

**M.Com
2nd Semester**

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

**Second Semester
Assignments
2023-2024**

For July 2023 and January 2024 admission cycle



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



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**Master of Commerce (M.Com)
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ASSIGNMENTS – 2023-2024**

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 2023 and January 2024**). The validity is given below:

1. Those who are enrolled in **July 2023**, it is valid upto **January 2024**
2. Those who are enrolled in **January 2024**, it is valid upto **December 2024**.

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/2023-2024
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Attempt all the questions:

1.
 - a) Summarise the impact of government regulations on marketing practices in rural India. (20)
 - b) Compare and contrast the concept of micromarketing with that of mass customisation.

2. What is distribution mix? What interconnectedness it has with promotion mix? (20)

3. **Write short notes on the following:** (4×5)
 - a) Price determination
 - b) Market communication
 - c) Personal selling process
 - d) Social marketing

4. **Differentiate between the following:** (4×5)
 - a) Market skimming and Penetration pricing strategies.
 - b) Marketing research and Marketing information system.
 - c) Selling and Marketing.
 - d) Micro and Macro environmental variables.

5. **Comment briefly on the following statement:** (4×5)
 - a) Marketing helps to create awareness about the product among the consumers and helps them in decision making.
 - b) “Advertising is nothing but salesmanship in print.”
 - c) “An educated buyer makes a better buyer.”
 - d) “Marketing mix strategies should be different at various stages in the Product Life Cycle (PLC)”.

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	MCO-022
COURSE TITLE	:	QUANTITATIVE ANALYSIS & MANAGERIAL APPLICATION
ASSIGNMENT CODE	:	MCO-022/TMA/2023-2024
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Attempt all the questions:

1. **a)** What are ogives? Discuss the method of constructing ogives with the help of an example. **(10+10)**
 b) What is the practical utility of the central limit theorem in applied statistics?
2. **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) Explain the decision tree approach with suitable example.
3. **Briefly comment on the following:** **(4×5)**
 - a)** “Measuring variability is of great importance to advanced statistical analysis”.
 - b)** “In the case of quantitative methods of forecasting, each technique makes explicit assumptions about the underlying pattern”.
 - c)** “Different issues arise while analysing decision problems under uncertain conditions of outcomes”.
 - d)** “In probability sampling the decision whether a particular element is included in the sample or not, is governed by chance alone”.
4. **Write short notes on the following:** **(4×5)**
 - a)** Questionnaire method of collecting primary data
 - b)** Bayes’ Theorem
 - c)** Testing the Goodness of Fit
 - d)** Forecast Control
5. **Distinguish between the following:** **(4×5)**
 - a)** Geometric Mean and Harmonic Mean
 - b)** Exponential Distribution and Normal Distribution
 - c)** Stratified Sampling and Cluster Sampling
 - d)** Correlation and Regression

TUTOR MARKED ASSIGNMENT

Course Code	:	MCO – 23
Course Title	:	Strategic Management
Assignment Code	:	MCO -23 /TMA/2023-24
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions

1. **a)** What are objectives? How are they set? State the characteristics of objectives. **(10+10)**
 b) Describe the EPRG framework with respect to global business.

2. **a)** What is competitive strategy? Explain its various dimension. **(10+10)**
 b) Define Corporate Governance. Explain how effective governance mechanisms can contribute to improved organizational performance, stakeholder confidence, and long-term sustainability.

3. **Comment briefly on the following statements:** **(4×5)**
 a) “Vision statement should possess different traits in order to be effective”.
 b) “The PESTLE analysis is a valuable framework for analysing and understanding the external factors”.
 c) “Organizations may choose to implement a retrenchment strategy, as a short term renewal strategy to overcome organisational weaknesses”.
 d) “The strategic control process is closely related to strategic planning process which consists of three phases”.

4. **Difference between the following:** **(4×5)**
 a) Strategy and policy
 b) Operational control and Strategic control
 c) Core values and Core purposes
 d) Entrepreneurial and Neo-Scientific

5. **Write short notes on the following:** **(4×5)**
 a) Strategic Intent
 b) Core Value
 c) SWOT Analysis
 d) Value chain framework

TUTOR MARKED ASSIGNMENT

COURSE CODE : **MCO-024**
COURSE TITLE : **Business Ethics and CSR**
ASSIGNMENT CODE : **MCO-024/TMA/2023-2024**
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. What are the various individual factors that lead to unethical conduct in the workplace? Is it possible to explain ethical breakdowns only by examining the respective protagonists in the concerned case? (20)
3. a) Draw out a clear distinction between shareholder centric CSR and stakeholder centric CSR? (10+10)
b) Do you think socially responsible investment is one form of shareholder activism?
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. What are the methods of implementing CSR activities as per the Companies (CSR Policy) Amendment Rules? (20)