

R.S.P. College, Jharia
B. Com (Hons/Gen) Semester-V (2019-22)
Internal Assignment

Cost And Management Accounting Paper code- 351
(Hons/ Gen)

Answer any two:-

1. What is Cost Accounting? Explain its objectives.
2. Discuss FIFO and LIFO methods.
3. What is Process Costing?
4. Define Management Accounting. Discuss its main functions.
5. Give a specimen of a financial statement.
6. Define Current Ratio and Liquid Ratio with suitable examples.

Principles of Marketing

(Hons/ Gen) Paper Code-352

Answer any two:-

1. What is marketing. Discuss its importance.
2. Explain the concept of Market Segmentation.
3. What is Product. Explain the classification of product.
4. What is Promotion? Explain its types.
5. Define Communication and what is the process of communication?.
6. Define Departmental store and discuss its advantages and disadvantages.

Financial Management

(Hons/ Gen) Paper
Code- 353

Answer any two:-

1. What is Financial Management and what is its scope?
2. Write short notes on a) Payback Period Method b) Accounting Rate of Return and c) NPV
3. Describe the cost of Preference Capital.
4. What is the cost of Retained earnings?
5. Define working capital management. What are the determinants of working capital?

Advertising
(Hons.) Paper
Code- 354

Answer any two:-

1. What is Advertising and explain its different types.
2. Describe the advertising appeals?
3. What is an Advertising Agency. Explain?
4. Write short notes on a) Evaluating communication and sales effect.
b) Social ethical and legal aspects of Advertising in India.
5. "Expenses incurred on advertisements are waste." Do you agree with this? Explain?