

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

**Second Semester
Assignments
2025-2026**

For July 2025 and January 2026 admission cycle



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



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ASSIGNMENTS – 2025-2026**

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 2025 and January 2026**). The validity is given below:

1. Those who are enrolled in **July 2025**, it is valid upto **June 2026**.
2. Those who are enrolled in **January 2026**, it is valid upto **December 2026**.

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/2025-2026
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Attempt all the questions:

1. Explain the concept of the marketing mix. Critically evaluate the role of each element of the 4Ps with suitable examples. **(10+10)**
2. Discuss the process of setting the price for a new product. What pricing methods can a firm use during the introduction stage? **(20)**
3. **Write short notes on the following:** **(4×5)**
 - a) Strategic Marketing Planning
 - b) Brand Equity
 - c) Customer Relationship Management
 - d) SWOT Analysis
4. **Differentiate between the following:** **(4×5)**
 - a) Advertising and Personal Selling
 - b) Customer Needs and Wants
 - c) Primary Data and Secondary Data in Marketing Research
 - d) Traditional Marketing and Digital Marketing
5. **Comment briefly on the following statement:** **(4×5)**
 - a) Customer is the king in modern marketing.
 - b) Customer retention is more profitable than customer acquisition.
 - c) The consumer buying decision is influenced by psychological factors.
 - d) A well-crafted brand distinguishes a product in the market.

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	MCO-022
COURSE TITLE	:	QUANTITATIVE ANALYSIS & MANAGERIAL APPLICATION
ASSIGNMENT CODE	:	MCO-022/TMA/2025-2026
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Attempt all the questions:

1. a) What do you understand by the term correlation? Explain how the study of correlation helps in forecasting demand of a product. **(10+10)**
 b) What are ogives? Discuss the method of constructing ogives with the help of an example.
2. a) Describe the four states of decision environment in managerial applications. Which is the most prevalent state? Give reasons with examples. **(10+10)**
 b) Define matrices. Give examples of some special matrices. How would you represent the data of a transportation problem in the matrix form?
3. a) What do you understand by decision theory? What are the key issues in decision theory? Explain decision tree approach for managerial applications. **(4×5)**
 b) Explain forecasting methods for long, medium and short-term decisions.
4. **Write short notes on the following:** **(4×5)**
 - a) Binomial Distribution
 - b) Consideration in the choice of a forecasting method
 - c) Testing the Goodness of Fit
 - d) Forecast Control
5. **Distinguish between the following:** **(4×5)**
 - a) Pilot testing and Pre-testing
 - b) Null Hypothesis and Alternate Hypothesis
 - c) Mean and Median
 - d) Probability and Non-Probability Sampling

TUTOR MARKED ASSIGNMENT

Course Code	:	MCO – 023
Course Title	:	Strategic Management
Assignment Code	:	MCO – 023 /TMA/2025-26
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

1. a) “Strategy is synonymous with policies” Comment on the statement. **(10+10)**
 Also explain the various levels at which a strategy may exist?
 b) What is mission? How is it different from purpose? Discuss the
 essentials of a mission statement.
2. a) Explain briefly the five forces framework and use it for analyzing **(10+10)**
 competitive environment of any industry of your choice.
 b) What resources and incentives encourage an organization to pursue
 expansion strategies? What are the main problems that affect an
 organization’s efforts to use an expansion strategy?
3. **Comment briefly on the following statements: (4×5)**
 a) Strategy formulation, implementation, evaluation and control are
 integrated processes.
 b) Porter’s Five-Forces Model of competitive analysis is one of the most
 widely used approaches to develop strategies.
 c) Competitor analysis is one of the major components of strategy
 formulation.
 d) "12 per cent of effective management strategy is knowledge and 88 per
 cent is dealing appropriately with people".
4. **Differentiate between the following: (4×5)**
 a) Strategy and Tactics
 b) Autocratic type of leadership and Democratic type of leadership
 c) German model of corporate governance and Japanese model of
 corporate governance
 d) Vision and Mission
5. **Write Short Notes on the following: (4×5)**
 a) Strategic Intent
 b) PESTLE framework
 c) Alternative route to diversification strategy
 d) BCG’s Growth-Share Matrix

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	MCO-024
COURSE TITLE	:	Business Ethics and CSR
ASSIGNMENT CODE	:	MCO-024/TMA/2025-2026
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Attempt all the questions:

1. The legal and ethical obligations of the firm are the same. Justify. (20)
2. Is ethical theory of any use in the real world of managerial decision making? Discuss by citing some examples from current business practices. (20)
3. Draw out a clear distinction between shareholder centric CSR and stakeholder centric CSR. (20)
4. a) Discuss the importance and relevance of Sustainable Development Goals (SDGs). (10+10)

b) Explain how SDGs and CSR are connected to each other.
5. a) What are the methods of implementing CSR activities as per the Companies (CSR Policy) Amendment Rules? (10+10)
b) Which activities do not qualify as eligible CSR activity?