

**Corporate Financial Accounting**  
**M. Com 2<sup>nd</sup> Assignment**  
**Answer any two (15\*2=30) Total Marks 30**

**Word limit-1000**

Q1. What are International Financial Reporting Standards (IFRS)? Trace their historical evolution and explain their objectives? Enumerate the major challenges faced by developing countries in adopting IFRS?

Q2. Discuss the specimen of Balance sheet and Statement of Profit & Loss (SPL) of a company as per Schedule-III of companies Act?

Q3. Express the treatment of Managerial Remuneration, Disposal of Company Profits while preparing financial statement of a corporate entity?

Q4. Explain the importance of a Funds Flow Statement in financial analysis? What are the key components (elements) of it? State the major uses of a Funds Flow Statement?

Q5. What is a Cash Flow Statement (CFS)? Define its meaning, purpose, and objectives in financial reporting? Compare Cash Flow Statements with Funds Flow Statements. Which provides better insights into liquidity, and why?

Q6. Elaborate various cross sectional and time series techniques of financial statement analysis along with their need and process?

**Business Ethics & Corporate Governance**  
**M. Com 2<sup>nd</sup> Assignment**  
**Answer any two (15\*2=30) Total Marks 30**

**Word limit-1000**

Q1. "Ethics and sustainability are critical for fostering a just, equitable, and thriving world. Integrating ethical principles into sustainability efforts ensures that environmental and social goals are achieved responsibly and equitably". Justify the statement.

Q2. Explain the necessity of ethics in HR? What are the dimensions or components considered while understanding the concept of ethics in HR?

Q3. Define Corporate Governance? Explain in brief the OECD principles of Corporate Governance?

Q4. Explicate in brief the evolution of Corporate Governance in India and in the world?

Q5. "There are several important issues in corporate governance and they play a great role, all the issues are inter-related, interdependent to deal with each other." In light of the above statement throw light on different issues involved in corporate governance?

Q6. What is conflict? How law is administered in business organization to mitigate conflict? Describe in brief the relationship between law and ethics?

**Managerial Economics**  
**M. Com 2<sup>nd</sup> Assignment**  
**Answer any two (15\*2=30) Total Marks 30**

**Word limit-1000**

- Q1. Enumerate various economic paradigms applicable to business analysis? Highlight the role of managerial economist in business?
- Q2. Explain how equilibrium price and quantity are determined using the Laws of Demand and Supply. Illustrate with a market graph.
- Q3. Discuss the Income Effect and Substitution Effect in consumer choice theory. How do these effects decompose the total change in demand due to a price change? Use diagrams and examples.
- Q4. Using diagrams, illustrate how a monopolist determines short-run equilibrium under:  
(a) super normal profits, (b) normal profits, and (c) losses.
- Q5. Explore the concept of the kinked demand curve in oligopoly markets. What assumptions underlie this model, and how does it explain price rigidity?
- Q6. State the relationship between the Short-Run Average Cost (SAC) curve and the Long-Run Average Cost (LAC) curve. Why is the LAC curve called as the "envelope curve"?

**Marketing Management**  
**M. Com 2<sup>nd</sup> Assignment**  
**Answer any two (15\*2=30) Total Marks 30**

**Word limit-1000**

- Q1. What do you mean by Marketing Environment? How does it affect the Indian marketing concepts?
- Q2. "Marketing is about satisfying customer needs & wants" Comment.
- Q3. Define Product. Explain the classification of products.
- Q4. What do you mean by marketing communication? Discuss the role of marketing communication mix.
- Q5. Discuss recent trends in marketing in detail.
- Q6. What is the concept of Holistic Marketing? Explain various dimensions of Holistic Marketing.

**Organisational Behavior**  
**M. Com 2<sup>nd</sup> Assignment**  
**Answer any two (15\*2=30) Total Marks 30**

**Word limit-1000**

Q1. "Select an organization (private, public, or NGO) and analyse how the study of Organizational Behaviour has helped it manage workforce diversity and improve employee engagement."

- a. Describe the organization's OB model in practice.
- b. Explain the purpose, scope, and impact of OB practices on team behaviour and communication.

Q2. "Observe and document how personality traits and perceptual biases influenced conflict or collaboration in a group project or workplace team activity."

- a. Identify the personality types (using MBTI or Big Five).
- b. Analyze how perception influenced team dynamics, decision-making, or outcomes,

Q3. "Design a simple employee learning program (such as for customer service or sales staff) using any one learning theory. Include training content, reinforcement tools, and behaviour change outcomes."

- a. Choose Classical Conditioning/Operant Conditioning/Social Learning.
- b. Apply the theory step-by-step to real training scenarios.

Q4. "Conduct a small motivational survey (5-10 employees or peers) using Herzberg's Two-Factor Theory or Maslow's Hierarchy. Analyze the factors that drive motivation and de-motivation."

- a. Present your findings in a table or chart.
- b. Relate the responses to theory.

Q5. "Study a well-known Indian business leader (e.g., Ratan Tata, Kiran Mazumdar-Shaw, N. R. Narayana Murthy) and analyze their leadership style and communication strategies using OB concepts."

- a. Identify the leader's dominant leadership style (Transactional, Transformational, etc.).
- b. Assess how they communicated during crises or major organizational decisions.

**Entrepreneurship Development**  
**M. Com 2<sup>nd</sup> Assignment**  
**Answer any two (15\*2=30) Total Marks 30**

**Word limit-1000**

- Q1. Define entrepreneurship and explain the importance of entrepreneurship development in the economic growth of a country
- Q2. Evaluate the challenges faced by first-generation entrepreneurs in developing
- Q3. Discuss the concept and relevance of social entrepreneurship in today's socio-economic environment. Provide examples of successful social entrepreneurs.
- Q4. What are the main sources of finance available for entrepreneurs in India? Discuss their advantages and limitations.
- Q5. Define industrial sickness. What are the major causes of industrial sickness in India? Discuss both internal and external factors with suitable examples.
- Q6. Examine the key factors contributing to the rise of women entrepreneurship in recent years. How have education, technology, and policy support helped?