

M.COM SEM. 1 EXTERNAL

Saurashtra University ,Rajkot
Semester –I
Subject- Marketing Management
Assignment Topics

- Q.1. a. Explain the Difference between Marketing and Marketing Management and State various Levels of Demand in the Short Run and the Corresponding Marketing Tasks with Examples of each .
- Q.1.b. Explain the Concept of Holistic marketing including its various components in detail.
- Q.2. a. Discuss the major Levels of Market Segmentation with examples of each.
- Q.2. b. Define Consumer Behavior and Discuss the Cultural Factors Affecting it.
- Q.3. a. Explain in detail Product Line and Product Mix
- Q.3.b. Evaluate the three approaches of price setting namely: Cost based Approach, Value Based Approach and the Competition Based Approach.
- Q.4. a. What do you mean by Marketing Logistics? Explain the key logistics functions
- Q.4. b. Explain the Functions of Retailers and Wholesalers in a Distribution Channel.
- Q.5. a. Explain how companies use Public Relations to communicate with their Publics?
- Q.5.b. Discuss the major Personal Selling Decisions that Marketers need to take .

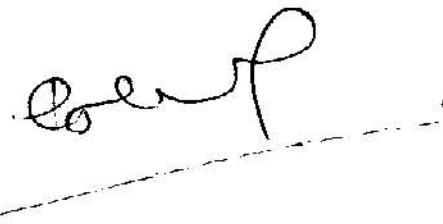


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Sem-I

Business Environment:(Assignment Topic)

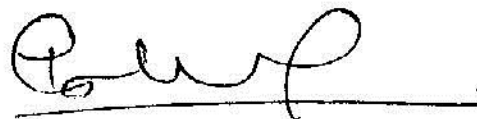
1. Define business environment ? Discuss micro and macro business environment.
2. Explain:
 - (a) Fiscal Policy
 - (b) Monetary Policy
 - (c) Economic planning in India
 - (d) Public sector and economic development
3. Discuss:
 - (a) MRTP Act
 - (b) FEMA
 - (c) Licensing policy
 - (d) Consumer Protection Act
- 4.(a) Explain critical elements of socio-cultural environment and discuss the Social responsibility of business.
 - (b) Discuss emerging rural sector in India and Consumerism in India.
5. Discuss multinational corporations and international economic institution.

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Saurashtra University ,Rajkot
Semester -I
Subject : Services Marketing (Optional)

Assignment Topics

- Q.1. Explain the main components of the Services Marketing Triangle v.i.z. Internal Marketing, External Marketing and Interactive Marketing.
- Q.2. Explain the Macro and Micro Components of the Services Marketing Environment.
- Q.3. Explain Services Market Segmentation, Targeting and Positioning in Brief.
- Q.4. Explain the need for an expanded Services Marketing Mix and Discuss the Importance of People, Process and Physical Evidence in Services Marketing.
- Q.5. Write notes on the Marketing of the Following types of Services:
1. Financial Services
 2. Educational Services
 3. Hospitals
 4. Hospitality Services

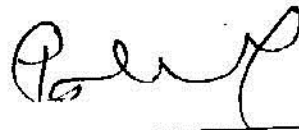


M COM SEM I

ADVANCED ACCOUNTING AND TAXATION

Assignment Topics

1. Explain in Details Return On Investment.
2. Write detailed note on Gross Value Added and Net Value Added
3. Write note on Economic Value Added and Market Value Added.
4. Explain in detail the Balance Score Card and Benchmarking.
5. What is Ratio Analysis? Explain its Feature, Merits, Demerits and state types of Ratios.

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M. Com Semester I

Interdisciplinary Course -1.

Operations of Stock Exchange

Assignment Topics

- Q.1. Explain The Functions of The Primary & Secondary Markets In terms of Their Interdependence on and Difference with each other.
- Q.2. Write a detailed note on NSE.
- Q.3. (A) Explain The Evolution and Functioning of Online Trading globally as well as in India
(B) Explain The Role of SEBI as a Regulator of The Capital Market in India
- Q.4. Explain The Process of Dematerialisation of Shares and write a note on NSD & CDSL.
- Q.5. Write notes on:
1. ETFs. (Exchange Traded Funds)
 2. Equity Shares
 3. Derivatives
 4. ~~Mutual Funds~~ - Mutual Funds

M. Com Semester I

Specialisation Group B - (Banking & Finance)
Elective Course - I.

SECURITY ANALYSIS

- Q. 1 . Define Investments and Explain The Process of Investment. ~~with~~ ~~also~~ Also Explain Various Investment Avenues available to an Investor.
- Q. 2 . (a) Explain The Features and Types of Financial Assets
(b) Explain The Sources of Obtaining Financial Information
- Q. 3 . Write a detailed note on Public Issue of Shares.
- Q. 4 . Explain Role of Stock Markets in India and Describe The Process and Advantages of Listing of Securities on a recognised stock exchange
- Q. 5 . Write notes on:
1. Economic Analysis
 2. Industry Analysis
 3. Company Analysis
 4. Technical Analysis
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