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 & 2025-2026)

Semester	**:**	**I I**
Name of the Student	:	
Hall-Ticket Number	:	
Name of the Course	:	
Paper (Title)	:	
Mobile Number	:	
Email Address	:	
Study Centre Name	**:**	

Signature of the Student with date

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(Academic Year: 2024-2025 & 2025-2026)

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: 10-11-2026. 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

M.Com. Semester-II Examination (2024-2025 & 2025-2026)

Paper -I : MARKETING MANAGEMENT

Answer any *FIVE of* the following questions. **5x4=20 Marks**

1. Define Marketing Management and explain its nature and scope.
2. Write a note on recent trends in marketing and the marketing mix.
3. Explain the macro and micro components of the marketing environment.
4. Distinguish between Market Leader, Challenger, Follower, and Nicher strategies.
5. Explain the levels of product and product line decisions.
6. What factors influence pricing decisions? Briefly explain methods of pricing.
7. Explain the functions and types of distribution channels.
8. Write a note on channel conflict and channel cooperation.
9. Explain the concept of Integrated Marketing Communication (IMC).
10. Discuss the objectives and techniques of sales promotion.

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ASSIGNMENT-I

M.Com. Semester-II Examination (2024-2025 & 2025-2026)

Paper-II : FINANCIAL MANAGEMENT

Answer any *FIVE of* the following questions. **5x4=20 Marks**

1. Explain the concept, scope, and goals of the finance function.
2. What is the Time Value of Money? Explain present value and future value with examples.
3. What is Optimum Capital Structure? Explain its determinants.
4. Distinguish between operating leverage and financial leverage.
5. Explain the process and significance of capital budgeting.
6. Distinguish between NPV and IRR methods of investment appraisal.
7. Explain Walter's model of dividend policy.
8. Write a note on stock splits and bonus shares.
9. Explain the concept of operating cycle and its significance.
10. Discuss the objectives of cash management and cash budgeting.

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ASSIGNMENT-I

M.Com. Semester-II Examination (2024-2025 & 2025-2026)

Paper-III: HUMAN RESOURCE MANAGEMENT

Answer any *FIVE of* the following questions. **5x4=20 Marks**

1. Explain the nature, scope, and functions of HRM.
2. Distinguish between HRM and Personnel Management.
3. Explain the reasons for and methods of job analysis.
4. Distinguish between job description and job specification.
5. Explain the characteristics of a properly designed selection test.
6. What are the common problems in interviewing?
7. Explain the socialization process and employee orientation.
8. Distinguish between on-the-job and off-the-job training methods.
9. Explain the purposes of performance appraisal.
10. Write a note on Behaviourally Anchored Rating Scales (BARS).

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ASSIGNMENT-I

M.Com. Semester-II Examination (2024-2025 & 2025-2026)

Paper-IV: MANAGEMENT ACCOUNTING

Answer any *FIVE of* the following questions. **5x4=20 Marks**

1. Define Management Accounting and explain its nature and scope.
2. Distinguish between Management Accounting, Financial Accounting, and Cost Accounting.
3. Explain the meaning, characteristics, and assumptions of marginal costing.
4. What is Break-Even Point? Explain the Profit-Volume graph.
5. Explain the meaning and significance of budgetary control.
6. Distinguish between fixed and flexible budgets.
7. Explain the essential features and steps of responsibility accounting.
8. What are responsibility centres? Explain their types.
9. Explain the concept of Activity Based Costing (ABC).
10. Distinguish between ABC and the traditional costing system.

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ASSIGNMENT-I

M.Com. Semester-II Examination (2024-2025 & 2025-2026)

Paper-V: COMPUTER APPLICATION IN ACCOUNTING-TALLY

Answer any *FIVE of* the following questions. **5x4=20 Marks**

1. Explain the need, features, and merits of computerized accounting.
2. Distinguish between manual accounting and computerized accounting.
3. Explain the types of vouchers in Tally with examples.
4. Write a note on stock groups, categories, and inventory masters in Tally.
5. Explain the working of payroll vouchers in Tally.ERP 9.
6. What is Tax Collected at Source (TCS)? Explain TCS reports in Tally.
7. Explain the preparation of a Bank Reconciliation Statement in Tally.
8. Write a note on the treatment of depreciation in Tally.
9. Explain Tally Vault and the import/export of data.
10. Discuss data integrity, virus problems, and backup/restore in accounting packages.

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ASSIGNMENT-II

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

M.Com. Semester-II Examination (2024-2025 & 2025-2026)

Note: Answer any ONE TOPIC of the following. **25 Marks**

1. Define Marketing Management. Explain the core concepts, nature, scope and importance of marketing in the context of economic development.
2. What is market segmentation? Explain the bases and process of segmentation, target market selection, and positioning strategies with suitable examples.
3. Explain the concept of Product Life Cycle (PLC). Discuss the marketing strategies applicable at each stage of the product life cycle.
4. What is Capital Structure? Explain the determinants of an optimum capital structure and discuss the Modigliani and Miller (MM) approach relating to capital structure and firm's value.
5. Explain the concept of Working Capital. Discuss the determinants of working capital and the components of the operating cycle and cash cycle.
6. What is Human Resource Planning? Explain the process of forecasting human resource requirements and the various methods of job analysis.
7. Explain the significance of employee selection. Discuss the selection process and the various types of employment tests and interviews used in organizations.
8. What is Cost-Volume-Profit (CVP) Analysis? Explain its objectives, assumptions and limitations, and discuss its managerial applications in decision-making such as make-or-buy, product-mix and shut-down-or-continue decisions.
9. What is Standard Costing? Explain the process of setting standards and discuss the analysis of material, labour and overhead variances with their controllability.
10. Explain the need, features and merits of Computerized Accounting. Distinguish between Manual Accounting and Computerized Accounting, and discuss the security, data integrity and backup features available in accounting packages like Tally.

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