

STUDENT ASSIGNMENTS

Master of Commerce (M.COM) Sem-III

Distance Mode/Online Mode

(Session 2024-25)

CENTRE FOR DISTANCE AND ONLINE EDUCATION

JAMIA MILLIA ISLAMIA

NEW DELHI-110025

STUDENT ASSIGNMENTS (SESSION 2024-25)
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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.

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

Section-A**10x2=20**

1. X, a Director of ABC Pvt. Ltd., Pune is offered an employment with the following two alternative packages:

Particulars	Package I (₹)	Package II (₹)
Basic Pay per annum	5,52,000	5,52,000
Conveyance allowance for private use	36,000	–
Motor car facility for private use of X and his family members (valued)	–	36,000
Entertainment Allowance	72,000	–
Club facility (Valued)	–	72,000
Children Education Allowance (for 2 children)	19,400	–
Free Education Facility in an institution run by the employer for children (Valued)	–	19,400
Rent Free unfurnished house with fair rental value	1,20,000	1,20,000

Which of the two packages should X opt for on the assumption that both employer and employee will contribute 20% of the basic pay towards an unrecognized provident fund. Assume the population of Pune is more than 25 lakhs as per 2001 census. Assume X

- (a) does not opt to be taxed under section 115BAC
- (b) opts to be taxed under section 115BAC

2. Mrs. R, an individual resident and citizen of India earned remuneration in foreign currency from a university in foreign country during her stay in that Country in the previous year 2024-25. There is no DTAA with that country. The remuneration was ₹4,50,000 and ₹30,000 was deducted at source by the University. Income from other sources of Mrs. R, in India, was ₹2,67,000. Compute the relief available to her under section 91 assuming that Mrs. R brings ₹3,00,000 in Indian convertible foreign exchange by 30.9.2025.

3. Explain the procedure of assessment of companies under the Income Tax Act. Explain the provisions applicable exclusively to corporate assesses.

4. Discuss the provisions of Tax Deduction at Source (TDS). Why is TDS considered a major tool for tax collection?

Section-B**5x1=5**

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

- a) Minimum Alternate Tax (MAT)
- b) Tax Planning vs. Tax Management

Course Title: Human Resource Management**Course Code: MCM 302****Session: 2024-25****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 concept of Human resource management. What is the role of Human Resource management in organization?
2. What do you understand by recruitment and selection? Explain the process of selection and steps involved in selection procedure.
3. What is HRD? Distinguish between HRD and HRM.
4. What do you understand by wage and salary administration? Discuss the essentials of a sound wage and salary structure.

Section-B**5x1=5**

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

- a) Performance appraisals
- b) Industrial Relations

Course Title: E-Commerce**Course Code: MCM 303****Session: 2024-25****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. Compare online and traditional transactions in terms of richness.
2. Explain the various types of e-commerce model. B2B, B2C, C2B, C2C, B2G
3. List and explain the various types of websites. Also, discuss the various steps of web development process.
4. Justify the following statements with suitable example for each:
 - (a) Data encryption is a way of translating data from plaintext to cipher text.
 - (b) Fintech—an innovative use of technology in the formation and delivery of financial services

Section-B**5x1=5**

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

- a) Architectural framework of e-commerce
- b) Malicious software and its types

Finance Specialization

Course Title: Financial Institutions and Markets

Course Code: MCM 304-F1

Session: 2024-25

Maximum Marks –25

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

Section-A

10×2=20

1. What do you mean by Indian Financial System? Discuss the various important components of a financial system.
2. Critically examine the current monetary policy of Reserve Bank of India. What are the various instruments of monetary policy of RBI?
3. Examine the role of various specialized financial institutions in the economic development of India.
4. What is merchant banking? Explain its role, functions and importance for the promotion of start-ups in India.

Section-B

5×1=5

5. Write short notes on any **One** of the following:
 - a) Recent Development in Indian Financial System
 - b) SIDBI

Course Title: Security Analysis and Portfolio Management

Course Code: MCM 305-F2

Session: 2024-25

Maximum Marks –25

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

Section-A

10×2=20

1. How you will differentiate between systematic and unsystematic risk. Analyze the measures and computation of unsystematic risk.
2. Define secondary market. Discuss the methods of selling securities in primary and secondary market.
3. What is fundamental analysis? What are the strengths and weaknesses of fundamental analysis?
4. Explain the different forms of efficient market hypothesis. State the causes of market inefficiencies.

Section-B

5×1=5

5. Write the short note on any One of the following.
 - (a) Technical Analysis
 - (b) Portfolio Analysis

Marketing specialization

Course Title: Advertising and Sales Management

Course Code: MCM 304-M1

Session: 2024-25

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 evolution of advertising in India. Discuss the major changes in advertising practices over the years and their implications for marketers.
2. What are the alternative ways to compensate an advertising agency? Discuss their advantages and disadvantages.
3. Discuss the role and responsibilities of sales personnel. Explain how they contribute to organizational growth.
4. Explain the theories of motivation applicable to salespeople. Also, discuss how these theories can be used in designing effective motivation programmes for a sales force.

Section-B

5x1=5

5. Write short notes on any **One** of the following:
 - a) Distinguish between Market analysis and Sales forecasting.
 - b) DAGMAR approach

Course Title: Marketing Research

Course Code: MCM 305-M2

Session: 2024-25

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 is Marketing Research? Explain in detail the various steps involved in the marketing research process.
2. Explain various scaling techniques commonly used in marketing research with the help of suitable examples.

3. Case Study:

You are a manager in a research agency and have been assigned a study to examine the effect of social media advertisements of fashion accessories on the buying propensity of users. Your target population consists of teenagers and young adults aged 15–25 years residing in Delhi (NCT). However, you realized that it is practically difficult to gather data from all social media users within this target group across such a large and diverse metropolitan area.

Questions:

- a) Suggest the possible probability and non-probability methods that can be used to select a sample out of the entire population.

- b) Discuss the strategies and tactics to conduct social media market research on each social media platform.
- c) What kind of questionnaire you would like to use for collection of data?
- 4. What is media selection? Discuss the factors influencing media selection and evaluate the various types of media available to marketers.

Section-B

5x1=5

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

- a) Nomological validity
- b) Item analysis
