

Assignment Number: 1
Course code: MCOM - 121
Class: M.COM II SEM
Title- Marketing Management
Last Date for Submission: 12th March, 2018

Instructions

1. Write the responses to the assignment in your own handwriting.
2. Submit the responses to your HOD within the due date.
3. Write your Name, Programme, and Enrolment No. clearly at the top of the page

Question : 1

- a) Define scope and importance of marketing.
- b) Define fundamentals of marketing and briefly explain need, want and demand.

Question : 2

- a) Define market segmentation.
- b) Define the roles and responsibilities of marketing manager in this modern era.

Assignment Number: 1
Course code: MBA-121
Class: M.COM 2nd SEM
Title: OPERATIONS RESEARCH
Last date of submission: 12th March, 2018

Instructions:

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Q.1

- (a) As you are aware of the operations research, explain scope and functions of operations research in making managerial decision?
- (b) State the environment of decision making.

Q2. (a) As you are aware of linear programming problems, solve the following programming problem by graphical method:

$$\begin{array}{ll} \text{Max. } Z = 8x_1 + 7x_2 & \\ \text{s.t. } 3x_1 + x_2 \leq 66000 & \\ x_1 + x_2 \leq 45000 & \\ & x_1 \leq 20000 \\ & x_2 \leq 40000 \\ \text{and } x_1, x_2 \geq 0 & \end{array}$$

- (b) Solve the above problem by simplex method.

Assignment Number: 1
Course code: MBA -122
Class: M.COM 2nd SEM
Title: Cost and Management Accounting
Last date of submission: 12th March, 2018

Instructions

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2. **Submit the responses to your HOD within the due date.**
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QNo.1

(a) By following information's

Fixed cost = Rs. 10,000

Variable cost =Rs. 30,000

Sale = Rs. 50,000

Compute Break-Even point?

(b) What is contribution? How it is calculated?

Q No. 2

- (a) Discuss the significance of management accounting?
- (b) What do you understand by cost accounting? Discuss the objectives, Functions of cost accounting and scope of cost accounting.

Assignment Number: 1
Course code: MCOM - 122
Class: M.COM II SEM
Title: Security Analysis & Investment Management
Last Date for Submission: 12th March, 2018

Instructions

4. Write the responses to the assignment in your own handwriting.
5. Submit the responses to your HOD within the due date.
6. Write your Name, Programme, and Enrolment No. clearly at the top of the page

Question : 1

- a) Define the term "Economic Investment". Explain risks of investments.
- b) Explain the nature and function of stock exchange in India.

Question : 2

- a) What are the reasons for issuing bonds? Discuss the main types of bonds.
- b) What are the main features of bonds?

Assignment Number: 1
Course code: MCOM - 123
Class: M.COM II SEM
Title: Direct Taxes
Last Date for Submission: 12th March, 2018

Instructions

7. Write the responses to the assignment in your own handwriting.
8. Submit the responses to your HOD within the due date.
9. Write your Name, Programme, and Enrolment No. clearly at the top of the page

Question : 1

- a) What do you understand by direct taxes?
- b) Discuss the evolution of direct tax in India?

Question : 2

- a) Explain about tax planning.
- b) What do you mean by direct tax code?