M. Com.
IInd Year

Master of Commerce
(M.Com)

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

Second Year
ASSIGNMENTS
2014-15

For July 2014 and January 2015 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 − 2014-15

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 2014 and January 2015).** The validity is given below:

1. Those who are enrolled in **July 2014,** it is valid upto **June 2015.**

2. Those who are enrolled in **January 2015,** it is valid upto **December 2015.**

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, 2015 and if you are planning to appear in December Term-End Examination, you must submit them latest by 15th September, 2015.

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TUTOR MARKED ASSIGNMENT

Course Code	**:**	**MCO – 01**
Course Title	**:**	**Organization Theory and Behaviour**
Assignment Code	**:**	**MCO - 01 /TMA/2014-15**
Coverage	**:**	**All Blocks**

Maximum Marks: 100

Attempt all the questions

1. What are various principles of management? How are modern organisations different from typical classical organisation, in terms of practices of various principles of management? (20)

2. What is individual behavior? Discuss various factors influencing the individual difference. (20)

3. How organisations respond to bring down employees stress and make them better use in the organisation? (20)

4. What is leadership? Explain various theories of leadership. (20)

5. Write short notes on the following:

   (a) Organisational Effectiveness

   (b) Social Learning and Change of Behaviour

   (c) Creating a stress free environment

   (d) Measurement of Job satisfaction (5x4)

TUTOR MARKED ASSIGNMENT

Course Code	**:**	**MCO – 03**
Course Title	**:**	**Research Methodology and Statistical Analysis**
Assignment Code	**:**	**MCO - 03 /TMA/2014-15**
Coverage	**:**	**All Blocks**

Maximum Marks: 100

Attempt all the questions.

1. Define research Methodology. Explain the major component of research methodology. What are the procedural and procedural perspectives of methodology? (20)

2. a) What do you mean by 'Research Design'? Discuss the role of research design in business research.

   b) What are the main issues a researcher faces in formulating a research problem? Formulate five research problems in each functional areas of business.

   (10+10)

3. a) Discuss the criteria for workable hypothesis with suitable examples.

   b) Explain the procedure for testing of hypothesis.

   (10+10)

4. a) How would you apply t-test for independent sample and t-test for dependent samples? Explain with examples.

   b) What is a research report? What are the important points to be kept in mind, while writing a research report?

   (10+10)

5. a) Discuss the usefulness of Chi-square test in business research. What are the essential conditions for applying Chi-square test?

   b) Why do we study probability? Explain the procedure involved in fitting binomial and continuous probability distribution.

   (10+10)

TUTOR MARKED ASSIGNMENT

Course Code	**:**	**MCO – 04**
Course Title	**:**	**Business Environment**
Assignment Code	**:**	**MCO - 04 /TMA/2014-15**
Coverage	**:**	**All Blocks**

Maximum Marks: 100

Attempt all the questions

1. Distinguish between the internal and external environments of business. How does socio-cultural environment influence the business?

(10+10)

2. What is meant by monopolistic trade practices? How are these practices controlled?

(10+10)

3. Explain the primary and secondary capital markets briefly. Describe the methods of making capital issues.

(10+10)

4. Differentiate between the following:

(a) Internal Environment and External Environment

(b) MTP and RTP

(c) Economic growth and economic development

(d) Fiscal policy and monetary policy

(5x4)

5. Write short notes on the following:

(a) Social Audit

(b) Concept of Corporate Governance

(c) Research and development scenario in India

(d) Concept of technology transfer

(5x4)

TUTOR MARKED ASSIGNMENT

Course Code	**:**	**MCO – 05**
Course Title	**:**	**Accounting of Managerial Decisions**
Assignment Code	**:**	**MCO– 05/TMA/2014-15**
Coverage	**:**	**All Blocks**

Maximum Marks: 100

Attempt all the questions

1. "Fixed costs are really variable. The more you produce, the less they become". Comment upon the statement. (20)

2. What is cash-flow statement? How does it differ from fund-flow statement? Discuss the importance of cash flow statement. (20)

3. Write short notes on the following
   (a) Zero base budgeting
   (b) Performance budgeting

   (10+10)

4. From the following information, calculate:
   (a) (P/V Radio)
   (b) (B.E.P.)
   (c) (Margin of Safety)

	2012 Rs.	**2013 Rs.**
Sales	5,00,000	7,50,000
Fixed Costs	1,00,000	1,25,000
Variable Costs	2,75,000	4,50,000

(20)

5. From the following data regarding production of 'Z', calculate Material Variances:

Material	Standard	Actual
X	80 kgs. @Rs. 5	70 kgs. @Rs. 4
Y	50 kgs. @Rs. 4	60 kgs. @ Rs. 3.5
	130 kgs.	130 kgs.

(20)

TUTOR MARKED ASSIGNMENT

Course Code	**:**	**MCO - 06**
Course Title	**:**	**Marketing Management**
Assignment Code	**:**	**MCO-06/TMA/2014-15**
Coverage	**:**	**All Blocks**

Maximum Marks: 100

Attempt all the questions.

1. Discuss in detail various micro and macro environmental factors that influence the marketing decisions of a company and state the benefits of environmental scanning. (20)

2. Distinguish between the following: (5×4)

   a) Skimming Pricing and Penetration Pricing

   b) Sales promotion and personal selling

   c) Departmental stores and chain stores

   d) Wholesaler and Retailer

3. (a)What is channel conflict? Explain its causes. Discuss various mechanisms for effective conflict management.

   (b) What is publicity? How is it different from advertising? Explain with suitable examples.

   (10+10)

4. What do you mean by marketing research? Discuss the process of conducting marketing research. (20)

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

   a) Total systems approach of marketing logistics

   b) Branding Strategies

   c) Objectives of pricing

   d) Repositioning

TUTOR MARKED ASSIGNMENT

Course Code	**:**	**MCO - 07**
Course Title	**:**	**Financial Management**
Assignment Code	**:**	**MCO – 07/TMA/2014-15**
Coverage	**:**	**All Blocks**

Maximum Marks: 100

Attempt all the questions.

1. (a) Discuss the important decision making areas of Financial Management.

   (b) Wealth maximization is superior criteria than profit maximization. Discuss

   (10+10)

2. (a) Explain the method of valuing equity shares when there is (1) constant growth and (2) varying growth.

   (b) Explain the various types of orders an investor can place to buy or sell security.

   (10+10)

3. (a) Cash flow approach is better than the accounting approach in capital budgeting decisions. Explain

   (b) What is capital rationing? How do you select a project through it? Illustrate your answer.

   (10+10)

4. (a) Why is it important to manage inventory of a firm? Explain the different techniques of inventory Control.

   (b) Explain the determinants relevant for dividend payout ratio.

   (10+10)

5. The following is the information of ABC Ltd.:

Particulars	**Rs. (in lakhs)**
Equity Share Capital (2 lakhs share of 10 each)	20
Reserve and Surplus	4
15% debenture	30
Current Liabilities	10
Total	64

Additional Information

	(Rs. in lakhs)
Fixed Cost per annum	Rs. 10
Variable costs	Rs. 104
Sale	Rs. 160
Tax	50%

Calculate (i) EPS (ii) Operating Leverage (iii) Financial Leverage and (iv) Total Leverage of ABC LTD

(20)