

## NOTICE FOR HOME ASSIGNMENT

Date: 27/03/2026

**This is for information to all students of B.Com that their Home Assignment work for the subjects under Management Department are as follows:**

<b>Class</b>	<b>Subject</b>	<b>Questions</b>
<b>B.Com 2<sup>nd</sup> Semester</b>	<b>Principles and Practice Of Management</b>	<b>Elaborate the Hawthorne Experiments conducted by Elton Mayo. 6 Marks</b>  <b>OR</b>  <b>Give a detailed description of SWOT Analysis with an example. 6 Marks</b>
	<b>Principles of Marketing</b>	<b>Write a note on how technological environment created challenges towards traditional format of business 6 Marks</b>  <b>OR</b>  <b>“Proper study of Consumer Behaviour always helps in achieving marketing goal in present day situation” Justify. 6 Marks</b>
<b>B.Com 4<sup>th</sup> Semester</b>	<b>Customer Relationship Management</b>	<b>“A common cause of poor CRM process implementation is concentrating only on technology and overlooking other aspects.” Explain the above statement. 6 Marks</b>  <b>OR</b>

		<p>Explain the role of CRM in building brand loyalty in the competitive market scenario. 6 Marks</p>
	<b>Retail Trade Management</b>	<p>Is the decline of small independent retailers inevitable in the face of large retail chains and online platforms? Evaluate. 6 Marks</p> <p>OR</p> <p>What are the different channels of retail management? 6 Marks</p>
	<b>Industrial Relations</b>	<p>What is the relation between industrial peace and economic growth? 6 Marks</p> <p>OR</p> <p>Can a strong trade union attract or discourage foreign investment? Explain.</p>
	<b>Labour Laws</b>	<p>Elaborate the historical development of Labour Laws in India. Highlight the significance of labour legislations in India. 6 Marks</p> <p>OR</p> <p>Explain the provisions under the Shops and Establishment Act. 6 Marks</p>
	<b>Cost and Management Accounting</b>	<p>Discuss the methods and techniques of costing. How do they differ from each other? 6 Marks</p>

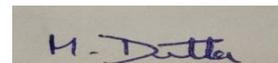
		<p><b>OR</b></p> <p><b>Discuss the role of Management Accountant in decision making.</b></p> <p><b>6 Marks</b></p>
<b>B.Com 6<sup>th</sup> Semester</b>	<b>Consumer Affairs and Customer Care</b>	<p><b>What are the different options for effective external complain handling system? Discuss.</b></p> <p><b>6 Marks</b></p> <p><b>OR</b></p> <p><b>Explain the composition, objectives and procedure adopted by advisory bodies under Consumer Protection Act, 2019.</b></p> <p><b>6 Marks</b></p>
	<b>Marketing of Services</b>	<p><b>Discuss the role of technology in service delivery?</b></p> <p><b>6 Marks</b></p> <p><b>OR</b></p> <p><b>Discuss the challenges faced in Indian Service Delivery.</b></p> <p><b>6 Marks.</b></p>
	<b>Technology in Human Resource Management</b>	<p><b>How does AI play a role in human resource management?</b></p> <p><b>6 Marks</b></p> <p><b>OR</b></p> <p><b>How can HR Metrics be used to measure the effectiveness of recruitment strategies?</b></p> <p><b>6 Marks</b></p>
	<b>Training And Development</b>	<p><b>Why is there a need to integrate training and development with performance management</b></p>

		<p>system? 6 Marks</p> <p>OR</p> <p>Does training and development contribute to long term career development growth? Explain. 6 Marks.</p>
--	--	--

**INSTRUCTIONS FOR ASSIGNMENT: -**

1. Question carries **6 marks**. Student should **answer any one question** out of two from each paper.
2. Assignment should be of maximum 2-3 pages in A4 size paper (can use both side) in **ownhand writing**.
3. There must be a cover page stating the following:
  - **Name of the Subject & Topic**
  - **Name of the student & Class**
  - **GU Roll No**
  - **Registration No**
  - **Mobile No**
4. Date for Submission Home assignment: **1<sup>st</sup> and 2<sup>nd</sup> April 2026** in the respective Classes
5. Students are **required to upload the scan copy** of their assignment when notified.

**Note: Students of B.Com 6<sup>th</sup> Semester Marketing Major who had gone for the field trip need not submit assignments in the subjects Consumer Affairs and Customer Care and Marketing of Services; whereas it is mandatory for all the absentees of the field trip.**



Dr. Malamoni Dutta

HoD, Department Of Management

