

**M.Com  
2<sup>nd</sup> Year**

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

**Also For:  
M.Com (F & T)  
M.Com (BP & CG)  
M.Com (MA & FS)**

**Second Year  
Assignments  
2018-19**

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



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

Master of Commerce (M.Com)

Second Year

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 2019.

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, 2019 and if you are planning to appear in December Term-End Examination, you must submit them latest by 15th September, 2019.

## 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>:</b>	<b>MCO – 06</b>
<b>Course Title</b>	<b>:</b>	<b>Marketing Management</b>
<b>Assignment Code</b>	<b>:</b>	<b>MCO - 06 /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. “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)

## TUTOR MARKED ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MCO – 07</b>
<b>Course Title</b>	<b>:</b>	<b>Financial Managements</b>
<b>Assignment Code</b>	<b>:</b>	<b>MCO - 07 /TMA/2018-19</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks: 100**

### Attempt all the questions

- Q.1** (a) Explain Yield to Maturity Model (YTM) with an example?
- (b) Discuss the concept of ‘risk’ and ‘return’. **10+10**
- Q.2** (a) What do you understand by Time Value of Money? Discuss its relevance in Financial decision making?
- (b) (i) Calculate the future value of Rs.1,00,000 if you deposit in the bank at 6% per annum rate of interest for 5 years.
- (ii) A fixed deposit has a maturity value of Rs. 1,50,000 initially purchased of Rs.1,00,000 for 3 years. Calculate simple interest rate per year? **10+5+5**
- Q.3** (a) What is Capital Budgeting? Explain the nature and types of capital Budgeting decisions? Why do you think that capital budgeting decisions are important for the firm?
- (b) XYZ Ltd. has a revenue of Rs. 8,00,000 and it has provided for depreciation at 10% SLM method. It has cash expenses of R.2,00,000. The taxes are 50% p.a. show the net earning on accounting approach basis and cash flow basis. **12+8**
- Q.4** (a) Explain the Walter’s share valuation formula based on dividend. How is Gordon’s formula different from Walter’s formula?
- (b) If the cost of debt is less than the cost of equity, should the firm use only debt for entire financing? Discuss. **12+8**
- Q.5** (a) What are the motives for holding cash and inventory? Point out the differences and similarities between these motives.
- (b) What is the degree of operating leverage and how can it be used for determining the capital structure? **10+10**