

Master of Commerce (Finance & Taxation) [M.Com (F &T)]
Master of Commerce (In Business Policy and Corporate Governance) [M.Com (BP &CG)]
Master of Commerce (Management Accounting & Financial Strategic [M.Com (MA &FS)]

ASSIGNMENT

2017-18

**Collaborative Programme of
ICWAI – ICSI – ICAI**

IBO-1, IBO-2, IBO-6, MCO-1, MCO-3, MCO-04, MCO-5, MCO-6

For July 2017 and January 2018 Admission cycle



**School of Management Studies
Indira Gandhi National Open University
Maidan Garhi, New Delhi -110068**

ASSIGNMENTS – 2017-18

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 2017 and January 2018). The validity is given below:

1. Those who are enrolled in July 2017, it is valid upto **June 2018**.
2. Those who are enrolled in **January 2018**, it is valid upto **December 2018**.

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, 2018** and if you are planning to appear in December Term-End Examination, you must submit them latest by **15th September, 2018**.

TUTOR MARKED ASSIGNMENT

Course Code	:	IBO – 01
Course Title	:	International Business Environment
Assignment Code	:	IBO – 01/TMA/2017-18
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

1. What are the underlying principles of balance of payments? Explain various components of balance of payments with examples. (5+15)
2. a) Describe the effects of globalization on the world economy.
b) Explain various approaches to globalization of the firm. (6+14)
3. Explain various International Commodity Agreements. (20)
4. Comment on the following:
 - a) Geographic environment do not affect demand pattern of the people living in the country.
 - b) High risks and rising R & D costs have not forced many TNCs to form technology related strategic alliances.
 - c) The Regional Economic Groupings do not lead to increase in market size.
 - d) There is no difference between void agreement and unlawful agreement. (5x4)
5. Write short notes on of the following:
 - a) Socio – cultural Environment
 - b) India and Transfer of Technology
 - c) Rationale of Regional Economic Groupings
 - d) Essential Elements of a Valid Contract (5x4)

TUTOR MARKED ASSIGNMENT

Course Code	:	IBO – 02
Course Title	:	International Marketing Management
Assignment Code	:	IBO – 02/TMA/2017-18
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

1. What do you understand by international marketing, multinational marketing and global marketing? Explain how international marketing involvement and commitment of the company change in the above three situations.
(20)
2. An Indian tractor manufacturing company would like to enter African market in collaboration with a local company. Describe any two method of international market entry suitable in this context. Also discuss their merits and limitations.
(20)
3. Describe the International Product Life Cycle and discuss various life cycle stretching strategies.
(20)
4. Explain various factors affecting the choice of the channels of distribution in international marketing. Which criteria you would generally keep in mind while selecting international channels of distribution for your product.
(20)
5. Differentiate between a product and a service. Discuss various barriers in international marketing of services.
(20)

TUTOR MARKED ASSIGNMENT

Course Code	:	IBO – 06
Course Title	:	International Business Finance
Assignment Code	:	IBO – 06/TMA/2017-18
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

1. What is balance of payments? Explain its major components. Why is it useful to compute a country's balance of payments? (5,5,10)

2. a) Discuss the advantages and disadvantages of gold standard.
b) What were the objectives of Bretton woods system? (10,10)

3. Define transaction exposure. How is it different from economic exposure? Discuss and compare transaction exposure using the forward market hedge and. money market hedge? (5,5,10)

4. Discuss the sources of long term external finance for MNC's. How do they differ from those of domestic companies? (20)

5. What is counter trade? Discuss the various forms of counter trade. What are the pros & cons of counter trade from firm's point of view. (5,5,10)

TUTOR MARKED ASSIGNMENT

Course Code	:	MCO – 01
Course Title	:	Organization Theory and Behaviour
Assignment Code	:	MCO - 01 /TMA/2017-18
-Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions

1. Explain modern principles of Organization with examples. (20)

2. “Individual’s behavior is determined to a large extent by the way environment is perceived by him/her”. Comment upon the statement and give examples to support your view. (20)

3. Why is job design important in an organization? Discuss various models of job design that influence the process of job design. (4+16)

4. Discuss the nature and types of conflict that can occur in an Organization. As a manager, how would you manage conflict in your Organization? (10+10)

5. Write short notes on the following:
 - (a) Dimensions of Organizational Climate
 - (b) Organizational Development
 - (c) Team Building
 - (d) Personality Type (4x5)

TUTOR MARKED ASSIGNMENT

Course Code	:	MCO – 03
Course Title	:	Research Methodology and Statistical analysis
Assignment Code	:	MCO - 03 /TMA/2017-18
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all questions.

1. (a) How would you apply t-test for independent sample and t-test for dependent samples? Explain with examples.
(b) What is a research report? What are the important points to be kept in mind, while writing a research report? (10+10)

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? (10+10)

3. Briefly comment 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) Research problem would be both abstract and of applied interest
 - d) Statistical meaning of bias is error (4x5)

4. Write short notes on the following
 - a) Characteristics of a good report
 - b) Components of Time Series
 - c) Utility of chi-square test
 - d) Class-interval (4x5)

5. Distinguish between the following
 - a) Big Sample and Small Sample
 - b) Knowledge & Science
 - c) Survey research and observation research
 - d) Bibliography and Footnote (4x5)

TUTOR MARKED ASSIGNMENT

Course Code : **MCO – 04**
Course Title : **Business Environment**
Assignment Code : **MCO - 04 /TMA/2017-18**
Coverage : **All Blocks**

Maximum Marks: 100

Attempt all the questions.

1. How does socio-cultural environment affects business decisions-making? Give a brief sketch of the nature of socio-cultural environment prevailing in India. (15)
2. “The scope and coverage of labour legislation are very wide and overlapping”. Elucidate the statement with a brief overview of labour legislation in India. (15)
3. Distinguish between the following;
(a) Capital Market and Money Market.
(b) Speculative Transaction and Investment Transaction
(c) Budla System and Equity Derivatives
(d) Commercial Bill and Treading Bill (2.5x4 =10)
4. Comment in the following statements:
(a) The environment within which a business firm operates is highly dynamic and complex
(b) Environment and Management influence each other
(c) Every company encounters certain publics in its environment
(d) Marketing intermediaries constitute an integral part of macro environment. (5x4=20)
5. “Economic planning has assumed different forms in different countries. Hence there is hardly any agreement among economists on the concept and nature of economic planning”. Elaborate on this statement. (20)
6. (a) State the causes of disequilibrium in the balance of payments. Suggest measures for establishing equilibrium in the balance of payments. (4+6)
- (b) Explain the concept of globalization as a national policy with particular reference to the policy initiative taken by government of India since 1991. (10)

TUTOR MARKED ASSIGNMENT

Course Code	:	MCO – 05
Course Title	:	Accounting of Managerial Decisions
Assignment Code	:	MCO– 05/TMA/2017-18
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

1. “Balance Sheet is a statement of assets and liabilities or sources and uses of funds or both”, Comment. (20)
2. “Funds flow statement is only supplementary to P/L Account and Balance Sheet, it can not substitute to P/L Account and Balance Sheet”. Do you agree to this statement? Explain your views. (20)
3. Comment on the following statement:
 - (a) A budget is both a plan as well as a control tool.
 - (b) Budget should be regarded as a master but not as a servant.
 - (c) Fixed budget is more useful than a flexible budget.
 - (d) Performance budgeting lays immediate stress in the achievement of specific goals over a period of time. (4x5)
4. Differentiate between the following:
 - (a) Standard cost and Estimated cost
 - (b) Fixed overhead Efficiency variance and fixed overhead calendar variance
 - (c) Marginal costing and Absorption Costing
 - (d) Marginal costing and Differential Costing (4x5)
5. Write short notes on the following:
 - (a) Make or Buy decisions
 - (b) Expand and Contract decisions
 - (c) Plant shut down decision
 - (d) Replacement of Machinery (4x5)

TUTOR MARKED ASSIGNMENT

Course Code	:	MCO - 06
Course Title	:	Marketing Management
Assignment Code	:	MCO-06/TMA/2017-18
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

1. What do you understand by marketing environment? Discuss the impact of demonetization (ban of Rs. 500 and Rs. 1000 notes) in November, 2016 on the marketing environment in India in the short term and long term.

(20)

2. (a) Explain the relationship between market segmentation, targeting and positioning.
(b) Why it is necessary for a marketer to differentiate between buyer and consumer?

(10+10)

3. “Channels of distribution are different for different products”. Explain why it is so.

(20)

4. “No single medium of advertising is ideal in all respects”. Discuss.

(20)

5. Why the information on geographic distribution of consumers is important in pricing decisions? Describe various methods of geographical pricing.

(20)