

# **ASSIGNMENTS QUESTIONS**

**Master of Commerce**

**M COM 3<sup>rd</sup> Semester**

**For**

**Promotee Students**



**Batch 2023-24**

**CENTRE FOR DISTANCE AND ONLINE EDUCATION  
GURU JAMBHESHWAR UNIVERSITY OF SCIENCE &  
TECHNOLOGY, HISAR-125001**

**Compiled by:-**

**Mr Ankit**

**Assistant Professor**

**DDE, Commerce**

**GJUS&T, Hisar**

**Programme Coordinator (M. Com)**

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**CENTRE FOR DISTANCE AND ONLINE EDUCATION**  
**Programme: Master of Commerce**

**Course Name: Corporate Governance and Business Ethics**  
**Code: MC 301**

**Sem: 3<sup>rd</sup>**  
**Total Marks=30**

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of the assignments on student's portal.**

**ASSIGNMENT-I**

1. Define the meaning of corporate governance? Explain the SEBI Guidelines regarding the corporate governance in India.
2. Write a short note on the followings:
  - a. Qualities And Power of a chairman
  - b. Reforms in companies Act, 2013
3. Explain the various theories of Business Ethics applicable in Indian business environment.

**ASSIGNMENT-II**

1. Ethics has an important place in business. Give your comment.
2. Discuss the ethical and unethical practices in India.
3. Write short note on the following:
  - Ethics in production and operation management
  - Ethics in Finance

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**CENTRE FOR DISTANCE AND ONLINE EDUCATION**  
**Programme: Master of Commerce**

**Course Name: Business Legislations**  
**Code: MC 302**

**Sem: 3<sup>rd</sup>**  
**Total Marks=30**

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
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**ASSIGNMENT I**

- 1. All contracts are agreements, but all agreements are not contracts.” Discuss the statement explaining the essentials of a valid contract.**
- 2. What do you mean by discharge of contract? Explain the various modes of discharge of contract.**
- 3. Define a cheque. How does it differ from a bill of exchange?**

**ASSIGNMENT II**

- 1. Explain the Doctrine of Caveat Emptor.**
- 2. Write short note on the following:**
  - Digital Signature & Digital Signature Certificates
  - Unpaid Seller
- 3. In what different ways may a negotiable instrument be dishonoured? What are the duties of a holder of a dishonoured bill?**

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**CENTRE FOR DISTANCE AND ONLINE EDUCATION**  
**Programme: Master of Commerce**

**Course Name: Counseling Skills for Managers**  
**Code: OE 301**

**Sem: 1<sup>st</sup>**  
**Total Marks=30**

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of the assignments on student's portal.**

**ASSIGNMENT-I**

- 1. Differentiate between Counselling and Psychotherapy with live examples.**
- 2. Critically evaluate the present relevance of Psycho-Analytical Theory.**
- 3. Examine the role of 5 D model in counselling process. Suggest how counselling environment affects it?**

**ASSIGNMENT-II**

- 1. Examine the present relevance of the Principles of counselling with live examples.**
- 2. Discuss how humanistic approach contributed in the counselling. Suggest how to improve counselling.**
- 3. How can any organization manage the occupational stress and improve performance of employees through counselling.**

**FINANCE**

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**CENTRE FOR DISTANCE AND ONLINE EDUCATION**  
**Programme: Master of Commerce**

**Course Name: Financial Restructuring and Valuation**  
**Code: MCF 312**

**Sem: 3<sup>rd</sup>**  
**Total Marks=30**

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
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**ASSIGNMENT-I**

- 1. What is Corporate Restructuring? Discuss the objectives and modes of Restructuring in detail.**
- 2. What do you mean by Buy Back of Shares? Explain the objectives and procedures of Buy Back of Shares.**
- 3. Write notes on the following:**
  - **Market Based Valuation**
  - **Valuations of Intangibles**

**ASSIGNMENT-II**

- 1. Distinguish between Merger, Acquisition and Takeover. Also explain the advantages of mergers and acquisitions in detail.**
- 2. Elaborate the legal, economic, taxation and financial aspects of Merger and Acquisition.**
- 3. Write notes on the following:**
  - a) **Asset Based Valuation**
  - b) **Valuation of Securities**

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**CENTRE FOR DISTANCE AND ONLINE EDUCATION**  
**Programme: Master of Commerce**

**Course Name: Security Analysis**  
**Code: MCF 314**

**Sem: 3<sup>rd</sup>**  
**Total Marks=30**

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of the assignments on student's portal.**

**ASSIGNMENT-I**

- 1. Explain the causes and types of Risk.**
- 2. Explain the process of Investment.**
- 3. New Issues Market (NIM) and stock exchange do not compete against each other but complement each other. Comment.**

**ASSIGNMENT-II**

- 1. Explain Top-down approach of Equity analysis.**
- 2. Differentiate between Direct & Indirect Investing.**
- 3. What is yield to maturity? Explain the relationship between price of security, coupon rate & yield to maturity.**

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**CENTRE FOR DISTANCE AND ONLINE EDUCATION**  
**Programme: Master of Commerce**

**Course Name: Foreign Exchange Management**  
**Code: MCF 315**

**Sem: 3<sup>rd</sup>**  
**Total Marks=30**

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of the assignments on student's portal.**

**ASSIGNMENT-I**

- 1. What do you understand by Foreign Exchange Market? Discuss the functions and structure of foreign exchange market.**
- 2. What do you mean by Forecasting Foreign Exchange Rates? Explain the factors affecting foreign exchange rates.**
- 3. Write notes on the following:**
  - Management of Transaction Exposure
  - Currency Swaps

**ASSIGNMENT-II**

- 1. What do you mean by Foreign Exchange Rate? Distinguish between Nominal, Real and effective exchange rates.**
- 2. Write notes on the following:**
  - Purchasing Power Parity Theory
  - Management of Economic Exposure
- 3. What is Foreign Exchange Risk Management? Discuss the objectives and process of Foreign Exchange Risk Management in detail.**



**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**CENTRE FOR DISTANCE AND ONLINE EDUCATION**  
**Programme: Master of Commerce**

**Course Name: Risk Management and Insurance**  
**Code: MCF 316**

**Sem: 3<sup>rd</sup>**  
**Total Marks=30**

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
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**ASSIGNMENT-I**

- 1. What do you mean by risk management? Explain the process of risk management.**
- 2. Write a short note on the followings:**
  - a) Objectives of Risk Management
  - b) Techniques of managing Risk
- 3. Explain the major Principles of Insurance.**

**ASSIGNMENT-II**

- 1. Describe the role of IRDA in insurance industry with real time examples.**
- 2. Elaborate major types of insurance available in the market.**
- 3. What are the major factors will be consider during the purchase of life insurance?**

# **MARKETING**

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**CENTRE FOR DISTANCE AND ONLINE EDUCATION**  
**Programme: Master of Commerce**

**Course Name: Marketing of Services**  
**Code: MCM 321**

**Sem: 3rd**  
**Total Marks=30**

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of the assignments on student's portal.**

**ASSIGNMENT-I**

- 1. Discuss the importance of Hospitality and Tourism industry in Indian economy.**
- 2. Discuss the reasons of service failure? How can service failure be recovered?**
- 3. Explain the role of consumer behaviour in services sector.**

**ASSIGNMENT-II**

- 1. Discuss the new service development process with the help of example.**
- 2. What are the challenges in delivering services through intermediaries and electronic channels?**
- 3. Discuss the employee's role in service delivery.**

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**CENTRE FOR DISTANCE AND ONLINE EDUCATION**  
**Programme: Master of Commerce**

**Course Name: Consumer Behaviour**

**Sem: 3rd**

**Code: MCM 322**

**Total Marks=30**

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of the assignments on student's portal.**

**ASSIGNMENT-I**

- 4. What do you mean by consumer behaviour? Describe about its roots in various disciplines.**
- 5. Briefly describe about consumer research process.**
- 6. Write short note on the following:**
  - Theories of personality and self-concept
  - Cognitive learning theories and application to marketing

**ASSIGNMENT-II**

- 1. Describe about consumer decision making process with a suitable example.**
- 2. What is Innovation? What is the process of diffusion and adoption of innovation?**
- 3. Write short note on the following:**
  - Current trends and ethical issues in consumer behavioural studies
  - Dynamics of opinion leadership process

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**CENTRE FOR DISTANCE AND ONLINE EDUCATION**  
**Programme: Master of Commerce**

**Course Name: Sales and Distribution Management**  
**Code: MCM 324**

**Sem: 3rd**  
**Total Marks=30**

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of the assignments on student's portal.**

**ASSIGNMENT-I**

- 1. What are the different sales theories? Discuss the relevance of these theories in today's world.**
- 2. What are sales territories? Discuss the procedure to set up sales territories.**
- 3. What do you understand by sales planning? Explain its importance and process.**

**ASSIGNMENT-II**

- 1. Explain the different ways of evaluating the sales force performance.**
- 2. Discuss the different factors affecting the choice of distribution channel.**
- 3. What are the different ways of resolving conflict between channel partners?**

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**CENTRE FOR DISTANCE AND ONLINE EDUCATION**  
**Programme: Master of Commerce**

**Course Name: Product and Brand Management**  
**Code: MCM-326**

**Sem: 3rd**  
**Total Marks=30**

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of the assignments on student's portal.**

**ASSIGNMENT-I**

- 1. Explain the concept of product and product management, with suitable examples.**
- 2. Write detailed note on the product mix.**
- 3. Write short note on the following:**
  - New product and brand extension
  - Global Brand Strategy

**ASSIGNMENT-II**

- 1. Differentiate between test marketing and market testing and discuss the process of test marketing.**
- 2. Write short note on the following:**
  - Branding in rural marketing
  - E-Branding
- 3. Distinguish brand equity and brand image.**

# **HUMAN RESOURCE MANAGEMENT**

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**CENTRE FOR DISTANCE AND ONLINE EDUCATION**  
**Programme: Master of Commerce**

**Course Name: Human Resource Planning**  
**Code: MCH 331**

**Sem: 3rd**  
**Total Marks=30**

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of the assignments on student's portal.**

**ASSIGNMENT-I**

- 1. What is Human Resource Planning? Explain the significance of planning human resource.**
- 2. Define macro and micro level manpower planning. Explain with examples.**
- 3. What are various methods used in forecasting human resource planning? Explain its importance.**

**ASSIGNMENT-II**

- 1. Explain the following:**
  - Work scheduling
  - Work study
- 2. What is meant by human resource accounting? What are the various steps in it?**
- 3. Define HRIS. Elucidate the steps to successfully implement the human resource information system in an organization.**



**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**CENTRE FOR DISTANCE AND ONLINE EDUCATION**  
**Programme: Master of Commerce**

**Course Name: Labour Laws**  
**Code: MCH 332**

**Sem: 3rd**  
**Total Marks=30**

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of the assignments on student's portal.**

**ASSIGNMENT-I**

- 1. Highlight the role of ILO for promoting the welfare of labour through laws in India.**
- 2. Critically evaluate the present relevance of Indian constitution in safeguarding labour and its related issues.**
- 3. Examine the role and importance of Trade Union in India with live examples from Industry.**

**ASSIGNMENT-II**

- 1. Examine the present relevance and main provisions of Workmen's Compensation Act.**
- 2. Discuss and examine the main provisions of Payment of Bonus Act with live examples.**
- 3. Critically evaluate the significance and provisions of Employees Provident Fund and Miscellaneous Act.**

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**CENTRE FOR DISTANCE AND ONLINE EDUCATION**  
**Programme: Master of Commerce**

**Course Name: Management of Industrial Relations**  
**Code: MCH 333**

**Sem: 3rd**  
**Total Marks=30**

**Important Instructions**

- i. Attempt all questions from each assignment given below.**
- ii. Each assignment carries 15 marks.**
- iii. All questions are to be attempted in legible handwriting on plane white A-4 size paper and upload the scanned copy of the assignments on student's portal.**

**ASSIGNMENT-I**

- 1. Explain the concept, evolution and significance of industrial relations.**
- 2. Outline the problems of trade unions in India. Suggest ways to solve these problems.**
- 3. What do you participative management? Explain various forms of worker's participation in management.**

**ASSIGNMENT-II**

- 1. Differentiate between Conciliation and Arbitration.**
- 2. Give a detailed note on model principles for reference of dispute to adjudication.**
- 3. Describe the effect of technological changes on industrial relations.**

**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**CENTRE FOR DISTANCE AND ONLINE EDUCATION**  
**Programme: Master of Commerce**

**Course Name: Leadership Dynamics**  
**Code: MCH 334**

**Sem: 3rd**  
**Total Marks=30**

**Important Instructions**

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**ASSIGNMENT-I**

- 4. How does leadership and power relate?**
- 5. What makes the person an effective leader?**
- 6. Distinguish between skills and behavioural approaches.**

**ASSIGNMENT-II**

- 1. Explain various styles of leadership.**
- 2. Write a brief note on contemporary issues in leadership.**
- 3. Distinguish between transformational and transactional leadership.**