

**TOPICS FOR ASSIGNMENT AND CASE ANALYSIS:
ENGLISH COURSE FOR BCom STUDENTS
SEMESTER - 1
Language Course 1
LISTENING, SPEAKING AND READING
Common for B.A/BSc [EN 1111.1] & B.Com [EN 1111.2]**

ASSIGNMENT (eight to ten pages)

1. Write an essay on the Vowels and Diphthongs of English.
or
2. Attempt a critical analysis of the one-act play “The Dear Departed”, with details of all the characters.

(10 marks)

CASE ANALYSIS (five pages)

1. What are the main problems faced by the people in your neighbourhood while trying to use English for communication

or

2. Discuss with your friends and write on the ways in which English speaking skills can be improved.

(10 marks)

ബി.കോം- ഒന്നാം സെമസ്റ്റർ

അഡീഷണൽ ലാംഗ്വേജ്- മലയാളം

അസൈൻമെന്റ്

മലയാളത്തിലെ സഞ്ചാരസാഹിത്യം - ചരിത്രാവലോകനം.

അല്ലെങ്കിൽ

എസ്.കെ. പൊറ്റക്കാട് മലയാള സഞ്ചാരസാഹിത്യത്തെ സമ്പുഷ്ടമാക്കിയതെങ്ങനെ.?

പ്രശ്നാപഗ്രഥനം (Case Analysis)

ആധുനികത മലയാളനോവലിൽ - സവിശേഷതകൾ.

അല്ലെങ്കിൽ

കേരളത്തിലെ നാടക വേദി - പരിണാമം.

B Com Additional Language HINDI
First Semester HN 1111.2 Course I – Prose and One Act Plays

ASSIGNMENT TOPICS

किन्हीं चार पर आलोचना कीजिए : (10 marks)

1. बड़े घर की बेटी –प्रेमचंद
2. शिवजी की बारात –विद्या निवास मिश्र
3. गिल्लू –महादेवी वर्मा
4. ठेले पर हिमालय – धर्मवीर भारती
5. स्वामी दयानंद- मोहन राकेश

Case Analysis

किन्हीं चार पर पत्र तैयार कीजिए | (10 marks)

1. संपादक के नाम पत्र
2. आवेदन पत्र
3. व्यावसायिक पत्र
4. पदाधिकारी को पत्र
5. वैयक्तिक पत्र

Course Code: **CO-01121**
Title: **Methodology and Perspectives of Business Education**
Assignment Code: **CO-01121/SDE-A/2018-19**
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 stock exchanges in the development of an economy (2 marks)
2. Explain the components of a project report (2 marks)
3. Discuss the role of public sector in India (2 marks)
4. Discuss the common type of business entities (2marks)
5. How trained manpower enhances the quality? (2 marks)

Course Code: **CO-01121**
Title: **Methodology and Perspectives of Business Education**
Case Analysis Code: **CO-01121/SDE-C/2018-19**
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-01141**
Title: **Environmental Studies**
Assignment Code: **CO-01141/SDE-A/2018-19**
Assignment Coverage: **All Modules**
Maximum Marks: **10**

Attempt all the questions.

Give answers to each question in 2 to 3 pages.

1. Discuss the importance of rainwater harvesting (2 marks)
2. What is population explosion? Discuss its negative effects? (2 marks)
3. What is deforestation? What are the causes and effects? (2 marks)
4. “Women and child welfare play a significant role in nation building”- Discuss (2 marks)
5. Discuss the role of an individual in prevention of pollution? (2 marks)

Course Code: **CO-01141**
Title: **Environmental Studies**
Case Analysis Code: **CO-01141/SDE-C/2018-19**
Case Analysis Coverage: **All Modules**
Maximum Marks: **10**

Attempt any one case in not less than 10 pages.

1. Since time immemorial, humans have depended heavily on forests for food, medicine, shelter, wood and fuel. With growing civilization the demands for raw material like timber, pulp, minerals, fuel wood etc. shot up resulting in large scale logging, mining, road-building and clearing of forests. Our forests contribute substantially to the national economy. The international timber trade alone is worth over US \$ 40 billion per year. Excessive use of fuel wood and charcoal, expansion of urban, agricultural and industrial areas and overgrazing have together led to over exploitation of our forests leading to their rapid degradation.
 - a. What are the different types of forests and what are the specific characteristics?
 - b. What are the major causes and consequences of deforestation?
 - c. Discuss the major use of forests. How would you justify that ecological uses of forests surpass commercial uses?
2. India is one of the 12 mega-diversity countries in the world. The Ministry of Environment and Forests, Govt. of India (2000) records 47000 species of plants and 81000 species of animals which is about 7% and 6.5% respectively of global flora and fauna. A large proportion of the Indian Biodiversity is still unexplored. There are about 93 major wet lands, coral reefs and mangroves which need to be studied in detail. Indian forests cover 64.01 million hectares having rich biodiversity of plants in the Trans-Himalayan, north-west, west, central and eastern Himalayan forests, Western Ghats, coasts, deserts, Gangetic plains, Deccan plateau and the Andaman, Nicobar and

Lakshadweep islands. Due to very diverse climatic conditions there is a complete rainbow spectrum of biodiversity in our country.

- a. Define biodiversity. Explain genetic, species and ecosystem diversities.
- b. What are the values of biodiversity?
- c. What are the major threats to biodiversity?
- d. What are hotspots of biodiversity?
- e. Discuss the hotspots found in India.

Course Code: **CO-01142**
Title: **Functional Application of Management**
Assignment Code: **CO-01142/SDE-A/2018-19**
Assignment Coverage: **All Modules**
Maximum Marks: **10**

Attempt all the questions.

Give answers to each question in 2 to 3 pages.

1. Explain the functions of HRM (2 marks)
2. Discuss the role of marketing in the present day business (2 marks)
3. Discuss the objectives of financial management (2 marks)
4. “Management is a combination of science as well as art” -Comment (2 marks)
5. Explain functions of material management. (2 marks)

Course Code: **CO-01142**
Title: **Functional Application of Management**
Case Analysis Code: **CO-01142/SDE-C/2018-19**
Case Analysis Coverage: **All Modules**
Maximum Marks: **10**

Attempt any one case in not less than 10 pages.

1. M/s Omega Ltd is a medium sized company producing a large range of product lines. It has earned good reputation as a quick and reliable supplier to its customers because of which its volume of business kept on increasing. However, over the past one year, the managing director of the company has been receiving customer complaints due to delays in dispatch of products and at times, the company has to pay substantial penalty for not meeting the schedule in time. The managing director convened an urgent meeting of various functional managers to discuss the issue. The marketing manager questioned the arbitrary manner of giving priority to products in manufacturing lines, causing delays in products that are in great demand and over-stocking of products which are not required immediately. Production control manager complained that he does not have adequate staff to plan and control the production function; and whatever little planning he does is

generally overlooked by shop floor manager. Shop floor manager complained of unrealistic planning, excessive machine breakdown, power failure, shortage of raw materials for scheduled production because which it is impossible to stick to the schedule. Maintenance managers says he does not get important spares required for equipment maintenance because of which he cannot repair machines at a faster rate. Inventory control manager says that on the one hand the company often accuses him of carrying too much stock and on the other hand people are grumbling over shortages.

Fed up by mutual mud-slinging, the managing director decided to appoint you, a bright management consultant with training in business management to suggest ways and means to put his “house in order”.

Questions

1. How would you examine if there is any merit in the remarks of various functional managers?
 2. What, in your opinion, could be the reasons for different managerial thoughts in this case?
 3. How would you design a system of getting correct information about job status to identify delays quickly?
 4. What would you suggest to promote coordinated interaction of various people to meet the scheduled dates?
 5. List out some scientific decision aids that you may prescribe to improve the situation.
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. Ahwin?
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-01131
Title: Managerial Economics
Assignment Code: CO-01131/SDE-A/2018-19
Assignment Coverage: All Modules
Maximum Marks: 10

1. What is managerial economics? Discuss the scope of managerial economics. (2 marks)
2. Discuss the factors influencing elasticity of demand (2 marks)
3. Explain law of diminishing returns and business decisions. (2 marks)
4. Discuss the objectives of pricing policy. What are the factors to be considered while formulating a pricing policy? (2 marks)
5. What is business cycle? Explain various measures to control business cycle (2 marks)

Course Code: CO-01131
Title: Managerial Economics
Case Analysis Code: CO-01131/SDE-C/2018-19
Case Analysis Coverage: All Modules
Maximum Marks: 10

Attempt any one case in not less than 10 pages.

1. Over the past few years, smartphones, such as iPhone, have become much more common. Which of the following statements is true? Explain your answer.
 - (a) The rise of the smart phones did not lead to any new markets.
 - (b) The rise of the smartphone created many new markets, including the market for iPhone applications(apps)
 - (c) The only new market created is the market for smart phones.
 - (d) The price of smartphones is lower than the price of the phones they replace.
2. In 2008 the cost of oil soared, and so did the cost of jet fuel. In repose, American Airlines announced in May of that year that it was cutting some routes and reducing the frequency of flights on other routes.
 - (a) Is jet fuel a variable cost or a fixed cost?
 - (b) What did American Airlines gain from reducing the number of flights?
 - (c) Was the airline more likely to cancel flights that tended to be filled to capacity, or ones that typically flew partly empty? Explain.
 - (d) As an economist, suggest an alternate plan for American airlines.