

**STUDENT ASSIGNMENTS**  
**(SESSION 2019-20) 2<sup>nd</sup> Year**

**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**

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**Course Title – International Business**  
**Session – 2019-20**

**Course Code – M.Com 201**  
**Maximum Marks – 30**

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

1. What do you mean by international business? Illustrate the initiatives taken by government of India to promote international business.
2. What do you mean by Business Environment? Explain the importance of studying business environment.
3. Explain the essential elements of Export Sale Contract with special reference to delivery and payment terms.
4. Explain Foreign Exchange Regulation Act (FERA) 1973. In Brief.
5. Write a short note on any two of the following:
  - (i) Liberalization
  - (ii) Legal Environment
  - (iii) International Trade Centre
  - (iv) Potential Export Products

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**Course Title – Corporate Accounting And Disclosure**  
**Session – 2019-20**

**Course Code – M.Com 202**  
**Maximum Marks – 30**

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

1. Explain with suitable illustration the Net Assets Approach and super profit approach for valuation of goodwill.
2. What is Consolidated Financial Statement? Explain the importance and process of preparing Consolidated Financial Statement.
3. Explain the different financial statement which is prepared by a company for showing the financial picture at the end of the reporting period.
4. What do you mean by the term 'Goodwill'? Explain the different Methods for Valuation of Goodwill.
5. Discuss the Valuation and values of shares. What are the different factor which affect the valuation of shares.

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**Course Title – Corporate Legal Framework**  
**Session – 2019-20**

**Course Code – M.Com 203**  
**Maximum Marks – 30**

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

1. Define Company. Illustrate the types of company exist in India.
2. What do you understand by company meeting? Discuss the process of organizing company meetings and preparation of resolutions.
3. Describe the silent features of consumer protection at 1986. Discuss the aim 4 objective of the act.
4. What do you understand by Foreign Exchange Management Act-2000? How does it facilitates and promotes cross boarder business? Discuss.
5. Write a shorts notes on any two of the following:-
  - a) INTO
  - b) SEBI ACT 1992
  - c) MRTP ACT 1969
  - d) Winding up and Dissolution of companies

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**Course Title – Strategic Management**  
**Session – 2019-20**

**Course Code – M.Com 204**  
**Maximum Marks – 30**

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

1. What is the process of strategy formulation? Explain the various strategic alternatives with examples.
2. What do you mean by Budgets? Explain the concept of preparing a strategic budget.
3. How does organizational process affects strategy implementation? Discuss the process determinations of implementing managerial strategy
4. Explain the term 'E-Commerce'. Discuss the legal and ethical issues related to E-Commerce.
5. Write a short note on any two of the following:-
  - a) Organization structure
  - b) Business to Business Models (B2B)
  - c) Corporate Portfolio Issues
  - d) Function issue

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**Course Title – Security Analysis & Portfolio Management**  
**Session – 2019-20**

**Course Code – M.Com 205**  
**Maximum Marks – 30**

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

1. Explain the term 'Investment'. What is the Nature and Scope of Investment Analysis?
2. Discuss the role of SEBI in promoting and regulating the securities market in India
3. What do you mean by Portfolio Analysis? How can we estimate the rate of return of portfolio?
4. Concept of Equity investment and industrial analysis.
5. Write short note on any two of the following;
  - (i) Portfolio Performance Evaluation
  - (ii) Efficient Market Hypothesis
  - (iii) Technical Analysis

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**Course Title – Advertisement and Sales Management**  
**Session – 2019-20**

**Course Code – M.Com 206**  
**Maximum Marks – 30**

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

1. What do you mean by Advertising? Critically explain the 'Advertising as a tool of Marketing.
2. What is sales planning? Explain the various methods for Sales Forecasting.
3. Discuss the step in Personal Selling? How will you handle an objection when the customer says, " I Don't need the product right now"
4. What do you mean by Sales Force Compensation? Discuss the Objective and types of Compensation Plan.
5. Write a short note on any two of the Following:-
  - (a) Evaluating the Sales Force Performance
  - (b) Advertising and Consumer Behavior
  - (c) Legal aspect of advertising in India
  - (d) Sales Compensation

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**Course Title – Human Resources Management**  
**Session – 2019-20**

**Course Code – M.Com 207**  
**Maximum Marks – 30**

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

1. What do you mean by Human Resource Policies? List the factors influencing HR Policies.
2. Explain the term 'Job Design'. Discuss the characteristics of the Job Design.
3. How human Resources Planning , Explain its importance in HRM
4. What do you understand by Training? Why is employee training necessary? Explain.
5. Write a short note on any **Two** of the following
  - (a) Mobility
  - (b) Employees Benefits
  - (c) Techniques of Management
  - (d) Job Evaluation