



Office of the Director
CENTRE FOR DISTANCE AND ONLINE EDUCATION
(Formerly School of Distance Learning and Continuing Education)
Kakatiya University (NAAC A+ Grade)
Warangal-506 009.

M.A./M.Com/MSW (Semester-II) Examination
(Academic Year: 2024-2025)

Semester : **I I**

Name of the Student :

Hall-Ticket/Admission Number :

Name of the Course :

Paper (Title) :

Mobile Number :

Email Address :

Study Centre Name :

Signature of the Student with date



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Dear Student,

Read the following **Instructions** very carefully before writing and submitting of all your Assignments. Write all your details on every Cover Page of Each Paper (Assignment). Students of various PG Courses have to submit Assignments **I & II** for each semester. The Assignments consists of **20 marks** and Assignment – **II** consist **25 marks**

(Note: Assignment-II in place of Seminar for 25 Marks)
(Write topic name on top up of the page)

Instructions for Writing of Assignments:

1. Submission of Assignments is **Compulsory**.
2. Each Assignment-I should be written in **15-20 Pages. (Attach Question Paper)**
3. Assignment-II should be written in **15-20 Pages. (Attach Question Paper)**
4. Write answers clearly and visibly on **A-4 size only**.
5. Assignment should be written **ONE SIDE OF THE PAPER only**.
6. Assignment should be in student's own handwriting.
7. Printed/Carbon copies or computer print-outs **Will not be Accepted**. Any irregularity will be viewed seriously and the assignments will be **rejected**.
8. You can use CDOE (SDLCE) course material or other relevant Articles/Books for writing the assignments **I & II**.
9. Submit Assignment **I & II** separately with tape binding or spiral binding **only**.
10. Each Assignment **I & II** should be with a cover page. Write All Your Details in **Capital Letters on the cover page**.
11. Students those who fail to submit their assignments are **not allowed** write **SEMESTER EXAMS**.
12. **Submit** all your Assignments at your Study Centre (or) Room No. 7, CDOE (SDLCE), KU **only**.
13. **Last date for Submission of Assignments I & II is: 25-12-2025. Assignments will not be Accepted, After the Due Date.**
14. For any sort of doubts or queries in writing the assignments, students can contact the Coordinators of your center or **course-In-Charge of CDOE (SDLCE), KU**.
15. You may contact CDOE Enquiry Counter/directly or call **0870-2461480 , 0870-2461490**

From **10.30 am** to **4.30 pm** on all working Days.

Sd/-
DIRECTOR



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ASSIGNMENT-I

Subject: M.Com. Semester-II Examination (2024-25)

Paper -I : MARKETING MANAGEMENT

Answer any *FIVE* of the following questions.

5x4=20 Marks

1. Define Marketing Management.
2. Recent trends in Marketing.
3. Who is Market Necker?
4. Consumer buying decision Process.
5. Branding and Packaging decision.
6. What is the Advertising Budget?
7. Channel Management decisions.
8. What is Channel conflict?
9. What is Retailing and Wholesaling.
10. Training of sales force.

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ASSIGNMENT-I

Subject: M.Com. Semester-II Examination (2024-25)

Paper-II : FINANCIAL MANAGEMENT

Answer any *FIVE* of the following questions.

5x4=20 Marks

1. Risk-Return Trade off.
2. Finance function.
3. Cost of capital.
4. What is Time Value of Money (TVM)?
5. Define Capital Budgeting.
6. Pay-back Period.
7. Walter Model of Dividend.
8. Miller and Modigliani Model.
9. What is working capital?
10. What is credit management?

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ASSIGNMENT-I

Subject: M.Com. Semester-II Examination (2024-25)

Paper-III: HUMAN RESOURCE MANAGEMENT

Answer any *FIVE* of the following questions.

5x4=20 Marks

1. What is Human Resource?
2. What are the functions of Human Resource Manager?
3. What is Job Analysis?
4. What is Recruitment?
5. What is the significance of employee Selection?
6. What is training?
7. What is on the job training?
8. What is off the job training?
9. What is meant by performance appraisal?
10. What is career planning?

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ASSIGNMENT-I

Subject: M.Com. Semester-II Examination (2024-25)

Paper-IV: MANAGEMENT ACCOUNTING

Answer any *FIVE* of the following questions.

5x4=20 Marks

1. Explain the scope and objectives of Management Accounting.
2. Elucidate the role of Management Accountant in the finance organizations.
3. Define Marginal Costing. Explain its characteristics and assumptions.
4. What is Cost-Volume-Profit analysis? Does it differ from Break-Even Analysis? What are its assumptions?
5. Compare and Contrast Budgetary Control and Standard Costing.
6. Define Budget. Explain its classification.
7. Explain the steps involved in the Responsibility Accounting.
8. Define Transfer Price. Explain its importance in Management Accounting.
9. What is ABC analysis? What are its benefits and limitations?
10. Compare and Contrast ABC with Traditional Costing.

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ASSIGNMENT-I

Subject: M.Com. Semester-II Examination (2024-25)

Paper-V: Computer Application in Accounting-tally

Answer any *FIVE* of the following questions.

5x4=20 Marks

1. Distinction between Manual and Computerized Accounting.
2. What is tally?
3. Gateway of Tally?
4. Contra Voucher.
5. Inventory Masters.
6. What is ERP-9?
7. TDS Vouchers
8. Bank Reconciliation Statement.
9. Web enabled Financial Reporting.
10. Data integrity and security.

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ASSIGNMENT-II

(Note: Assignment-II is in place of Student Seminar for 25 Marks)

Subject: M.Com. Semester-II Examination (2024-25)

Note: Answer any ONE TOPIC of the following.

25 Marks

1. Market environment.
2. Factors influencing consumer behavior.
3. Pricing decisions.
4. Major channels of direct marketing.
5. Promotion mix.
6. Time preference for Money.
7. Capital Structure.
8. Investment Projects.
9. Dividend Policy of a company.
10. Operating Cycle.
11. Discuss about Human Resource Management in Changing Environment.
12. Write about different methods of Job Analysis.
13. Write about the factors affecting the Selection process.
14. Write about Employee Training.
15. Different personality appraisal methods.
16. Nature and Scope of Management Accounting
17. Assumptions of Marginal Costing.
18. Need and importance for Standard Costing.
19. Features of Responsibility Accounting & Types of Responsibility centers
20. ABC for Service Companies
- 21. Accounting Packages.**
22. ERP-9
23. Pay roll in Tally.
24. VAT.
25. ODBC Connectivity.

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