

**TILAK MAHARASHTRA VIDYAPEETH**

(Department of Distance Education)

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

**Home Assignment 2014-15**

**Subject:- Modern Entrepreneurship Development**

**Subject Code: - MCC 401**

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**Instructions:**

**80 marks**

- 1) All questions carry equal marks (16 marks each)**
- 2) Attempt any 5 questions**

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.
4. What is business idea?
5. Write the importance of business plan.
6. Define job training.

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**Home Assignment 2014-15**

**Subject:- Research Methodology in Business**

**Subject Code: - MCC 402**

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**Instructions:**

**80 marks**

- 1) All questions carry equal marks (16 marks each)**
- 2) Attempt any 5 questions**

1. Define Research. Explain characteristic, objectives and importance of Research.
2. Explain Types of Research in detail.
3. Explain steps in Research Process.
4. What is Hypothesis? Explain different sources of Hypothesis and characteristics of a good Hypo.
5. Explain different types of sampling.
6. What is Primary Data? What are the Different tools of Primary Data collection?

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**Home Assignment 2014-15**

**Subject:- Brand Management**

**Subject Code: - MCM 404**

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**Instructions:**

**80 marks**

- 1) All questions carry equal marks (16 marks each)**
- 2) Attempt any 5 questions**

1. Define Brand. Discuss the importance of Branding in Marketing.
2. Differentiate between Brand Identity and Brand Image.
3. State and explain the dimensions of Brand Personality determined by David Aaker.
4. Explain the Young and Rubicam's Brand Asset Valuator Model
5. Elaborate the tasks & role of Brand Manager.
6. Explain Kevin Keller's Brand Resonance Pyramid.

# **TILAK MAHARASHTRA VIDYAPEETH**

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

**Home Assignment 2014-15**

**Subject:- Business Taxation**

**Subject Code: - MCA 405**

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**Instructions:**

**80 marks**

- 1) All questions carry equal marks (16 marks each)**
- 2) Attempt any 5 questions**

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.
4. Explain the details about tax credit and MAT under company's tax rules.
5. Elaborate Computation of total income of the firm along with examples.
6. Discuss in detail Assessment of Hindu undivided family.