

**BCOM 3<sup>RD</sup> SEMESTER COST & MANAGEMENT ACCOUNTING PAPER CODE- 201**

**Objective:**

The objective of this assignment is to provide basic knowledge to the students about cost accounting. It will help them a lot to set up and manage their own small units.

**Questions:**

1. Define cost, costing and cost accounting and describe classification of cost.
2. What do you understand by inventory control and describe its techniques.
3. Distinguish between job costing and contract costing and describe feature of contract costing.
4. Write short notes on-
  - a.) classification of budget; b.) Escalation clause; c.) Reconciliation of cost and financial statement.
5. Write short notes on-
  - a.) Labour turnover; b.) Incentive plan; c.) Treatment of idle time

**Procedure:**

The students should refer to the books mentioned in references and they can also take help from internet. The assignment should be handwritten and properly filled. Students should cover all these headings in their assignments.

- Index
- Introduction
- Objective of the assignments
- Assignment questions with answers
- Conclusion
- References

**Outcome:**

After completing the assignment, students will understand the various basic concept of cost accounting, and will be able to perform better in the subject.

**Reference Books:**

1. M N ARORA, cost accounting, vikas Publications.
2. Maheshwari & Mittal, cost accounting, shri mahavir book depot.

**B.COM: 3rd Semester**

**Marketing Management**

**Code: 203**

**OBJECTIVE:**

The objective of this paper is to identify the foundation terms and concepts that are commonly used in marketing. It also identifies the essential elements for effective marketing practice. This course will give complete relationship between marketing and other management functions.

**QUESTIONS:**

- 1) Discuss the Scope of Marketing.
- 2) Define Market Segmentation.
- 3) Discuss the Product Life Cycle.
- 4) Elaborate on Personal Selling & Sales Promotion.
- 5) Give an overview Direct Marketing & Online Marketing.

**PROCEDURE:**

For completing the assignment students should refer to the books mentioned in syllabus and they can take help from internet. The assignment should be handwritten and properly filled. Students should make assignment in the following manner:

1. Cover page
2. Objectives
3. Index
4. Content
5. Conclusion
6. References
7. Softcopy AND Hardcopy
8. Give proper headings and subheadings
9. Explain every topic in points and using diagrams.
10. Put Examples

**OUTCOME:**

After doing this assignment, students will come to understand the values & Ethics in conducting a business. Students will also be benefitted from this assignment as this will help to know how Business Gurus created successful stories.

**REFERENCE BOOKS:**

1. Kotler, P., Keller, K.L. Koshy, A. and Jha, M., (2009), Marketing Management: A South Asian Perspective, 13th Edition, Pearson Education, New Delhi.
2. Maheshwari, R.P., Jindal, Lokesh, (2011), Marketing Management: Theory and Practice, International Book House.

**B.COM: 3rd Semester**

**Micro Economics-II**

**Code: 205**

**OBJECTIVE:**

The objective of this paper is to familiarize the students with various market structures within which a firm operates.

**QUESTIONS:**

- 6) Discuss the equilibrium of the firm & industry under Perfect competition market.
- 7) Define Monopoly market & its kinds.
- 8) Explain the concept of peak load pricing & pricing of public utilities.
- 9) Elaborate the prisoner's dilemma.
- 10) Analyze the role of trade union in wage determination.

**PROCEDURE:**

For completing the assignment students should refer to the books mentioned in syllabus and they can take help from internet. The assignment should be handwritten and properly filled. Students should make assignment in the following manner:

1. Cover page
2. Objectives
3. Index
4. Content
5. Conclusion
6. References
7. Softcopy AND Hardcopy
8. Give proper headings and subheadings
9. Explain every topic in points and using diagrams.
10. Put Examples

**OUTCOME:**

After doing this assignment, students will come to understand the market structures and their working. This assignment also helps students to deal with long term decision making & market efficiency.

**REFERENCE BOOKS:**

1. Diwedi, D.N, (2008) , Micro economics theory & applications, Pearson Education.
- Baumol, William.J., (2010), Economic theory & operation analysis, Prentice hall of India pvt.ltd, New Delhi.

**QUESTIONS**

1. “A Company is an artificial person created by Law with a perpetual Succession and a common Seal” . Explain this statement and point out the basic features of a company.
2. Define Memorandum of Association. How it differ from Articles of Association
3. What is Prospectus? What important points must be kept in mind while scanning a Prospectus?
4. Define the term “Director” How directors are appointed. What restrictions have been imposed by the company Act in respect of the appointment of Directors?
5. Define Company Secretary Explain the various function of Company Secretary in smooth Running of Company.

**PROCEDURE:**

For completing the assignment students should refer to the books mentioned in syllabus and they can take help from internet. The assignment should be handwritten and properly filled. Students should make assignment in the following manner:

1. Cover page
2. Objectives
3. Index
4. Content
5. Conclusion
6. References
7. Softcopy AND Hardcopy
8. Give proper headings and subheadings
9. Explain every topic in points and using diagrams.
10. Put Examples

**OUTCOME:**

After doing this assignment, students will come to understand the values & Ethics in conducting a business. Students will also be benefitted from this assignment as this will help to know how Business Gurus created successful stories.

**B.com: 3th SEM Business Ethics and Corporate Social Responsibility Exam code: 209**

### **OBJECTIVE**

To introduce students with the ethical codes of business. The course will also explain the major parameters of CSR.

### **QUESTIONS**

1. How can one differentiate between Liberty and equality.
2. What are the major types of rights for any citizen
3. Is India a welfare state? Comment.
4. Explain the relevance of CSR
5. Explain the various types of Determinism

### **PROCEDURE**

For completing the assignment students should refer to the books mentioned in syllabus and they can take help from Internet. The assignment should be handwritten and properly filled. Presentation of assignments is important; students should make assignment in the following manner:

1. Cover page
2. Objectives
3. Index
4. Content
5. Conclusion
6. References
7. Softcopy and Hardcopy
8. Give proper headings and subheadings
9. Explain every topic in points and use diagrams, wherever applicable.
10. Put Examples etc.

### **OUTCOME:**

After doing the assignment, students will updated with ethics and the major issues in implementing the same in modern business.

### **Text Books and Reference books**

1. Ranganathan, Shyam, (2007), Ethics and the history of Indian Philosophy, Motilal Banarsidass.
2. Prabhakaran, S., (2010), Business ethics and Corporate Governance, Excel books.
3. Cadbury report on Corporate Governance, 1992.

4. Makumba, Maurice, (2010), Introduction to Philosophy, Paullines Africa

