

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 2019-20

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

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

For July 2019 and January 2020 Admission cycle



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

ASSIGNMENTS – 2019-20

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 2019 and January 2020**). The validity is given below:

1. Those who are enrolled in **July 2019**, it is valid upto **June 2020**.
2. Those who are enrolled in **January 2020**, it is valid upto **December 2020**.

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**.

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TUTOR MARKED ASSIGNMENT

Course Code	:	IBO-01
Course Title	:	International Business Environment
Assignment Code	:	IBO-01/TMA/2019-20
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

1. How do domestic, foreign and global environment influence international business? Explain various economic and financial environment which influence international business with examples.

(6+14)

2. What are the rationale of transfer of technology? Describe the non-equity forms of technology transfer by Transnational Corporations and Small and Medium Enterprises.

(6+14)

3. (a) Describe the financial operations and assistance programmes of World Bank.
(b) Explain the functions of various Regional Development Banks.

(10+10)

4. Comment on the following statements.
 - i) The trade theory does not explain the pattern of specialization.
 - ii) FDI is not a remover of balance of payments constraints.
 - iii) Formation of regional economic groupings does not lead to trade diversion.
 - iv) There are no differences between unlawful agreement and illegal agreement.

(4X5)

5. Write notes on the following :
 - i) Modern theory of trade
 - ii) Issues and controversies of Transnational Corporations
 - iii) Global Trade Point Network (GTPN)
 - iv) Role of Trade in services in economic development

(4X5)

TUTOR MARKED ASSIGNMENT

Course Code	:	IBO – 02
Course Title	:	International Marketing Management
Assignment Code	:	IBO-02/TMA/2019-20
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions

- 1) (a) Distinguish between the following:
 - i) High-Tech Positioning and High-Touch positioning
 - ii) Product and Service

(5 + 5)

- (b) Write short notes on the following:
 - i) Piggybackings
 - ii) EPRG Orientation

(5 + 5)

- 2) What do you understand by international marketing, multinational marketing and global marketing? Discuss how international marketing involvement and commitment of the company changes in the above three contexts.

(9 + 11)

- 3) An Indian tractor manufacturing company is planning to enter African markets in collaboration with a local company in Africa. Discuss any two modes of international market entry suitable in this context, and comment on their relative merits and limitations.

(20)

- 4) Differentiate between product standardization and adaptation in international marketing. Evaluate the various factors of standardization and adaptation, and suggest the conditions under which each of them is suitable.

(8 + 12)

- 5) Discuss various sales promotion tools in international marketing to enthruse consumers, middlemen and own sales force to buy/promote the product.

(20)

TUTOR MARKED ASSIGNMENT

Course Code : **IBO – 06**
Course Title : **International Business Finance**
Assignment Code : **IBO – 06/TMA/2019-20**
Coverage : **All Blocks**

Maximum Marks: 100

Attempt all the questions.

1. (a) What is loan syndication? Explain the process of loan syndication. (3+7)
- (b) What are the various types of international debt instruments? Explain any two of them. (2+8)
2. (a) Why do central banks intervene in the foreign exchange market? What are the consequences of their intervention? (5+5)
- (b) Distinguish between translation exposure and transaction exposure. (10)
3. (a) What is transfer pricing? Explain with example the technique of transfer pricing. (2+8)
- (b) 'Financial appraisal is the key most appraisal of any project', Explain and also discuss its relationship with other appraisals namely technical, market, economic and social. (4+8)
4. (a) Discuss the various types of risk in project export. (8)
- (b) What are the various types of guarantee/ bonds in the international trade? How do they benefit the importer? (4+6)
5. . Discuss the various strategies to manage the political risk. (20)

TUTOR MARKED ASSIGNMENT

Course Code	:	MCO - 01
Course Title	:	Organization Theory and Behaviour
Assignment Code	:	MCO - 01 /TMA/2019-20
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions

1. What do you mean by Organisational Behavior? Explain the individual group, organisational and integrative perspective of organisational Behaviors. **(20)**

2. What are the techniques adopted by individuals and organization for stress management? **(20)**

3. 'OD is an overall plan for integrating different organisational improvement activities over a period of time to accomplish objectives'. Elucidate. **(20)**

4. Differentiate between the following : **(4×5)**
 - (a) Job Enrichment and Job Enlargement
 - (b) Behavioral and Situational theory of leadership.
 - (c) Formal and Informal sources of power.
 - (d) Classical and Operant conditioning theory of learning.

5. Write short notes on the following : **(4×5)**
 - (a) Matrix Organisation
 - (b) Cognitive Learning
 - (c) Type A and Type B personality
 - (d) Organisational Culture

TUTOR MARKED ASSIGNMENT

Course Code	:	MCO - 03
Course Title	:	Research Methodology and Statistical Analysis
Assignment Code	:	MCO - 03/TMA/2019-20
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions

1. What do you mean by a hypothesis? What are the different types of hypotheses? (20)

2. (a) What do you mean by an index number? Explain the uses of index number for analyzing the data.
(b) What is reporting? What are the different stages in the preparation of a report? (20)

3. Briefly comment on the following :
(a) Classification of data provides a basis for tabulation of data
(b) Statistics are like clay, with which one can make God or the Devil
(c) Visual presentation of statistical data has become more popular
(d) Figures don't lie but liars can figure (20)

4. Write short notes on the following :
(a) Historical Research
(b) Variation
(c) Splicing of Indices
(d) Baye's theorem in probability (20)

5. Distinguish between the following :
(a) Inductive and Deductive logic
(b) Pilot study and Pre-test
(c) Random Sampling and Non-random Sampling
(d) Correlation and Regression (20)

TUTOR MARKED ASSIGNMENT

Course Code	:	MCO – 04
Course Title	:	BUSINESS ENVIRONMENT
Assignment Code	:	MCO - 04 /TMA/2019-20
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions

1. (a) Enumerate the important changes taking place in Indian business environment, and state the impact of emerging rural markets on business in India? (10)

(b) Comment on the following statements:
 - (i) The environment within which a business firm operates is highly dynamic and complex. (5)
 - (ii) Environment and management influence each other. (5)

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. (20)

3. “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)

4. “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)

5. Do you think that India’s FDI policy has been encouraging for foreign investors? Give your arguments and briefly discuss the policy. (20)

TUTOR MARKED ASSIGNMENT

Course Code	:	MCO - 05
Course Title	:	Accounting for Managerial Decisions
Assignment Code	:	MCO - 05/TMA/2019-20
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions

1. What is Cash flow statement? Explain the various techniques of preparing cash flow statement. How does it help the management in decision making? (20)
2. Standard cost of product is : (20)

Time	:	6 hours per unit
Rate	:	Rs 4 per hour
Actual cost	:	
Production		1,500 units
Hours taken		7,600 units
Idle time (in hours)		400
Total hours	:	8,000

Total labour cost announced to Rs. 40,000. Calculate Labour Variance.
3. What do you understand by 'Zero Based Budgeting'? State the benefits that accrue from it and also its disadvantages. (20)
4. The following data are available from the records of a company: (20)

Sales	Rs. 60,000
Variable Cost	Rs. 30,000
Fixed Cost	Rs. 15,000

You are required to :
 - (a) Calculate the P/V Ratio, Break – Even Point and Margin of Safety at this level.
 - (b) Calculate the effect of 10% increase in the sale price.
 - (c) Calculate the effect of 10% decrease in the sale price.
5. What do you mean by the term 'Budgetary Control'? What are its advantages? Also explain the statement that, "A budget is a means and Budgetary control is the end result". (20)

TUTOR MARKED ASSIGNMENT

Course Code	:	MCO – 06
Course Title	:	Marketing Management
Assignment Code	:	MCO - 06 /TMA/2019-20
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions

1. Explain the various marketing concepts and explain the evolution process of the marketing management philosophy. **(20)**
2. Differentiate between consumer market and organisational market. Briefly discuss the bases of segmenting consumer markets. **(5+15)**
3. Describe marketing mix strategies adopted by companies at different stages of the product life cycle. Discuss the life cycle stretching strategies suitable in the case of mobile phones when its sales started declining. **(12+8)**
4. What do you understand by channel conflict? Why channel conflicts occur? Discuss the remedies for channel conflicts. **(4+8+8)**
5. Differentiate between marketing mix and promotion mix. As the marketing manager, discuss various factors you will keep in mind while deciding the promotion mix for your product. **(5+15)**