

**STUDENT ASSIGNMENTS
(SESSION 2019-20)**

INSTRUCTIONS

The students are required to read carefully and follow the instructions given below:

Submission of one complete Assignment in each course of the programme every year is compulsory.

Completed Assignments on prescribed Assignment booklets are to be submitted by hand or through post to the Study Centre/Programme Coordinator, CDOL as per dates mentioned in the Academic Calendar

2018-19 (<http://jmi.ac.in/bulletinboard/academic-calendar/cdol>).

For Assignments Submitted after dates mentioned in the Academic Calendar, a late fee of **Rs. 100/-** per Assignment will be payable to CDOL through Demand Draft in favor of Jamia Millia Islamia, Payable at New Delhi.

For Ex-Students who failed to submit Assignments during the course of the programme are required to submit **Rs. 200/-** per Assignment to CDOL in the form of Demand Draft in favour of Jamia Millia Islamia, Payable at New Delhi.

Write your name, roll number and other details as required on the cover page of **Assignment Booklet**.

For your record you may keep a photocopy of your Assignment.

Contact your Learner Support Centre/ Programme Coordinator to collect evaluated Assignments.

Please go through your Programme Guide carefully.

Course Title – Organizational Theory and Behavior
Session – 2019-20

Course Code – M.Com 101
Maximum Marks – 30

Note: Attempt any three out of the following five questions. All questions carry equal marks.

- 1 Why is study of organization behavior required? Explain the individual perspective of the organization behavior.
 - 2 What do you mean by learning? What are the various elements of learning?
 - 3 “Transaction Analysis should not be used in organizational behavior” Critically evaluate the statement with examples..
 - 4 “Meaning conflict in time is very important in any organization” Discuss also explain the modes of handling conflict.
 - 5 Write short notes on any two of the following.
 - (i) Types A and Type B personality
 - (ii) Transformational Leaderships
 - (iii) Significance of communication in an organization
 - (iv) Organizational Diagnosis
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Course Title – Business Environment
Session – 2019-20

Course Code – M.Com 102
Maximum Marks - 30

Note: Attempt any three out of the following five questions. All questions carry equal marks.

1. Discuss the long-term goals as adopted for Economic planning in India.
2. Explain the reason for the recognition of technology environment as an important dimension of business environment .
3. Explain the significance of government role as a planner in a developing country like India
4. What do you mean by Social responsibility of business? Discuss its various dimensions.
5. Define technology critically examines its role and influence on business & Consumers.

Course Title – Managerial Economics
Session – 2019-20

Course Code – M.Com 103
Maximum Marks – 30

Note: Attempt any three out of the following five questions. All questions carry equal marks.

1. “Managerial Economics is the integration of Economics theory with business practice for the purpose of facilitating decision making and forward planning by management” Explain .
 2. Consumer Research has become extremely relevant for firm –Discuss this in the light of present business scenario in India.
 3. Define production function. Explain the law of variable proportion using appropriate schedule and diagram
 4. Define demand forecasting explain various techniques of estimating the demand of an organization.
 5. Write a short note on any two
 - I) pricing strategies
 - II) Method of measuring price elasticity of demand.
 - III) Short term and long term objective of firm.
 - IV) Income elasticity
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Course Title – Business statistics and research Methodology
Session – 2019-20

Course Code – M.Com 104
Maximum Marks – 30

Note: Attempt any three out of the following five questions. All questions carry equal marks.

1. What is a business research? Explain the Methodology used in business research.
2. What is statistical data analysis? Explain the steps to interpret the statistical data.
3. Based on the information from 1000 randomly selected fields collected in an agro – economic survey the following classification were noted

	Owned	Rented	Total
Using fertilizing	416	184	600
Not using fertilizing	64	336	400
Total	480	520	1000

Would you conclude that owner cultivator is more inclined towards the use of fertilizers? At $\alpha=0.05$ levels of significance? Carry out the chi – square test as per testing procedures.

4. Discuss the importance of research report & mention the different stages involve in writing such reports.
5. Define scaling & explain different types of sales & mention criteria of good scaling.

Course Title –Accounting for Managerial Decision
Session – 2019-20

Course Code – M.Com 105
Maximum Marks – 30

Note: Attempt any three out of the following five questions. All questions carry equal marks.

1. Write note on the following
 1. Cast principle
 2. Elements of financial.
2. What are the recent development in accounting? Explain in brief .
3. What is the responsibility accounting? Explain briefly the nature of various type of responsibility centers.
4. What the following ratio & future information queries below prepare a totaling accounting, profit & loss account & balance sheet .

1. Cross profit ration	25%
2. Net Product /sales	20%
3. Stock	10%
4. Net profit Capital	1/5
5. Capital to total liabilities	½
6. Fixed assets/capital	4/5
7. Fixed assets / total current asset	5/4
8. Fixed asset	10, 00,000
9. Closing stock	10, 00,000
5. Explain the following with suitable example & diagram
 1. Break even analysis
 2. Profit volume analysis

Course Title – Financial Management & Control
Session – 2019-20

Course Code – M.Com 106
Maximum Marks – 30

Note: Attempt any three out of the following five questions. All questions carry equal marks.

1. Define financial management and state its scope what role should the financial management play in Modern enterprises?
2. What is a leverage lease? What are its Merits & Demerits how does it differ from Hire Purchase Financing? Explain with suitable example.
3. Define and discuss Modigliani -Miller proposition regarding Capital Structure.

4. What is the stable dividend policy? Do you recommend a state dividend policy? Explain your answer.

5. Jyothi Ltd. wants to install a new machine. It has short listed two options. Two models differ in cost, output and revenue. The expected life of both machines is five years. There will be negligible salvage value at the end of fifth year.

After tax cash flow details are as follows:

Machine	Cost	Year 1	Year 2	Year 3	Year 4	Year 5
A	20	...	05	21	13	07
B	45	15	13	15	16	09

Company's cost of capital is 18%. You are required to make an appraisal of the two offers on the basis of:

Course Title – Marketing Management
Session – 2019-20

Course Code – M.Com 107
Maximum Marks – 30

Note: Attempt any three out of the following five questions. All questions carry equal marks.

1. What do you mean by marketing environment? Discuss the various internal and external factors affecting it.
2. Explain the concept of Product Life Cycle and discuss its different stages? What are the marketing strategies adopted by marketer during different stages?
3. What do you mean by Pricing? Distinguish between cost oriented pricing, Demand oriented pricing and Competition oriented pricing.
4. What do you mean by Promotion Mix? Explain the elements of promotion mix.
5. Write short note on any Two of the following
 - I) Positioning
 - II) New Product Development
 - III) Discounts and Rebates.
 - IV) Publicity

