

**R.S.P. COLLEGE, JHARIA (BELGARIA) DHANBAD**

**M.Com. Sem-II (Session: 2020-22)**

**Internal Assignment**

**Paper: 205 Research Methodologies and Statistical Method.**

Answer any two questions.

- 1) Discuss the concept of Research. Explain its Importance.
- 2) Explain the characteristic of report writing.
- 3) What is the difference between probability and Non-probability sampling?
- 4) What is hypothesis? Discuss its various types.
- 5) The following results were obtained from the data pertaining to marks obtained by 100 students in economics and Mathematics:

	Economics	Mathematics
Mean	55	80
Standard Deviation	09	12
Coefficient of correlation	= 0.8	

Find the most probable marks of a student in economics who gets 70 marks in mathematics?

**206: Financial Management and Policy**

Answer any two questions.

- 1) Define Financial Management. Explain its Nature & scope.
- 2) Discuss the Net Present Value & Internal Rate of Return.
- 3) Write short note on Leverage.
- 4) Define Equity shares and debentures. What are the differences between them?
- 5) Define Working Capital. Explain its various determinants.

**207: Strategic Management**

Answer any two questions.

- 1) What is Strategic Management? Explain the strategic management process.
- 2) What is SWOT Analysis? What are the limitations of SWOT analysis?
- 3) Write short note of Corporate Level Strategies.
- 4) Discuss about strategies for industry leaders.
- 5) Describe the interdependence of formulation and implementation of strategy.
- 6) Explain Ethical and Social consideration in Global Strategic Management.

**208: Marketing Management**

Answer any two questions.

- 1) What is marketing? Explain its nature and scope.
- 2) Discuss the Packaging and Labelling of product.
- 3) Distinguish between a retailing and wholesaling.
- 4) Describe the role of promotion in marketing.
- 5) Define Rural Marketing. Explain the characteristics of Rural Marketing.