

**Master of Commerce
M.Com (OLD) IIInd Year**

**Second Year
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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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 – 01
Course Title	:	Organisation Theory and Behavior
Assignment Code	:	MCO - 01 /TMA/2024-25
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions

- Q. 1** Describe the strategies for behavioural change. Do you think that these strategies are useful for the organisation? Discuss. **(10)**
- Q. 2** What is the contribution of Neo-classical theory of organisation? Do you think that the neo-classical theory is an improved version of the classical theory. Discuss with examples. **(10)**
- Q. 3** Bring out the similarities and distinctions between Maslow and Herzberg’s theories of motivation. **(10)**
- Q. 4** Do you think the positional power is the most powerful power in the organisation? Why so? Explain different types of formal power in the organisation. **(10)**
- Q. 5** **Comment briefly on the following statement:** **(4×5)**
- a) “Emotions are essential determinants of behaviour. They are variedly applied in understanding organisational behaviour”.
 - b) “Job design is essentially a strategy of human resource management”.
 - c) “Stress is both physiological and psychological”.
 - d) “Democratic style of leadership is the best style of leadership”.
- Q6.** **Distinguish between the following:** **(4×5)**
- a) Classical and Neo-classical theory of management.
 - b) Formal communication and Informal communication
 - c) Trait theory of leadership and behavioural theory of leadership.
 - d) Evolutionary strategy of change and Revolutionary strategy of change.
- Q7.** **Write short notes on the following:** **(4×5)**
- a) Role of Reinforcement
 - b) Dimensions of Organisation structure
 - c) Social loafing
 - d) Theory of Attribution.

TUTOR MARKED ASSIGNMENT

Course Code	:	MCO – 03
Course Title	:	Research Methodology and Statistical Analysis
Assignment Code	:	MCO - 03 /TMA/2024-25
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions

- Q. 1** What do you mean by expected frequencies in (a) chi-square test for testing independence of attributes, and (b) chi-square test for testing goodness-of-fit? Also explain the procedure you follow in calculating the expected values in each of the above situations. **(20)**
- Q. 2** a) What do you mean by hypotheses? What are the different types of hypotheses? **(10+10)**
b) How would you distinguish between a t-test for independent sample and a paired t-test?
- Q. 3** **Briefly comment on the following:** **(4×5)**
a) “A representative value of a data set is a number indicating the central value of that data”.
b) “Primary data refers to the firsthand data gathered by the researcher himself”.
c) “Use of statistics carry a set of dangers and fallacies”.
d) “The biggest advantage of median is that extreme observations do not affect its usefulness of diagrammatic presentation of statistical data”.
- Q. 4** **Write short notes on the following:** **(4×5)**
a) Requisites of a Good Statistical Table
b) Visual Presentation of Statistical data in Research Work
c) Time Series
d) Binomial Probability Distribution
- Q. 5** **Distinguish between the following:** **(4×5)**
a) Inductive and Deductive Logic
b) Random Sampling and Non-random Sampling
c) Variation and Skewness
d) Karl Pearson’s Correlation Coefficient and Spearman’s Rank Correlation Coefficient

TUTOR MARKED ASSIGNMENT

Course Code	:	MCO – 04
Course Title	:	Business Environment
Assignment Code	:	MCO - 04 /TMA/2024-25
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions

- 1) What are the two models of development that prevailed in the world on the eve of India's independence? Discuss the principal features of the mixed economy framework that developed in India during the first four decades of development. **(20)**

- 2) "In India, the monetary policy framework significantly changed during the 1990s". Elaborate on this statement and evaluate the monetary policy followed by the Reserve Bank of India during nineties. **(20)**

- 3) Analyse the implications of globalisation as a policy for developing countries. What are the potential benefits and adverse effects of such a policy from the point of view of developing countries? **(20)**

- 4) Explain briefly the administrative set up in India at Central and State levels, and enumerate that changed role of the Ministry of Industry after of the abolition of industrial licensing. **(20)**

- 5) Describe the traditional method of trading on a stock exchange, and explain how has online trading improved the system of purchase and sale of securities and the settlement of transactions. **(20)**

TUTOR MARKED ASSIGNMENT

Course Code	:	MCO – 05
Course Title	:	Accounting for Managerial Decisions
Assignment Code	:	MCO - 05 /TMA/2024-25
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions

- 1) **a)** Why is it important to standardize accounting practices? What progress has been made in India regarding standardization of accounting? Explain. **(10+10)**
 b) Explain the contingency and events occurring after the balance sheet date.
- 2) **a)** “A budget is a means and budgetary control is the end result”. Explain. **(10+10)**
 b) “Performance budgeting requires preparation of periodic performance reports”. Explain.
- 3) **a)** “Calculation of variances in standard costing is not an end itself, but a means to an end”. Comment. **(10+10)**
 b) “Fixed costs are really variable. The more you produce, the less they become”. Comment on the statement.
- 4) **a)** “Accounting Reports are a matter of necessity for the management and not a matter of convenience”. Discuss. **(10+10)**
 b) “Funds Flow Statement also suffers from window dressing of accounts and hence fails to give true view of funds movement. For instance, funds from operation can be increased by recording a few dummy sales” - Do you agree to this criticism? Give your views.
- 5) **a)** Explain ‘how the choice’ of the responsibility centre type (cost, revenue, profit or investment) affects budgeting and performance reporting. **(10+10)**
 b) “A 10 per cent increase in production and sales leads to more than 10 percent increase in profit”. Explain.

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. **(10+10)**
 - 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-07
COURSE TITLE	:	Financial Management
ASSIGNMENT CODE	:	MCO-07/TMA/2024-2025
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Attempt all the questions:

- 1) Critically evaluate the goals of financial management. Also explain basic functions of financial management. How do they evolve risk – return trade off? **(20)**

- 2)
 - a) "Retained earnings does not have cost" comment. **(10+10)**
 - b) How would you find the cost of capital for proprietorship or partnership? Can you think of any ways to do this "? Explain.

- 3)
 - a) Discuss the various types of orders that an investor may place to buy or sell a security. **(10+10)**
 - b) What are the different exposures that a firm may face in international market?

- 4)
 - a) What is operating leverage? How is it different from financial leverage? Explain. **(10+10)**
 - b) Discuss the relationship between EBIT and EPS in capital structure decision framework.

- 5)
 - a) Explain the different approaches of working capital policy. What are their consequences? **(10+10)**
 - b) Discuss the economic order quantity method of inventory management and discuss the process of determining economic order quantity