SRI PADMAVATI MAHILA VISVAVIDYALAYAM

(WOMEN'S UNIVERSITY), TIRUPATI- 517502 (A.P)

CENTRE FOR DISTANCE AND ONLINE EDUCATION (CDOE)

Master of Commerce (M. Com)

Assignment Question Paper for Semester – II

M.COM 201 Marketing Management

Answer any TWO Questions

All questions carry equal marks 2X10=20

1. What are the major factors that influence the selection of marketing channels for a product?
2. What are the key stages involved in the new product development process?
3. Describe the Product Life Cycle and explain the strategies used in each stage?
4. What are the recent trends in social media marketing, and how are businesses leveraging them for brand growth?

SRI PADMAVATI MAHILA VISVAVIDYALAYAM

(WOMEN'S UNIVERSITY), TIRUPATI- 517502 (A.P)

CENTRE FOR DISTANCE AND ONLINE EDUCATION (CDOE)

Master of Commerce (M. Com)

Assignment Question Paper for Semester – II

M.COM 202 Human Resource Management

Answer any TWO Questions

All questions carry equal marks 2X10=20

1. What is Human Resource Management? Explain its key objectives, significance, and scope in modern organizations?
2. Describe the concept of Human Resource Planning. How are demand and supply of human resources forecasted? Explain the methods in detail?
3. Explain the process of job analysis step by step. Illustrate your answer with suitable examples?
4. Why is the selection process considered a process of elimination? Discuss the stages involved in employee selection to justify this statement?

SRI PADMAVATI MAHILA VISVAVIDYALAYAM

(WOMEN'S UNIVERSITY), TIRUPATI- 517502 (A.P)

CENTRE FOR DISTANCE AND ONLINE EDUCATION (CDOE)

Master of Commerce (M. Com)

Assignment Question Paper for Semester – II

M.COM 203 FINANCIAL MANAGEMENT

Answer any TWO Questions

All questions carry equal marks 2X10=20

1. "Profit Maximization and Wealth Maximization are two major objectives of financial management." Explain both concepts and critically examine why Wealth Maximization is considered superior to Profit Maximization.
2. Explain the concept of Working Capital and also explain the need of working capital.
3. Hari Ltd. is considering an investment decision to install a new machine. The project will cost Rs. 5,00,000/- with a life of 5 years and no salvage value. The company's tax rate is 50%.

   The estimated income before depreciation and taxes is as follows:

Year	1	2	3	4	5
EBDT (Rs)	1,00,000	1,10,000	1,40,000	1,50,000	2,50,000

   Compute the following:
   a) Payback period
   b) NPV @ 10% discount rate
   c) Profitability index

   Following are the PV factors of Re. 1 @ 10% p.a. for the years 1 to 5.

Year	1	2	3	4	5
PV at 10%	0.909	0.826	0.751	0.683	0.621

4. What are the different factors of influencing the dividend policy?

SRI PADMAVATI MAHILA VISVAVIDYALAYAM

(WOMEN'S UNIVERSITY), TIRUPATI- 517502 (A.P)

CENTRE FOR DISTANCE AND ONLINE EDUCATION (CDOE)

Master of Commerce (M. Com)

Assignment Question Paper for Semester – II

M.COM 204 TECHNIQUES OF COST ACCOUNTING

Answer any TWO Questions

All questions carry equal marks 2X10=20

1. Explain the Methods and techniques of cost accounting?
2. YMR Company Ltd. Uses Activity-Based Costing to allocate its overheads. The following information is available.

	Total Cost (₹)	**Total Activity Volume**
Machine Setups	60,000	120 setups
Quality Inspections	40,000	200 inspections
Material Handling	50,000	250 material moves

Product A used: 5 setups, 8 inspections, 10 material moves
Required to Calculate the overhead cost allocated to Product A using ABC.

3. Explain the features and objectives of process costing?
4. Prepare flexible budget for the production of 80% and 100% activity on the basis of the following information:

Production at 50% activity	5000 units
Raw Material	Rs. 80 per unit
Direct Labour	Rs. 50 per unit
Direct Expenses	Rs. 15 per unit
Factory Expenses	Rs. 50,000 (50% fixed)
Administrative Expenses	Rs. 60,000 (40% fixed)

SRI PADMAVATI MAHILA VISVAVIDYALAYAM

(WOMEN'S UNIVERSITY), TIRUPATI- 517502 (A.P)

CENTRE FOR DISTANCE AND ONLINE EDUCATION (CDOE)

Master of Commerce (M. Com)

Assignment Question Paper for Semester – II

M.COM 205 Social Sustainable Project Design

Answer the Following Questions

All questions carry equal marks 2X10=20

1. Identify a challenge in your society that can be addressed?

2. Identify the existing resources in your society that can be utilized to improve sustainability?

SRI PADMAVATI MAHILA VISVAVIDYALAYAM

(WOMEN'S UNIVERSITY), TIRUPATI- 517502 (A.P)

CENTRE FOR DISTANCE AND ONLINE EDUCATION (CDOE)

Master of Commerce (M. Com)

Assignment Question Paper for Semester – II

M.COM 206 FINANCIAL ACCOUNTING PACKAGES (TALLY)

Answer any TWO Questions

All questions carry equal marks 2X10=20

1. What makes Tally an important business tool today? Explain
2. Discuss the concept and classification of GST? Discuss about GST reports?
3. Explain the steps involved in configuring and processing payroll in Tally for accurate salary calculations?
4. In what way do inventory masters contribute to accurate inventory tracking and reporting in Tally?