

ASSIGNMENTS QUESTIONS

Master of Commerce

M COM 3rd Semester

For

Promotee Students

Batch 2025-26

**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

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 plain white A-4 size paper and upload the scanned copy of the assignments on the student's portal.**

ASSIGNMENT-I

- 1. Discuss the major developments in corporate governance in India
- 2. Who are Key Managerial Personnel (KMP)?
- 3. Discuss the qualities, powers, responsibilities and duties of a chairman.

ASSIGNMENT-II

- 1. Explain any two theories of business ethics.
- 2. Explain the ethical principles in business, such as honesty, integrity, fairness and transparency.
- 3. Evaluate how ethical practices across finance, HRM, marketing and operations contribute to long-term business success.

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. What are the rights of unpaid seller under the Sales of Goods Act? Distinguish between the seller's right of lien and right of stoppage of goods in transit.**
- 2. What is a negotiable instrument? Explain its main characteristics and discuss the different types of negotiable instruments.**
- 3. Define the following in brief:**
 - i) Doctrine of Caveat Emptor**
 - ii) 'Holder' and 'Holder in due Course'.**

ASSIGNMENT-II

- 1. Explain the rights of consumers under the Consumer Protection Act. Discuss the role of Consumer Commissions/Consumer Forums in protecting consumer rights and addressing consumer complaints.**
- 2. State briefly the various modes in which a contract may be discharged.**
- 3. What are company meetings? Explain the different types of company meetings and the general principles governing them.**

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. Discuss the essential counseling skills required by an effective manager.
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. "A manager does not need to be a professional counselor, but must possess basic counseling skills." Discuss this statement with suitable examples.

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 plain white A-4 size paper and upload the scanned copy of the assignments on the student's portal.**

ASSIGNMENT-I

- 1. Explain the meaning, need and scope of corporate restructuring.
- 2. Discuss the procedure and legal provisions for reduction of share capital.
- 3. Explain the various modes of corporate restructuring.

ASSIGNMENT-II

- 1. Discuss the valuation standards and the steps involved in valuation analysis.
- 2. Discuss the legal and regulatory aspects of valuation under SEBI and RBI regulations.
- 3. Explain the valuation of intangibles and of securities, with the challenges involved.

**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. Explain the process of Investment.
- 3. What is technical analysis? Explain the basic assumptions of Dow Theory and discuss its significance.

ASSIGNMENT-II

- 1. Explain Top-down approach of Equity analysis.
- 2. Explain the various investment alternatives available to an investor. What factors should be considered while selecting an investment?
- 3. What is yield to maturity? Explain the relationship between price of security, coupon rate & yield to maturity.

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

Course Name: Foreign Exchange Management
Code: MCF 315

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. Distinguish between nominal, real and effective exchange rates. Give suitable examples.
2. Explain the functions of the foreign exchange market and discuss how it facilitates international trade and investment.
3. Define the following in brief:
 - i) Interest Rate Swaps
 - ii) SWIFT mechanism

ASSIGNMENT-II

1. What is foreign exchange exposure? Explain transaction exposure, translation exposure and economic exposure, highlighting the differences among them.
2. Explain the major instruments used for hedging foreign exchange risk, including forward contracts, futures, options and currency swaps.
3. Define the following in brief:
 - i) Spot Transaction
 - ii) International Fisher Effect

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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 plain white A-4 size paper and upload the scanned copy of the assignments on the student's portal.**

ASSIGNMENT-I

1. Explain the concept of risk. Distinguish between risk and uncertainty.
2. Explain the meaning and characteristics of insurance.
3. Explain the objectives of risk management and the steps in the risk management process.

ASSIGNMENT-II

1. Explain the fundamental principles of insurance.
2. Explain liability risk, with an overview of auto insurance and home insurance.
3. Describe insurance company operations and name the leading insurance companies in India.

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 Behaviour
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
 - Cognitive learning theories and application to marketing

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. What do you understand by sales planning? Explain its importance and process.**

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. What are the different ways of resolving conflict between channel partners?**

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:**
 - New product and brand extension
 - Global Brand Strategy

ASSIGNMENT-II

- 1. Differentiate between test marketing and market testing and discuss the process of test marketing.**
- 2. Write short note on the following:**
 - Branding in rural marketing
 - E-Branding
- 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 planning human resource.**
- 2. Define macro and micro level manpower planning. Explain with examples.**
- 3. What are various methods used in forecasting human resource planning? Explain its importance.**

ASSIGNMENT-II

- 1. Explain the following:**
 - Work scheduling
 - Work study
- 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.**
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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. 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. Examine the role and importance of Trade Union in India with live examples from Industry.**

ASSIGNMENT-II

- 1. Examine the present relevance and main provisions of Workmen's Compensation Act.**
- 2. Discuss and examine the main provisions of Payment of Bonus Act with live examples.**
- 3. Critically evaluate the significance and provisions 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. Discuss the role of management, employees, trade unions, and government as major actors in industrial relations.
3. Discuss the types and levels of collective bargaining. Explain the conditions necessary for successful collective bargaining.

ASSIGNMENT-II

1. Explain the concepts of conciliation, mediation, arbitration, and adjudication in industrial dispute settlement.
2. Discuss the grievance-handling procedure and explain how an effective grievance redressal mechanism can improve industrial relations.
3. A company introduces automation that may reduce the requirement for manual workers. Analyze the possible industrial-relations issues and suggest strategies that management can adopt to maintain harmonious 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. Define leadership and explain its nature, characteristics, and importance in modern organizations.
2. Discuss the role of leadership in achieving organizational goals and improving employee performance.
3. Discuss the Behavioural Theories of Leadership and explain the major leadership behaviour approaches.

ASSIGNMENT-II

1. Discuss the relationship between leadership style and employee motivation.
2. Discuss the role of leadership in organizational change and transformation.
3. Distinguish between transformational and transactional leadership.