

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

M.Com. Sem-II (Session: 2024-26)
2nd Internal Assignment

Paper205: Research Methodology and Statistical Method

Answer any two questions

1. What is Hypothesis? Explain the different types of hypothesis.
2. Explain the Writing Research Report.
3. Define Sampling. Discuss the methods of sampling.
4. What is Index Number? Explain the uses of index number.
5. Write a note on Time Series Analysis.

Or

Find the Karl Pearson's Coefficient of Correlation from the following data:

x: 11 10 9 8 7 6 5

y: 20 18 12 8 10 5 4

Paper 206: Financial Management and Policy

Answer any two questions

1. What is Debenture? Explain the different types of debenture.
2. What is Management of Working Capital? Describe the dimension of Working Capital Management.
3. What is Dividend Policy? Discuss the determinants of Dividend Policy.
4. Write a note on Preference Share.
5. Write a short note on:-
 - a) Modigliani & Miller Approach of Dividend.
 - b) Leverage
 - c) Equity Share
 - d) Hire Purchase

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Paper:207 Strategic Management

Answer any two questions

1. Discuss the Strategy for Industrial Leader.
2. Discuss the Corporate level Strategy.
3. Explain the Strategy Implementation & Control.
4. Describe the Ethical & Social Considerations in Global Strategic Management.
5. Write a short note on:-
 - a) Strategic options at Business Level
 - b) Issues in Global Strategy Implementation.

Paper208: Marketing Management

Answer any two questions

1. What is Channels of Distribution? Explain the main importance of Channels of distribution.

Or

What is Pricing Policy? Explain the factors affecting Pricing Decision.

2. Explain the different types of wholesaler.
3. Discuss the role of promotion in marketing.
4. Write a note on Service Marketing.
5. Write a short note on any two:-
 - a) Social Media Marketing
 - b) Green Marketing
 - c) Customer Relationship Management
 - d) Rural Marketing