

GLS UNIVERSITY
FACULTY OF COMMERCE (SMPIC)
B.COM HONS. SEMESTER-1
SUBJECT : PERSPECTIVES OF MANAGEMENT 1
ASSIGNMENT

UNIT 1 INTRODUCTION OF MARKETING MANAGEMENT

1. Explain 4PS of marketing mix.
2. Explain any three concepts of marketing.
3. Explain any two types of target markets.

UNIT 2 CONSUMER BEHAVIOUR AND INDUSTRY ENVIRONMENT

1. Explain types of customers with examples.
2. Explain any three types of competitors.
3. Explain strength and weakness of Asian paints.

UNIT 3 MARKETING MIX MANAGEMENT FOR CORPORATES

1. Explain difference between advertising and publicity
2. Write a note on Digital marketing and media.
3. Write a note on types of branding with examples.

UNIT 4 INTRODUCTION TO FINANCE FUNCTION

1. Explain factors affecting financial planning
2. Discuss importance of financial management.
3. Write a note on short term financial plan

UNIT 5 ACQUISITION AND VALUATION OF SOURCES OF FINANCE

1. Explain equity share capital in detail .
2. Explain depreciation fund.
3. Explain time value of money .

UNIT 6 IFM AND VENTURE CAPITAL

- 1.Explain features of venture capital.
2. What is spot market?
3. Explain the concept of foreign exchange rate.
