

**M. Com.
IInd Year**

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

Also for:

M.Com (F &T)

M.Com (BP &CG)

M.Com (MA &FS)

**Second Year
ASSIGNMENTS
2013-14**

For July 2013 and January 2014 admission cycle



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

Master of Commerce (M.Com)
Second Year

ASSIGNMENTS – 2013-14

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 2013 and January 2014**). The validity is given below:

1. Those who are enrolled in **July 2013**, it is valid upto **June 2014**.
2. Those who are enrolled in **January 2014**, it is valid upto **December 2014**.

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**.

Note: In case you receive the study material and assignments late, you can submit the assignment responses within one month after receiving the study material.

TUTOR MARKED ASSIGNMENT

Course Code	:	MCO – 01
Course Title	:	Organization Theory and Behaviour
Assignment Code	:	MCO - 01 /TMA/2013-14
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions

1. Describe various types of organization. Why do organizations differ from one another? (20)
2. Describe the strategies for behavioural change. Do you think that these strategies are useful for the organization? Discuss. (20)
3. ‘Non-financial motivators play a significant role in motivation. Discuss. What are the limitations of financial motivators? (20)
4. What is team building? Explain various approaches of team building. Do you think that these approaches are helpful in the process of team building? (20)
5. Write short notes on the following:
 - (a) Unity of Command
 - (b) Types of Values
 - (c) Job Rotations
 - (d) Management of Conflict (5x4)

TUTOR MARKED ASSIGNMENT

Course Code	:	MCO – 03
Course Title	:	Research Methodology and Statistical Analysis
Assignment Code	:	MCO - 03 /TMA/2013-14
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions

1. (a) What is the significance of hypothesis in research? What are Type I and II errors in Hypothesis Testing? (5+5)
(b) Explain survey method of research and case method of research. (5+5)
2. (a) With the help of relevant scatter diagrams explain positive correlation, negative correlation, and no correlation.
(b) What are the (ranges) numerical values that depict positive correlation, negative correlation and no correlations? (15+5)
3. (a) Explain different stages in preparation of a report.
(b) Why and how the statistical fallacies arise while interpreting the data? Explain with relevant examples. (10+10)
4. Differentiate between the following:
(a) Big Sample and Small Sample
(b) Correlation & Regression
(c) Nominal Scale and Ordinal Scale
(d) Knowledge & Science (4x5)
5. Write short on the following:
(a) Comparison between two things cannot be made unless they are really alike.
(b) Point estimate is not a one type of estimate.
(c) t-test is an exact test where as z-test is an approximate test.
(d) Statistical meaning of 'bias' is 'error.' (4x5)

TUTOR MARKED ASSIGNMENT

Course Code	:	MCO – 04
Course Title	:	Business Environment
Assignment Code	:	MCO - 04 /TMA/2013-14
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions

1. What is meant by social responsibilities of business? Describe its various dimensions. (5+15)
2. “The year 1991 was a watershed in the Indian economy.” Elaborate. (20)
3. Explain main constituents of the Indian money market. How is it different from the money market of the developed countries? (10+10)
4. Differentiate between the following:
 - (a) Primary Capital Market and Secondary Capital Market
 - (b) Joint Sector and Public Sector (10+10)
5. Write short notes on the following:
 - (a) Globalization
 - (b) Technological Environment (10+10)

TUTOR MARKED ASSIGNMENT

Course Code	:	MCO – 05
Course Title	:	Accounting of Managerial Decisions
Assignment Code	:	MCO– 05/TMA/2013-14
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions

1. “Fixed costs are really variable. The more you produce the less they become”. Comment the statement. (20)
2. “Funds Flow Statements also suffers from window dressing of accounts and hence fails to give true view of funds movement.” Do you agree with this criticism? Give your views. (20)
3. Write short notes on the following:
 - (i) Budget Committee
 - (ii) Budget Key Factor
 - (iii) Master Budget
 - (iv) Overhead Budget (5+5+5+5)
4. Differentiate between the following:
 - (i) Responsibility Accounting and Conventional Cost Accounting
 - (ii) Standard Costing and Budgetary Control (20)
5. From the books of Aggarwal Bors, the following information have been extracted:

Rs.

Sales	2,40,000
Variable costs	1,44,000
Fixed costs	26,000
Profit before tax	70,000
Rate of tax	40%

The firm is proposing to buy a new plant which can generate additional annual profit of Rs. 10,000. The fixed costs of new plant is expected to Rs. 4000. The new plant will increase the sales volume by Rs. 40,000. It can be assumed that the ratio between sales and variable costs remains the same. Calculate.

- (i) New BEP

- (ii) Sales to earn present level of profit
- (iii) Sales to earn expected profit on proposed investment
- (iv) Maximum profit potential after tax and plant expansion (20)

TUTOR MARKED ASSIGNMENT

Course Code	:	MCO – 06
Course Title	:	Marketing Management
Assignment Code	:	MCO - 06 /TMA/2013-14
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions

1. Explain the importance of marketing information system. What are its major components? What steps would you take to develop an effective marketing information system? (8+5+7)
2. What are services? Differentiate between services and products. What are the challenges in marketing of services? (5+10+5)
3. Differentiate between the following:
 - (a) Consumer markets and organizational markets
 - (b) Market Skimming pricing strategy and market-penetration pricing strategy (2x10)
4. Explain the importance of personal selling in marketing. Describe the situations which are conducive for personal selling. (20)
5. Write short notes on the following:
 - (a) Publicity
 - (b) Functions of Distribution channels.
 - (c) Wholesalers
 - (d) Importance of marketing logistics. (4x5)

TUTOR MARKED ASSIGNMENT

Course Code	:	MCO – 07
Course Title	:	Financial Management
Assignment Code	:	MCO - 07 /TMA/2013-14
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions

1. (a) What is Capital Budgeting? Explain in brief the various techniques of appraisal of an investment project.
- (b) Consider the project with the following cash flows. Compute the net present value of the project of the project. The rate of discount is 20%?

Rs. in Lakhs

Year	0	1	2	3	4	5
Cash flows	(-)150	50	60	55	60	75

(12+8)

2. (a) Explain the meaning and importance of cost of capital.
- (b) Discuss the concept of 'Risk' and 'Return'. (10+10)
3. (a) What are the methods of estimating working capital requirement?
- (b) Describe the motives for holding cash. (10+10)
4. (a) A company buys 1, 00,000 units of material called 'M' every month. Order costs are Rs. 200 per order and carrying costs are 10 paisa per unit per month. Find out EOQ.

(b) A firm has a sale of 2000 units. It expects to increase its sale to 2800 units. The fixed cost is Rs. 4,00,000. Calculate the degree of operating leverage of the firm if the selling price is Rs. 400 per unit and variable cost is Rs. 75 unit. (10+10)

5. (a) What is capital structure? What are the factors that affect the choice of debt in a capital structure?
(b) What is share buyback? Why do companies go for share buyback? (10+10)