Master of Commerce
(M.Com)

Third Semester
Assignments
2024

For January 2024 and July 2024 admission cycle

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

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

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

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 September**.

In case, you are not able to submit the assignment during above mentioned period, you are required to submit the new assignment.

Course Code	:	MCO – 03
Course Title	:	**Research Methodology and Statistical Analysis**
Assignment Code	:	**MCO - 03 /TMA/2024**
Coverage	:	**All Blocks**

Maximum Marks: 100

Attempt all the questions.

Q. 1   a) How do you select an appropriate scaling techniques for a   **(10+10)** research study? Explain the issues Involved in it?

      b) What is reporting? What are the different stages in the preparation of a report?

Q. 2   The following table gives the no. of defects per product and its   **(20)** frequency:

No. of defects per product	Frequency
Under 15	32
15-20	50
20-25	75
25-30	130
30-35	145
35-40	105
40-45	85
45-50	50
50 above	20

     i)   What are the problems you may face in computing standard

deviation from the above data?

ii) Compute Bowley's co-efficient of skewness and comment on its value.

iii) Do you agree that the suggested method for measuring skewness is an appropriate method? Give reasons of your opinion?

Q. 3   Briefly comment on the following: **(4×5)**

a) "All science are knowledge, but all knowledge is not science".

b) "Index numbers are specialised averages".

c) "The analysis of time series help in knowing current accomplishment".

d) Statistical arguments are often misleading at first, but free discussion clear away statistical fallacies".

Q. 4   Write short notes on the following: **(4×5)**

a) Splicing of Indices.

b) Generalization.

c) Characteristics of Poisson distribution.

d) Sample space.

Q. 5   Distinguish between the following: **(4×5)**

a) Pilot study and Pre test.

b) Correlation and Regression.

c) Estimation and Testing of hypothesis.

d) Probability distribution and Frequency distribution.

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	MCO-07
COURSE TITLE	:	**Financial Managements**
ASSIGNMENT CODE	:	**MCO-07/TMA/2024**
COVERAGE	:	**ALL BLOCKS**

Maximum Marks: 100

Attempt all the questions:

1) Explain briefly the sources of long term finance and state which one you consider best and why? **(20)**

2) a) Explain "Time Value of Money". What is the role of interest rate therein? **(10+10)**

    b) Differentiate between financing decisions and investment decisions.

3) a) How does international financial management widen the scope of a firm? **(10+10)**

    b) Who are the various participants in a foreign exchange market?

4) a) Define capital budgeting. Why pay back period method is popular? **(10+10)**

    b) What is leverage? Discuss the types of leverage.

5) a) A company wishes to make an investment of Rs. 50,000 in a machine. The machine has a life of 5 years. The profit after tax on account of this machine for next five years is Rs. 7,500; Rs. 8,200; Rs. 7,900; Rs. 8,900 and Rs. 6,500 respectively. Calculate the Accounting Rate of Return (ARR) for this investment purpose. **(10+10)**

    b) What is purpose of holding the inventories? Why is the inventory management important?

COURSE CODE	:	**MCO-15**
COURSE TITLE	:	**India's Foreign Trade and Investment**
ASSIGNMENT CODE	:	**MCO-15/TMA/2024**
COVERAGE	:	**ALL BLOCKS**

Maximum Marks: 100

Attempt all the questions:

1. Do you think that India's exports of services have been increasing? What are the determinants of exports of services? Describe the need and prospects to push exports of services. **(4+8+8)**

2. a) "The growth of world trade has been nothing short of phenomenal since the Second World War". Indicate the factors influencing the growth of the world trade. **(10+10)**
   b) How can India enhance its presence in world trade, both in product and market?

3. **Comment on the following statements:** **(4×5)**

   a) Decreasing the pace of capital formation is the key to solving the development problem.
   b) Merchandise exports are rising faster than Service exports.
   c) Government is not committed to transform India into a manufacturing and exporting hub of agricultural and allied product.
   d) India shares the disadvantage of being a service economy.

4. **Difference between the following:** **(4×5)**

   a) Inward Orientation and Outward Orientation
   b) Sanitary and Phytosanitary conditions
   c) Foreign Direct Investment and Foreign Portfolio Investment
   d) Forward integration and Backward integration

5. **Write short notes on the following:** **(4×5)**

   a) Foreign Exchange Management Act, 1999
   b) Strengths And Weaknesses of India's Services Exports
   c) Trade Balance
   d) Handloom Export Promotion Council (HEPC)

COURSE CODE	:	**IBO-02**
COURSE TITLE	:	**International Marketing Management**
ASSIGNMENT CODE	:	**IBO-02/TMA/2024**
COVERAGE	:	**ALL BLOCKS**

Maximum Marks: 100

Attempt all the questions:

1. An Indian automobile company decided to enter international markets. The company is ready to invest in marketing arrangements abroad, but not in production facilities. Suggest any two suitable modes of market entry, and explain their merits and limitations. **(20)**

2. You are the marketing head in a consumer durable goods company, which has international operations. It is planning to launch a new brand of Mobile Phones. Suggest appropriate sales promotion tools for consumer promotion as well as business promotion. **(20)**

3. Write short notes on the following: **(4×5)**
   a) Transfer pricing
   b) FOB
   c) Managing Publicity in International Markets.
   d) Franchising as a tool for overseas market entry

4. Differentiate between the following: **(4×5)**
   a) Multinational Marketing and Global Marketing
   b) Demographic Environment and Economic Environment.
   c) Observation method and Survey method of data collection
   d) Export merchant and Export House

5. Comment on the following statement: **(4×5)**
   a) "Product planning is one of the important fundamental decisions for successful international marketing".
   b) "It is advisable for a small exporter to do export business with the help of an overseas agent".
   c) "Selection of target markets is the first stage in international marketing".
   d) "International Marketing Planning is more difficult than domestic marketing planning".