ALAGAPPA UNIVERSTIY STUDY CENTRE TUTICORIN

3rd SEM ASSIGNMENT QUESTION

INTERNAL MARK: 25 / PER SUBJECT

MBA Corporate Secretaryship

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 ?

31733E1 LABOUR AND INDUSTRIAL LAWS

1. What are the objectives of minimum wages act?
2. What are the powers and functions of Inspector in Employees? State Insurance Act?
3. Distinguish between lockout and strike ?

4. How to calculate available surplus for bonus fixation? Explain
5. State the provisions as to employee health and welfare under factories Act

31734E2 SECURITIES LAWS AND FINANCIAL MARKETS

1. Explain the significance of indian capital market.
2. Write a note on international capital market.
3. Discuss the powers and functions of SEBI.
4. Describe the benefits of creditrating to various stakeholders.
5. Explain the concept of primary market and its developments over the years.

31735E3 INDIRECT TAXES

1. Explain the duty based on MRP.
2. Explain the methods of availing CENVAT benefit and its advantages.
3. Write a note on various forms used in CST ?
4. Discuss the objectives of customs law and the prohibition of importation and exportation of goods.
5. Write a detailed note on tax planning for service tax and excise duty ?