

UNIVERSITY OF KERALA
SCHOOL OF DISTANCE EDUCATION
B.COM
FIRST SEMESTER (2021 Admission)
NB: Use blue ink only

Course Code: CO-1121
Title: Methodology and Perspectives of Business Education
Assignment Code: CO-1121/SDE-A/2021-22
Assignment Coverage: All Modules
Maximum Marks: 10

Attempt all the questions. Give answers to each question in 2 to 3 pages.

1. Examine the role of financial system in the development of an economy (2 marks)
2. Explain the components of a feasibility study. (2 marks)
3. Discuss the role of public sector in India (2 marks)
4. Discuss the relative merits and demerits of different economic systems (2marks)
5. Explain the scope of human resource management (2 marks)

Course Code: CO-1121
Course Title: Methodology and Perspectives of Business Education
Case Analysis Code: CO-1121/SDE-C/2021-22
Case Analysis Coverage: All Modules
Maximum Marks: 10

Attempt any one case in not less than 10 pages.

1. An economy consists of economic activities of different processes, technologies, markets and objectives. Broadly, the activities can be classified viz. primary, secondary and tertiary. While most products from primary sector are considered as raw materials for other industries, the secondary sector generally takes the output of the primary sector and manufactures finished goods. Tertiary sector on the other hand is producing a service instead of just an end product as in the case of the secondary sector. Also, the service sector consists of the “soft” part of the economy. How do you describe the growth and development of these sectors in the Indian context? 2. The essential objective of all business is profit. The world has been contradicting on principles, this feature for a long period, since the development of different school of political thought like communism, socialism, capitalism etc. The dialogue became strong with the release of a series of philosophical books like “Das Capital”, „Price, wages and surplus value“ etc. which criticized the concept of profit as return on capital as a factor of production. At the same time the welfare state concept also became prominent way to the innovation of different forms of business organizations like cooperatives, government companies, public charities, public utilities etc. In this circumstance, how do you compare these forms of organizations based on its merits and demerits in the Indian context?

Course Code: CO-1141
Title: Environmental Studies
Assignment Code: CO-1141/SDE-A/2021-22
Assignment Coverage: All Modules
Maximum Marks: 10

1. What is the significance of biodiversity for business firms? (2 marks)
2. What are the components in calculating the ecological footprints of a country? (2 marks)
3. What are the purposes of conducting environmental assessment by economic organisations? (2 marks)
4. What are the reasons for waste management becoming an issue for everyone in the society? (2 marks)
5. Compare and contrast between environmental calamities and natural disaster(2 marks)

Course Code: CO-1141 Title: Environmental Studies
Case Analysis Code: CO-1141/SDE-C/2021-22
Case Analysis Coverage: All Modules
Maximum Marks: 10

Attempt both cases, each in not less than 5 pages.

1. Conduct a water audit of your home and make a list of steps which can be taken at the home to enhance efficiency of water use.
2. The Biodiversity of an area influences every aspect of the lives of people who inhabit it. Their living space and their livelihoods depend on the type of ecosystem. Even people living in urban areas are dependent on the ecological services provided by the wilderness in the PAs. We frequently don't see this in everyday life as it is not necessarily overt. It is linked with every service that nature provides us. The quality of water we drink and use, the air we breathe, the soil on which our food grows are all influenced by a wide variety of living organisms both plants and animals and the ecosystem of which each species is linked with in nature. While it is well known that plant life removes carbon dioxide and releases the oxygen we breathe, it is less obvious that fungi, small soil invertebrates and even microbes are essential for plants to grow. That a natural forest maintains the water in the river after the monsoon, or that the absence of ants could destroy life on earth, are to be appreciated to understand how we are completely dependent on the living 'web of life' on earth. The wilderness is an outcome of a long evolutionary process that has created an unimaginably large diversity of living species, their genetic differences and the various ecosystems on earth in which all living creatures live. This includes mankind as well. Think about this and we cannot but want to protect our earth's unique biodiversity. We are highly dependent on these living resources.
Discuss the impact of destroying biodiversity.
Discuss the role of human being in protecting biodiversity.

Course Code: CO-1142
Title: Functional Application of Management
Assignment Code: CO-1142/SDE-A/2021-22
Assignment Coverage: All Modules
Maximum Marks: 10

Attempt all the questions. Give answers to each question in not less than 3 pages.

1. Explain the functional areas of management (2 marks)
2. Discuss the role of rural marketing in the present day business (2 marks)
3. Discuss the finance functions (2 marks)
4. Discuss the various methods used for selecting employees (2 marks)
5. Explain functions of material management. (2 marks)

Course Code: CO-1142
Title: Functional Application of Management
Case Analysis Code: CO-1142/SDE-C/2021-22
Case Analysis Coverage: All Modules
Maximum Marks: 10

Attempt any one case in not less than 10 pages.

1. The Nakamura Lacquer Company (NLC) of Kyoto, Japan, employed several thousand men and produced 500,000 pieces of lacquer tableware annually, with its Chrysanthemum brand becoming Japan's best known and bestselling brand. The annual profit from operations was \$250,000.

The market for lacquer ware in Japan seemed to have matured, with the production steady at 500,000 pieces a year. NLC did practically no business outside Japan.

In May 2000, (much to your chagrin!) the ambitious and dynamic, Mr. Nakamura (Chairman, NLC) received two offers from American companies wishing to sell lacquer ware in America.

The first offer was from the National China Company. It was the largest manufacturer of good quality dinnerware in the U.S., with their "Rose and Crown" brand accounting for almost 30% of total sales. They were willing to give a firm order for three years for annual purchases of 400,000 sets of lacquer dinnerware, delivered in Japan and at 10% more than what the Japanese jobbers paid. However, Nakamura would have to forego the Chrysanthemum trademark to "Rose and Crown" and also undertake not to sell lacquer ware to anyone else in the U.S.

The second offer was from Sammelback, Sammelback and Whittacker Chicago, the largest supplier of hotel and restaurant supplies in the U.S. They perceived a U.S. market of 600,000 sets a year, expecting it to go up to 2 million in around 5 years. Since the Japanese government did not allow overseas investment, SSW was willing to budget \$1.5 million for the next two years towards introduction and promotion. Nakamura would sell his "Chrysanthemum" brand but would have to give exclusive representation to SSW for five years at standard commission rates and also forego his profit margin toward paying back of the \$ 1.5 million.

What should Mr. Nakamura do?

2. Mr. Ashwin was the founder of a publishing company specializing in accounting books. Within a short span of time, the company prospered and grew very fast. Its sales rose from Rs.60000 the first year to Rs. 600000 three years later. The editing, production and sales staff

grew almost as fast. But the company was having problems, and of late uncertainty and confusion grew in the company. New people were making decisions to the best of their ability but many of them did not fit together. One of Mr. Ashwin's key associates suggested that the company ought to have better planning and certainly needed clear policies to guide decision making, but Mr. Ashwin was unimpressed. His response was that if he took time off to plan and develop policies today, he might not have a company tomorrow, and that he had no choice but to spend his time meeting today's problems as they came up.

Questions

1. If you were one of the new managers in the company and had taken a course in the basics of management, what would you say to Mr. Ashwin?
2. Outline him exactly how would you show him that planning and policy making are important to the company if it has to grow effectively.
3. What would be your possible suggestions for the betterment of the company?

Course Code: CO-1131
Title: MANAGERIAL ECONOMICS
Assignment Code: CO-1131/SDE-A/2021-22
Assignment Coverage: All Modules
Maximum Marks: 10

Attempt all the questions.

Give answers to each question in 2 to 3 pages

1. Discuss the different stages of business cycle.
2. Prepare a note on types of demand forecasting highlighting its purposes, relative merits and demerits.
3. Discuss the different types of decisions. Explain the steps involved in decision making.
4. Discuss the tools and techniques of pricing policy.
5. "Large scale operation leads to economies of scale." Discuss.

Course Code: CO-1131
Title: MANAGERIAL ECONOMICS
Assignment Code: CO-1131/SDE-A/2021-22
Assignment Coverage: All Modules
Maximum Marks: 10

Attempt any one case in not less than 10 pages

1. Mr. Ravishankar is a business man dealing with textiles in both national and international market. He believes he can earn a return of 20% per year by offering products at affordable rate. For this he has to consider business conditions of both domestic and foreign market. He is anxious about the future return and market expansion of the

industry. Current decisions made by him are influenced by the future expected business trends in the market.

Help him to forecast probable future economic conditions based on business cycle.

2. Videocon plans to offer their new series of televisions to the market. As these TVs are novel to the market, price fixation is a complex task for the company. The total cost for a television is Rs 20000. They are eager to know about future demand. Based on this expected demand they have to adjust supply in order to stabilize its price. Apart from the demand and supply forces the nature of market and economic condition also play a big role in price fixation.
 - a. Help Videoconin managerial decision making for setting price.
 - b. Explain the pricing policy in respect of new products.
 - c. Examine the role of cost in pricing of televisions of the company.
 - d. Discuss the factors to be considered while formulating pricing policy of these new series of televisions.

Language Course 1 LISTENING, SPEAKING AND READING Common for

B.A/BSc [EN 1111.1] & B.Com [EN 1111.2]

Assignment (8 to 10 pages)

Write an essay on the organs of speech and speech mechanism.

Or

Analyse the relevance of the title of the play *The Brink of Silence* (10 marks)

Case Analysis (5 pages)

Explain the Sub-skills of Reading. (10 marks)

അഡീഷണൽ ലാംഗ്വേജ്- മലയാളം

അസൈൻമെന്റ്

ആധുനികമലയാള നോവലുകൾ പ്രമേയത്തിലും അവതരണത്തിലും കൈക്കൊണ്ട സമീപനങ്ങൾ ചർച്ചചെയ്യുക.?

അല്ലെങ്കിൽ

പി.എം. രാജിന്റെ നാടകങ്ങളുടെ സവിശേഷതകൾ എന്തെല്ലാം.?

പ്രശ്നാപഗ്രഥനം (Case Analysis)

സഞ്ചാരസാഹിത്യം വെറും സഞ്ചാരക്കുറിപ്പല്ല കലാപരതയാണ് അതിനെ സാഹിത്യമാക്കുന്നത്- മലയാളത്തിലെ സഞ്ചാരസാഹിത്യ കൃതികളുടെ കാര്യത്തിൽ ഈ അഭിപ്രായം എത്രത്തോളം പ്രസക്തമാണ്.?

അല്ലെങ്കിൽ

എസ്.കെ. പൊറ്റക്കാടിന്റെ യാത്രാവിവരണങ്ങൾ അവലോകനം ചെയ്യുക.?

TOPICS FOR ASSIGNMENT AND CASE ANALYSIS

B Com Additional Language HINDI

First Semester HN 1111.2 Course I – Prose, Commercial Hindi and Letter Writing

ASSIGNMENT TOPICS

‘बड़े घर की बेटी ‘ की कथावस्तु लिखकर कहानी के उद्देश पर प्रकाश डालिए ।

या

‘शिवजी की बारात’ निबंध में प्रस्तुत व्यंग पर विचार कीजिए ।

CASE ANALYSIS

पत्र के विभिन्न प्रकारों पर विस्तार से विचार कीजिए ।

या

‘ठेले पर हिमालय ‘ यात्रा संस्मरण का सारांश लिखिए ।