

**Assignment**  
**Master of Commerce**  
**(Through Distance Education)**  
**M.Com. I Year**

**Session: 2015-16**



**Directorate of Distance Education**  
**Guru Jambheshwar University of Science & Technology**  
**Hisar**

**Prepared & Compiled by**

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**Course Co-ordinator**

**M.Com. Programme, DDE, GJUS& T**

### **Important Instructions**

Attempt three questions from each assignment given below. All questions are to be attempted in legible handwriting on plane white A 4 size papers and handed over for evaluation to the study centres concerned. Each question carries 5 marks and the total marks are 15.

### **M.Com – Ist Year**

**Course:** Management Concepts and Organizational Behavior

**Code: MC: 101**

#### **Assignment-1**

**(15 Marks)**

1. Discuss the evolution of management theory with special reference to scientific management school of thought. Also explain its advantages and limitations.
2. “Social responsibility of business has become more relevant today as per the CSR mandate”. Examine the concept citing latest examples.
3. Highlight the process of management decision-making in organizations? Explain the factors affecting decision making.

#### **Assignment-II**

**(15 Marks)**

1. “Management is multidisciplinary subject”. Comment on this statement and establish relationship of management with other disciplines of study.
2. How MBE and MBO are different? Explain.
3. “Group dynamics is more relevant in today’s context.” Comment

**Course: Economic Analysis**

**Assignment-I**

**Code: MC-102  
(15 Marks)**

1. “The objective of economic analysis is not merely to discover the truth but also to assist in the solution of concrete problems”. Discuss.
2. What is a demand curve? Why does demand curve slope downward to the right? Under what circumstances a demand curve slopes upward to the right?
3. Define the marginal rate of substitution. What is the law behind the diminishing marginal rate of substitution?

**Assignment-II**

**(15 Marks)**

1. Discuss and illustrate various tools of managerial economics that are essential in decision making process. How it is useful in different functional areas of management?
2. Explain the factors on which price elasticity of demand for a commodity depends.
3. What are different types of demand forecasting techniques? How can the firm determine the most suitable forecasting method to use?

1. Explain various macro-economic and micro-economic factors affecting business.
2. What do you mean by globalization of Indian Economy? Discuss its features and impact on business.
3. Discuss the concept of environmental scanning. Illustrate with live examples.

**Assignment: II**

**(15 Marks)**

1. Discuss how the demographic and technological trend could affect the future of the business.
2. “India prepares herself for becoming an economic super power”. Discuss with suitable examples.
3. Define foreign direct investment (FDI). Describe the measures taken by Govt. of India to encourage foreign investment in India.

**ASSIGNMENT-I**

**(15 Marks)**

Note: Attempt any two questions.

1. "The objective of firm is not merely profit making but wealth maximization". Discuss the concept in view of economic analysis of business.
2. Why does the demand curve slopes downward to the right? Under what circumstances a demand curve slopes upward to the right?
3. Define the marginal rate of substitution. What is the law behind the diminishing marginal rate of substitution?

**ASSIGNMENT-II**

**(15 Marks)**

1. Discuss and illustrate the different tools of managerial economics that are essential in decision-making process and show that how is multidisciplinary in nature.
2. Explain the factors on which price elasticity of demand for a commodity depends.
3. What are different types of forecasting techniques? How can the firm determine the most suitable forecasting method to use?

**ASSIGNMENT: I**

**(15 Marks)**

1. Explain various ratios for evaluating the financial performance of any company.
2. What is a Fund Flow Statement? How is it different from a cash flow statement? Illustrate.
3. What are different types of budgets? Differentiate Performance budget with

**ASSIGNMENT: II****(15 Marks)**

1. Is it possible for a firm to have a high current ratio and still find difficulties in paying its current debt? Explain with illustrations.
2. How does Cash Flow Statement differ from Funds Flow Statement?
3. What are the advantages of standard costing? Also discuss its limitations.

**Course: Business Statistics****ASSIGNMENT-I****Code: MC-106****(15 Marks)**

1. What is a measure of central tendency? Differentiate mean, median and mode with suitable examples.
2. Distinguish between correlation and regression and their uses in statistical analysis.
3. Elaborate the Bays Theorem of probability. Using an appropriate example, develop the Bayesian probability rule and generalize it.

**ASSIGNMENT-II****(15 Marks)**

1. “Measures of dispersion and skewness are complimentary to one another in understanding a frequency distribution”. Elucidate the statement.
2. Describe the moving average and least squares methods of measuring trend in time-series.
3. State the properties of a normal distribution. Give example of some of the areas where normal distribution is used.

**Course: Computer Application in Business**

**Code: MC-107**

**Assignment-I**

**(15 Marks)**

1. Define computer explain the character ties of a computer.
2. Why is 'COBOL' mainly used for business application? What are its draw backs?
3. How operating system works as a resource manager? What are the main functions of an operating system?

**Assignment-II**

**(15 Marks)**

1. What is meant by generations in computer terminology? How many computer generations are there till now?
2. Describe the similarities and difference between a complier and Interpreter?
3. Describe the features of a word – processor. List some of the editing functions of word processor.

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**Course: E-Commerce**

**Code: MC-201**

#### **Assignment-I (15 Marks)**

1. Discuss the basic of E-Commerce and opportunities in E-Commerce.
2. Explain the features of HTML with suitable example.
3. What are the features of information technology, act 2002.

#### **Assignment-II (15 Marks)**

1. What are the various cyber law clauses in the information technology bill?
2. Explain the features of font page editor with example.
3. Explain the various E-Commerce supporting functions.
4. Critically evaluate the various E-Commerce modules.

**Course: ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT**  
**Code: MC-202**

**Assignment-I (15 Marks)**

1. What is the role of entrepreneur in the economic of nation?
2. Explain the factors which affect the success of a new business.
3. Critically examine the various sources of working capital finance to small scale businesses.

**Assignment-II (15 Marks)**

Note: Attempt any two questions.

1. What are the qualities of a successful entrepreneur?
2. Explain the life cycle of new business and its relationship with large enterprises.
3. What is the role of government and promotional agency in entrepreneurship development?

**Course: MARKETING MANAGEMENT**

**Code: MC-203**

**Assignment-I**

**(15 Marks)**

1. How marketing is different from marketing management? Explain different marketing orientation.
2. Explain the process of new product development. Why new product development process fails.
3. Explain the concept of customer relationship management and its importance.

**Assignment-II**

**(15 Marks)**

1. What are services and their characteristics? How marketing of services is different from marketing of product?
2. Explain the features of rural marketing and difficulties of rural marketing. Also give the suggestion for improvement of rural markets.
3. How do you define consumer behavior? Explain any model of consumer behavior.

**Course: FINANCIAL MANAGEMENT**

**Code: MC-204**

**Assignment-I**

**(15 Marks)**

1. Discuss the profit maximization and wealth maximization objectives of the firms.
2. How working capital requirement is computed? Explain with suitable example.
3. “Cost of capital used by a company as a minimum bench mark for its yield” Comment.

**Assignment-II**

**(15 Marks)**

1. Explain the functions of financial management. How these are interrelated?
2. “Leasing is beneficial to lesser as well as lessee”. Discuss various types of lease and their advantages.
3. “The theories of relevance and irrelevance are important to know the capital structure of the firms.” Illustrate.

**Course: Corporate Taxation**

**Code : MC-205F**

**Assignment-I**

**(15 Marks)**

1. Explain the residential status of an individual, HUF, Firm and company.
2. Describe in detail various corporate taxes. Also discuss the provisions of corporate taxes.
3. What is GST? Explain various issues and challenges involved in its implementation.

**Assignment-II**

**(15 Marks)**

1. What are the types of assessment? Explain.
2. Discuss the method of tax planning for companies.
3. How valuator of taxable services for service tax is done.

**Course: Investment Management**

**Assignment-I**

**Code: MC-206F**

**(15 Marks)**

1. Explain the procedure of listing of securities on stock exchange in India.
2. Critically evaluate the various band portfolio management strategies.
3. Write a detailed note on CAPM.

**Assignment-II**

**(15 Marks)**

1. Discuss the meaning, need, risk and return determination of a portfolio.
  2. Explain the Sharpe simple index model and APT.
  3. What is the securities market line and characteristics line? Explain with suitable diagram.
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**Course: Insurance and Banking.**

**Assignment-I**

**Code: MC-207F**

**(15 Marks)**

1. Elaborate the provisions of Banking Regulation Act, 1949 relating to control of the Reserve Bank of India over commercial banks.
2. Describe the various types of securities and methods of charging them to cover bank advances.
3. What precautions a banker should take while issuing guarantees for their customers in favour of third party?

### **Assignment-II**

**(15 Marks)**

1. “Insurance is not to prevent risk, but to indemnify the losses arriving from a certain risk”. Comment.
2. Discuss the procedure of settlement of Fire Insurance claims.
3. “Life insurance is insurance against dying too soon and endowment insurances is insurance against living for long”. Explain.

**Course: Consumer Behaviour**

### **Assignment-I**

**Code: MM-205M**

**(15 Marks)**

1. What is consumer behaviour? Explain why is it important for the marketer to know about its consumer behavior?
2. Define communication as an important tool of marketer? Explain multi step model of communication?
3. Define diffusion process? Discuss the factors affecting the diffusion of innovation?

### **Assignment-II**

**(15 Marks)**

1. Discuss the psychographic segmentation as a concept.
2. Define ‘personality’. Explain trait theory of ‘personality’.
3. Define perception and also the stimulus factors that affect the perception process?

**Course: Advertising and Sales Management**  
**Assignment-I**

**Code: MC-206M**  
**(15 Marks)**

1. Define Sales Management by objective (SMBO)? Explain its need and importance for a sales organization? What is its process?
2. Define personal selling and its objectives? Explain various steps involved in sales process?
3. Define Advertising? Throw some light on the development of Modern Advertising?

**Assignment-II**

**(15 Marks)**

1. What do you understand with the term 'Sales Territory'? What are the benefits of establishing 'Sales Territory'?
2. Define Sales Quota? Discuss different types of 'Sales Quota'?
3. Define sales promotion? Explain factors influencing sales promotion growth?

**Course:** Marketing Research

**Code : MC-207M**

**Assignment-I**

**(15 Marks)**

1. Define Marketing Research? Also state the importance and process of marketing research?
2. Define research design? Explain different types of research design?
3. Define 'Questionnaire' as a method of collecting data? What are different types of questionnaire?

**Assignment-II**

**(15 Marks)**

1. Define product life cycle research. Explain its various stages?
2. Explain the necessity of defining a research problem?
3. Explain the merits and limitation of interview method?



**Course: HUMAN RESOURCE MANAGEMENT**  
**Assignment-I**

**Code: MC-205 H**  
**(15 Marks)**

1. Define the concept of human resource planning? Also state its objectives and importance?
2. State and discuss the problems faced by the human resource professionals while administering HR plans?
3. State the components of HRD dimate? Also discuss the affecting HRD dimate in an organization?

**Assignment-II**

**(15 Marks)**

1. Define Human Resource Development? What is the significance of HRD in Indian content?
2. State and explain the characteristics of Human Resource Development?
3. Write short note on:  
(a) Job Rotation. (b) Job Specification.

**Assignment-I**

**(15 Marks)**

1. Define Industrial Relations? Explain nature, importance & approaches of Industrial Relations?
2. Explain the framework of New industrial Policy 1991?
3. Write a short note on the objectives and function of Trade Unions?

**Assignment-II**

**(15 Marks)**

1. Explain the process involved during “Collective Bargaining”?
2. Explain meaning of workers participation in management. Also explain at the aims & objectives of WPH.
3. Explain the term ‘Employee Empowerment’? What is the need & process of Empowerment?

**Assignment-I**

**(15 Marks)**

1. Define the concept of human resource planning? Also state its objectives and importance?
2. State and discuss the problems faced by the human resource professionals while administering HR plans?
3. State the components of HRD climate? Also discuss the affecting HRD climate in an organization?

**Assignment-II**

**(15 Marks)**

1. Define Human Resource Development? What is the significance of HRD in Indian content?
2. State and explain the characteristics of Human Resource Development?
3. Write short note on :-  
(a) Job Description. (b) Job Specification.