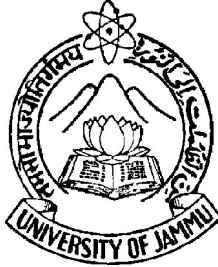


DIRECTORATE OF DISTANCE EDUCATION
UNIVERSITY OF JAMMU
JAMMU



M. COM - II SEMESTER

ASSIGNMENTS AND SYLLABUS OF
COURSE NO. M. COM - C 213
SESSION 2019 - 20

Last Dates of Submission of Assignments
03.02.20 to 07.02.20

<http://www.distanceeducationju.in>

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Assignment Booklet of M. Com, Semester - II

Dear Students,

Welcome to M. Com -2nd Semester, By now you might have received the study material of Course Nos, opted by you. Please follow these instructions carefully.

1. Please go through the Syllabus and the study material. You are advised to learn the topics which are related to the syllabus for the current session issued by the University of Jammu. You can also consult the relevant books from the Library of the Directorate of Distance Education after fulfilling the necessary formalities. Syllabus of M. Com 2nd Semester can be obtained from information Department (Near J&K Bank) University of Jammu.

2. This booklet contains **Assignment for your reference and Syllabus of Course No. M. Com-C 213**. You have to attempt two Assignments in each subject in separate file covers indicating the following particulars on the left side of the file in legible hand.

Name : _____

Enrolment No. : _____

Course No. : _____

Semester : _____

Total marks Obtained : _____

Evaluator's Signature : _____

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- The last date for submission of Assignment are 03.02.20 to 07.02.20
- No Assignment will be accepted after the last date. Submission of assignment is mandatory for appearing in the Semester End Examination.
- P.C. P. (Personal Contact Programme) will be conducted w.e.f. 09.03.20 to 03.04.20 at 9.30 am onwards in Hall A & B, Old Block, Directorate of Distance Education, Jammu for fifteen days.
- Course No. : M. Com - C 213 is Viva Voce. It will be held in DDE, University of Jammu after the completion of Examination of M. Com - 2nd Semester. In case of any difficulty you can contact the coordinator or **Dr. Rupa Mahajan**, *Teacher Incharge, M. Com., Room No. 205, IInd Floor, DDE.*
- Please visit DDE Website for necessary information from time to time.
- P.C. P. is optional

With Best wishes

Prof. Sandeep Kour Tandon

Co-ordinator

M. Com Course

Room No. 111, First Floor

DDE

Note : 1) Please use one side of the paper for writing assignments.
2) Avoid using plastic file cover for assignments.

M. COM IIND SEMESTER

NOTE : Attempt all assignments. Each Assignment carries 10 Marks. Answer to each Assignment should be within 700 words.

M. COM-C 211 : ADVANCED ACCOUNTING

IAA-1 What do you mean by return on capital employed?
Also discuss various precautions to be taken while using return on capital employed.

IAA-2 Discuss the concept of holding companies in detail.

M. COM- C 212 : STRATEGIC FINANCIAL MANAGEMENT

IAA-1 Elaborate the concept of leverages along with its types.

IAA-2 What are the various factors influencing the composition of working capital? Also discuss the operating cycle approach to working capital.

M. COM-E 214 : STRATEGIC MANAGEMENT

IAA-1 Discuss the techniques of strategic evaluation and control.

IAA-2 What are the various reasons for the success and failure of corporate planning?

M. COM-E 215 : HUMAN RESOURCE MANAGEMENT

IAA-1 Discuss the functions, duties and qualities of a labour welfare officer.

IAA-2 What are the various methods of performance appraisal?

M. COM-E 216 : MARKETING MANAGEMENT

IAA-1 Write short notes on :

a) Retailing

b) Wholesaling

IAA-2 Discuss the concept of new product development.

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VIVA VOCE

SYLLABUS

Course No. : M. Com - C 213

M. Marks : 100

Objectives : To enable the students to express their knowledge and communication ability with logic and confidence.

Each M. Com IIInd semester student shall have to appear in viva voce which will be conducted by a faculty members.

Viva voce will be comprehensive in nature on the topics of current relevance to Commerce studied in M. Com. Course during II semester, Students will have to answer queries in the subjects they have studied and have to express their views, exhibit their communication skills and knowledge in the subjects.

The experts will evaluate the performance of a candidate during viva voce for atleast 10 minutes for 100 marks. Invariably the performance will be seen in contents presented by the candidate, his / her confidence, communication skill, arguments with logic and evidence and over all knowledge etc.