

**M.A. (PREVIOUS YEAR)
ASSIGNMENTS FOR
OLD ENROLLED
STUDENTS**

CENTRE FOR DISTANCE EDUCATION

Aligarh Muslim University, Aligarh

Session 2018-2019

M.Com. (Prev.)

PRINCIPLES OF MARKETING

(CMM-401)

ASSIGNMENT

Maximum Marks: 25

a) Attempt any two questions.

1. What is Marketing Audit? Explain the issues pertaining to it.
2. Elucidate the concept of distribution channels and also describe different types of distributor's channels.
3. Explain the concept and also illustrate the stages of product life Cycle.
4. What is Customer Requirement Document? Describe it in the light of its need and basic contents.

CENTRE FOR DISTANCE EDUCATION

Aligarh Muslim University, Aligarh

Session 2018-2019

M.Com. (Prev.)

MANAGEMENT CONCEPT & ORGANIZATIONAL BEHAVIOUR

(CMM-402)

ASSIGNMENT

Maximum Marks: 25

a) Attempt any two questions.

1. Define Planning. Explain in detail two steps in planning process.
2. Define communication. Discuss its objectives and process in detail.
3. Define Recruitment. Discuss about Centralized and Decentralized Recruitment.
4. Write short notes on:
 - (a) Human Relations Movement
 - (b) Administrative process management

CENTRE FOR DISTANCE EDUCATION

Aligarh Muslim University, Aligarh

Session 2018-2019

M.Com. (Prev.)

MANAGEMENT INFORMATION SYSTEM

(CMM-403)

ASSIGNMENT

Maximum Marks: 25

a) Attempt any two questions.

1. What are the data communication components? Discuss the LAN, MAN, and WAN with their features.
2. Define transaction processing system. Explain the structure and working of TPS with suitable diagram.
3. What is Information System? How Information Systems are transforming Business?
4. Write short notes on any two:-
 - (a) Data mining
 - (b) Roll of MIS in competitive advantages
 - (c) Data base management System (DBMS).

CENTRE FOR DISTANCE EDUCATION

Aligarh Muslim University, Aligarh

Session 2018-2019

M.Com. (Prev.)

HUMAN RESOURCE MANAGEMENT

(CMM-404)

ASSIGNMENT

Maximum Marks: 25

a) Attempt any two questions.

1. Explain the importance of Job Analysis. What role does it play in today's dynamic Business Conditions?
2. What is meant by Performance Appraisal? Also explain the techniques of Performance Appraisal.
3. Explain the difference between Recruitment and Selection.
4. What do you understand by Group Behavior? What are the stages of Group Development?

CENTRE FOR DISTANCE EDUCATION

Aligarh Muslim University, Aligarh

Session 2018-2019

M.Com. (Prev.)

CORPORATE ACCOUNTING

(CMM-405)

ASSIGNMENT

Maximum Marks: 25

a) Attempt any two questions.

1. Explain the limitations of Inflation Accounting.
2. What is Ratio Analysis? Explain the objectives and classification of Ratio Analysis.
3. Explain the important provisions of banking regulation act, 1949 for accounting system in banking.
4. What is purchase consideration? Explain the methods of calculating purchase consideration for amalgamation.

CENTRE FOR DISTANCE EDUCATION

Aligarh Muslim University, Aligarh

Session 2018-2019

M.Com. (Prev.)

FINANCIAL MANAGEMENT

(CMM-406)

ASSIGNMENT

Maximum Marks: 25

a) Attempt any two questions.

1. What is Receivable management? Discuss the techniques of Receivable management.
2. What is Working Capital? Critically explain the factors affecting the requirement of working capital.
3. What is capital structure? Discuss the various approaches of capital structure.
4. What is Finance? Explain the different sources of finance.
