

ASSIGNMENTS QUESTIONS
Master of Commerce
Defence-Distance Mode

Academic Session 2020-21

INSTRUCTIONS

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

- Submission of one complete Assignment in each course of the programme is compulsory.
- Completed Assignments on prescribed Assignment Booklets or on A4 sheets with the required details are to be submitted online in pdf format through Google Classroom (M.Com -Defense class). The link for the google class is sent through email.
- Write your name, roll number, contact number and other details as required on the cover page of Assignment Booklet.
- **Write your name and roll number on top of every page of the assignment.**
- For your record keep a copy of your Assignments.

Please go through your programme guide carefully for further details

Course Title – Organizational Theory and Behavior
Course Code – M.Com 101
Session – 2020-21
Maximum Marks – 30

Note: Attempt any three out of the following five questions.

All questions carry equal marks.

Q1. What do you mean by Organization Behavior? Discuss the historical evolution of OB.

Q2. What is perception? State its features. Explain the factors influencing perception.

Q3. What do you mean by conflict? Discuss various conflict resolutions actions that can be adopted in organizations.

Q4. What is Organization development? Discuss the important techniques available for Organization Development.

Q5. Write short notes on:

(i) Equity theory of motivation

(ii) Techniques of transactional analysis

(iii) OD interventions

Course Title: Business Environment
Course Code: MCM-102
Session: 2020-21
Maximum Marks – 30

Note: Attempt any three out of the following five questions. All questions carry equal marks.

1. Explain briefly the major components of business environment and their impact on business. Enumerate the important changes taking place in Indian business environment.
2. Explain the concept of culture and its main elements. Give a brief account of the quantitative and qualitative aspects of demographic environment in India and their relevance to business decision-making.
3. State the rationale behind government intervention in the Indian economy till the mid-90s, and outline its changed role in the post-liberalization era.
4. Explain the reasons why India considered it necessary to adopt economic planning. "With increasing liberalization, planning in India has undergone significant changes". In the light of this statement analyze the main features of economic planning in India.
5. (a) What are the problems faced by developing countries in respect of transfer of foreign technology?
(b) "There is wide scope for foreign technical collaboration in developing countries subject to proper regulation and promotion," Elucidate the statement.

Course Title – Marketing Management
Course Code – M.Com 107
Session – 2020-21
Maximum Marks – 30

Note: Attempt any three out of the following five questions.

All questions carry equal marks.

Q1. 'Marketing begins and ends with the consumer.' Discuss.

Q2. Define Consumer Behaviour. Explain the factors affecting consumer behaviour.

Q3. What do you understand by Product Life Cycle? Discuss implications and limitations of Product Life Cycle Concept.

Q4. Define Advertising and explain the kinds of Advertising Media.

Q5. Write short notes on:

1. Bases of market segmentation
2. Factors influencing pricing decisions
3. Branding and Packaging

International Business
Course Code: 201
Session: 2020-21
Maximum Marks: 30

Note: Attempt any *three* of the following questions

1. Explain Foreign Exchange Regulation Act (FERA) 1973.
2. What is W.T.O? Explain its broad objectives, structure and functions.
3. Comment “politics has always played and will continue to play an important role in shaping business all over the world”.
4. What do you mean by international business? How does it contribute in the growth of the Indian economy?
5. Write short notes on any *two* of the following.
 - a) UNCTAD
 - b) MNCs
 - c) World Bank
 - d) IMF

Course Title – Corporate Accounting and Disclosure
Course Code – M.Com 202
Session – 2020-21
Maximum Marks – 30

Note: Attempt any three out of the following five questions. All questions carry equal marks.

Q1. What do you mean by buy back of shares? What are the advantages of buy back of shares by a company?

Q2. What is meant by Redemption of Debentures? Differentiate between Capital Redemption Reserve Account and Debenture Redemption Reserve Account.

Q3. What are the objectives of valuation of shares? Discuss intrinsic value method of valuation of equity shares by giving an example.

Q4. How the various activities are classified as per AS-3 revised while preparing Cash flow statement?

Q5. Write short notes on:

1. Right Issue and Bonus Issue
2. Super profit method of valuation of goodwill
3. Human Resource Accounting

Course Title: Security Analysis and Portfolio management
Course Code: MCM – 205
Session – 2020-21
Maximum Marks – 30

Note: Attempt any three out of the following five questions. All questions carry equal marks

1. Discuss in detail various types of investments.
2. Explain the steps involved in listing procedure of security of a company.
3. What do you mean by dematerialization? State the process of Dematerialization.
4. Explain Markowitz concept of diversification with the help of an example.
5. Write short notes on:
 - Mutual Funds
 - Rematerialization
 - CAPM