

STUDENT ASSIGNMENTS

Master of Commerce (M.COM) Semester-IV

Distance Mode/Online Mode

(Session 2025-26)

CENTRE FOR DISTANCE AND ONLINE EDUCATION

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NEW DELHI-110025

STUDENT ASSIGNMENTS
(SESSION 2025-26)

INSTRUCTIONS

The students are required to read carefully and follow the instructions given below:

- Submission of one complete Assignment in each paper of the programme in every semester is compulsory.
- Completed handwritten Assignments in a PDF format to be submitted on **Google Classroom** on or before the due date.
- Write your Name, Father's Name, Roll Number, Mobile No. and other details as required on the cover page of each Assignment.
- For Assignments Submitted after due date mentioned in the Academic Calendar, a late fee of **Rs. 100/-** per assignment will be payable through Demand Draft in favour of Jamia Millia Islamia, Payable at New Delhi.
- Please go through your Programme Guide carefully for further details.

Course Title: Strategic Management

Course Code: MCM-401

Session: 2025-26

Maximum Marks –25

Note: Attempt **any Two questions** from Section-A. Each question carries 10 marks. Section-B is compulsory.

Section-A

10x2=20

1. Explain the Strategic Management Process in detail with suitable examples.
2. Critically examine the advantages and importance of environmental analysis for an organization.
3. Elaborate the concept of Corporate Social Responsibility (CSR) with suitable examples from business organizations.
4. Discuss the Ansoff Matrix and explain its different growth strategies with examples.

Section-B

5x1=5

5. Write short note on any **One** of the following.
 - a) Porter's Five Forces Model
 - b) Corporate-Level Strategy

Course Title: International Business

Course Code: MCM 402

Session: 2025-26

Maximum Marks –25

Note: Attempt **any Two questions** from Section-A. Each question carries 10 marks. Section-B is compulsory.

Section-A

10x2=20

1. Define International Business and discuss its nature, features, and scope in the global economy.
2. What is Balance of Payments (BOP)? Explain its meaning and discuss the various components of BOP in detail.
3. Discuss the major advantages and significance of Test Marketing in International Business.
4. What is the International Business Environment? Explain the internal and external factors affecting the business environment.

Section-B

5x1=5

5. Write short notes on any **One** of the following:
 - a) Trade-Related Intellectual Property Rights (TRIPS)
 - b) General Agreement on Trade in Services (GATS)

Course Title: Retail Marketing Management

Course Code: MCM 403

Session: 2025-26

Maximum Marks –25

Note: Attempt **any Two questions** from Section-A. Each question carries 10 marks. Section-B is compulsory.

Section-A

10x2=20

1. Discuss the various factors that should be considered while selecting a suitable location for a garment store in a metropolitan city.
2. a) Explain the concept of store design as a “silent marketing aid.”
b) Discuss the key considerations involved in designing an effective store layout.
3. Explain the reasons for visible and invisible stock shortages (shrinkages) in retail stores.
4. What type of training and skills development are required to become an IT-enabled and professionally trained salesperson?

Section-B

5x1=5

5. Write short notes on any **One** of the following.

- a) Open-to-Buy(OTB) Planning
- b) Retail Communication Mix

Finance Specialization

Course Title: Financial Planning and Management

Course Code: MCM 404-F3

Session: 2025-26

Maximum Marks –25

Note: Attempt **any Two questions** from Section-A. Each question carries 10 marks. Section-B is compulsory.

Section-A

10x2=20

1. Discuss the role of budgeting in personal financial planning.
2. What are consumer loans? Explain the various sources of consumer loans in India.
3. Discuss the steps in analysing risks in personal financial planning. Explain the role of insurance in personal financial planning.
4. The following details are provided by the investment scheme of XYZ Ltd:

Year	Cash Flow	CEQ
1	2,00,000	0.75
2	1,40,000	0.70
3	1,30,000	0.65
4	1,20,000	0.60
5	80,000	0.65

The investment scheme requires immediate investment of Rs 3,00,000. Suggest Mr. Sameer, the investor whether the investment scheme is worth investing or not? Assume discount factor of 15%.

Section-B

5×1=5

5. Write short notes on any **One** of the following:

- a) Time Value of Money
- b) Importance of maintaining a good CIBIL score

Course Title: International Financial Management

Course Code: MCM 405-F4

Session: 2025-26

Maximum Marks –25

Note: Attempt **any Two** questions from Section-A. Each question carries 10 marks. Section-B is compulsory.

Section-A

10x2=20

1. What are the primary differences between domestic financial management and international financial management, and how do these variances impact decision-making processes for multinational corporations?
2. Explain the concept of exchange rate risk in international financial management. How do multinational corporations mitigate this risk, and what are the various hedging strategies they employ to safeguard against adverse currency fluctuations?
3. What is International Portfolio Management? How do portfolio managers assess and integrate factors into their investment decision-making frameworks to construct resilient and high performing portfolios that can withstand global economic uncertainties?
4. How do multinational corporations balance profit motives with ethical responsibilities while operating in diverse cultural and regulatory environments?

Section-B

5x1=5

5. Write the short note on any **One** of the following.

- a) International Portfolio Diversification
- b) International Finance Reporting

Marketing specialization

Course Title: International Marketing

Course Code: MCM 404-M3

Session: 2025-26

Maximum Marks –25

Note: Attempt **any Two** questions from Section-A. Each question carries 10 marks. Section-B is compulsory.

Section-A

10x2=20

1. What do you mean by international marketing? Discuss its importance.
2. Differentiate Domestic marketing VS international marketing.
3. Discuss the different elements of international market environment.
4. What is IPLC? Discuss different stages of international product life cycle.

Section-B

5x1=5

5. Write short notes on any **One** of the following:
 - a) International Promotion and Tools Planning
 - b) International Public Relations

Course Title: Customer Relationship Management

Course Code: MCM 405-M4

Session: 2025-26

Maximum Marks –25

Note: Attempt **any Two** questions from Section-A. Each question carries 10 marks. Section-B is compulsory.

Section-A

10x2=20

1. 'CRM is a potential tool to beat competition'. Elaborate this statement by studying some companies in the product sector and the service sector. Explain the same with the help of suitable examples.
2. Explain Customer Lifetime Value (CLV) of customers. What is the benefit of computing it for a company?
3. Discuss the application of CRM in retail sector. Also, explain its advantages with the help of suitable examples.
4. Explain ROI (Return on Investment). What factors will be considered while measuring the ROI of CRM investment?

Section-B

5x1=5

5. Write short notes on any **One** of the following:
 - a) What are the objectives of CRM in an organization?
 - b) Explain how employees are engaged in the implementation of CRM?