- (d) Can capital loss be set off against business income?
- (e) Explain the term 115 JB.
- (f) Explain inter corporate dividend.

***Unit - I***

Q2. Long term capital loss can be carried forward to be set off for how many assessment years.

***Or***

Explain the provisions for payment of tax by companies' u/s 115 JB.

***Unit-2***

Q3. Tax management is essential for every assessee but tax planning is optional. Comment.

***Or***

Can a foreign company become a domestic company? If so, how and why?

***Unit- 3***

Q4. Explain the tax planning in relation to capital structure.

***Or***

Write an essay on tax planning and financial management decisions.

***Unit- 4***

Q5. Discuss the main points of tax planning in respect of employee's remuneration from employer's point of view.

***Or***

Discuss the main points of tax planning in respect of employee's remuneration from employee's point of view

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)  
CHAUDHARY DEVI LAL UNIVERSITY, SIRSA  
(From the academic session 2020-21)**

**M.Com – 4<sup>th</sup> Semester  
Subject: International Finance  
(MCF- 414)**

**Assignment - I**

**Note: Attempt any 5 questions in all selecting 1 question from each unit. First question is compulsory. All questions carry equal marks. Max. Marks: 15**

Q1. Write short notes on the following:

- (a) Domestic finance
- (b) International finance
- (c) Foreign exchange
- (d) Free market rate
- (e) Forward rate
- (f) MNCs

***UNIT-1***

Q2. Write a detailed note on the evolution of the International Monetary financial system.

***Or***

Give the meaning, importance and scope of international finance.

***UNIT-2***

Q3. Explain finance function in multinational firms.

***Or***

Write a detailed note on institutional structure of international firms.

***UNIT-3***

Q4. What are the investment criteria of international financial markets?

***Or***

Explain International receivables management. Write a detailed on securitization of receivables.

***UNIT-4***

Q5. How to Assess and manage political risks in international finance?

***Or***

Give the International aspects of raising capital. Also explain the determining financial structure of foreign subsidiaries of MNC's.

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)  
CHAUDHARY DEVI LAL UNIVERSITY, SIRSA  
(From the academic session 2020-21)**

**M.Com – 4<sup>th</sup> Semester  
Subject: International Finance  
(MCF- 414)**

**Assignment - II**

**Note: Attempt any 5 questions in all selecting 1 question from each unit. First question is compulsory. All questions carry equal marks.**

**Max. Marks: 15**

Q1. Write short notes on the following:

- (a) Centralized cash management
- (b) Cross currency rate
- (c) International bonds
- (d) Euro bonds
- (e) Securitization of receivables
- (f) GDRs and ADRs

***UNIT-1***

Q2. Explain the procedure of quoting foreign exchange rates.

***Or***

Explain foreign exchange market and transaction.

***UNIT-2***

Q3. Enumerate international financial instruments, and explain them.

***Or***

Give mechanism of international working capital management.

***UNIT-3***

Q4. Write a detailed note on International CAPM.

***Or***

Is Capital budgeting for foreign direct investment essential, comment.

***UNIT-4***

Q5. What are the Determinants of financial structure of foreign subsidiaries?

***Or***

Analyse risks and costs of financing. Also explain the financing choices for an MNC's.

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)  
CHAUDHARY DEVI LAL UNIVERSITY, SIRSA  
(From the academic session 2020-21)**

**M.Com – 4<sup>th</sup> Semester  
Subject: Retail Management  
(MCM- 421)**

**Assignment - I**

**Note: Attempt any 5 questions in all selecting 1 question from each unit. First question is compulsory. All questions carry equal marks. Max. Marks: 15**

Q1. Write short notes on the following:

- (a) Types of retailers.
- (b) Retail Pricing.
- (c) Technology in retailing.
- (d) Visual Merchandising.
- (e) Atmospherics.
- (f) Maximum retail price.

***Unit - 1***

Q2. Explain the following terms:

- (a) Retail Mix.
- (b) Retail Cycle.

***Or***

What is retailing? Explain its evaluations and courses in retailing.

***Unit- 2***

Q3. Provide a detail account of store layout and space management?

***Or***

Give a detail description about retail location.

***Unit- 3***

Q4. Write a detail note on on retail communication mix.

***Or***

What is merchandise management? What is process and objectives of merchandise management?

***Unit- 4***

Q5. Explain the concept of supply Chain Management and logistic in context of retail.

***Or***

What are the challenges of traditional retail and retailing? Write a note on FDI and FDI in retailing.

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)  
CHAUDHARY DEVI LAL UNIVERSITY, SIRSA  
(From the academic session 2020-21)**

**M.Com – 4<sup>th</sup> Semester  
Subject: Retail Management  
(MCM- 421)**

**Assignment - II**

**Note: Attempt any 5 questions in all selecting 1 question from each unit. First question is compulsory. All questions carry equal marks. Max. Marks: 15**

Q1. Write short notes on the following:

- (a) What is warehouse?
- (b) Consumer Motivation.
- (c) Define Retailing.
- (d) E-Commerce.
- (e) Organized retailing.
- (f) What do you mean by Electric shelf label?

***Unit-1***

Q1. What is retailing? Explain the scope of retailing in Indian context of marketing.

***Or***

What is retail theory? What do you think about career in retailing?

***Unit - 2***

Q2. Explain the emerges trends in retail sectors in India.

***Or***

What is departmental store? Discuss the features of departmental store.

***Unit- 3***

Q3. Explain the factors affecting pricing decisions. What are the advantages and disadvantages of value based pricing?

***Or***

What do you mean by National brands and private labels? Discuss in detail.

***Unit- 4***

Q4. What is logistic management? Discuss the various functions of logistic in retailing.

***Or***

Explain the detail emerges challenges before the Indian retailors in the context of global retailing.

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)  
CHAUDHARY DEVI LAL UNIVERSITY, SIRSA  
(From the academic session 2020-21)**

**M.Com – 4<sup>th</sup> Semester  
Subject: Rural Marketing  
(MCM-422)**

**Assignment - I**

**Note: Attempt any 5 questions in all selecting 1 question from each unit. First question is compulsory. All questions carry equal marks.**

**Max. Marks: 15**

Q1. Write short notes on the following:

- (a) Limitation of rural marketing.
- (b) Cooperative marketing.
- (c) Organised procurement.
- (d) Trends in agri. Marketing.
- (e) Tata Kisan Sewa Kendra.
- (f) E- Chopal

***UNIT - I***

Q2. Explain the classification of product and services for better rural market. Explain the environmental factors affecting rural markets.

***Or***

Explain the demographic and psychographic profile of rural consumers.

***UNIT-2***

Q3. What is scope of Agriculture marketing? How it is different from consumer marketing.

***Or***

Explain the concept of perception selection. what are the factors affecting perception selection.

***UNIT-3***

Q4. What is the concept of lifestyle establishment relationship between the lifestyle and purchase decision?

***Or***

Explain the role of agriculture in economic development. Explain the trends in Agri marketing.

***UNIT-4***

Q5. What are the marketing mix strategies for rural market? Explain marketing mix strategies with latest cases?

***Or***

Explain the various financial institutions which provide finance to rural marketing development.

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)  
CHAUDHARY DEVI LAL UNIVERSITY, SIRSA  
(From the academic session 2020-21)**

**M.Com – 4<sup>th</sup> Semester  
Subject: Rural Marketing  
(MCM-422)**

**Assignment - II**

**Note: Attempt any 5 questions in all selecting 1 question from each unit. First question is compulsory. All questions carry equal marks. Max. Marks: 15**

Q1. Write short notes on the following:

- (a) Role of retailers in rural distribution.
- (b) Significance of periodic markets like Haats and Melas.
- (c) Physical distribution decisions for the rural market.
- (d) What is positioning.
- (e) What are the various channels of rural distribution?
- (f) Define rural CRM.

***UNIT - I***

Q2. What do you mean by store location? Describe the various factors to be considered for selecting a location for starting a retail store.

***Or***

What is departmental store? Discuss the features of departmental store.

***UNIT - 2***

Q3. Explain the factors affecting pricing decision. What are the advantages and disadvantages of value based pricing?

***Or***

What do you mean by National brands and private labels? Discuss in detail.

***UNIT - 3***

Q4. What is logistic management? Discuss the various functions of logistic in retailing.

***Or***

Explain the emerges challenges before the Indian retailers in the context of global retailing.

***UNIT - 4***

Q5. What do you mean by marketing mix for rural products? Explain the various rural marketing strategies in detail.

***Or***

Explain the following in detail.

- (a) HUL Shakti.
- (b) Godrej Adhar.

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)  
CHAUDHARY DEVI LAL UNIVERSITY, SIRSA  
(From the academic session 2020-21)**

**M.Com – 4th Semester  
Subject: Industrial Marketing  
(MCF- 423)**

**Assignment - I**

**Note: Attempt any 5 questions in all selecting 1 question from each unit. First question is compulsory. All questions carry equal marks.**

**Max. Marks: 15**

Q1. Write short notes on the following:

- (a) Buyer behaviour.
- (b) Advertising.
- (c) Sales promotion.
- (d) Market segmentation.
- (e) Product life cycle.
- (f) Industrial product.

***UNIT-I***

Q2. What is industrial marketing? Differentiate between industrial and consumer marketing?

***Or***

Explain factors which affect Channel Decision for Industrial Products.

***UNIT-2***

Q3. Describe various models of industrial buyer behaviour.

***Or***

What are the different phases in industrial buying process and also explain the buyer seller relationship.

***UNIT-3***

Q4. Explain in detail new product development process.

***Or***

What are the factors that influence pricing decisions and what are the strategies to be followed.

***UNIT-4***

Q5. Discuss various factors affecting industrial marketing communication.

***Or***

Write down the steps of personal selling process and explain the role of personal selling in industrial marketing.

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)  
CHAUDHARY DEVI LAL UNIVERSITY, SIRSA  
(From the academic session 2020-21)**

**M.Com – 4th Semester  
Subject: Industrial Marketing  
(MCF- 423)**

**Assignment - II**

**Note: Attempt any 5 questions in all selecting 1 question from each unit. First question is compulsory. All questions carry equal marks.**

**Max. Marks: 15**

Q1. Write short notes on the following:

- (a) Industrial Consumer.
- (b) Industrial marketing.
- (c) Target Market.
- (d) Positioning.
- (e) Product mix.
- (f) Industrial pricing.

***UNIT-1***

Q2. What do you mean by industrial consumer ? Explain the different type of industrial consumers.

***Or***

What is Derived Demand? Explain various factors affecting Industrial demand.

***UNIT-2***

Q3. Discuss how Buying Grid Model is helpful in understanding Industrial Buying Behaviours.

***Or***

“Advertising and Sales Promotion are not the major techniques of Promoting Industrial Products.” Do you agree? Justify your answer.

***UNIT-3***

Q4. What do you mean by concept of industrial products? Explain the determinants of marketing mix.

***Or***

What do you mean by new product development process? Explain the marketing related services.

***UNIT-4***

Q5. What do you mean by industrial distribution channels? Explain the distinctive nature of marketing channels.

***Or***

Explain the role of personal selling in industrial marketing. Elaborate personal selling process in detail.

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

**(From the academic session 2020-21)**

**M.Com – 4<sup>th</sup> Semester**

**Subject: Brand Management**

**(MCF- 424)**

**Assignment - I**

**Note: Attempt any 5 questions in all selecting 1 question from each unit. First question is compulsory. All questions carry equal marks. Max. Marks: 15**

Q1. Write short notes on the following:

- (a) E-Branding.
- (b) Brand personality.
- (c) Brand value.
- (d) Example of reinforcing brand.
- (e) Brand loyalty.
- (f) Brand extension decision.

***Unit-1***

Q2. Explain the difference between family brand and individual brand. Explain various major branding decisions.

***Or***

Describe various terminology used in brand management. What is importance of branding?

***Unit-2***

Q3. What are the challenges and opportunity of branding?

***Or***

What do you mean by brand equity? Explain the measurement of brand equity.

***Unit-3***

Q4. Explain the designing and implementation of brand strategies.

***Or***

Discuss in detail E-branding. Explain the process of handling brand name changes.

***Unit-4***

Q5. Explain in detail branding in rural marketing service sector.

***Or***

Describe the process, advantages and disadvantages of international global marketing programmes.

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)  
CHAUDHARY DEVI LAL UNIVERSITY, SIRSA  
(From the academic session 2020-21)**

**M.Com – 4<sup>th</sup> Semester**

**Subject: Brand Management  
(MCF- 424)**

**Assignment - II**

**Note: Attempt any 5 questions in all selecting 1 question from each unit. First question is compulsory. All questions carry equal marks.**

**Max. Marks: 15**

Q1. Write short notes on the following:

- (a) Rural branding.
- (b) Branding in service sector.
- (c) Brand equity.
- (d) E-Branding.
- (e) International Branding.
- (f) Brand strategies.

***UNIT-1***

Q2. Differentiate between private and international branding.

***Or***

What do you mean by brand extension? Describe various factors to be considered while brand extension.

***UNIT-2***

Q3. Explain the concept of brand positioning and re launch with appropriate examples.

***Or***

Explain in detail strategic brand management process. How can be brand position and values established?

***UNIT-3***

Q4. Discuss in detail brand building and communication. What do you mean by brand equity measurement?

***Or***

How should a company design marketing programme, explain in detail?

***UNIT-4***

Q5. Explain in detail branding in retail and industrial sector.

***Or***

What are the advantages and disadvantages of marketing programme?

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

**(From the academic session 2020-21)**

**M.Com – 4<sup>th</sup> Semester**

**Subject: Training and Development**

**(MCH-431)**

**Assignment - I**

**Note: Attempt any 5 questions in all selecting 1 question from each unit. First question is compulsory. All questions carry equal marks. Max. Marks: 15**

Q1. Write short notes on the following:

- (a) Training and development.
- (b) HRD.
- (c) Types of training
- (d) strategic training
- (e) task analysis
- (f) learning

***UNIT-1***

Q1. Explain the concept and objectives of training and development describe the role of training and development in HRD.

***Or***

What do you mean by training manager? What are the responsibilities and challenges of training managers?

***UNIT-2***

Q3. What is assessment why training needs assessment?

***Or***

What do you mean by adult learning? Describe the principles of adult learning.

***UNIT-3***

Q4. What do you mean by training? What are the different methods of traditional and modern training?

***Or***

Explain the training AIDS. Also explain the training climate in detail.

***UNIT-4***

Q5. What is evaluation design describe the process of evaluation.

***Or***

Explain the future of training and development in your own words.

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

**(From the academic session 2020-21)**

**M.Com – 4<sup>th</sup> Semester**

**Subject: Training and development**

**(MCH: 431)**

**Assignment - II**

**Note: Attempt any 5 questions in all selecting 1 question from each unit. First question is compulsory. All questions carry equal marks. Max. Marks: 15**

Q1. Write short notes on the following:

- (a) On the job training.
- (b) Synergy.
- (c) Sensitivity training.
- (d) Brainstorming.
- (e) Differentiate simulation and role playing.
- (f) Needs assessment.

***UNIT-1***

Q2. What are the barriers to an effective training process? Suggest ways to make training better.

***Or***

Describe the training process in detail. Also explain the strategic training in detail.

***UNIT-2***

Q3. Describe in detail the various methods of assessing training needs.

***Or***

Explain in the context of organizational behaviour, the various principles of learning.

***UNIT-3***

Q4. Explain the role of technology in training in detail. How technology is helpful in a successful training.

***Or***

How training playing an important role in training and development, explain in detail?

***UNIT-4***

Q5. What do you mean by evaluation design. How evaluation design is important in training?

***Or***

Explain the following terms in detail:

- (a) Training effectiveness.
- (b) Transfer of training.

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

**CHAUDHARY DEVI LAL UNIVERSITY, SIRSA**

**(From the academic session 2020-21)**

**M.Com – 4<sup>th</sup> Semester**

**Subject: Labour Welfare and social security**

**(MCH: 432)**

**Assignment - I**

**Note: Attempt any 5 questions in all selecting 1 question from each unit. First question is compulsory. All questions carry equal marks.**

**Max. Marks: 15**

Q1. Write short notes on the following:

- (a) Labour inspection system.
- (b) Trade unions.
- (c) Industrial housing.
- (d) Social security.
- (e) Invalidity security.
- (f) Differentiate between lockout and strike.

***UNIT-1***

Q2. What do you mean by labour welfare objectives explain its concept and significance.

***Or***

What is labour welfare fund? Describe the statutory welfare provisions in factory act 1948.

***UNIT-2***

Q3. What do you mean by critical estimate of welfare work by employers?

***Or***

What do you understand by local bodies and unorganized labour?

***UNIT-3***

Q4. What do you understand by grain stop facilities and educational facilities

***Or***

Describe in detail:-

- (a) Worker education scheme
- (b) Industrial safety

***UNIT-4***

Q5. What is social security? Define its concept and importance.

***Or***

What are the social security measures in the countries like England Japan and USA?

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

**(From the academic session 2020-21)**

**M.Com – 4<sup>th</sup> Semester**

**Subject: Labour Welfare and social security**

**(MCH: 432)**

**Assignment - II**

**Note: Attempt any 5 questions in all selecting 1 question from each unit. First question is compulsory. All questions carry equal marks. Max. Marks: 15**

Q1. Write short notes on the following:

- (a) Social Assistance.
- (b) Bonus.
- (c) Occupational accident.
- (d) Sickness benefit.
- (e) Gratuity.
- (f) Factory.

***UNIT-1***

Q2. Critically evaluate the role of labour welfare laws implementing agencies in India.

***Or***

Discuss various labour welfare activities of Government of India?

***UNIT-2***

Q3. Explain the role of ILO in providing social security to workers.

***Or***

What is Provident Fund? Under what circumstances can a worker withdraw money from provident fund?

***UNIT-3***

Q4. How welfare activities are important in labour welfare. Explain the medical facilities being provided by organisations.

***Or***

Describe in detail:

- (a) Industrial health.
- (b) Industrial hygiene.

***UNIT-4***

Q5. Explain the employees' compensation scheme being provided in India.

***Or***

What do you mean by term insurance in the case of social security? Explain the sickness insurance in India.

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)  
CHAUDHARY DEVI LAL UNIVERSITY, SIRSA  
(From the academic session 2020-21)**

**M.Com – 4<sup>th</sup> Semester**

**Subject: Interpersonal Behaviour and Group dynamics  
(MCH-433)**

**Assignment - I**

**Note: Attempt any 5 questions in all selecting 1 question from each unit. First question is compulsory. All questions carry equal marks. Max. Marks: 15**

Q1. Write short notes on the following:

- (a) Group cohesiveness
- (b) Group dynamic
- (c) Transactional analysis
- (d) Interpersonal trust
- (e) Group synergy
- (f) Third party negotiation

***UNIT-1***

Q1. What are the different types of groups? What are the stages of group development and change?

**Or**

Describe the following

- (a) Influence process power and politics.
- (b) Factors contributing to group cohesiveness.

***UNIT-2***

Q2. Describe any two theories

- a) Social exchange theory
- b) dissonance theory
- c) reduction theory

**Or**

What do you understand by interpersonal awareness and its feedback process?

***UNIT-3***

Explain in detail the Vroom yetton Model.

**Or**

What is group decision making what are the advantages and disadvantages of group decision making.

***UNIT-4***

Q5. What do you mean by conflicts what are its causes and its remedial measures of group conflicts.

**Or**

What do you mean by negotiation? What is the role of negotiation in group conflicts?

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)  
CHAUDHARY DEVI LAL UNIVERSITY, SIRSA  
(From the academic session 2020-21)**

**M.Com – 4<sup>th</sup> Semester**

**Subject: Interpersonal Behaviour and Group dynamics  
(MCH-433)**

**Assignment - II**

**Note: Attempt any 5 questions in all selecting 1 question from each unit. First question is compulsory. All questions carry equal marks. Max. Marks: 15**

Q1. Write short notes on the following:

- (a) Group dynamics.
- (b) Group development.
- (c) Interpersonal trust.
- (d) Team building.
- (e) Group Conflicts.
- (f) Competition and cooperation.

***UNIT-1***

Q2. What do you mean by power and politics in groups?

***Or***

Explain the influence process in detail. How influence processes play a vital role in group dynamics.

***UNIT-2***

Q3. What do you mean by interpersonal communication? Explain interpersonal awareness in detail.

***Or***

How feedback is important in interpersonal communication, explain in detail?

***UNIT-3***

Q4. Explain the various techniques of group decision making in detail.

***Or***

What do you mean by group synergy? How group synergy is important in group decision making?

***UNIT-4***

Q5. Explain the following terms in detail.

- (a) Distributive and integrative negotiation.
- (b) Third party negotiation.

***Or***

Write a detailed note on Fundamental interpersonal relations orientation (FIRO-B).

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)  
CHAUDHARY DEVI LAL UNIVERSITY, SIRSA  
(From the academic session 2020-21)**

**M.Com – 4<sup>th</sup> Semester**

**Subject: Global Human Resource Management  
(MCH- 434)**

**Assignment - I**

**Note: Attempt any 5 questions in all selecting 1 question from each unit. First question is compulsory. All questions carry equal marks. Max. Marks: 15**

Q1. Write short notes on the following:

- (a) Social Dumping.
- (b) Geocentric staffing
- (c) Cultural shock
- (d) Merger and acquisition
- (e) Ethical relativity
- (f) Host Country

***UNIT-1***

Q2. What do you mean by human and cultural variables in global organisation?

**Or**

What is cross cultural differences and its managerial implications?

***UNIT-2***

Q3. What do you understand by cultural dimensions in hofstede study?

**Or**

Describe the role of HR in cultural dimensions and its managerial implications.

***UNIT-3***

Q4. What do you understand by cross cultural communication and negotiation?

**Or**

What do you mean by cross cultural leadership what is decision making in global organisation?

***UNIT-4***

Q5. What are the selection and source criteria for international assignment.

**Or**

Describe the following:-

- a) Appraisal system in human resource management in global organisation
- b) Compensation system in human resource management in global organisations.

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)  
CHAUDHARY DEVI LAL UNIVERSITY, SIRSA  
(From the academic session 2020-21)**

**M.Com – 4<sup>th</sup> Semester**

**Subject: Global Human Resource Management  
(MCH- 434)**

**Assignment - II**

**Note: Attempt any 5 questions in all selecting 1 question from each unit. First question is compulsory. All questions carry equal marks. Max. Marks: 15**

Q1. Write short notes on the following:

- (a) Human valuable
- (b) Culture and value
- (c) Culture in organisation
- (d) Motivation
- (e) Compensation
- (f) Cross cultural communication

***UNIT-1***

Q2. What do you mean by global human resource management (GHRM)? Bring out challenges to GHRM and discuss the future of GHRM.

**Or**

Define global organisation. Do different societies have different culture? Differentiate the domestic HRM and global HRM.

***UNIT-2***

Q3. What is cross culture communication? Comment on cultural and perceptual barriers to communication.

**Or**

What do you mean by culture in an organisation explain in detail?

***UNIT-3***

Q4. What do you mean by leadership? How can the leaders be developed in an organisation to lead team working across nations? Discuss.

**Or**

What do you mean by cross cultural leadership what is decision making in global organisation?

***UNIT-4***

Q5. Discuss the social responsibility of GHRM.

**Or**

Write a detailed note on international industrial relations.