

**ALAGAPPA UNIVERSTIY STUDY CENTRE TUTICORIN**

**2<sup>nd</sup> SEM ASSIGNMENT QUESTION**

**INTERNAL MARK: 25 / PER SUBJECT**

**B.COM CA**

**12321 FINANCIAL MANAGEMENT**

1. Explain in brief the decisions involved in financial management ?
2. Explain the traditional approach of the capital structure ?
3. What are the factors which influence the capital budgeting decision?
4. What are 'Preference shares'? How do you differ from equity shares?
5. Describe the principles motives for holding cash ?

**12322 HUMAN RESOURCE MANAGEMENT**

1. Bring out the characteristics of HRM ?
2. Discuss the problems in induction ?
3. Outline the different theories in wages ?
4. How will you draft induction programme?
5. What are the objectives of job specification?

**12323 MARKETING MANAGEMENT**

1. Distinguish between marketing and selling ?
2. Explain the methods of channels of distribution?
3. Explain the kinds of advertisement ?
4. Write short notes on consumer behavior ?
5. Explain the importance of public relations ?

**12324 E-COMMERCE**

1. Explain the components of I-way
2. List down the benefits of hypertext publishing.
3. Write about web page protocols.
4. Explain about HTML forms and CGI gateway services.
5. What are the classifications of intruders?