KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

(Maniram Dewan School of Management)

Home Assignment

Master of Commerce

Course: Marketing Management [PGCM (S2) 01]

2nd Semester, 2024

Total Marks = 50

Assignments are required to be written in your own language. Copying in to from the learning material will carry less score. Assignments are to be submitted in the respective study centres.

Last date of submission of Assignment is 30/06/2024

Answer the following questions. Each question carries 10 marks.

1. Define the term market and marketing? What are the functions of marketing?

2. Define consumer buying behaviour. State the steps involved in consumer buying decision process.

3. What is market segmentation? Explain the importance of market segmentation.

4. Describe the different stages of a product life cycle.

5. Discuss the need for environmental awareness.

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

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Home Assignment

Master of Commerce

Course: Financial Reporting and Analysis [PGCM (S2) 02]

2nd Semester, 2024

Total Marks = 50

Assignments are required to be written in your own language. Copying in to from the learning material will carry less score. Assignments are to be submitted in the respective study centres.

Last date of submission of Assignment is 30/06/2024

Answer the following questions. Each question carries 10 marks.

1. What is meant by Generally Accepted Accounting Principles? Explain its needs and importance.

2. Explain the relevant provisions of Companies Act, 2013 in regard to the preparation and presentation of Profit and Loss Account and Balance Sheet.

3. What do you mean by budget and budgetary control? Briefly state the advantages and limitations of budgets and budgetary control.

4. Discuss the objectives of corporate financial reporting. Who are the users of financial reporting information and why do they need such information? Explain.

5. Write about the various methods/techniques of water conservation.

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

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Home Assignment

Master of Commerce

Course: Advanced Financial Management [PGCM (S2) 03]

2nd Semester, 2024

Total Marks = 50

Assignments are required to be written in your own language. Copying in to from the learning material will carry less score. Assignments are to be submitted in the respective study centres.

Last date of submission of Assignment is 30/06/2024

Answer the following questions. Each question carries 10 marks.

1. What is financial management? Discuss the importance of financial management in an organization.

2. State the importance of cost of capital. How is component cost of capital calculated?

3. Give a critical appraisal of the traditional approach and the MM approach to the problem of capital structure.

4. What is inventory management? Write about the various tools and techniques of inventory management.

5. Explain the reasons of loss of biodiversity in India.

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

(Maniram Dewan School of Management)

Home Assignment

Master of Commerce

Course: Business Laws [PGCM (S2) 04]

2nd Semester, 2024

Total Marks = 50

Assignments are required to be written in your own language. Copying in to from the learning material will carry less score. Assignments are to be submitted in the respective study centres.

Last date of submission of Assignment is 30/06/2024

Answer the following questions. Each question carries 10 marks.

1. Define quasi contract. What are the different kinds of quasi contract?

2. What are the various documents to be filled with the Registrar for incorporation of a company?

3. Define insurance. Discuss the importance of insurance. Differentiate between double insurance and reinsurance.

4. Write the nature and scope of the Consumer Protection Act, 1986.

5. Discuss the various renewable and non renewable resources of energy.

Assignment Guidelines

A) Guidelines to Coordinators:

1) Assignments are parts of teaching-learning process and compulsory.

2) The spirit behind this is to help learners to understand the subject and prepare themselves better for the term-end examination.

3) Assignment responses are to be evaluated and feedback are required to be communicated to the learners, by giving back the assignments with evaluator's comments. Such assignments are to be collected at the time of issuing admit cards and be stored in the centre's office till the end of next semester.

4) Assignment marks are to be sent to the Controller of Examinations as soon as the examination routines are published.

5) Keeping the above points in mind *coordinators will fix the time/date of submission of assignments by the learners as may be convenient to follow the guidelines in true spirits.*

B) Guidelines to learners:

1) As soon as the SLMs are received the learners will write the assignments in their own handwriting (assignment questions may be downloaded from the website, if necessary) to be submitted to Coordinators as per the dates fixed for the purpose. Timely submission of assignments at the Study Centres will help in quick processing of results of respective learners. Otherwise this will create unnecessary delay in declaration of results.

2) Writing of assignment (work) and submission of the same in time is compulsory.

Registrar

NB: The learners have to collect receipt after submitting the assignment with the signature and seal of the collector of study centre and will have to keep with him/her till the declaration of result.

Receipt

Received the assignment from Mr/Ms.....…… Enrollment number ……..…..…..**of ……. Semester for M.Com./ B. Com, Course Name:…… Course Code:……**

on ……20……..

Date:

Signature of collector with seal