

**Section D**  
**Organisational Behavior**  
**Assignment**

**(To be answered in a separate sheet provided)      Total Marks (15\*2=30)**

1. You are a marketing expert. A new company asked for your advice as to whether they should go in or for family branding strategy or individual branding strategy. Give your advice with proper reasons.
2. What is 'promotion mix'? Which are the factors you keep in mind while taking promotion mix decisions? Explain.
3. What is "Product Life Cycle" (PLC) and what is the importance of this in effective product planning as well as planning of other elements of marketing?
4. Elaborate marketing environment with suitable examples. Write down the role of competitor's role with contributes towards marketing environment.
5. "Because of differences between products and services, marketing of services faces some distinctive challenges". Discuss those unique challenges in the marketing of services.
6. What is packaging? Discuss any five packaging strategies considered suitable for consumer goods like tooth paste

**Section D**  
**Marketing Management**  
**Assignment**

**(To be answered in a separate sheet provided)      Total Marks (15\*2=30)**

1. What do you mean by organizational behavior? Discuss the nature and scope of organizational behavior in detail? "How organizational behavior is multi-disciplinary science". Explain.
2. What are the dimensions of "Big Five Model" of Personality Traits and what does it measure?
3. Elaborate Maslow's Need hierarchy theory of motivation. Explain briefly the Herzberg's and McClelland theory of Motivation?
4. What do you understand by attitudes? Discuss how attitudes are formed. Also highlights the importance of attitude in work place.
5. Define learning. Bring out the major dimensions of various theories of learning.
6. Define Communication. What are the barriers in communication? How can you make communication effective?

**M.COM-2<sup>nd</sup> SEMESTER**

**CORPORATE FINANCIAL ACCOUNTING**

**Answer any two questions from the following (15 marks\*2= 30 marks)**

**Q1.**What is accounting standard? What are its objectives? Elaborate the process of accounting standard setting in India?

**Q2.** Mention the need of International accounting standard? Write an essay on historical developments of International accounting standard?

**Q3.**Discuss the concept of Managerial remuneration, Disposal of Company profits in context of preparation of financial statements of a company?

**Q4.** Define financial ratios? Discuss how financial ratios are used in different models predicting the insolvency aspect of a company?

**Q5.**Explicate different financial ratios used for Budgeting by big corporate houses?

**Q6.**Write short notes on:

**(a)** Solvency Ratios

**(b)** Profitability Ratios

## **M.COM-2<sup>nd</sup> SEMESTER**

### **MANAGERIAL ECONOMICS (-MCM-2.4)**

**Answer any two questions from the following (15 marks\*2= 30 marks)**

**Q1.** Define the term demand and supply? Elaborate different determinants of demand and supply?

**Q2.** Decipher the concept of price, income and substitution effects with practical example?

**Q3.** Deliberate consumer equilibrium through indifference curve?

**Q4.** Discuss various types of cost curve with their features?

**Q5.** Define the term profit? Express the crux of various theories of profit?

**Q6.** Write short notes on:

- (a) Economies of Scale and Economies of Scope
- (b) ISO Quants and ISO Cost Curves

## **M.COM-2<sup>nd</sup> SEMESTER**

### **ENTREPRENEURSHIP DEVELOPMENT (MCM-2.5)**

**Answer any two questions from the following (15 marks\*2= 30 marks)**

**Q1.** Write an essay on the relevance and achievement of EDPs in context of India?

**Q2.** Discuss various tools and techniques used in judging profitability and risk analysis of various projects?

**Q3.** Throw light on various legal and statutory environments for Small Industry in India?

**Q4.** Narrate the role of financial institutions in promoting small industry in India?

**Q5.** Express the significance of Entrepreneurial environment in fostering the growth of entrepreneurship of a country?

**Q6.** Write short notes on:

- (a) Status of Small Scale Industrial Undertakings in India
- (b) Prevention of Small Industry Sickness in India