

**M.Com  
2<sup>nd</sup> Semester**

**Master of Commerce  
(M.Com)**

**Second Semester  
Assignments  
2022-2023**

**For July 2022 and January 2023 admission cycle**



**School of Management Studies  
Indira Gandhi National Open University  
Maidan Garhi, New Delhi -110 068**



**School of Management Studies  
Indira Gandhi National Open University**

**Master of Commerce (M.Com)  
Second Semester  
ASSIGNMENTS – 2022-2023**

Dear Students,

As explained in the Programme Guide, you have to do one Tutor Marked Assignment for each course. We are sending the assignments of all the six courses together in this booklet.

Assignment is given 30% weightage in the final assessment. To be eligible to appear in the Term-End Examination, it is compulsory for you to submit the assignments as per the schedule. Before attempting the assignments, you should carefully read the instructions given in the Programme Guide.

These assignments are valid for two admission cycles (**July 2022 and January 2023**). The validity is given below:

1. Those who are enrolled in **July 2022**, it is valid upto **January 2023**.
2. Those who are enrolled in **January 2023**, it is valid upto **December 2023**.

In case you are planning to appear in June Term-End Examination, you must submit the assignments to the Coordinator of your Study Centre latest by **15th March**, and if you are planning to appear in December Term-End Examination, you must submit them latest by **15th October**.

**TUTOR MARKED ASSIGNMENT**

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<b>COURSE CODE</b>	<b>:</b>	<b>MCO-06</b>
<b>COURSE TITLE</b>	<b>:</b>	<b>MARKETING MANAGEMENT</b>
<b>ASSIGNMENT CODE</b>	<b>:</b>	<b>MCO-06/TMA/2022-2023</b>
<b>COVERAGE</b>	<b>:</b>	<b>ALL BLOCKS</b>

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**Maximum Marks: 100**

**Attempt all the questions:**

- 1.** What do you mean by Buyer Behavior? Discuss various social and Cultural factors which influence the buyer behavior? **(20)**
  
- 2.** What are the objectives of Pricing? Discuss the basic methods of Price Determination. **(20)**
  
- 3. Write short notes on the following:** **(4×5)**
  - (a)** Positioning
  - (b)** Warehousing
  - (c)** Personal Selling
  - (d)** Relationship Marketing
  
- 4. Differentiate between the following** **(4×5)**
  - (a)** Consumer goods and Industrial goods
  - (b)** Selective and Intensive Distribution
  - (c)** Advertising and Publicity
  - (d)** Selling and Marketing
  
- 5. Comment briefly on the following statement:** **(4×5)**
  - (a)** “Rural marketing in India offer huge opportunities and throw challenges to marketers”.
  - (b)** “The basic purpose of marketing research is to facilitate decision making process”.
  - (c)** “The rate of failure of new products is very high”.
  - (d)** “Market Communication plays an important role in a company’s overall marketing program”.

**TUTOR MARKED ASSIGNMENT**

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<b>COURSE CODE</b>	<b>:</b>	<b>MCO-022</b>
<b>COURSE TITLE</b>	<b>:</b>	<b>QUANTITATIVE ANALYSIS &amp; MANAGERIAL APPLICATION</b>
<b>ASSIGNMENT CODE</b>	<b>:</b>	<b>MCO-022/TMA/2022-2023</b>
<b>COVERAGE</b>	<b>:</b>	<b>ALL BLOCKS</b>

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**Maximum Marks: 100**

**Attempt all the questions:**

1. (a) Discuss some criteria where the probability associated with the associated outcome is not known. **(10+10)**  
(b) Explain the purpose and methods of classification of data giving suitable examples.
  
2. (a) What do you understand by time series analysis? How would you go about conducting such an analysis for forecasting the sales of a product in your firm? **(10+10)**  
(b) What is the practical utility of the central limit theorem in applied statistics?
  
3. **Briefly comment on the following:** **(4×5)**
  - a) “Measuring variability is of great importance to advanced statistical analysis.”
  - b) “Opinion polls are a very common method of gaining knowledge about consumer tastes”.
  - c) “Probability theory provides us with the ways and means to attain the formal and precise expressions for uncertainties involved in different situations”.
  - d) “The primary purpose of correlation is to establish an association between any two random variables”.
  
4. **Write short notes on the following:** **(4×5)**
  - a) Geometric Mean
  - b) Binomial Distribution
  - c) Rank correlation
  - d) Consideration in the choice of a forecasting method
  
5. **Distinguish between the following:** **(4×5)**
  - a) Census and Sampling methods of data collections
  - b) One-tailed and Two-tailed tests of variance
  - c) Linear Regression and Non-Linear Regression
  - d) Type I and Type II Errors

## TUTOR MARKED ASSIGNMENT

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<b>Course Code</b>	:	<b>MCO – 23</b>
<b>Course Title</b>	:	<b>Strategic Management</b>
<b>Assignment Code</b>	:	<b>MCO -23 /TMA/2022-23</b>
<b>Coverage</b>	:	<b>All Blocks</b>

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**Maximum Marks: 100**

### **Attempt all the questions**

1.      **(a)** What is mission? How is it different from purpose? Discuss the essentials of a mission statement. **(10+10)**  
          **(b)** Briefly summarize what you understand by the general environment and its importance for business.
  
2.      **(a)** Explain briefly the five forces framework and use it for analyzing competitive environment of any industry of your choice. **(10+10)**  
  
          **(b)** What is corporate level strategy? Why is it important for a diversified organization?
  
3.      **Comment briefly on the following statements:** **(4×5)**  
          **(a)** Strategy is synonymous with policies.  
          **(b)** 12 per cent of effective management strategy is knowledge and 88 per cent is dealing appropriately with people  
          **(c)** The evaluation of the strategy of an organization can be done qualitatively as well as quantitatively.  
          **(d)** Measuring in organizational performance is one of the important parts of strategy evaluation process.
  
4.      **Difference between the following:** **(4×5)**  
          **(a)** Strategy and Policy  
          **(b)** Global environment and domestic environment  
          **(c)** Tangible and Intangible Differentiation  
          **(d)** Operational and Strategic Control
  
5.      **Write short notes on the following:** **(4×5)**  
          **(a)** Industrial Organization Model  
          **(b)** Balanced Score Card  
          **(c)** Value chain framework.  
          **(d)** corporate culture

**TUTOR MARKED ASSIGNMENT**

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<b>COURSE CODE</b>	<b>:</b>	<b>MCO-024</b>
<b>COURSE TITLE</b>	<b>:</b>	<b>Business Ethics and Corporate Social Responsibility</b>
<b>ASSIGNMENT CODE</b>	<b>:</b>	<b>MCO-024/TMA/2022-2023</b>
<b>COVERAGE</b>	<b>:</b>	<b>ALL BLOCKS</b>

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**Maximum Marks: 100**

**Attempt all the questions:**

1. Discuss the two dominant views of business namely: **(20)**
  - (a) Milton Friedman shareholders' value
  - (b) Edward Freeman's stakeholder approach
  
2. What are the different perspectives of business ethics? Differentiate **(20)** between the following:
  - (a) Personal and business ethics
  - (b) Moral and non-moral standards
  
3. Discuss the applicability of CRS provisions and the activities listed out **(20)** under schedule VII.
  
4. What is the process of CSR reporting? Discuss the different reporting **(20)** tools and techniques.
  
5. Write short notes on the following: **(4×5)**
  - (a) Utilitarianism
  - (b) Responsibility and Work Place Challenges
  - (c) Swachh Bharat Abhiyan
  - (d) Annual Reporting on CSR