Maximum Marks: 20 marks
Subject: Company Law
Faculty: Dr. Saumya Singh
Marks: 20 marks
Semester: II

Test

Q1. What do you understand by private placement of shares? Explain the provisions related to private placement. (5 Marks)

Q2. What is a share certificate? What are the two effects of share certificate? (5 Marks)

Q3. What do you understand by forfeiture of share? Explain the provisions related to forfeiture of shares. (5 Marks)

Q4. What do you understand by surrender of shares? Explain the provisions related to surrender of shares. (5 Marks)

Saumya

Shivaji College, Delhi University
Assignment

Marks: 15 Marks

Subject: Company Law

Faculty: Dr. Saumya Singh

Semester: II

Q1. Explain the doctrine of ultra vires. (5 Marks)

Q2. Define "company". What are the various features of a company. (5 Marks)

Q3. Explain the provisions related to issue of shares at premium. (5 Marks)

Subject: Company law
Faculty: Saumya Singh
Marks : 12 Marks
Semester: II

Q1. What do you mean by misrepresentation in prospectus? Explain the various remedies available in the case of misrepresentation in prospectus. (6 Marks)

Q2. Explain the general principles related to allotment of shares. (6 marks)

Subject: Company Law
Faculty: Saumya Singh
Marks: 12 Marks

Q1. What is a prospectus? What are the various types of prospectus?   (6 Marks)

Q2. What do you understand by doctrine of constructive notice? How is it different from doctrine of indoor management?   (6 Marks)

Shivaji College, Delhi University

Subject: Financial Management

Faculty: Saumya Singh

Marks: 15 marks

Semester:II

Assignment

Q1. What do you understand by Capital budgeting decisions? Explain the various types of capital budgeting decisions. (5 Marks)

Q2. Explain the various methods of project evaluation under capital budgeting decisions. (5 marks)

Q3. Why are discounted methods preferred over non-discounted methods of capital budgeting? (5 marks)

Saumya

Subject: Financial Management

Faculty: Saumya Singh

Marks : 20 Marks

Semester: II

Test

Q1. Machine A costs 1,00,000 Rs. to a manufacturing firm. Machinery B costs 1,20,000 half payable immediately. The expected future cash inflow for the next five years are as follows

Years	Machine A	Machine B	PV factor
1	20000		0.935
2	60,000	60,000	0.873
3	40,000	60,000	0.816
4	30,000	80,000	0.763
5	20,0000		0.713

At 7% opportunity cost , which machinery should be selected on the basis of NPV. (10 Marks)

Q2.Expalin the various steps of capital budgeting process.   (10 Marks)

Shivaji College, Delhi University
Assignment

Subject: Digital Marketing

Maximum Marks: 20 Marks

Faculty: Saumya Singh

1. What do you understand by intent-based marketing? State its advantages. (5 Marks)
2. Explain the concept of social media marketing. (5 Marks)
3. What do you understand by digital marketing? What are its limitations? (5 marks)
4. Explain display advertising and its advantages? (5 Marks)

Subject: Digital Marketing
Maximum Marks: 20 Marks
Faculty: Dr. Saumya Singh
Semester:II

1. Define digital marketing. State the various advantages of Digital marketing. (5 Marks)
2. Explain various job opportunities in the field of digital marketing. (5 Marks)
3. How has the concept of digital marketing evolved over the years? Explain the impact of covid 19 pandemic on digital marketing. (5 Marks)
4. Explain the various tools of social media marketing. (5 Marks)