

ASSIGNMENTS
Master of Commerce
M. COM. 2nd Semester
For
Promotee Students

Session Jan, 2026

Centre for Distance and Online Education

Guru Jambheshwar University of Science & Technology

Hisar-125001

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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: International Business
Code: MC-201

Year: 1st
Total Marks=30

Important Instructions

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

ASSIGNMENT-I

1. Discuss the complexities and issues in managing international business operations.
2. Explain the role of IT in international business and India's involvement in it.
3. Explain contract manufacturing and turnkey projects with examples.

ASSIGNMENT-II

1. Explain the components of the Balance of Payments and the causes of disequilibrium.
2. Write a short note on BRICS and ASEAN.
3. Discuss the issues faced by MNCs in investment, technology transfer, pricing and regulation.

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

Course Name: Financial Management
Code: MC 202

Semester 2nd
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 Financial Management? What is its scope? Discuss.
2. Define the concept of working capital? Elaborate the various sources of working capital fund.
3. What is a leveraged firm? How the cost of debt is calculated? Explain.

ASSIGNMENT-II

1. What is capital budgeting decision? Out of NPV and IRR methods of capital budgeting decisions, which method is preferred and why?
2. What are the factors affecting dividend policy of a firm? Explain.
3. Write short note on the following
 - Cash Management
 - Inventory Management

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

Course Name: Marketing Management
Code: MC 203

Sem: 2nd
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 role of the Product Life Cycle (PLC) in formulating marketing strategies. Provide examples of brands/products at different stages.
2. Explain the importance of Environmental Scanning in marketing. Give an example of how a company adapted to its environment successfully.
3. Compare and contrast cost-based pricing and value-based pricing. Which method is more effective in today's competitive business environment?

ASSIGNMENT-II

1. Write short notes on Green Marketing and Consumerism. How do they affect business decisions in India?
2. Define the concept and scope of marketing. How do the 4 A's of marketing (Acceptability, Affordability, Accessibility, Awareness) differ from the traditional 4 P's?
3. Write a short note on the following:
 - a) Holistic Marketing
 - b) Promotion Mix

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

Course Name: Human Resource Management
Code: MC 204

Sem: 2nd
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 Management? Explain its managerial and operative functions.
2. What do you mean by Job Analysis? Discuss various methods of evaluation of job analysis in organizations.
3. What is Human Resource Planning? Explain objectives and process of human resource planning.

ASSIGNMENT-II

1. Meaning of Performance Appraisal. Discuss various methods of performance appraisal.
2. What is Training? Explain process and methods of training.
3. Define Compensation Management. Also explain various methods of compensation.

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

Course Name: Management and Cost Accounting
Code: MC-205

Sem: 2nd
Total Marks=30

Important Instructions

- i. Attempt any two 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 the concept of management accounting. Write down the difference between management accounting and cost accounting.
2. What do you mean by Budgetary control? Discuss in details objectives of budgetary control and essentials of effective budgetary control system.
3. Elaborate the concept of marginal costing. Explain the managerial application of marginal costing with the help of suitable example.

ASSIGNMENT-II

1. What is meant by standard costing? Describe the procedure to implement the standard costing system in a firm.
2. Write a short note on the followings:
 - Cost –Volume - Profit Analysis
 - Break-even Points
3. Define the following terminology
 - Responsibility Accounting
 - Transfer Pricing

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

Course Name: Research Methodology
Code: MC-206

Sem: 2nd
Total Marks=30

Important Instructions

- i. Attempt all questions from each assignment given below.**
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- 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. Describe the importance of sample size determination in a sound and effective research.
2. Explain:
 - Inductive Research
 - Parametric Test
3. Discuss in detail the Research Process?

ASSIGNMENT-II

1. Elaborate the classification of measurement scales.
2. Explain:
 - ANOVA
 - Factor Analysis
3. What are Components of the layout of a research report? Explain the various sections and its contents in Detail.