Master of Commerce
(M.Com)

Third Semester
Assignments
2025

For January 2025 and July 2025 admission cycle

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

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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 **(January 2025 and July 2025)**. The validity is given below:

1   Those who are enrolled in **January 2025**, it is valid upto **June 2025**.
2   Those who are enrolled in **July 2025**, it is valid upto **December 2025**.

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**.

In case, you are not able to submit the assignment during above mentioned period, you are required to submit the new assignment.

TUTOR MARKED ASSIGNMENT

Course Code	:	**MCO – 03**
Course Title	:	**Research Methodology and Statistical Analysis**
Assignment Code	:	**MCO - 03 /TMA/2025**
Coverage	:	**All Blocks**

Maximum Marks: 100

Attempt all the questions.

Q. 1   What is Research Design? List the various components of a research design. **(20)**

Q. 2   a) What do you understand by the term Correlation? Distinguish between different kinds of correlation with the help of scatter diagrams. **(10+10)**
        b) What do you understand by interpretation of data? Illustrate the types of mistakes which frequently occur in interpretation.

Q. 3   **Briefly comment on the following:** **(4×5)**

    a) "A representative value of a data set is a number indicating the central value of that data".
    b) "A good report must combine clear thinking, logical organization and sound Interpretation".
    c) "Visual presentation of statistical data has become more popular and is often used by the researcher".
    d) "Research is solely focused on discovering new facts and does not involve the analysis or interpretation of existing data."

Q. 4   **Write short notes on the following:** **(4×5)**

    a) Visual Presentation of Statistical data
    b) Least Square Method
    c) Characteristics of a good report
    d) Chi-square test

Q. 5   **Distinguish between the following:** **(4×5)**

    a) Primary data and Secondary data
    b) Comparative Scales and Non-Comparative Scales
    c) Inductive and Deductive Logic
    d) Random Sampling and Non-random Sampling

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	**MCO-07**
COURSE TITLE	:	**Financial Management**
ASSIGNMENT CODE	:	**MCO-07/TMA/2025**
COVERAGE	:	**ALL BLOCKS**

Maximum Marks: 100

Attempt all the questions:

1) a) Discuss the challenges faced by the financial managers in India. **(10+10)**

   b) Explain "Time Value of Money ". What is the role of interest rate in it?

2) a) A company pays dividend of Rs. 2, it is expected to grow @ 20% for a period **(10+10)** of 4 years the normal growth rate after that period is expected @ 5%. The required rate of return is 12%. Find out the price at present.

   b) Explain the contribution of CAPM with suitable illustrations.

3) a) How is the Cost of Debt ascertained? Give examples. **(10+10)**

   b) Discuss the role of credit terms and credit standards in a credit policy of a firm?

4) a) Explain the different formal and informal credit arrangements. **(10+10)**

   b) When does financial leverage become favourable? Discuss its impact on risk.

5) a) Distinguish between Financial lease and operating lease. **(10+10)**

   b) Distinguish between NPV and PI. Which of these is considered better?

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	MCO-15
COURSE TITLE	:	**India's Foreign Trade and Investment**
ASSIGNMENT CODE	:	MCO-15/TMA/2025
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Attempt all the questions:

1. How does foreign trade serve as an engine of growth. Distinguish between inward orientation and outward orientation as objectives of foreign trade policy. Also examine changes in India's foreign policy in this context. **(4+8+8)**

2. a) Examine the need for foreign capital in the Indian economy and discuss critically the Government policy on foreign direct investment. **(10+10)**

   b) "Is it true that the Indian economy is such that domestic savings alone may not be sufficient for planned investment, and an import of foreign capital is needed for that purpose"? Elaborate your arguments.

3. **Comment on the following statements:** **(4×5)**
   a) There is no need to adopt appropriate policy and strategy for facilitating Indian firms to compete effectively in global markets.
   b) Import plays a significant role in India's economic development.
   c) The Indian agriculture sector is rising low due to its natural strengths.
   d) Indian textile industry is one of the newest and smallest industries of the economy

4. **Difference between the following:** **(4×5)**
   a) Import substitution and Export promotion
   b) Heavy Engineering industry and Light Engineering industry
   c) Intangible service and Inseparable service
   d) Balance of Payments on Current Account and Balance of Payments on Capital Account

5. **Write short notes on the following:** **(4×5)**
   a) Board of Trade
   b) Wool and Woollen Export Promotion Council (WWEPC)
   c) Strengths of Gems & Jewellery Sector
   d) SAMRIDH scheme

COURSE CODE	:	**IBO-02**
COURSE TITLE	:	**International Marketing Management**
ASSIGNMENT CODE	:	**IBO-02/TMA/2025**
COVERAGE	:	**ALL BLOCKS**

Maximum Marks: 100

Attempt all the questions:

1. A company wants to enter into international markets. The company decided to involve another company in the foreign country. State the modes of entry where the scope for the involvement of a foreign company is possible. Explain those modes and critically evaluate and state in which situations each of them is suitable. **(20)**

2. "Compared with products, marketing of services poses distinctive challenges to marketers". Explain why it is so, and enumerate the marketing challenges. **(20)**

3. **Write short notes on the following:** **(4×5)**
   a) Advertising appeals and product characteristics
   b) EPRG orientation of firm
   c) Pricing methods and practices in international marketing
   d) International marketing concepts

4. **Differentiate between the following:** **(4×5)**
   a) Warranty and Guarantee
   b) Primary data and Secondary data
   c) Direct and Indirect selling channels
   d) Domestic and International marketing planning

5. **Comment on the following statement:** **(4×5)**
   a) "A marketing research report should merely present the findings. It must not comment on the possible course of action(s) to be taken on the basis of the study results."
   b) "International marketing research is full of complexities".
   c) "Global positioning is most effective for product categories that approach either end of 'high-touch/high-tech' continuum"
   d) "Analysis of legal conditions are a very critical component in selecting foreign markets".