

TILAK MAHARASHTRA VIDYAPEETH

M.Com. Programme – 2nd Year (IV Semester)

Home Assignment 2015-16

Subject:- Modern Entrepreneurship Development

Subject Code: - MCC 411

Instructions – Section ‘A’ and Section ‘B’ are compulsory

Last Date of Submission – Without Late Fee 31 March 2016

With late Fee 13 April 2016 (Per Subject Rs. 50/-)

Section ‘A’

Marks 40

Q.I] Answer following questions in 300 words. (Attempt any 2)

16 × 2 = 32

1. Explain the Qualities needed to become a successful Entrepreneur
2. What are the objectives of entrepreneurship development training?
3. Explain the importance of business opportunities.

Q.II] Answer the following questions in 150 words. (Attempt any 1)

8 × 1 = 8

1. What is business idea?
2. Write the importance of business plan.

Section ‘B’

Attempt any 1

Marks 20

Describe any 10 qualities that a person should possess to be a successful entrepreneur.

OR

Asha comes from a family of weavers who have been working on small scale on their handloom. She dreams of turning the family work into world – wide business. To start and set up a business enterprise in this field what are the factors she should consider?

TILAK MAHARASHTRA VIDYAPEETH
M.Com. Programme – 2nd Year (IV Semester)
Home Assignment 2015-16
Subject:- Research Methodology in Business
Subject Code: - MCC 412

Instructions – Section ‘A’ and Section ‘B’ are compulsory
Last Date of Submission – Without Late Fee 31 March 2016
With late Fee 13 April 2016 (Per Subject Rs. 50/-)

Section ‘A’ **Marks 40**

Q.I] Answer following questions in 300 words. (Attempt any 2) **16 × 2 = 32**

1. Define Research. Explain characteristic, objectives and importance of Research.
2. Explain Types of Research in detail.
3. Explain steps in Research Process.

Q.II] Answer the following questions in 150 words. (Attempt any 1) **8 × 1 = 8**

1. Explain different types of sampling.
2. What is Primary Data? What are the Different tools of Primary Data collection?

Section ‘B’ **Attempt any 1** **Marks 20**

What is questionnaire? What are different types of questionnaire, give guidelines on questionnaire contents and working

OR

Explain Relevance and utility of Research

TILAK MAHARASHTRA VIDYAPEETH

M.Com. Programme – 2nd Year (IV Semester)

Home Assignment 2015-16

Subject:- Brand Management

Subject Code: - MCM 411

Instructions – Section ‘A’ and Section ‘B’ are compulsory

Last Date of Submission – Without Late Fee 31 March 2016

With late Fee 13 April 2016 (Per Subject Rs. 50/-)

Section ‘A’

Marks 40

Q.I] Answer following questions in 300 words. (Attempt any 2)

16 × 2 = 32

1. Define Brand. Discuss the importance of Branding in Marketing.
2. Differentiate between Brand Identity and Brand Image.
3. Explain Kevin Keller’s Brand Resonance Pyramid.

Q.II] Answer the following questions in 150 words. (Attempt any 1)

8 × 1 = 8

1. Explain the Young and Rubicam’s Brand Asset Valuator Model
2. Elaborate the tasks & role of Brand Manager.

Section ‘B’

Attempt any -1

Marks 20

David Aaker considered the Brand, as a product, as organization, as a person and as a symbol. Explain with suitable example.

OR

State and explain different types of Brand Personalities along with suitable examples.

TILAK MAHARASHTRA VIDYAPEETH

M.Com. Programme – 2nd Year (IV Semester)

Home Assignment 2015-16

Subject:- Business Taxation

Subject Code: - MCA 411

Instructions – Section ‘A’ and Section ‘B’ are compulsory

Last Date of Submission – Without Late Fee 31 March 2016

With late Fee 13 April 2016 (Per Subject Rs. 50/-)

Section ‘A’

Marks 40

Q.I] Answer following questions in 300 words. (Attempt any 2)

16 × 2 = 32

1. Explain the legal procedure for registration of service tax and provide 10 taxable services.
2. What do you mean by VAT liability and various incentives provided.
3. Provide in detail about excise registration and Excise audit.

Q.II] Answer the following questions in 150 words. (Attempt any 1)

8 × 1 = 8

1. Explain the details about tax credit and MAT under company's tax rules.
2. Elaborate Computation of total income of the firm along with examples.

Section ‘B’

Attempt any 1

Marks 20

Discuss in detail Assessment of Hindu undivided family.

OR

How Registration of service tax is carried out?

TILAK MAHARASHTRA VIDYAPEETH

M.Com. Programme – 2nd Year (IV Semester)

Home Assignment 2015-16

Subject:- International Banking

Subject Code: - MCB 411

Instructions – Section ‘A’ and Section ‘B’ are compulsory

Last Date of Submission – Without Late Fee 31 March 2016

With late Fee 13 April 2016 (Per Subject Rs. 50/-)

Section ‘A’

Marks 40

Q.I] Answer following questions in 300 words. (Attempt any 2)

16 × 2 = 32

1. Discuss the types of International Banking structure.
2. Explain the risk management initiatives taken for international banking.
3. Explain the role of banks financing foreign trade.

Q.II] Answer the following questions in 150 words. (Attempt any 1)

8 × 1 = 8

1. What are types of Letters of Credit? Discuss.
2. What is foreign exchange control? What are its objectives?

Section ‘B’

Attempt any 1

Marks 20

Whether the objectives of URC 522 have been fulfilled? Summarise the articles in your own words.

OR

What are the documents required in International Trade? Explain.