

STUDENT ASSIGNMENTS

Master of Commerce (M.COM) Sem-I

Online Mode

(January Session 2025)

CENTRE FOR DISTANCE AND ONLINE EDUCATION

JAMIA MILLIA ISLAMIA

NEW DELHI-110025

**STUDENT ASSIGNMENTS
(SESSION JANUARY 2025)**

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 Assignments in a PDF format are 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 three of the following five questions. Question No. 5 is compulsory.

Section-A**10x2 = 20**

1. “Managerial economics bridges the gap between economic theory and business practices”. Explain with suitable examples.
2. What is an indifference curve? What are its properties or characteristics? What role does it play in consumer analysis?
3. Distinguish between laws of return to variable proportions and laws of return to scale. Explain the factor, which cause the increasing returns to scale.
4. Define monopolistic competition. Discuss the price and output decision of a monopolistic firm in the short-run market structure.

Section-B**5x1=5**

5. Write a short note on any One of the following:
 - a) Demand-pull and cost push Inflation.
 - b) Elasticity of demand.

Note: Attempt any three of the following five questions. Question No. 5 is compulsory.

Section-A**10x2=20**

1. Discuss the role of business statistics in effective decision-making within an organization. In your answer, explain the importance of both descriptive and inferential statistics, and describe at least three statistical techniques commonly used in business.
2. A sample of 100 dry battery cells tested to find the length of life produced the following results:
Mean = 12 hours and Standard Deviation = 3 hours
Assuming the data to be normally distributed, what percentage of battery cells are expected to have life:
 - i. More than 15 hours,
 - ii. Less than 6 hours, and
 - iii. Between 10 and 14 hours?

Given:	Z	2.5	2	1	0.67
	Area	0.4938	0.4772	0.3413	0.2487

3. From the data given below find:

(a) the two regression equations.

(b) the coefficient of correlation between marks in Economics and Statistics.

(c) the most likely marks in Statistics when the marks in Economics are 30.

Marks in Economics: 25 28 35 32 31 36 29 38 34 32

Marks in Statistics: 43 46 49 41 36 32 31 30 33 39

4. The number of workers employed, the mean wage (in Rs.) per month and standard deviation (in Rs.) in each section of a factory are given below. Calculate the mean wages and standard deviation of all the workers taken together.

Section	No. of Workers Employed	Mean Wages (in Rs.)	Std. Deviation (in Rs.)
A	50	11130	600
B	60	11200	700
C	90	11150	800

Section-B

5x1=5

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

a) Procedure of Testing Hypothesis

b) Type of Control Charts

Course Title: Accounting For Managerial Decisions

Course Code: MCM 103

Session: 2025

Maximum Marks –25

Note: Attempt any three of the following five questions. Question No. 5 is compulsory.

Section-A

10x2=20

1. Explain the concept and characteristics of accounting. How is accounting useful for managerial decision-making?
2. What is Cash Flow Statement Analysis? Explain its importance with the help of an example.
3. Define Budgeting and Budgetary Control. Discuss its objectives and benefits in business planning.

4. Explain the meaning of Break-even Analysis. How is it useful in determining the profit position of a firm?

Section-B

5x1=5

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

- a) Write a short note on Responsibility Accounting.
- b) What is the difference between Marginal Costing and Absorption Costing?

Course Title: Marketing Management

Course Code: MCM 104

Session:2025

Maximum Marks –25

Note: Attempt any three of the following five questions. Question No. 5 is compulsory.

Section-A

10x2=20

- 1. “A well-defined target market leads to effective positioning.” Critically evaluate this statement by comparing the segmentation and positioning strategies of two competing brands of your choice.
- 2. What are the major stages in the consumer buying decision process? Do consumers pass through all the stages in buying personal computer and a bathing soap.
- 3. In a highly competitive market, a company entering as a late mover faces significant challenges in capturing market share and establishing brand presence. Discuss the most suitable pricing strategies it should adopt in the short run as well as in the long run. Give your answer with the help of suitable examples.
- 4. An e-commerce company ran a social media ad campaign with high impressions but low conversions. Suggest three key metrics to evaluate its performance and strategies to improve ROI.

Section-B

5x1=5

5. Write short note on any one of the following:

- a) Distinguish between publicity and public relations.
- b) New Product Development

Note: Attempt any three of the following five questions. Question No. 5 is compulsory.

Section-A

10x2 = 20

1. Briefly discuss the Delegation of Authority and responsibility principle with relevant examples.
2. Explain the different theories personality with suitable diagrams.
3. Briefly discuss the two theories of leadership with relevant diagrams.
4. What do you mean by Organizational Development and its need for the corporate scenario. Discuss.

Section-B

5x1=5

5. Write a short note on any one of the following:
 - a) Process of Decentralization
 - b) Conflict resolution techniques