

**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**

### **2018-19**

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

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

**For July 2018 and January 2019 Admission cycle**



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

## ASSIGNMENTS – 2018-19

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 2018 and January 2019). The validity is given below:

1. Those who are enrolled in July 2018, it is valid upto **June 2019**.
2. Those who are enrolled in **January 2019**, 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 **15<sup>th</sup> March, 2019** and if you are planning to appear in December Term-End Examination, you must submit them latest by **15<sup>th</sup> September, 2019**.

## TUTOR MARKED ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>IBO-01</b>
<b>Course Title</b>	<b>:</b>	<b>International Business Environment</b>
<b>Assignment Code</b>	<b>:</b>	<b>IBO-01/TMA/2018-19</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks: 100**

**Attempt all the questions.**

1. Critically examine the partial equilibrium theory of trade. **(20)**
  
2. Why do Firms become transnational? Discuss various theories explaining emergence of Transnational Corporations in the world economy. **(8+12)**
  
3. What are the long-term factors affecting the demand for primary commodities? Discuss and explain major International Commodity Agreements. **(6+14)**
  
4. Comment on the following.
  - (i) Demographic environment does not influence the international business decisions.
  - (ii) Technology market is not a seller's market.
  - (iii) Arbitration is not preferred by the parties involved in international business.
  - (iv) Encryption does not convert data into an unintelligible form.**(5X4)**
  
5. Write notes on the following?
  - (i) Terms of Trade
  - (ii) Strategic alliances and technology transfer
  - (iii) Implied conditions
  - (iv) Utilitarianism**(5X4)**

## TUTOR MARKED ASSIGNMENT

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Course Code	:	IBO – 02
Course Title	:	International Marketing Management
Assignment Code	:	IBO-02/TMA/2018-19
Coverage	:	All Blocks

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**Maximum Marks: 100**

### Attempt all the questions

- 1) A) Distinguish between the following:
  - i) Multinational Marketing and Global Marketing
  - ii) International Marketing Information System and International Marketing Research  
**(2X5 Marks)**
- B) Write short notes on the following:
  - i) Impact of developments in Information Technology on International Marketing
  - ii) Standardization of International Advertising  
**(2X5 marks)**
- 2) Explain the steps involved in the international market process.  
**(20 marks)**
- 3) An Indian auto-ancillary company decided to enter into international markets with full-pledged investment in production and marketing. Discuss various modes of entry available for the company, and critically evaluate in which situation each of them is suitable.  
**(20 marks)**
- 4) Explain the various stages in the international product life cycle. Discuss life cycle stretching strategies.  
**(12+8 marks)**
- 5) Compare and contrast the different approaches to budgeting for international advertising..  
**(20 marks)**

## TUTOR MARKED ASSIGNMENT

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**Course Code** : **IBO-06**  
**Course Title** : **International Business Finance**  
**Assignment Code** : **IBO-06/TMA/2018-19**  
**Coverage** : **All Blocks**

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**Maximum Marks: 100**

### **Attempt all the questions**

- Q.1 (a) An Adverse balance of payment is always a sign of weakness in the economy. Comment.
- (b) Differentiate between:
- (i) Capital account and current account
- (ii) Capital account and reserve account **10+5+5**
- Q.2 (a) Distinguish between gold standard and gold exchange standard.
- (b) What were the distinctive features of Bretton Woods system? **10+10**
- Q.3 (a) What is translation exposure? Is management of translation exposure more important than economic exposure? Discuss.
- (b) What are Euro Bonds and Foreign Bonds? **10+10**
- Q.4 (a) What is political risk? Discuss the various approaches for assessment of political risk.
- (b) What is transfer pricing? Why do the Transnational Corporations resort to transfer pricing? **12+8**
- Q.5 (a) Discuss the issues in the taxation of business investment abroad.
- (b) Differentiate between Fisher effect and international Fisher effect. **12+8**

## TUTOR MARKED ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MCO – 01</b>
<b>Course Title</b>	<b>:</b>	<b>Organization Theory and Behaviour</b>
<b>Assignment Code</b>	<b>:</b>	<b>MCO - 01 /TMA/2018-19</b>
<b>-Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks: 100**

### **Attempt all the questions**

1. Explain the concept of organizational effectiveness. Discuss in detail the determinants of organizational effectiveness. **(5+15)**
2. Discuss the operant conditioning theory learning. How does it differ with the classical conditioning theory of learning? **(10+10)**

Or

What does your mean by perception? Explain the process of perception and discuss in detail the factors which influence perception. **(5+5+10)**

3. What do you mean by ‘stressors’? Discuss various factors which creates stress in the organization. **(8+12)**

Or

Job satisfaction is an inner feeling, it is influenced by various organizational and personal variables. Elucidate. **(20)**

4. Discuss the principles of good communication. As a manager, how would you make communication effective in your organization? **(10+10)**
5. Write short notes on the following:
  - (a) Determinants of Organizational Culture
  - (b) Level of conflict
  - (c) Non Financial motivators
  - (d) Total Quality Management **(5x4)**

## TUTOR MARKED ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MCO – 03</b>
<b>Course Title</b>	<b>:</b>	<b>Research Methodology and Statistical Analysis</b>
<b>Assignment Code</b>	<b>:</b>	<b>MCO - 03/TMA/2018-19</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks: 100**

### **Attempt all the questions**

1. What is Survey Research? How it different from Observation Research? **(20)**
  
2. What do you mean by editing of data? Explain the guidelines to be kept in mind while editing the statistical data. **(20)**
  
3. Briefly comment on the following:
  - (a) Visual presentation of statistical data has become more popular
  - (b) Decision makers use index numbers as part of intermediate computations.
  - (c) While testing a hypothesis one is likely to commit two type errors.
  - (d) Data collection through a sample method is one of the issues **(5X4)**
  
4. Write short notes on the following:
  - (a) One dimensional bar diagrams
  - (b) Graphic presentation
  - (c) False Base line
  - (d) Histogram **(5X4)**
  
5. Distinguish between the following:
  - (a) Primary Data and Secondary Data
  - (b) Parametric and non parametric test
  - (c) Close ended questions and open ended question
  - (d) Bar and pie-chart **(5X4)**

## TUTOR MARKED ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MCO – 04</b>
<b>Course Title</b>	<b>:</b>	<b>BUSINESS ENVIRONMENT</b>
<b>Assignment Code</b>	<b>:</b>	<b>MCO - 04 /TMA/2018-19</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks: 100**

### **Attempt all the questions**

- 1. Write explanatory notes on the following : 4X5**
  - (a) Producer Companies**
  - (b) Evolution of Corporate Legislation in India**
  - (c) Basic Framework of the Companies Act**
  - (d) Applicability and Coverage of SICA,1985**
  
- 2. “SEBI has been entrusted with the main responsibility to adopt suitable measures for protecting the interest of investors in securities and promoting the development and regulation of stock market”. Discuss. 20**
  
- 3. (a) What were the objectives laid down for public sector in Industrial Policy Resolution of 1956? How far had they been achieved? Explain.**  
  
**(b) What are the techniques employed by RBI to control the supply of money and credit? How effectively have they been used so far? Discuss. 10, 10**
  
- 4. (a) Do you think India’s FDI Policy has been encourage for foreign investors? Give your arguments and discuss the policy.**  
  
**(b) Do you agree with this view that India’s potential in R&D lies its ability to scale up R&D expenditure? Give your views. 10, 10**
  
- 5. Comment on the following statements.**
  - (a) The environment with which a business firm operates in highly dynamic and complex.**
  - (b) Environment and Management influence each other.**
  - (c) Religion is one of the important elements of a social system.**
  - (d) A social group is dynamic and not static. 4X5**



## TUTOR MARKED ASSIGNMENT

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<b>Course Code</b>	:	<b>MCO – 05</b>
<b>Course Title</b>	:	<b>Accounting for Managerial Decisions</b>
<b>Assignment Code</b>	:	<b>MCO - 05 /TMA/2018-19</b>
<b>Coverage</b>	:	<b>All Blocks</b>

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**Maximum Marks: 100**

### Attempt all the questions

- (a) Describe different methods of costing and state the particular industries to which the can be applied .

(b) “Fixed costs are really variable the more you produced the less they become”. Comment on the statement. **(10, 10)**
- (a) “Funds Flow statement also suffers from window dressing of accounts and hence fails to . give true view of funds movement”. Do you agree with this statement? Give your views.

(b) How does cash flow analysis help the Management un decision making? Explain. **(12,8)**
- (a) “A Budget is a means and budgetary control is the end result”. Explain.

(b) “Performance budgeting requires preparation of periodic performance reports”. Explain. **(10, 10)**
- The following figures relates to the quantity of material required for the production of a product:

	Standard			Actual		
	Quantity (Kgs)	Price (Rs.)	Amount (Rs.)	Quantity (Kgs)	Price (Rs.)	Amount (Rs.)
A	60	10	600	80	12	960
B	90	20	1800	60	25	1500
	150		2400	140		2460

### Compute

- Material Cost Variance
  - Material Price Variance
  - Material Usage Variance
  - Material Mix Variance **(4X5)**
- What do you mean by Marginal Costing? Explain the Managerial uses of Marginal costing with suitable examples. **(20)**

## TUTOR MARKED ASSIGNMENT

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<b>Course Code</b>	:	<b>MCO – 06</b>
<b>Course Title</b>	:	<b>Marketing Management</b>
<b>Assignment Code</b>	:	<b>MCO - 06 /TMA/2018-19</b>
<b>Coverage</b>	:	<b>All Blocks</b>

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**Maximum Marks: 100**

### **Attempt all the questions**

1. “Services have unique characteristics that make them different from Products”. Discuss. Also explain the importance of three additional Ps involved in services marketing apart from traditional 4Ps of marketing. (20)
  
2. Explain the concept of PLC. Discuss the marketing strategies of the four stages of the PLC. (20)
  
3. Distinguish between the following:
  - (a) Sales Promotion and Personal Selling.
  - (b) Branding and Packaging. (10, 10)
  
4. Write short notes on the following:
  - (a) Factors governing the selection of an appropriate distribution channel.
  - (b) The evolution process of Marketing Management Philosophy. (10, 10)
  
5. Comment very briefly on the following statements:
  - (a) “Mass Marketing is not a viable option to build a profitable brand”
  - (b) “Price is the one element of the marketing mix that produces revenue; the other elements produce costs”
  - (c) “Personal Selling is the only form of direct marketing”
  - (d) “Importance of green marketing is increasing”
  - (e) “In a sense, market segmentation is the strategy of ‘divide and conquer’. (5X4)