

**M.Com
2nd Semester**

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

**Second Semester
Assignments
2024-2025**

For July 2024 and January 2025 admission cycle



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



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**Master of Commerce (M.Com)
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ASSIGNMENTS – 2024-2025**

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 2024 and January 2025**). The validity is given below:

1. Those who are enrolled in **July 2024**, it is valid upto **June 2025**.
2. Those who are enrolled in **January 2025**, it is valid upto **December 2025**.

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

COURSE CODE	:	MCO-06
COURSE TITLE	:	MARKETING MANAGEMENT
ASSIGNMENT CODE	:	MCO-06/TMA/2024-2025
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Attempt all the questions:

1.
 - a) Describe the profile of a company which has adopted the marketing concept. (20)
 - b) Classify the different types of intermediaries and provide examples of each type in the context of a consumer goods market.

2. Explain the concept of market segmentation and why it is important for businesses. Identify and describe three different market segmentation strategies and provide an example of a company that uses each strategy effectively. (20)

3. **Write short notes on the following:** (4×5)
 - a) Price determination
 - b) Relationship marketing
 - c) Freud's Psychoanalytical theory of personality
 - d) Publicity strategies

4. **Differentiate between the following:** (4×5)
 - a) production concept and product concept
 - b) Market skimming and penetration pricing strategies.
 - c) Marketing research and marketing information system.
 - d) Brand extension with brand loyalty.

5. **Comment briefly on the following statement:** (4×5)
 - a) “The environment becomes important due to the fact that it is changing and there is uncertainty”.
 - b) Consumer's decision to purchase a product is influenced by a host of factors.
 - c) "Rural markets in India offer huge opportunities and challenges to marketers”
 - d) “There are so many inter-linkages between services and products in several instances.

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	MCO-022
COURSE TITLE	:	QUANTITATIVE ANALYSIS & MANAGERIAL APPLICATION
ASSIGNMENT CODE	:	MCO-022/TMA/2024-2025
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Attempt all the questions:

1. **a)** What do you understand by forecast control? What could be the various methods to ensure that the forecasting system is appropriate? **(10+10)**
 b) What do you understand by the term correlation? Explain how the study of correlation helps in forecasting demand of a product.

2. **a)** Explain the terms 'Population' and 'sample'. Explain why it is sometimes necessary and often desirable to collect information about the population by conducting a sample survey instead of complete enumeration. **(10+10)**
 b) How would you conduct an opinion poll to determine student reading habits and preferences towards daily newspapers and weekly magazines?

3. **Briefly comment on the following:** **(4×5)**
 - a) "Different issues arise while analysing decision problems under uncertain conditions of outcomes".
 - b) "Sampling is so attractive in drawing conclusions about the population".
 - c) "Measuring variability is of great importance to advanced statistical analysis".
 - d) "Test the significance of the correlation coefficient using a t-test at a significance level of 5%".

4. **Write short notes on the following:** **(4×5)**
 - a) Mathematical Properties of Arithmetic Mean and Median
 - b) Standard Error of the Mean
 - c) Linear Regression
 - d) Time Series Analysis

5. **Distinguish between the following:** **(4×5)**
 - a) Discrete and Continuous Frequency Distributions
 - b) Karl Pearson's and Bowley's Coefficient of Skewness
 - c) Probability and Non-Probability sampling
 - d) Class Limits and Class Intervals

TUTOR MARKED ASSIGNMENT

Course Code	:	MCO – 023
Course Title	:	Strategic Management
Assignment Code	:	MCO -023 /TMA/2024-25
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

1. **a)** Explain briefly the five forces framework and use it for analyzing competitive environment of any industry of your choice. **(10+10)**
b) Under what circumstances do organizations pursue stability strategy? What are the different approaches to stability strategy?
2. **a)** Define Corporate Governance. In the present context what are the major challenges that the corporate sector is facing regarding implementing Corporate Governance. **(10+10)**
b) What is mission? How is it different from purpose? Discuss the essentials of a mission statement.
3. **Comment briefly on the following statements:** **(4×5)**
a) “Strategy formulation, implementation, evaluation and control are integrated processes”.
b) “It is necessary for organization to go for social media competitive analysis”.
c) “Expansion strategy provides a blueprint for business organizations to achieve their long- term growth objectives”.
d) “Strategy is synonymous with policies”.
4. **Differentiate between the following:** **(4×5)**
a) Vision and Mission
b) Core purpose and Core value
c) Canadian model of corporate governance and German model of corporate governance
d) Concentric diversification and conglomerate diversification
5. **Write Short Notes on the following:** **(4×5)**
a) Retrenchment Strategies
b) Competitive Profile Matrix
c) Corporate Culture
d) Strategic intent

TUTOR MARKED ASSIGNMENT

COURSE CODE : **MCO-024**
COURSE TITLE : **Business Ethics and CSR**
ASSIGNMENT CODE : **MCO-024/TMA/2024-2025**
COVERAGE : **ALL BLOCKS**

Maximum Marks: 100

Attempt all the questions:

1. Business ethics is an oxymoron. Justify. **(20)**

2. How has economic globalization redefined the relationship between government and business? Relate your viewpoints with the changes in the Government-Business interface in the Indian context. **(20)**

3.
 - a) Examine the role of values in the CSR strategy of business. **(10+10)**
 - b) Explore the relation between corporation, its stakeholders and strategies adopted for better relation.

4.
 - a) Draw out the benefits of companies with ethical code of conduct and CSR. **(10+10)**
 - b) Why responsibility to its stakeholders is the fundamental principle of business ethics and CSR.

5. What are the five areas in which the CSR disclosures have been categorized as per the Companies Act, 2013? **(20)**