

**ASSIGNMENTS**  
**Master of Commerce**  
**M. COM. 4<sup>th</sup> Semester**  
**For**  
**Promotee Students**



**Session 2022-23**

**Centre for Distance and Online Education**

**Guru Jambheshwar University of Science & Technology**

**Hisar-125001**

**Compiled by:-**  
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**GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR**  
**CENTRE FOR DISTANCE AND ONLINE EDUCATION**  
**Programme: Master of Commerce (M COM)**

**Course Name: Management of Banks and Financial Institutions**  
**Code: MCF-411**

**Semester: 4<sup>th</sup>**  
**Total Marks=30**

**Important Instructions**

- i. Attempt any two 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 mean by Indian Financial system? Describe about bank market structure in India.
2. What are the fundamentals principles of security investment by commercial bank?
3. Write short note on the following:
  - Recent innovations and development in Indian banking
  - Nature and significance of Investment management in commercial banks

**ASSIGNMENT-II**

1. Write a short note on the following:
  - Current and future challenges in management of banks and financial institutions
  - Role of financial institutions in economic development
2. What is the concept of Capital Adequacy? Briefly explain about Basel III norms on capital adequacy in Indian commercial banks.
3. Briefly discuss about Nonperforming assets (NPAs) and its types.

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**CENTRE FOR DISTANCE AND ONLINE EDUCATION**  
**Programme: Master of Commerce (M. Com)**

**Course Name: Portfolio Management**  
**Code: MCF-414**

**Semester 4<sup>th</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. Explain active & passive portfolio management strategies.
2. Explain Bond characteristics. Also, explain the fundamentals of bond valuation.
3. Discuss the process of portfolio selection.

**ASSIGNMENT-II**

1. Differentiate between CML & SML.
2. Explain the measures of portfolio's performance evaluation.
3. Discuss the tools for analysing the portfolio's risk.

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CENTRE FOR DISTANCE AND ONLINE EDUCATION**

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

**Course Name: Financial and Commodity derivatives**

**Semester: 4<sup>th</sup>**

**Code: MCF-415**

**Total Marks=30**

**Important Instructions**

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

1. Explain the different types of financial derivatives along with their features in brief.
2. Compare and contrast between forward, futures, options and swaps.
3. If an enterprise has invested funds in securities providing floating rate of income, what risk does it face? How would you hedge such risk using an interest rate swap?

**ASSIGNMENT-II**

1. Currency swaps can be used to convert assets/liabilities from one currency to another. Explain with a suitable example.
2. Explain the importance of futures markets in context to economic growth of a country.
3. Critically examine the relationship between basis risk and hedging. Define Operating system? Explain need and function of operating system?

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**CENTRE FOR DISTANCE AND ONLINE EDUCATION**  
**Programme: Master of Commerce (M. Com)**

**Course Name: Public Finance**  
**Code: MCF-416**

**Semester: 4<sup>th</sup>**  
**Total Marks=30**

**Important Instructions**

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**ASSIGNMENT-I**

1. What do you understand by the concept Public Finance? Explain scope and subject matter of Public Finance.
2. What do you understand by the concept of allocation function of government?
3. Describe Musgrave's Approach of Maximum Social Advantage.

**ASSIGNMENT-II**

1. Explain incidence of tax burden on buyer and seller with the help of suitable diagrams.
2. What are the effects of public expenditure on production and distribution in the economy?
3. What is budget? What are the different components of a Budget?

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**CENTRE FOR DISTANCE AND ONLINE EDUCATION**  
**Programme: Master of Commerce (M. Com)**

**Course Name: Retail Management**  
**Code: MCM-421**

**Semester 4<sup>th</sup>**  
**Total Marks=30**

**Important Instructions**

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**ASSIGNMENT-I**

1. Discuss strategic retail planning process.
2. What is the importance of Location Analysis before opening any retail store?
3. What are the factors affecting the Retail Location Planning?

**ASSIGNMENT-II**

1. Explain the process of Merchandise Planning and Implementation.
2. Explain the concept of Retail pricing with suitable examples.
3. Discuss the importance of Logistics and Distribution centers in retail industry.

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**CENTRE FOR DISTANCE AND ONLINE EDUCATION**  
**Programme: Master of Commerce (M. Com)**

**Course Name: Rural Marketing**  
**Code: MCM-422**

**Semester 4<sup>th</sup>**  
**Total Marks=30**

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**ASSIGNMENT-I**

1. Explain the nature and characteristics of Rural Marketing.
2. How does Rural marketing different from urban marketing?
3. Describe the instances of communication breakdown in an organization. How each might be avoided?

**ASSIGNMENT-II**

1. Write a short note on the process of agricultural marketing. Briefly explain various functions of agricultural marketing.
2. What is the relationship between attitude and culture? Discuss in light of the rural marketing.
3. Write a detailed note on the marketing of agricultural inputs.

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**CENTRE FOR DISTANCE AND ONLINE EDUCATION**  
**Programme: Master of Commerce (M. Com)**

**Course Name: Social Marketing**  
**Code: MCM-424**

**Semester 4<sup>th</sup>**  
**Total Marks=30**

**Important Instructions**

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**ASSIGNMENT-I**

1. What do you mean by Social Marketing? Compare it with Commercial marketing.
2. What is Social Marketing Environment? How you will mapping the internal and external environments?
3. Write short note on the following:
  - Social Marketing Strategies
  - Product in social marketing

**ASSIGNMENT-II**

1. What are the different types of media channels used in social marketing?
2. What are the pricing strategies used for social marketing products?
3. Write short note on the following:
  - Social marketing planning process
  - Factors influencing media strategies



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**CENTRE FOR DISTANCE AND ONLINE EDUCATION**  
**Programme: Master of Commerce (M. Com)**

**Course Name: Customer Relationship Management**  
**Code: MCM-426**

**Semester 4<sup>th</sup>**  
**Total Marks=30**

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**ASSIGNMENT-I**

1. Discuss the nature, scope, and importance of CRM.
2. Explain the levels of CRM.
3. Discuss the importance and scope of Quality Management System.

**ASSIGNMENT-II**

1. Explain the concept of Sales Force Automation.
2. Explain the concept of Business Process Reengineering (BPR).
3. Discuss CRM implementation Process.

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

**Course Name: Performance Management**  
**Code: MCH-431**

**Semester 4<sup>th</sup>**  
**Total Marks=30**

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**ASSIGNMENT-I**

1. What are the key reasons behind the move from performance appraisal to performance management?
2. Do you think that performance management system is more successful in large organisations in comparison to the smaller one? Discuss.
3. "An effective performance plan should outline results expected, performance measures, standards to be achieved and target dates for measurement." Discuss.

**ASSIGNMENT-II**

1. "The competencies of the respective job description also become factors for assessment on performance evaluation." Discuss.
2. How newer rating method is more significant than the traditional performance rating method?
3. Is performance counselling the right tool to deal effectively with employee dissatisfaction?

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**CENTRE FOR DISTANCE AND ONLINE EDUCATION**  
**Programme: Master of Commerce (M. Com)**

**Course Name: Managing Interpersonal and Group Process**  
**Code: MCH-433**

**Semester 4<sup>th</sup>**  
**Total Marks=30**

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**ASSIGNMENT-I**

1. What are various types of groups? Explain their role and functions.
2. What is the impact of group cohesiveness on group productivity? Is the effect always positive?
3. What are communication networks? Explain the condition in which they are formed.

**ASSIGNMENT-II**

1. Is receiving feedback as important as giving feedback? Explain its process.
2. What is the difference in the decision making process of individuals and groups?
3. Briefly explains how the norms of informal groups can be matched with the norms of the formal groups.

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

**Course Name: Organisational Change and Intervention Strategies**  
**Code: MCH-435**

**Semester 4<sup>th</sup>**  
**Total Marks=30**

**Important Instructions**

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**ASSIGNMENT-I**

1. Discuss the various forces responsible for change in the organization?
2. Explain the following-
  - (a) Change and transition management
  - (b) System model of change
3. Discuss the major key factors in effective change management?

**ASSIGNMENT-II**

1. What are reasons for resistance to change? What can the management do to overcome such resistance?
2. Do you think that organizational competences can be developed through ignorance?
3. What do you understand by interventions? Why the need for intervention in an organization arises?

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

**Course Name: Global Human Resource Management**  
**Code: MCH-436**

**Semester 4<sup>th</sup>**  
**Total Marks=30**

**Important Instructions**

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**ASSIGNMENT-I**

1. Explain Hofstede's framework of cultural dimensions.
2. Explain various approaches of recruitment in Global Human Resource Management.
3. Discuss the Challenges of international performance management.

**ASSIGNMENT-II**

1. Differentiate between Domestic & Global Human Resource Management.
2. Explain different approaches of International Compensation Management.
3. What is repatriation? Explain the repatriation process in detail.