

INTERNAL ASSESSMENT ASSIGNMENTS
M.COM IInd SEMESTER
2022-23

Dear Students,

Welcome to M.Com IInd Semester !

Please follow the below mentioned instructions carefully:

1. You have to attempt each Subject Assignment in separate file covers indicating the following particulars:
 - **Name _____**
 - **Enrollment no _____**
 - **Subject and Course no _____**
 - **Semester _____**
 - **Evaluator's Signature _____**
 - **Personal whatsapp & contact number _____**
 - **Email ID _____**
2. Assignments should be prepared on A4 size (ruled on one side, plain on the other) sheets only.
3. Write on one side of the sheet only.
4. Only cardboard files (with only tags , no clips) shall be used.
5. Photocopy of the Enrollment card has to be attached after the index page of the subject file.
6. Attempt all the assignments carefully as there is no provision for revaluation.
7. Assignments have to be handwritten by the candidates themselves.
8. Assignments (in five separate files) have to be submitted in MCOM section of the Directorate of Distance and Online Education as per dates notified and no files shall be accepted after the notified date.
9. Enrollment no. as well as course no. should be written carefully on the outer cover page as well as on the index page of the file.
10. Only blue pen should be used, **USE OF RED PEN IS PROHIBITED.**
11. Each assignment carries 10 marks i.e. 20 marks for Two assignments, Answer to each assignment should be within 700 to 800 words.
12. **The Assignments shall be accepted from 09.08.2023 till 14.08.2023**(only on working dates) during working hours(10am to 5pm excluding lunch break from 1:30 to 2:00pm), In no case, assignments dates shall be extended.

MCOMC250 - ADVANCED ACCOUNTING

IAA-1 What do you understand by the term leasing? Mention the various types of leasing arrangements. Also mention the difference between financial lease and operating lease.

IAA-2 Explain the concept of cash flow statement along with a detailed explanation of the various items included in it. Explain it with the help of an illustration. Compare and contrast between cash flow statement and fund flow statement.

MCOMC251 – STRATEGIC MANAGEMENT

IAA-1 “McKinsey 7s model is an organizational tool that tells about the well being and future success of a company”. Explain in Detail.

IAA-2 Discuss in detail the various global issues in Strategic management with special reference to one of the 500 fortune companies.

MCOMC252 – FINANCIAL MANAGEMENT

IAA-1 Explain Discounted and Non discounted techniques of evaluating capital budgeting.

IAA-2 What are different factors affecting cost of capital? Explain CAPM models.

MCOMC253- HUMAN RESOURCE MANAGEMENT

IAA-1 Elucidate the concept of ‘Recruitment’. Critically examine the various sources of recruitment with examples.

IAA-2 Recommend and discuss the various systems of wage and salary payment which may stimulate productivity and improve labour management relations in an organization.

MCOMC254- MARKETING MANAGEMENT

IAA-1 What are the factors that influence consumer behaviour which affect consumer buying habits? Explain with examples.

IAA-2 “Pricing of a product is an important and effective competitive weapon in marketing. which depends upon various factors”. Explain the factors in detail with regard to a manufacturing company.