

**HOME ASSIGNMENT (2021 Batch)**  
**B. Com.**  
**(Sixth Semester)**  
**Centre for Distance and Online Education**  
**Dibrugarh University**

**601: Principles of Marketing**

1. Distinguish between Marketing and Selling. Mention various objectives of Marketing (6+4)
2. What do you mean by product development? Discuss the various stages involved in a new product development. (10)

Or

What factors make a brand name good? What are the benefits gained by the manufacturers from branding. (5+5)

**602: International Business**

1. Write short notes on (any two) (5x2=10)
  - a. ASEAN
  - b. Licensing and Franchising
  - c. Importance of BOP in International Trade
  - d. Various sources of International trade finance
  - e. Functions of IMF and World Bank
2. Discuss the growth of India's international business in the context of Global International business scenario. (10)

Or

Explain briefly the different organizations involved in export promotion in India. (10)

**603: Direct Tax Laws**

1. "Right to appeal is a statutory right under the Income Tax Act 1961". Do you agree? Write an explanatory note in support of the above statement. (10)
2. Discuss in detail about the provisions relating to the residential status of an assessee under the Income Tax Act 1961. (10)

Or

Write short notes on (any two)

(5x2=10)

- a. Exempted incomes under Section 10
- b. Powers of CBDT
- c. Profit in lieu of Salary
- d. Deductions under Section 80C

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