

ASSIGNMENTS QUESTIONS

Master of Commerce

M COM 3rd Semester

For

Promotee Students



Batch 2024-25

**CENTRE FOR DISTANCE AND ONLINE EDUCATION
GURU JAMBHESHWAR UNIVERSITY OF SCIENCE &
TECHNOLOGY, HISAR-125001**

Compiled by:-

Mr Ankit

Assistant Professor

CDOE, Commerce

GJUS&T, Hisar

Programme Coordinator (M. Com)

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
CENTRE FOR DISTANCE AND ONLINE EDUCATION
Programme: Master of Commerce

Course Name: Corporate Governance and Business Ethics
Code: MC 301

Sem: 3rd
Total Marks=30

Important Instructions

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of the assignments on student's portal.**

ASSIGNMENT-I

1. Define corporate governance? Describe about regulatory framework of corporate governance in India.
2. Explain the various theories of Business Ethics applicable in Indian business environment.
3. Write a short note on the followings:
 - Key Managerial Personnel
 - Reforms in companies Act, 2013 related to Corporate Governance

ASSIGNMENT-II

1. Ethics has an important place in business. Give your comment.
2. Discuss about ethical principles in India.
3. Write short note on the following:
 - Ethics in production and operation management
 - Ethics in Human Resource Management

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
CENTRE FOR DISTANCE AND ONLINE EDUCATION
Programme: Master of Commerce

Course Name: Business Legislations
Code: MC 302

Sem: 3rd
Total Marks=30

Important Instructions

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of the assignments on student's portal.**

ASSIGNMENT I

- 1. All contracts are agreements, but all agreements are not contracts.” Discuss the statement explaining the essentials of a valid contract.**
- 2. What do you mean by discharge of contract? Explain the various modes of discharge of contract.**
- 3. Write short note on the following:**
 - Contract of Indemnity and Guarantee
 - Types of negotiable instruments and their characteristics

ASSIGNMENT II

- 1. Define Company. Explain about various characteristics of company.**
- 2. Write short note on the following:**
 - Types of Membership in a Company
 - Methods of Winding up of a company
- 3. Discuss about latest provisions related to Consumer Protection Act.**

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
CENTRE FOR DISTANCE AND ONLINE EDUCATION
Programme: Master of Commerce

Course Name: Counseling Skills for Managers

Code: OE 301

Sem: 1st

Total Marks=30

Important Instructions

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of the assignments on student's portal.**

ASSIGNMENT-I

- 1. Differentiate between Counselling and Psychotherapy with live examples.**
- 2. Critically evaluate the present relevance of Psycho-Analytical Theory.**
- 3. Examine the role of 5 D model in counselling process. Suggest how counselling environment affects it?**

ASSIGNMENT-II

- 1. Examine the present relevance of the Principles of counselling with live examples.**
- 2. Discuss how humanistic approach contributed in the counselling. Suggest how to improve counselling.**
- 3. Write short note on the following:**
 - Listening Barriers and Strategies to Overcome Listening Barriers**
 - Ethical and Legal Aspects of Counseling**

FINANCE

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
CENTRE FOR DISTANCE AND ONLINE EDUCATION
Programme: Master of Commerce

Course Name: Financial Restructuring and Valuation
Code: MCF 312

Sem: 3rd
Total Marks=30

Important Instructions

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of the assignments on student's portal.**

ASSIGNMENT-I

- 1. What is Corporate Restructuring? Discuss the modes of Restructuring in detail.**
- 2. Explain the objectives and procedures of Buy Back of Shares.**
- 3. Write notes on the following:**
 - Strategic Alliance
 - Hostile Takeover

ASSIGNMENT-II

- 1. Distinguish between Merger, Acquisition and Takeover with example.**
- 2. Elaborate the legal and financial aspects of Merger and Acquisition.**
- 3. Write notes on the following:**
 - Corporate Insolvency
 - Slump Sale

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
CENTRE FOR DISTANCE AND ONLINE EDUCATION
Programme: Master of Commerce

Course Name: Security Analysis
Code: MCF 314

Sem: 3rd
Total Marks=30

Important Instructions

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of the assignments on student's portal.**

ASSIGNMENT-I

- 1. Explain the causes and types of Risk.**
- 2. Elucidate the process of Investment.**
- 3. Elaborate Efficient Market Hypothesis.**

ASSIGNMENT-II

- 1. Explain the recent trends in Indian and International Stock Market.**
- 2. Differentiate between Active & Passive Investing.**
- 3. Explain the characteristics and various types of Bonds.**

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
CENTRE FOR DISTANCE AND ONLINE EDUCATION
Programme: Master of Commerce

Course Name: Foreign Exchange Management

Sem: 3rd

Code: MCF 315

Total Marks=30

Important Instructions

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of the assignments on student's portal.**

ASSIGNMENT-I

- 1. What do you understand by Foreign Exchange Market? Discuss the functions and structure of foreign exchange market.**
- 2. Discuss about Interest Rate Parity, Purchasing power Parity and Fisher effect.**
- 3. Write notes on the following:**
 - Management of Transaction, Economic and Translation Exposure
 - Currency Swaps and Interest Rate Swaps

ASSIGNMENT-II

- 1. What do you mean by Foreign Exchange Rate? Distinguish between Nominal, Real and effective exchange rates.**
- 2. Write notes on the following:**
 - Swift Mechanism
 - Factors affecting foreign exchange rate
- 3. What is Foreign Exchange Risk Management? Discuss the objectives and process of Foreign Exchange Risk Management in detail.**

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
CENTRE FOR DISTANCE AND ONLINE EDUCATION
Programme: Master of Commerce

Course Name: Risk Management and Insurance
Code: MCF 316

Sem: 3rd
Total Marks=30

Important Instructions

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of the assignments on student's portal.**

ASSIGNMENT-I

- 1. What do you mean by concept of Risk? How you will classify the risk?**
- 2. Briefly explain about various steps involved in risk management process.**
- 3. Write short note on the following:**
 - Techniques of managing risk
 - Risk vs. Uncertainty

ASSIGNMENT-II

- 1. What do you mean by Insurance? What are the various insurable risk characteristics?**
- 2. What is the role of financial analyst in risk management decision making?**
- 3. Write short note on the following:**
 - Principles of Insurance
 - Types of Life Insurance

MARKETING

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
CENTRE FOR DISTANCE AND ONLINE EDUCATION
Programme: Master of Commerce

Course Name: Marketing of Services
Code: MCM 321

Sem: 3rd
Total Marks=30

Important Instructions

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of the assignments on student's portal.**

ASSIGNMENT-I

- 1. Discuss the importance of Transportation and Entertainment industry in Indian economy.**
- 2. Discuss the reasons of service failure? How can service failure be recovered?**
- 3. Write short note on the following:**
 - **Service Marketing Mix**
 - **Elements in an effective services marketing research programme**

ASSIGNMENT-II

- 1. Discuss the new service development process with the help of example.**
- 2. What are the challenges in delivering services through intermediaries and electronic channels?**
- 3. Write short note on the following:**
 - **Customer-defined service standards and its types**
 - **Approaches to pricing services**

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
CENTRE FOR DISTANCE AND ONLINE EDUCATION
Programme: Master of Commerce

Course Name: Consumer Behavior
Code: MCM 322

Sem: 3rd
Total Marks=30

Important Instructions

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of the assignments on student's portal.**

ASSIGNMENT-I

- 1. What do you mean by consumer behaviour? Describe about its roots in various disciplines.**
- 2. Briefly describe about consumer research process.**
- 3. Write short note on the following:**
 - Theories of personality and self-concept
 - Group Dynamics and Consumer Behaviour

ASSIGNMENT-II

- 1. Describe about consumer decision making process with a suitable example.**
- 2. What is Innovation? What is the process of diffusion and adoption of innovation?**
- 3. Write short note on the following:**
 - Current trends and ethical issues in consumer behavioural studies
 - Dynamics of opinion leadership process

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
CENTRE FOR DISTANCE AND ONLINE EDUCATION
Programme: Master of Commerce

Course Name: Sales and Distribution Management
Code: MCM 324

Sem: 3rd
Total Marks=30

Important Instructions

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of the assignments on student's portal.**

ASSIGNMENT-I

- 1. What are the different sales theories? Discuss the relevance of these theories in today's world.**
- 2. What are sales territories? Discuss the procedure to set up sales territories.**
- 3. Write short note on the following:**
 - Determining size of sales force
 - Sales meetings and contests

ASSIGNMENT-II

- 1. Explain the different ways of evaluating the sales force performance.**
- 2. Discuss the different factors affecting the choice of distribution channel.**
- 3. Write short note on the following:**
 - Ethical issues in sales management
 - Process of sales planning

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
CENTRE FOR DISTANCE AND ONLINE EDUCATION
Programme: Master of Commerce

Course Name: Product and Brand Management
Code: MCM-326

Sem: 3rd
Total Marks=30

Important Instructions

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of the assignments on student's portal.**

ASSIGNMENT-I

- 1. Explain the concept of product and product management, with suitable examples.**
- 2. Write detailed note on the product mix.**
- 3. Write short note on the following:**
 - Designing marketing programme to build brand equity
 - Concept of Brand positioning and repositioning

ASSIGNMENT-II

- 1. How to plan and implement brand programme? Also explain how to measure and interpret brand performance?**
- 2. Write short note on the following:**
 - Branding in rural marketing
 - Legal aspects of Branding, Copyright, Trademarks and IPR
- 3. Distinguish brand equity and brand image.**

HUMAN RESOURCE MANAGEMENT

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
CENTRE FOR DISTANCE AND ONLINE EDUCATION
Programme: Master of Commerce

Course Name: Human Resource Planning
Code: MCH 331

Sem: 3rd
Total Marks=30

Important Instructions

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of the assignments on student's portal.**

ASSIGNMENT-I

- 1. What is Human Resource Planning? Explain the significance of human resource planning.**
- 2. Define macro and micro level manpower planning. Explain with examples.**
- 3. Write short note on the following:**
 - **HR demand and supply forecasting techniques**
 - **Retention strategies**

ASSIGNMENT-II

- 1. Explain the following:**
 - **Job Design and its types**
 - **Productivity management and Human Resource Planning**
- 2. What is meant by human resource accounting? What are the various steps in it?**
- 3. Define HRIS. Elucidate the steps to successfully implement the human resource information system in an organization.**

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
CENTRE FOR DISTANCE AND ONLINE EDUCATION
Programme: Master of Commerce

Course Name: Labour Laws
Code: MCH 332

Sem: 3rd
Total Marks=30

Important Instructions

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of the assignments on student's portal.**

ASSIGNMENT-I

- 1. Highlight the role of ILO for promoting the welfare of labour through laws in India.**
- 2. Critically evaluate the present relevance of Indian constitution in safeguarding labour and its related issues.**
- 3. Write short note on the following:**
 - **State Insurance Act**
 - **Industrial Dispute Act**

ASSIGNMENT-II

- 1. Examine the main provisions of Workmen's Compensation Act.**
- 2. Discuss the main provisions of Payment of Bonus Act with live examples.**
- 3. Critically evaluate the significance of Employees Provident Fund and Miscellaneous Act.**

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
CENTRE FOR DISTANCE AND ONLINE EDUCATION
Programme: Master of Commerce

Course Name: Management of Industrial Relations
Code: MCH 333

Sem: 3rd
Total Marks=30

Important Instructions

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of the assignments on student's portal.**

ASSIGNMENT-I

- 1. Explain the concept, evolution and significance of industrial relations.**
- 2. Outline the problems of trade unions in India. Suggest ways to solve these problems.**
- 3. Write short note on the following:**
 - Various forms of worker's participation in management
 - Industrial Relations systems in India

ASSIGNMENT-II

- 1. Differentiate between Conciliation and Arbitration.**
- 2. Give a detailed note on model principles for reference of dispute to adjudication.**
- 3. Write short note on the following:**
 - Collective Bargaining concept, importance and process
 - Legal Framework of Industrial Relations

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR
CENTRE FOR DISTANCE AND ONLINE EDUCATION
Programme: Master of Commerce

Course Name: Leadership Dynamics
Code: MCH 334

Sem: 3rd
Total Marks=30

Important Instructions

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of the assignments on student's portal.**

ASSIGNMENT-I

- 1. How does leadership and power relate?**
- 2. Describe about the various approaches of leadership.**
- 3. Write short note on the following:**
 - **Types of Leadership Styles**
 - **Leadership Styles of Famous Personalities in general and managerial perspective**

ASSIGNMENT-II

- 1. Explain about Ethics in leadership.**
- 2. Write a brief note on contemporary issues in leadership.**
- 3. Write short note on the following:**
 - **Distinguish between transformational and transactional leadership**
 - **Successful Leadership versus Effective Leadership**