

ALAGAPPA UNIVERSTIY STUDY CENTRE TUTICORIN

3rd SEM ASSIGNMENT QUESTION

INTERNAL MARK: 25 / PER SUBJECT

MBA CO-OPERATIVE MANAGEMENT

31731- MARKETING MANAGEMENT

1. What is marketing? Describe the various traditional and modern concepts of marketing and explain with examples.
2. Define Branding. Why it is important? Explain the criteria marketers must evaluate before selecting a brand name?
3. When is Personal Selling more appropriate than other methods of Promotion? Explain with examples
4. Define on line marketing. Explain the recent trends in online marketing.
5. Explain the advantages of advertising ?

31732 - FINANCIAL MANAGEMENT

1. Explain briefly the decisions involved in Financial Management?
2. What are the different sources of long term Finance? State the merits of each source ?
3. What is working capital management? What is the need to maintain optimum working capital? Discuss the consequences of inadequate and excess working capital.
4. Describe the different types of dividend the dividend policy of a firm.
5. Describe the risks and cost of holding inventory ?

31733Q1 Cooperation : Policies and Development

1. Define Co-operation. Explain the concept of Cooperation?
2. Write the development of co-operatives in the Pre-Independence Period.
3. State the Sivaraman's committee recommendations, which leads to set up the NABARD.
4. What are the principles of Raiffeisen Societies?

31734 Q2 Cooperatives and Allied Law

1. What are the Powers of Board of Directors?
2. State the objectives of FEMA 1999.
3. Draft By-Laws for a Multi State Cooperative Society.
4. Who is a liquidator in Cooperatives? How he is appointed? What are his powers? – Explain.

31735Q3 Cooperative Institutions – Credit & Non Credit

1. Explain Farming Cooperatives and its features.
2. Discuss the role of Industrial Co-operatives in the development of SSI.
3. Explain the growth of cooperative credit in India.
4. Explain the pricing policies of co-operative supermarkets