

## **R.S.P.COLLEGE, JHARIA**

### **B.COM 5<sup>th</sup> Semester Internal Assignment Session: 2018-2021**

Answer any two questions

#### **351. COST AND MANAGEMENT ACCOUNTING (HONS & GEN.)**

- 1. How Management Accounting does differ from Cost Accounting?**
- 2. What is a Bin – Card? Give a specimen and discuss its utility.**
- 3. Discuss with examples various ratios used in the analysis of Financial Statements.**
- 4. What are the objectives of Inventory Control?**
- 5. Distinguish between Normal and Abnormal Time.**

#### **352. PRINCIPLES OF MARKETING (HONS. & GEN.)**

- 1. Discuss the nature and Scope of Marketing.**
- 2. What criteria are used for Market Segmentation?**
- 3. Explain the components of Marketing – Mix.**
- 4. What is Product Planning?**
- 5. Distinguish between Brand and Trade mark.**

#### **353. FINANCIAL MANAGEMENT (HONS. & GEN.)**

- 1. What is meant by business finance?**
- 2. Write a note on the need of Financial Planning.**
- 3. Explain the main Features of Pay Back Period Method.**
- 4. What is dividend Policy? Explain it's the various factors.**
- 5. What is leverage? Explain clearly the various types of leverages.**

#### **354. ADVERTISING (HONS.)**

- 1. Explain the importance and Nature of Advertising.**
- 2. Discuss with example its merits and demerits of media decision.**
- 3. Define the Advertising appeal and its elements.**
- 4. What do you understand by role of advertising agency?**
- 5. The “expenditure incurred on advertisement is wasteful” do you agree with this statement.**

#### **354. PERSONAL FINANCIAL PLANNING (GEN.)**

- 1. Explain the process of Personal Financial Management.**
- 2. Write a short note of Personal Financial Budget.**
- 3. Explain the Investment in Share and Debentures.**
- 4. Write a short note on Personal Tax Planning.**
- 5. What are the needs and advantages of Life Insurance Policy?**

