

Assignments
Master of Commerce
(Through Distance Education)
M.Com. II Year

Session: 2016-17



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

Compiled by

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Course Co-ordinator

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

ASSIGNMENT-I

Programme : M.Com

Year :II

Course: E-COMMERCE

Code: MC-201

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1 Why the knowledge of Cyber Laws including Information Technology Act is must for online consumers? Elaborate some offences and the corresponding penalties given in IT act 2000.

Q. 2. Define the meaning of e-commerce. What are the business applications of e-commerce. Give some practical examples of e-commerce in the Indian economy.

Q. 3. Elaborate the online electronic payment modes for the e-commerce system. Discuss how the online payment is safe?

ASSIGNMENT-II

Programme : M.Com

Year :II

Course: E-COMMERCE

Code: MC-201

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1. Write short note on online electronic payment modes for the e-commerce system. What are the advantages and disadvantages of each type of payment mode? Discuss how the online payment is safe?

Q.2 What are the various online frauds/cyber crimes in e-commerce? Suggest some guidelines to protect from online frauds.

Q.3 Define e-commerce. How is it advantageous to make transactions online? What are various business models of e-commerce?

Programme : M.Com.

Course: ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT Code: MC 202

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
 - ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.
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1. “Entrepreneurs are made not born”. Discuss the statement with examples.
 2. Explain the problems faced by SSIs. What are the policies developed by Government to help and assist SSIs?
 3. What factors are taken into consideration while making the selection of a factory location?

ASSIGNMENT-II

Programme : M.Com.

Course: ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT Code: MC 202

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
 - ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.
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1. Explain how do entrepreneurs generate opportunities for development of technology and what role do they play in bringing about social stability and balanced regional development of industries?
 2. Narrate the various facilities provided to SSI units by the Government.

3. Critically evaluate the role of IDBI in the growth and development of small scale industries in India.

ASSIGNMENT-I

Programme : M.Com.

Year : II

Course: Marketing Management

Code: MC-203

Total Marks=15

Important Instructions

- i. Attempt all the three questions from the assignment given below. Each question carries 5 marks.
 - ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper and to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.
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1. Explain various marketing orientation? Specify under what circumstances a particular orientation could be successful.
 2. How service marketing is different from goods marketing? Also discuss the services marketing mix with suitable examples.
 3. Mention two products that are in the decline stage of the life cycle. In each case, point out whether you the decline is permanent. What recommendations do you have for rejuvenating the demand for either of these products?

ASSIGNMENT-II

Programme : M.Com.

Yearr : II

Course: Marketing Management

Code: MC-203

Total Marks=15

Important Instructions

- i. Attempt all the three questions from the assignment given below. Each question carries 5 marks.
 - ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper and to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.
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1. How Agenda is different from Minutes of Meeting? Assume yourself as Chairperson of Management Committee of a Social Development Trust. What formalities you have to furnish to call a meeting of its members?
 2. Discuss two models of Consumer Behaviour in detail.
 3. Contrast various media options available for a marketer to promote its products.

Assignment-I

(15 Marks)

Important Instructions

- i. Attempt all the three questions from the assignment given below. Each question carries 5 marks.
 - ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper and to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.
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1. “Profit maximization is not the objective of financial management.” Justify the statement.
 2. How working capital requirement is computed? Explain with real life example of a firm.
 3. “Cost of capital used by a company as a minimum bench mark for its yield” Comment by quoting real life example from any firm.

Assignment-II

(15 Marks)

Important Instructions

- i. Attempt all the three questions from the assignment given below. Each question carries 5 marks.
 - ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper and to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.
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1. Explain the functions of financial management and financial managers.
 2. “Leasing is beneficial to lesser as well as lessee”. Discuss various types of lease and their advantages and limitations.
 3. “The theories of relevance and irrelevance are important to know the dividend policy decision of the firms.” Illustrate.

Course: Corporate Taxation

Code : MC-205F
ASSIGNMENT-I

Programme : M.Com (Final Year)

Code: MC-205F

Course: Corporate Taxation

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1 What do you understand by Residential Status? Discuss how the residential status of an individual is determined.

Q.2 What do you mean by Tax-free incomes? Explain any five tax free incomes with suitable illustrations.

Q.3 Write a note on clubbing of income and carry forward of losses with suitable examples.

ASSIGNMENT-II

Programme : M.Com (Final Year)

Code: MC-205F

Course: Corporate Taxation

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1 Elaborate the powers and responsibilities of Income Tax Authorities in India.

Q. 2 Distinguish between Tax Planning, Tax Avoidance and Tax Evasion. Also explain the methods of tax planning for individual.

Q. 3 Write Notes on the following:
i) Deduction of Tax at source
ii) Valuation of taxable services

Course: Investment Management

Code: MC-206F

Assignment-I

(15 Marks)

1. Explain the SEBI guidelines for listing of securities on stock exchange in India.
2. “The various portfolio management strategies are designed to minimize risks and maximize returns”. Justify.
3. Write a detailed note on CAPM. Calculate beta of two listed companies of NSE.

Assignment-II

(15 Marks)

Important Instructions

- i. Attempt all the three questions from the assignment given below. Each question carries 5 marks.
 - ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper and to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.
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1. Differentiate portfolio and portfolio management. What is a Portfolio theory? Discuss.
 2. Compute performance of any two mutual funds of your choice by using the online available data from NSE.
 3. What is the securities market line and characteristics line? Explain with suitable diagram.
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Course: Insurance and Banking.

Code: MC-207F

Assignment-I

(15 Marks)

Important Instructions

- i. Attempt all the three questions from the assignment given below. Each question carries 5 marks.
 - ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper and to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.
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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)

Important Instructions

- i. Attempt all the three questions from the assignment given below. Each question carries 5 marks.
 - ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper and to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.
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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

Code: MM-205M

Assignment-I

(15 Marks)

Important Instructions

- i. Attempt all the three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper and to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

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)

Important Instructions

- i. Attempt all the three questions from the assignment given below. Each question carries 5 marks.
 - ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper and to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.
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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

Code: MC-206M

Assignment-I

(15 Marks)

Important Instructions

- i. Attempt all the three questions from the assignment given below. Each question carries 5 marks.
 - ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper and to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.
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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. Differentiate Advertisement and advertising? Throw some light on the development of Modern Advertising?

Assignment-II

(15 Marks)

Important Instructions

- i. Attempt all the three questions from the assignment given below. Each question carries 5 marks.
 - ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper and to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.
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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)

Important Instructions

- i. Attempt all the three questions from the assignment given below. Each question carries 5 marks.
 - ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper and to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.
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1. Define Marketing Research? Discuss various types of marketing research?

2. What is a research design? Illustrate with suitable real examples.
3. Define 'Questionnaire' as a method of collecting data? What are different types of questionnaire?

Assignment-II

(15 Marks)

Important Instructions

- i. Attempt all the three questions from the assignment given below. Each question carries 5 marks.
 - ii. All questions are to be attempted in legible handwriting on plain white A 4 size paper and to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.
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1. Define product life cycle research. Explain its various stages.
 2. How qualitative research is different from quantitative research? Take two cases of any Indian companies to illustrate the concept.
 3. What is meant by a survey? Explain various types of survey in context of marketing research.

Programme : M.Com. II

Course: International Business

Code: MC-205 IB

Important Instructions

- i. Attempt all the three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plain white A 4 size paper and to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

ASSIGNMENT-I

(15 Marks)

1. Explain the socio-economic and political changes which are happening at the world level impacting the international trade and business. Support your argument with suitable examples?

2. Explain the different theories of international trade in brief. Which one is the most suitable in the present context?

3. Differentiate between the tariff and non- tariff barriers. What is the purpose behind imposing these barriers?

ASSIGNMENT-II

(15 Marks)

Important Instructions

- i. Attempt all the three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper and to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

1. Explain the foreign exchange market mechanism. How the exchange rate is determined in the regulated markets and under free markets forces?
2. Explain the role of WTO in the promotion and expansion of international trade among the member countries. What are the major agreements which HAVE taken place under W.T.O.? Comment on India's stand at WTO talks recently.
3. Elaborate the different parameters for the evaluation and selection of a country by MNCs for starting the international business. Explain with suitable example?

ASSIGNMENT-I

Programme : M.Com

Year :II

Course: EXPORT IMPORT PROCEDURES AND DOCUMENTATION

Code: MC-206IB

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1 What is the significance of procedures and documentation in international trade? Elaborate some WTO provisions in this regard.

Q. 2. Illustrate the procedure of export order processing. List types of export price quotations.

Q. 3. Write short notes on major export promotions schemes in India.

ASSIGNMENT-II

Programme : M.Com

Year :II

Course: EXPORT IMPORT PROCEDURES AND DOCUMENTATION

Code: MC-206IB

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plain white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1. Elaborate the types of documentations used in international trade. What is the procedure of shipping and custom clearance of export and import cargo?

Q.2. What is the importance of pre-shipment and post-shipment finance. Write short notes on the contribution of EXIM bank and ECGC in foreign trade of India.

Q.3 Write short notes on the role of export promotion councils, commodity boards and ITPO.

ASSIGNMENT-I

Programme : M.Com (Final Year)

Code: MC-207IB

Course: Foreign Exchange Management

Total Marks=15

Important Instructions

- iii. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- iv. All questions are to be attempted in legible handwriting on plain white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1 What do you understand by Foreign Exchange Market? Discuss need, players and instruments in Foreign Exchange Market.

Q. 2 Elaborate the pre shipment and post shipment sources of finance in detail.

Q. 3 Write Notes on the following:
i) Spot v/s Forward Quotes
ii) Letter of Credit

ASSIGNMENT-II

Programme : M.Com (Final Year)

Code: MC-207IB

Course: Foreign Exchange Management

Total Marks=15

Important Instructions

- i. Attempt all three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper is to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

Q.1 What do you mean by regulations of Foreign Exchange Market? Discuss various tools to exchange control in different countries from time to time.

Q. 2 Discuss the organization structure and functions of International Monetary Fund (IMF).

Q. 3 Write Notes on the following:
i) Capital Account Convertibility
ii) Currency Pegging

Course: HUMAN RESOURCE MANAGEMENT
ASSIGNMENT-I

Code: MC-205 H

Programme: M.Com.

Semester : 2nd year

Course: Human Resource Management

Code: MC-205H

Total Marks=15

ASSIGNMENT-I

Important Instructions

- i. Attempt all the three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper and to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

1. What is job analysis? Explain how you would conduct a job analysis. Justify by illustrating live example.
2. How would you identify the training needs of a group of sales employees of public sector banks facing tough competition from private banks?
3. Compare and contrast performance appraisal and potential evaluation. Explain the problems to be avoided in appraising performance.

ASSIGNMENT-II

Programme : M.COM.

Semester: 2nd Year

Course: Human Resource Management

Code: MC-205H

Total Marks=15

Important Instructions

- i. Attempt all the three questions from the assignment given below. Each question carries 5 marks.
- ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper and to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.

1. Critically examine the various schemes of worker's participation in management and suggest the conditions to make them work more effectively.
2. Identify and discuss the types of ethical dilemmas in OD practices as experienced by OD professionals. Take hypothetical example to elaborate.
3. Give some examples of career development activities that employers can use to foster employee commitment.

Course: Industrial Relations and Labour Law

Code: MC-206 H

Assignment-I

(15 Marks)

Important Instructions

- i. Attempt all the three questions from the assignment given below. Each question carries 5 marks.
 - ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper and to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.
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? Illustrate the concept in the light of recent Court judgment in Maruti Udyog Ltd. Case.

Assignment-II

(15 Marks)

Important Instructions

- i. Attempt all the three questions from the assignment given below. Each question carries 5 marks.
 - ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper and to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.
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

Programme: M.Com.

Semester: 2nd Year

Course: Human Resource Planning and Development

Code: MC-207H

Total Marks=15

Important Instructions

- i. Attempt all the three questions from the assignment given below. Each question carries 5 marks.
 - ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper and to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.
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1. Write a detailed note on HRD interventions and practices in India.
 2. What is manpower planning? If you have to develop manpower planning system of an organization, what factors would you consider for effective manpower planning?
 3. Explain various behavioural factors in human resource planning by taking an organization of your choice

ASSIGNMENT-II

Programme: M.Com.

Semester: 2nd Year

Course: Human Resource Planning and Development

Code: MC-207H

Total Marks=15

Important Instructions

- i. Attempt all the three questions from the assignment given below. Each question carries 5 marks.
 - ii. All questions are to be attempted in legible handwriting on plane white A 4 size paper and to be submitted to the Directorate of Distance Education for evaluation either in person or through Speed Post.
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1. What are the objectives of employee training? Explain various methods of training with their strengths and weaknesses.
 2. "HRD is nothing but looking at the development of manpower of an organization in the light of its requirements." Comment by taking an example of any hypothetical organization.

3. How will you design and develop a human resource information system in an industrial organization?