

ASSIGNMENTS
Master of Commerce
M. COM. 4th Semester
For
Promotee Students



Session 2024-25

Centre for Distance and Online Education

Guru Jambheshwar University of Science & Technology

Hisar-125001

Compiled by:-

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

Programme: Master of Commerce (M COM)

Course Name: Management of Banks and Financial Institutions

Semester: 4th

Code: MCF-411

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 Indian Financial system? Describe about bank market structure in India.
2. What are the fundamentals principles of security investment by commercial bank?
3. Write short note on the following:
 - Banking Sector Reforms
 - Nature and Significance of Investment Management in Commercial Banks in India

ASSIGNMENT-II

1. Write a short note on the following:
 - Insurance Industry in India
 - Concept and types of Non-Performing Assets (NPA) in India
2. What is the concept of Capital Adequacy? Briefly explain about Basel III norms on capital adequacy in Indian commercial banks.
3. Briefly about Mutual Funds and Micro Finance Institutions.

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

Course Name: Portfolio Management

Code: MCF-414

Semester 4th

Total Marks=30

Important Instructions

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
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ASSIGNMENT-I

1. What do you mean by Portfolio Management? Discuss about its needs and objectives.
2. Explain Bond characteristics. Also, explain the fundamentals of bond valuation.
3. Discuss the process of portfolio selection.

ASSIGNMENT-II

1. Discuss about Markowitz portfolio theory.
2. Explain the measures of portfolio's performance evaluation.
3. Write short note on the following:
 - Meaning, Need and Constraint of Portfolio Revision
 - Active and Passive Portfolio Strategies

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

Course Name: Financial and Commodity derivatives
Code: MCF-415

Semester: 4th
Total Marks=30

Important Instructions

- i. Attempt all questions from each assignment given below.**
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ASSIGNMENT-I

1. What do you mean by Financial Derivatives? Explain the need and types of Financial Derivatives.
2. What do you mean by Future Market? What are the uses of future for Hedging?
3. Write short note on the following:
 - Long and Short Future Payoff
 - Meaning and Uses of Currency Futures

ASSIGNMENT-II

1. What do you mean by Stock Option? What are the various types and uses of stock option?
2. What do you mean by Swaps? What are the various types of Swaps?
3. Write short note on the following:
 - Option based Investment Strategies
 - Contemporary Issues of Indian Derivative Market

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

Course Name: Public Finance
Code: MCF-416

Semester: 4th
Total Marks=30

Important Instructions

- i. Attempt all questions from each assignment given below.**
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ASSIGNMENT-I

1. What do you understand by the concept Public Finance? Explain scope and Nature of Public Finance.
2. What do you understand by the concept of allocation function of government?
3. Write short note on the following:
 - Musgrave's Approach of Maximum Social Advantage
 - Public Revenue General Consideration

ASSIGNMENT-II

1. Explain incidence of tax burden on buyer and seller with the help of suitable diagrams.
2. Write short note on the following:
 - Comments on recent Central Government Budget
 - Role of Comptroller and Auditor General (CAG)
3. What is budget? What are the different components of a Budget?

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

Course Name: Retail Management

Code: MCM-421

Semester 4th

Total Marks=30

Important Instructions

- i. Attempt all questions from each assignment given below.**
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ASSIGNMENT-I

1. What do you mean by Retail Management? Explain the need and objectives of Retail Management.
2. Explain the concept of Retail mix with a suitable example.
3. Write short note on the following:
 - Types of Retailers
 - Planned and Unplanned Retail site Characteristics

ASSIGNMENT-II

1. Describe about Merchandising Planning Process.
2. What is retail pricing? How you will set the retail price.
3. Write short note on the following:
 - Future of E-Retailing
 - FDI in Retail

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

Course Name: Rural Marketing

Code: MCM-422

Semester 4th

Total Marks=30

Important Instructions

- i. Attempt all questions from each assignment given below.**
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ASSIGNMENT-I

1. Explain the nature, significance and limitation of Rural Marketing.
2. How does Rural marketing different from urban marketing?
3. Write short note on the following:
 - Classification of Products and Services in Rural Marketing
 - Concept, History and Functions of Cooperative Marketing

ASSIGNMENT-II

1. Write a short note on the process of agricultural marketing. Briefly explain various functions of agricultural marketing.
2. What is the relationship between attitude and culture? Discuss in light of the rural marketing.
3. Write short note on the following:
 - Marketing Mix for Rural Product
 - Role of Financial Institutions in Rural Marketing

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

Course Name: Social Marketing

Code: MCM-424

Semester 4th

Total Marks=30

Important Instructions

- i. Attempt all questions from each assignment given below.**
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ASSIGNMENT-I

1. What do you mean by Social Marketing? Compare it with Commercial marketing.
2. What is Social Marketing Environment? How you will mapping the internal and external environments?
3. Write short note on the following:
 - Social Marketing Planning Process
 - Price of a social marketing Product

ASSIGNMENT-II

1. What are the different types of media channels used in social marketing?
2. What are the various product strategies used for social marketing?
3. Write short note on the following:
 - Timing and Factors influencing media strategies
 - Setting Campaign Objectives and Goals

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

Course Name: Customer Relationship Management

Code: MCM-426

Semester 4th

Total Marks=30

Important Instructions

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ASSIGNMENT-I

1. Discuss the nature, scope, and importance of CRM.
2. Differentiate between Customer life cycle (CLC) and Customer Life time value (CLV).
3. Write short note on the following:
 - Discuss the importance and scope of Quality Management System.
 - Reasons of Failure of Loyalty Programmes

ASSIGNMENT-II

1. Explain the concept of Sales Force Automation. What are the various factors of successful sale force automation?
2. Explain the concept of Business Process Reengineering (BPR) for CRM implementation.
3. Write short note on the following:
 - Discuss CRM implementation Process
 - Scope and Significance of a CRM project

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

Course Name: Performance Management
Code: MCH-431

Semester 4th
Total Marks=30

Important Instructions

- i. Attempt all questions from each assignment given below.**
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ASSIGNMENT-I

1. What do you mean by performance Management? What are the key reasons behind the move from performance appraisal to performance management?
2. Do you think that performance management system is more successful in large organisations in comparison to the smaller one? Discuss.
3. Write short note on the following:
 - Implementing a Performance Management System
 - Performance Management Process

ASSIGNMENT-II

1. "The competencies of the respective job description also become factors for assessment on performance evaluation." Discuss.
2. Discuss about contribution of Human Resource Management Practices to Employee Performance.
3. Write short note on the following:
 - Impact of Leadership on Organizational Performance
 - Performance management Practices in Indian Organization

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

Course Name: Managing Interpersonal and Group Process

Semester 4th

Code: MCH-433

Total Marks=30

Important Instructions

- i. Attempt all questions from each assignment given below.**
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ASSIGNMENT-I

1. What are various types of groups? Explain their role and functions.
2. What is the impact of group cohesiveness on group productivity? Is the effect always positive?
3. Write short note on the following:
 - Transactional Analysis
 - Group synergy and Team Building

ASSIGNMENT-II

1. Is receiving feedback as important as giving feedback? Explain its process.
2. What is the difference in the decision making process of individuals and groups?
3. Write short note on the following:
 - Role of Negotiation in group Conflicts
 - Intern group relations and types of conflicts

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

Course Name: Organisational Change and Intervention Strategies
Code: MCH-435

Semester 4th
Total Marks=30

Important Instructions

- i. Attempt all questions from each assignment given below.**
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ASSIGNMENT-I

1. Discuss the various forces responsible for change in the organization?
2. Explain the following-
 - (a) Change and transition management
 - (b) Understanding Change Process
3. Discuss about Huse's 7 stages model of change.

ASSIGNMENT-II

1. What is resistance to change? What can the management do to overcome individual and group resistance?
2. Write short note on the following:
 - Ethics of OD professionals and Future of OD
 - Organizational Culture and Change
3. What do you understand by interventions? Why the need for intervention in an organization arises?

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

Course Name: Global Human Resource Management

Semester 4th

Code: MCH-436

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 Hofstede's framework of cultural dimensions.
2. Explain various approaches of recruitment in Global Human Resource Management.
3. Write short note on the following:
 - Evolution of Global Organizations
 - Source criteria for International Assignment

ASSIGNMENT-II

1. Differentiate between Domestic & Global Human Resource Management.
2. Explain different approaches of International Compensation Management.
3. Write short note on the following:
 - International Compensation and Appraisal System
 - Cross Cultural communication and Negotiation