

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

**M.Com.-3<sup>rd</sup> Semester**

**E-Commerce**

**(MC-301)**

**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) HTML.
- (b) Digital Signature.
- (c) Intranet vs. Extranet.
- (d) E-Wallet.
- (e) Who governs internet?
- (f) Web Pages.

***Unit-1***

Q2. What do you mean by Electronic-Commerce? Explain its nature, scope and applications in detail.

***Or***

Describe the evolution of World Wide Web and its features in detail.

***Unit-2***

Q3. What do you mean by Hyper text Markup language (HTML)? Explain the features of HTML in detail.

***Or***

What do you mean by website? How websites are different from web services.

***Unit-3***

Q4. Explain B to B, B to C and B to G model with suitable examples.

***Or***

Explain the following terms in detail:

- (a) Order Planning and order generation.
- (b) Post sale services.

***Unit-4***

Q5. Explain the process of supply chain integration.

***Or***

What do you mean by Intranet and corporate finance? Explain the corporate digital library with its features.

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(From the academic session 2020-21)**

**M.Com.-3<sup>rd</sup> Semester**

**E-Commerce**

**(MC-301)**

**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) Hyperlink.
- (b) E-Commerce.
- (c) Web advertisements.
- (d) Web promotions.
- (e) E-Cash.
- (f) Smart Card.

***Unit-1***

Q2. Define E-Commerce. Explain the concepts, features & functions in detail.

***Or***

Define internet. Explain its *importance* in E-Commerce. Discuss the common way to connect internet.

***Unit-2***

Q3. What do you mean by web pages? Discuss the effectiveness of web pages for business organizations.

***Or***

What are the search engines? Discuss in detail.

***Unit-3***

Q4. Define E- marketing. What are the marketing issues in e-marketing, discuss in detail.

***Or***

What do you mean by traditional web promotions? How it is different from web advertisements.

***Unit-4***

Q5. What do you mean by Electronic Payment? Explain its advantages & disadvantages.

***Or***

Define E-Ticketing. Explain online booking procedure in railway.

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

**M.Com.-3<sup>rd</sup> Semester  
Strategic Management  
(MC-302)**

**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) Marketing Strategies.
- (b) Balance score card.
- (c) Six sigma.
- (d) Organizational appraisal.
- (e) Corporate capability.
- (f) Licensing.

***Unit-1***

Q2. Define business policy and explain the limitations of business policies. What are essentials of a good policy?

***Or***

What do you mean by strategy formulation? Explain the factors that need to be analyzed effective strategy formulation.

***Unit-2***

Q3. What do you mean by business environment? Explain the internal and external components of business environment.

***Or***

What do you mean by corporate portfolio analysis? How corporate portfolio analysis is important in strategic analysis?

***Unit-3***

Q4. How Competitive Forces Shape Strategy for a business firm?

***Or***

Explain BCG Matrix in detail. How BCG matrix factors helpful in strategy formulation?

***Unit-4***

Q5. What do you mean by strategy evaluation? Explain the various steps and importance of strategy evaluation in strategic management.

***Or***

How 'Measurement of Performance' play a vital role in Strategic control? Elaborate with suitable examples.

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**(From the academic session 2020-21)**  
**M.Com.-3<sup>rd</sup> Semester**  
**Strategic Management**  
**(MC-302)**  
**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**

Q-1. Write short notes on the following:

- (a) HR Strategies.
- (b) Strategy implementations.
- (c) Key success factors.
- (d) Benchmarking.
- (e) Value chain analysis.
- (f) Strategic leap control.

***Unit-1***

Q2. What do you mean by strategy? Explain the benefits and risk of strategic management.

***Or***

Explain the vision, mission and purpose in detail. How SWOT analysis is helpful in strategic management for a business firm.

***Unit-2***

Q3. What is environmental scanning? Explain the present economic and political environment in India.

***Or***

Write a note on SWOT analysis in detail. How SWOT analysis is helpful in strategic management for a firm?

***Unit-3***

Q4. Explain Porter's Five Forces Model of competition in detail.

***Or***

Explain McKinsey 7s Model in detail.

***Unit-4***

Q5. What do you mean by strategic control process? Explain the various levels involved in strategic control process.

***Or***

What do you mean by strategic implementation and its role in strategic management?

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(From the academic session 2020-21)**

**M.Com – 3<sup>rd</sup> Semester**

**Subject: Contemporary Issues in Accounting  
(MCF- 311)**

**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) Monetary and Non-Monetary items.
- (b) Current Cost Accounting Method.
- (c) Environmental National Accounting.
- (d) Economic Value Added.
- (e) Social Balance Sheet.
- (f) Historical Accounting.

***Unit - I***

Q2. What do you mean by Human Resource Accounting? Evaluate models of Human Resource Accounting.

**Or**

Define Social accounting? Explain its need and importance. What's the role of Corporate Social Accounting?

***Unit -2***

Q3. What is the concept of Inflation Accounting? Explain various methods of Inflation Accounting.

**Or**

What do you mean by Brand Accounting? Elaborate various issues and challenges associated with Brand Accounting.

***Unit -3***

Q4. Explain the different International Dimensions of Accounting and Control.

**Or**

What do you mean by Foreign Translations? Explain its various methods and practices.

***Unit - 4***

Q5. Explain in detail meaning of IFRS. Compare it with Indian GAAP.

**Or**

What do you mean by Forensic Accounting and explain Environmental accounting in detail.

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**M.Com – 3<sup>rd</sup> Semester  
Subject: Contemporary Issues in Accounting  
(MCF- 311)**

**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) Opportunity Cost Approach.
- (b) Social Reporting.
- (c) Transfer Pricing.
- (d) Indian Accounting Standards.
- (e) Current Purchasing Power Method.
- (f) Forensic Accounting.

***Unit - I***

Q2. How Human resource Accounting is important for managers? Discuss the objectives of HRA in detail.

**Or**

Elaborate various theories of Social accounting.

***Unit- 2***

Q3. Discuss Inflation Accounting. Explain various Models of Inflation Accounting in detail.

**Or**

Define Brand Accounting. Describe Role and Importance of Brand Accounting in Corporate Sector.

***Unit -3***

Q4. Explain the concept of Multinational Enterprises in detail.

**Or**

What do you mean by Internationalization of Capital Markets and Accounting Profession ?.

***Unit- 4***

Q5. Explain in detail meaning of GAAP. Discuss it with new dimensions of accounting.

**Or**

What do you mean by IFRS and explain government influences on Financial Reporting?

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(From the academic session 2020-21)**

**M.Com – 3<sup>rd</sup> Semester  
Subject: Principles of Banking and Insurance  
(MCF- 312)**

**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) Contract of Indemnity.
- (b) Capital adequacy.
- (c) Marine insurance.
- (d) IRDA
- (e) Legal insurance environment.
- (f) RBI

***Unit - I***

Q2. Describe the main kinds of Insurance and examine briefly the nature of risks protected by each kind of insurance.

*Or*

Describe the essential features of Life Insurance Contracts.

***Unit -2***

Q3. Explain Internal and External environment of Insurance Business.

*Or*

Elaborate the Claim Settlement procedure of Life Insurance.

***Unit- 3***

Q4. Explain role of Commercial Banks in Economic Development. Also explain Evaluation of Banking in India.

*Or*

What are the securities for Bank Advances? Give the precautionary measures taken by banks in accepting these securities.

***Unit- 4***

Q5. Explain in detail recent developments in banking sector in India.

*Or*

What do you mean by Contract of Guarantee? Explain it in detail.

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**M.Com – 3<sup>rd</sup> Semester**

**Subject: Principles of Banking and Insurance  
(MCF- 312)**

**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) Contract of guarantee.
- (b) Capital Planning.
- (c) Fire insurance.
- (d) Ban assurance.
- (e) Commercial banks.
- (f) Forms of securities.

***Unit - I***

Q2. Describe the main Principles of Insurance and examine briefly the role of IRDA in India.

Or

Describe the essential features of Non-Life Insurance Contracts.

***Unit- 2***

Q3. Explain legal and commercial environment of Insurance Business.

Or

Elaborate the Claim Settlement procedure of Marine Insurance.

***Unit - 3***

Q4. Explain the role of RBI in credit and monetary planning.

Or

Discuss the meaning, Functions and importance of banking sector in India.

***Unit- 4***

Q5. Explain in detail banker customer relationship in India.

Or

What do you mean by NPA and Capital Adequacy Norms? Elaborate Wealth Tax Act in detail.



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**M.Com – 3<sup>rd</sup> Semester**

**Subject: Direct Tax Laws and Practices**

**(MCF- 313)**

**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) Assessment Year.
- (b) Tax Evasion.
- (c) House rent allowance.
- (d) Advance payment of tax.
- (e) Filing of returns.
- (f) Clubbing of income.

***Unit - I***

Q2. Explain the concept of Exempted Income. Discuss clearly the Exempted Incomes under the Income Tax Act.

***Or***

Income tax is charged on income but there is no definition of the term 'income' under the Income Tax Act; rather it only provides as to what is included in income. Discuss.

***Unit- 2***

Q3. What deductions are allowed to a businessman in computing profits? Specify the expenses disallowed.

***Or***

Describe the method of computing income under the head 'Income From Other Sources'.

***Unit- 3***

Q4. Explain the provisions regarding set-off and carry forward of losses.

***Or***

Explain the deductions under section 80C, 80D and 80G to be made while computing total income.

***Unit- 4***

Q5. How would you compute total income and tax liability of an Individual?

***Or***

Elaborate the wealth tax Act in detail.

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**M.Com – 3<sup>rd</sup> Semester**

**Subject: Direct Tax Laws and Practices  
(MCF- 313)**

**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) Previous year.
- (b) Deemed assesses.
- (c) Exempted income.
- (d) Tax avoidance.
- (e) Wealth Tax.
- (f) Types of Assessments.

***Unit - I***

Q2 How is residence of assesses determined for Income Tax Purposes? Explain the incidence of Residence on tax liability?

*Or*

What do you mean by Tax Planning and Tax Management? Differentiate between both of them.

***Unit -2***

Q3.What is meant by perquisites? Elaborate tax free perquisites in detail.

*Or*

Define Annual value of property. How would you determine the annual value of a house property according to Income Tax Act?

***Unit- 3***

Q4. In what circumstances is the income of one person treated as the income of another?

*Or*

What are the payments on which tax is deducted at source? What would be consequences if tax is not deducted at source?

***Unit- 4***

Q5. Explain in detail provisions of Gift Tax Act.

*Or*

Discuss the basis of assessment of a Hindu Undivided Family.

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**(From the academic session 2020-21)**  
**M.Com – 3<sup>rd</sup> Semester**  
**Subject: Investment Management**  
**(MCF- 314)**

**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) Repurchase Agreement.
- (b) Speculation.
- (c) Blue chip shares.
- (d) Forward Contracts.
- (e) Offer for sale.
- (f) Listing Of securities.

***UNIT-1***

Q2. What is Investment analysis? Discuss the nature and scope of Investment analysis.

***Or***

Discuss the linkages and difference between primary and secondary market.

***UNIT-2***

Q3. Discuss the different approaches in fundamental analysis and explain its process.

***Or***

Elaborate in detail efficient market theory.

***UNIT-3***

Q4. Explain the Rationale and importance of investment in portfolio.

***Or***

Explain the Markowitz portfolio, Organization model and market model.

***UNIT-4***

Q5. “No need to bother about past crisis as stock price truly reflects all information”. Comment.

***Or***

Explain in detail portfolio performance evaluation measures.

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(From the academic session 2020-21)**

**M.Com – 3<sup>rd</sup> Semester  
Subject: Investment Management  
(MCF- 314)**

**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) Growth Shares.
- (b) Gambling.
- (c) Future Contracts.
- (d) Placement Method.
- (e) Bonus shares.
- (f) Book building Process.

***UNIT-1***

Q2. What do you mean by financial assets? Explain money market instruments.

***Or***

Explain the tradeoff between risk and return and the measures to calculate it.

***UNIT-2***

Q3. What is technical analysis and how is it different from fundamental analysis in making investment or trading decisions?

***Or***

Differentiate between the industry analysis and company analysis.

***UNIT-3***

Q4. What do you mean by portfolio and is it necessary for investor to form a portfolio?

***Or***

What are the problems faced in selecting an optimum portfolio? Analyze the risk and return of investment portfolio.

***UNIT-4***

Q5. How capital asset pricing model helps in determining the value of stock?

***Or***

Explain the arbitrage pricing theory.

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(From the academic session 2020-21)**

**M.Com – 3<sup>rd</sup> Semester  
Subject: Marketing of Services  
(MCM- 321)**

**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) Gap model of service quality.
- (b) Customer expectation of services.
- (c) Education and entertainment industries.
- (d) Approaches of pricing services.
- (e) Marketing research program.
- (f) Discontinuation of services.

***Unit - I***

Q2. What do you mean by services? How do services differ from products?

*Or*

Define service marketing mix. Discuss all the components of marketing mix in services.

***Unit- 2***

Q3. What is consumer behaviour in services? How customers evaluate service performances?

*Or*

Write a detailed note on building customer relationship and relationship development strategies.

***Unit- 3***

Q4. Define service blueprinting. Explain new service development process in detail.

*Or*

What is physical evidence? Write a detailed note on guidelines for physical evidence strategies.

***Unit- 4***

Q5. Critically analyze employees' and customers' role in Service Delivery.

*Or*

Discuss in detail financial and economic impact of services.

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(From the academic session 2020-21)**

**M.Com – 3<sup>rd</sup> Semester  
Subject: Marketing of Services  
(MCM- 321)**

**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) Emergence of services.
- (b) Customer defined service standards.
- (c) Consumer behaviour in services.
- (d) Physical evidence strategies.
- (e) Hospitality and tourism service industry.
- (f) Financial impact of services.

***Unit - I***

Q2. Explain in detail marketing framework and challenges in service business.

*Or*

What is gap model of service quality? Write a detailed note on classification of services.

***Unit- 2***

Q3. Discuss in detail consumer expectation of services. Also explain their perception of services.

*Or*

Give various reasons of service failure discuss service recovery and its strategies.

***Unit- 3***

Q4. What do you mean by aligning service design? Write a critical note on challenges of services.

*Or*

Explain various service industries. Discuss in detail transportation Banking and Insurance industry.

***Unit - 4***

Q5. Explain delivering services through intermediaries and electronic channels.

*Or*

Write a detailed note on key Service communication challenges. Discuss various approaches to pricing services.

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CHAUDHARY DEVI LAL UNIVERSITY, SIRSA  
(From the academic session 2020-21)**

**M.Com – 3<sup>rd</sup> Semester  
Subject: Consumer Behavior  
(MCM-322)**

**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) Divestment
- b) Physiological motives
- c) Perceptual selection
- d) Types of reinforcement
- e) Learning styles
- f) Types of values

***UNIT - I***

Q2. Explain consumer behavior process and determinants.

***Or***

Give the relation between consumer behavior and marketing strategy.

***UNIT-2***

Q3. Explain briefly the need for power affiliation and achievement find out three advertisements for different products that are designed to appeal this needs.

***Or***

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

***UNIT-3***

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

***Or***

What do you understand by adoption process discuss in detail different stages in the adoption process.

***UNIT-4***

Q5. Explain in detail consumer decision making process.

***Or***

Explain consumer Behavior models.

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(From the academic session 2020-21)**

**M.Com – 3<sup>rd</sup> Semester  
Subject: Consumer Behavior  
(MCM-322)**

**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) Motivation
- b) Types of perceived risk
- c) Sources of attitudes
- d) Biological factors of personality
- e) The self-concept
- f) Main clauses of groups

*UNIT - I*

Q2. Explain consumer research methods and tools.

*Or*

Does the study of consumer behavior help the marketer in taking marketing decisions?

*UNIT- 2*

Q3. Explain the theories of personality and self-concept. How does the personality determine consumer behavior?

**Or**

What do you mean by consumer imagery and perceived risk?

*UNIT- 3*

Q4. What do you understand by the nature of social class and discuss the approaches for measuring the social class?

*Or*

Site examples of marketing practices that either confirm to or actively take advantage of core cultural values.

*UNIT- 4*

Q5. What are the current trends and ethical issues in consumer behavior studies?

*Or*

Explain the process of diffusion and innovation.



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CHAUDHARY DEVI LAL UNIVERSITY, SIRSA  
(From the academic session 2020-21)**

**M.Com – 3<sup>rd</sup> Semester**

**Subject: Advertising Management  
(MCM- 323)**

**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) Consumer behaviour.
- (b) Communication process.
- (c) Print media.
- (d) Economic aspects of advertising.
- (e) Appraisal of agency.
- (f) Deceptive advertising.

***UNIT-1***

Q2. Explain in detail the evolution of IMC and discuss its contemporary perspective.

*Or*

What do you mean by Marketing Communication? Explain important models and process of communication.

***UNIT-2***

Q3. Discuss various participants in advertising process in detail.

*Or*

What do you mean by advertising agency? Explain the role of advertising Agencies for clients and media.

***UNIT-3***

Q4. Critically discuss DAGMAR as an approach for setting advertising objectives.

*Or*

Discuss creativity in advertising. What is advertising creative design process?

***UNIT-4***

Q5. What do you mean by sales promotion? Explain main components of sales promotion mix.

*Or*

What do you mean by media planning? Discuss the principle methods of media scheduling.

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(From the academic session 2020-21)**

**M.Com – 3<sup>rd</sup> Semester**

**Subject: Advertising Management  
(MCM- 323)**

**Assignment - II**

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

Q1. Write short notes on the following:

- (a) Advertising effectiveness.
- (b) Public relation.
- (c) Direct marketing.
- (d) Promotional budget.
- (e) DAGMAR.
- (f) Target audience.

***UNIT-1***

Q2. What do you mean by advertising? Explain in detail role of advertising in marketing process.

**Or**

Explain various economic and social aspects of advertising in brief.

***UNIT-2***

Q3. Discuss various types of advertising agencies. Describe the compensation method of advertising agency.

**Or**

What do you mean by consumer behaviour? Explain various elements of consumer behaviour how do these elements affect advertising.

***UNIT-3***

Q4. What is advertising budget? Discuss the various steps involved in preparing an advertising budget. Also explain its methods.

**Or**

Explain in detail creative strategic development, its implementation and evaluation.

***UNIT-4***

Q5. What are the various types of media for advertising? Explain some of the innovations that have taken place in advertising media.

**Or**

What do you mean by evaluating the effectiveness of advertising? Explain the main methods and difficulties in the evaluation of ad- effectiveness.

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

**M.Com – 3<sup>rd</sup> Semester**

**Subject: Sales and Distribution Management**

**(MCM- 324)**

**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) Supply chain management.
- (b) Personal selling.
- (c) Code of conduct.
- (d) Sales budget.
- (e) Sales quota.
- (f) Logistic market.

***UNIT-1***

Q2. What do you mean by sales management? Explain its objectives and functions.

***Or***

Salesmanship is an art comment. Also explain the fundamentals of selling.

***UNIT-2***

Q3. What is the significance of sales planning? What are its types? Describe various steps in sales planning.

***Or***

What do you mean by sales forecasting? Discuss statistical methods of sales forecasting.

***UNIT-3***

Q4. What do you mean by distribution management? Explain its importance in marketing mix.

***Or***

Explain various distribution channels. What is the role of distribution channel in marketing ?

***UNIT-4***

Q5. Define Logistic management. Discuss in detail its nature and evolution.

***Or***

Discuss in detail role of transportation and warehousing in Logistic management.

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

**M.Com – 3<sup>rd</sup> Semester**

**Subject: Sales and Distribution Management**

**(MCM- 324)**

**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) Wholesale and retail.
- (b) Channel management.
- (c) Sales territories.
- (d) Sales force management.
- (e) Concept of customer service.
- (f) Total cost concept.

***Unit-1***

Q2. Define sales management. Explain various theories of selling.

***Or***

What do you mean by sales ethics? Discuss the main ethical issues in sales management.

***Unit-2***

Q3. What is sales territory? Explain the objectives of establishing sales territory. Describe the factors which determine the size of sales territory.

***Or***

What do you mean by sales force management? What is the importance of effective sales force management?

***Unit-3***

Q4. Explain in detail channel management. Explain various factors affecting choice of distribution channels.

***Or***

How does an effective channel design decisions help in intensive distribution strategy?

***Unit-4***

Q5. What do you mean by logistic management? Explain role and scope of logistic management.

***Or***

Define supply chain management. Discuss in detail integrated logistics system.

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

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

**M.Com – 3<sup>rd</sup> Semester**

**Subject: Human Resource Development**

**(MCH-331)**

**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) Peer review.
- (b) Organization development and change.
- (c) Learning.
- (d) MBO.
- (e) Succession Planning.
- (f) People capability maturity model.

***UNIT-1***

Q2. Explain Evolution, concept and goals of HRD.

***Or***

Explain in detail various challenges faced by HRD professionals.

***UNIT-2***

Q3. Define HRD programs and explain the implementation of such plans.

***Or***

Elaborate HRD Models in detail.

***UNIT-3***

Q4. Explain various methods of performance appraisal.

***Or***

Explain various types of online and offline training methods.

***UNIT-4***

Q5. Discuss the impact of cultural diversity among employees on organizational performance.

***Or***

Is it easy to adapt labor market changes? Explain in Indian context.

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

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

**M.Com – 3<sup>rd</sup> Semester**

**Subject: Human Resource Development**

**(MCH-331)**

**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) Balanced Score card.
- (b) Competency Mapping.
- (c) Coaching v/s mentoring.
- (d) Work life balance.
- (e) HRD Audit.
- (f) 360 degree appraisal.

***UNIT-1***

Q1. Write a detailed note on functions roles and competencies of HRD professionals.

*Or*

Critically analyze impact of HRD on employees 'behavior.

***UNIT-2***

Q3. What are HRD needs? Explain in depth assessment of HRD needs.

*Or*

How does HRD climate and culture influence an organizational performance?

***UNIT-3***

Q4. Write a detailed note on: coaching and Mentoring and Socialization and Orientation.

*Or*

Write a detailed note on succession planning.

***UNIT-4***

Q5. Discuss HRD practices in Indian and international organizations.

*Or*

Explain in detail contemporary issues in HRD.

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

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

**M.Com – 3<sup>rd</sup> Semester**

**Subject: Labour Laws**

**(MCH: 332)**

**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) Occupational Disease.
- (b) Bonus.
- (c) Gratuity.
- (d) Social security.
- (e) Trade union.
- (f) Computation of no.of working days as per payment of bonus act 1965.

***UNIT-1***

Q2. Define labour legislation and constitution of India.

***Or***

Explain the needs and objectives of labour law.

***UNIT-2***

Q3. “The test for a Trade union is its object and not its personal .But that does not imply that persons who are not workmen in an industry can form a Trade union at all”. Critically examine the statement in the light of latest labour laws.

***Or***

Discuss with reference to decided cases the criteria laid down by the courts for determining the relationship of master and servant.

***UNIT-3***

Q4. Explain minimum wages act 1948 and procedure for fixing minimum rates of wages.

***Or***

Explain the main provisions of bonus act 1965.

***UNIT-4***

Q5. Explain contribution and benefit under Employees State insurance act 1948.

***Or***

Explain the emergence and scope of employees provident fund act 1952.

**UNIVERSITY CENTRE FOR DISTANCE LEARNING (UCDL)  
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**(From the academic session 2020-21)**

**M.Com – 3<sup>rd</sup> Semester**

**Subject: Labour Laws**

**(MCH: 332)**

**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) Procedure for fixing minimum rates of wages.
- (b) Registration of trade union.
- (c) Employee provident Fund.
- (d) Lay off.
- (e) Differentiate between lockout and strike.
- (f) Partial disablement and total disablement.

***UNIT-1***

Q2. Classify various types of labour laws.

***Or***

Explain in detail principles of modern labour laws.

***UNIT-2***

Q3. Why does there exist the problem of inter union rivalry? What are the evil effects of problem? Suggest the measures to curb this problem in India.

***Or***

Explain industrial dispute act.

***UNIT-3***

Q4. Explain the term wages as per payment of wages act 1936 And the Authorized Deductions.

***Or***

Explain the main provisions of Payment of gratuity act 1972.

***UNIT-4***

Q5. Explain the main provisions of employee provident Fund and miscellaneous provisions act.

***Or***

Explain workmen compensation legislation in India.



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

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

**M.Com – 3<sup>rd</sup> Semester**

**Subject: Industrial Relations**

**(MCH-333)**

**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) Tripartite and bipartite bodies.
- (b) Adjudication.
- (c) Labour turnover.
- (d) Sympathetic strike.
- (e) Workers' participation in management.
- (f) National labour commission.

***UNIT-1***

Q2. Explain the concept of trade unions, its origin, types of trade unions and their significance.

***Or***

Explain the concept of industrial relations. What is the significance of good industrial relations and what are its objectives?

***UNIT-2***

Q3. What are the characteristics of collective bargaining? Discuss its importance and process.

***Or***

What do you mean by grievances? Explain the sources of grievances and the procedure of redressal of grievances.

***UNIT-3***

Q4. Why do industrial disputes arise? Explain the machinery for prevention and settlement of industrial disputes in India.

***Or***

What is arbitration? How does it help to resolve industrial dispute.

***UNIT-4***

Q5. What do you mean by industrial relations? Discuss the role of various participants in industrial relation.

***Or***

Explain in detail the impact of technology in IR employment issues.

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

**M.Com – 3<sup>rd</sup> Semester  
Subject: Industrial Relations  
(MCH-333)**

**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) Collective Bargaining.
- b) Arbitration.
- c) Code of Discipline.
- d) Standing order.
- e) Types of trade unions.
- f) Bargaining items in Collective bargaining.

***UNIT-1***

Q1. Do you think trade unions are necessary for employees? Critically analyze the purpose functions and methods of operations of trade unions in Indian organizations.

**Or**

Discuss the various approaches of industrial relation. Also explain the parties involved in industrial relations.

***UNIT-2***

Q2. What do you mean by participative management? Explain the forms of workers participation in management.

**Or**

What is meant by code of discipline? What are its aims and objective? Describe the various statutory provisions concerning discipline in Indian industry.

***UNIT-3***

Q4. Bring out the causes and consequences of industrial dispute. Discuss the existing machinery for the settlement of industrial disputes in India.

**Or**

Explain model principles for reference of dispute to adjudication.

***UNIT-4***

Q5. Discuss the role of ILO in industrial relations.

**Or**

Discuss industrial relations systems in India, UK, USA and Japan.

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

**M.Com – 3<sup>rd</sup> Semester  
Subject: Leadership Dynamics  
(MCH- 334)**

**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) Leadership dynamics.
- (b) Enumerate leadership styles.
- (c) Explain briefly charismatic leadership.
- (d) Explain the qualities of leader.
- (e) Charismatic leadership.
- (f) Women leadership.

***UNIT-1***

Q2. Explain the concept of leadership in detail.

***Or***

Explain the relation between leadership and management.

***UNIT-2***

Q3. Explain in details trait approach of leadership.

***Or***

Explain in detail behavior approach of leadership.

***UNIT-3***

Q4. What do you mean by leadership styles? Explain any two leadership styles in detail.

***Or***

Give the mechanism in building effective leadership styles.

***UNIT-4***

Q5. What are the contemporary issues in leadership? Highlight multicultural leadership and team leadership.

***Or***

Are Ethics essential in leadership, comment?

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

**M.Com – 3<sup>rd</sup> Semester  
Subject: Leadership Dynamics  
(MCH- 334)**

**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) Explain briefly multicultural leadership.
- (b) Ethics in leadership.
- (c) Contingency approach of leadership.
- (d) Servant leadership.
- (e) Free rein leadership style.
- (f) Women leadership.
- (g) Leadership and power.

***UNIT-1***

Q2. What do you mean by power? Explain its relationship with leadership.

***Or***

“Successful leadership is an effective leadership”. Comment.

***UNIT-2***

Q3. Explain situation approach of leadership in detail.

***Or***

Explain path goal approach of leadership in detail.

***UNIT-3***

Q4. Explain leadership styles and support your answer in light of leadership styles of famous personalities.

***Or***

Give comparative analysis of leadership styles in detail.

***UNIT-4***

Q5. Differentiate between transactional and transformational leadership.

***Or***

Define team leadership also explain its characteristics and importance.