

ASSIGNMENT TOPICS
MASTER OF COMMERCE - II YEAR

MCOMD 2.01 – MARKETING MANAGEMENT

*Answer any **THREE** questions*
All questions carry equal marks

3 x 10 = 30

1. A company's marketing environment consists of micro and macro environment -
Discuss
2. What do you mean by buyer behavior? Why is it problem-solving behavior?
3. What is PLC? Explain the stages in product life cycle.
4. Discuss the product pricing strategies in brief.
5. How will you assess the effectiveness of advertisement? Explain.
6. Describe the process of marketing information system
7. Outline the strategies for services marketing.
8. Discuss the growth of agricultural marketing in India.

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MCOMD 2.02 – FINANCIAL MANAGEMENT

Answer any THREE questions
All questions carry equal marks

3 x 10 = 30

1. Distinguish between profit maximization and wealth maximization.
2. The capital structure of ABC Ltd., is as follows:
8% Debentures = Rs. 1500000
6% Preference share = Rs. 500000
100000 Equity share capital of Rs.20 each = 2000000
The expected dividend on equity share capital is Rs.2 per share which will grow at 7% forever. Corporate tax rate is assumed to be 50%. You are required to compute the weighted average cost of capital of ABC Ltd.
3. What is an Indifference point in the EBIT-EPS analysis? How would you compute it?
4. What is optimum capital structure? Discuss the factors influencing capital structure.
5. Discuss in brief about the discounted cash flow methods in evaluating capital budgeting decisions.
6. What methods do you suggest for estimating working capital needs? Illustrate your answer.
7. Discuss the objectives and motives of holding cash.
8. Explain the irrelevance theory of dividends.

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MCOMD 2.03 – HUMAN RESOURCE MANAGEMENT

*Answer any **THREE** questions*
All questions carry equal marks

3 x 10 = 30

1. Discuss the scope and objectives of Human resource management.
2. Develop a Job specification document for the job of human resource manager.
3. Explain the process of scientific selection.
4. Explain various methods of training.
5. Bring out compensation management strategies of IT industry.
6. What is labour turnover? Explain the major causes of labour turnover.
7. Write a detailed note on Quality of work life.
8. What is collective bargaining? Describe the process of collective bargaining.

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MCOMD 2.04 – FINANCIAL MARKETS AND SERVICES

*Answer any **THREE** questions*
All questions carry equal marks

3 x 10 = 30

1. Discuss the functions and reforms of Indian financial system.
2. What are the instruments of money market? Explain them in brief.
3. Describe the powers of SEBI in regulating capital market operations.
4. Explain the process of listing of securities in stock exchanges.
5. Describe the evolution of functions of merchant banking.
6. What is venture capital? Explain the selection and evaluation of ventures.
7. Describe the structure and legal framework of leasing industry in India.
8. Define credit rating and also explain the benefits of credit rating.

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MCOMD 2.05 – COST AND MANAGEMENT ACCOUNTING

Answer any THREE questions
All questions carry equal marks

3 x 10 = 30

1. “Financial accounting treats costs very broadly while the cost accounting does this in much greater detail”. Explain the statement and state the limitations of financial accounting.
2. Distinguish between ‘Job Costing’ and ‘Process Costing’ & ‘Job Costing’ and ‘Contract Costing’.
3. Explain the relationship between Standard Costing and Budgetary Control. How are the standards for material and labour cost determined?
4. A Product is sold at the price of Rs. 120 per unit and its variable cost is Rs. 80 per unit. The fixed expenses of the business are Rs. 8,000 per year.
Find (a) BEP in Rs and units
(b) Profit made when sales are 240 units
(c) Sales to be made to earn a net profit of Rs. 5,000 for the year.
5. Describe the requirements of effective Responsibility Accounting.
6. What do you understand by Reporting? What are the essential characteristics of a good report?
7. What are the rights and responsibilities of a Cost Auditor?
8. What is the difference between an allowance cost and an achievable cost?
