



ଓଡ଼ିଶା ରାଜ୍ୟ ମୁକ୍ତ ବିଶ୍ୱବିଦ୍ୟାଳୟ, ସମ୍ବଲପୁର, ଓଡ଼ିଶା
Odisha State Open University, Sambalpur, Odisha
Established by an Act of Government of Odisha.

ASSIGNMENTS

2nd Semester

Master of Commerce
(MCOM)

SESSION: 2018-19 (July 2018)

SUBMISSION DATES FOR ASSIGNMENTS

COURSE CODE	ASSIGNMENT NUMBER	COURSE TITLE	SUBMISSION DATE
MCO-04	I & II	Computer Applications in Accounting	Sunday, 28th April 2019
MCO-05	I & II	Marketing Management	Sunday, 28th April 2019
MCO-06	I & II	Financial Management	Sunday, 28th April 2019

INSTRUCTIONS

Dear Learner,

Welcome to the Master of Commerce programme offered by Odisha State Open University, Sambalpur.

*You are required to submit **two** numbers of assignment per course within the stipulated time in order to become eligible to appear in the term-end examination. The assignments will be evaluated by the counselors at your Study Centre. Please submit your assignments response to Coordinator of the Study Centre. Before you attempt the assignments, please go through the course materials carefully. Please read the instructions pertaining to an assignment before your start writing your answer. Do not copy from the course material or from any other source. You are advised to read the material carefully, understand the same and write answers in your own language and style so that you will get good marks/grades.*

Purpose of Assignments:

1. Assignments are part of the continuous evaluation process in Open and Distance Learning (ODL) system. Due weightage is given to the marks/grades you obtain in assignments. This will help you for better performance in the term-end examination. If you secure good grades/marks in assignments, your overall performance will improve.

2. Assignments are also a part of the teaching-learning process in ODL. Your assignment, after evaluation, will be returned back to you with specific and general comments by the evaluator. This will help you to know your strength as well as your weakness. Thus, it will establish a two-way communication between learner and evaluator.

How to write assignments:

1. Write your name, programme code, course title, enrolment no. and study centre code in the top sheet of the assignment answer booklet.

2. Write the answers in your handwriting. Give sufficient margin in the left side of each page so that the evaluator will give comments on each paragraph/page. Do not cross the word limit given in each question.

3. Your handwriting should be neat and readable.

Weightage for assignments:

1. Assignment carry 25% weightage and term-end examination carry 75% weightage.

2. Each assignment will be of 100 marks.

3. You have to score minimum pass mark i.e. 40% in each assignment. In case you do not submit assignment or get fail mark in assignment you have to re-submit in the next year.

MASTER OF COMMERCE
ASSIGNMENT-I
COMPUTER APPLICATIONS IN ACCOUNTING (MCO-04)

All Questions are Compulsory

Full Mark - 100

Q. No. 1(Word Limit: 50 Words)

Marks: 2×5= 10

- a) Name different tabs available in MS Word.
- b) Show the steps to freeze the top row in an Excel sheet.
- c) Write the formula to add Cell A2 to A9 in MS Excel
- d) How to add Emphasis animation to a Picture in MS Power Point.
- e) Write the shortcuts for the following
 - i. Save a document
 - ii. Close a document
 - iii. Jump one word to the left/ to the right in MS Word
 - iv. Jump to the end of a line/ beginning of a line

Group 'B'

Q. No. 2(Word Limit: 100 Words)

Marks: 5 × 4= 20

- a) Notes on V-Lookup.
- b) Notes on WordArt in MS Excel.
- c) Notes on Animation tab.
- d) How can you create a video in PowerPoint?

Group 'C'

Q. No. 3(Word Limit: 250 Words)

Marks: 10 × 4= 40

- a) Explain about insert tab and its option in MS Word.
- b) How you can record a slide show in PowerPoint 2013?
- c) How do we create a header and footer in a document?
- d) What is Data Table? Why do we need it? And How to create a Data Table?

Group 'D'

Q. No. 4 (Word Limit: 300 Words)

Marks: 15 × 2= 30

- a) What Charts are in excel? What are its types explain with one example.
- b) What is Ruler in MS word? How to show and hide the horizontal and vertical ruler

**MASTER OF COMMERCE
ASSIGNMENT-II
COMPUTER APPLICATIONS IN ACCOUNTING (MCO-04)**

All Questions are Compulsory

Full Mark - 100

GROUP-A

Q. No. 1 Explain the following Terms (Word Limit: 50 Words) Marks: 2×5= 10

- | | |
|----------------------------|----------------------------------|
| a) Customized Software | d) Transaction Processing System |
| b) Electronic Spread Sheet | e) Matching Concept |
| c) Stacked Area Chart | |

GROUP- B

Q. No. 2(Word Limit: 100 Words)

Marks: 5 × 4= 20

- a) Briefly mention the Benefits of Computerised Accounting System.
- b) Distinguish between CHART and GRAPH.
- c) How to make a Bar chart in Excel?
- d) What are the Concepts of a System? Explain.

GROUP- C

Q. No. 3(Word Limit: 250 Words)

Marks: 10 × 4= 40

- a) Distinguish between MANNUAL and COMPUTERISED accounting.
- b) What is a GANTT CHART? What are its advantages and disadvantages?
- c) What are the Benefits of Management Information System?
- d) What do you understand by Accounting Report? Explain the various types of Accounting Reports

GROUP -D

Q. No. 4 (Word Limit: 300 Words)

Marks: 15 × 2= 30

- a) What is IRR? How do you calculate IRR IN Excel? Describe in details.
- b) What is INFORMATION SYSTEM? What are its Components? Explain.

**MASTER OF COMMERCE
ASSIGNMENT-I
MARKETING MANAGEMENT (MCO-05)**

All Questions are Compulsory

Full Mark - 100

GROUP- A

Q.1. Define the followings (Word limit each within 50 Words)

[2x5=10]

- | | |
|-------------------------|------------------------|
| a) Scrambled Assortment | d) Inelastic demand |
| b) Product Line | e) Market segmentation |
| c) Umbrella Branding | |

GROUP – B

Q.2. Answer the following Questions (each within 100 Words)

[5x4=20]

- a) Differentiate between PRODUCT and SERVICE.
- b) Distinguish between CONSUMER GOODS and INDUSTRIAL goods.
- c) What are the basic functions of Packaging?
- d) What are the various steps involved in Marketing Research?

GROUP – C

Q.3. Answer the following Questions (each within 200 Words)

[10x4=40]

- a) How do environmental factors affect Marketing Policies and Strategies?
- b) What is Buyers Behavior? How understanding of it is important in Marketing?
- c) Give a detail account of Marketing Process.
- d) Explain the Process of “POSITIONING A PRODUCT”.

GROUP – D

Q.4. Answer the following Questions (each within 300 Words)

[15x2=30]

- a) What is PLC? Explain it's various stages through a Diagram.
- b) “Marketing is a War Fare” Discuss.

**MASTER OF COMMERCE
ASSIGNMENT-II
MARKETING MANAGEMENT (MCO-05)**

All Questions are Compulsory

Full Mark - 100

GROUP- A

Q.1. Define the followings (each within 50 Words)

[2x5=10]

- | | |
|------------------------|----------------------|
| a) Green Marketing | d) Digital Marketing |
| b) Piggy-back service | e) Window Display |
| c) Spatial convenience | |

GROUP – B

Q.2 Answer the questions (each within 100 Words)

[5x4=20]

- a) Distinguish between Product Mix and Marketing Mix.
- b) Differentiate between “MACRO” and “MICRO” marketing environment.
- c) Distinguish between ADVERTISING and PUBLICITY.
- d) What are the differences between PUSH and PULL strategy?

GROUP – C

Q.3 Answer any four Questions (Word limit each within 200 Words)

[10x4=40]

- a) What are the 7Ps of Social Marketing? Explain.
- b) What do you mean by Channel conflict? What are its causes and remedies?
- c) What are INCO TERMS? Explain them briefly.
- d) XYZ CO. Produces a single product with the following cost data:
SP per unit Rs.50, VC per unit Rs.30, FC per annum is Rs.20000
Calculate:-P/V RATIO in percentage, Breakeven sales in units and amount of Profit when sales touch Rs.70000 mark.

GROUP – D

Q.4 Answer any two Questions (Word limit each within 300 Words)

[15x2=30]

- a) What are the qualities of a good sales person? Elaborate.
- b) You want to buy a Washing Machine for use at home. Describe the buying decision process that you should follow to buy the said product.

MASTER OF COMMERCE
ASSIGNMENT-I
FINANCIAL MANAGEMENT (MCO-06)

All Questions are Compulsory

Full Mark - 100

GROUP - A

Q.1. Define the followings (each within 50 Words)

[2x5=10]

- | | |
|--------------------------|--------------------|
| a) Risk- Return tradeoff | c) Dividend |
| b) Time value of Money | e) Capital Reserve |
| d) Hedging | |

GROUP – B

Q.2 Answer the questions (each within 100 Words)

[5x4=20]

- How PROJECT FINANCE differs from CORPORATE FINANCE?
- What principles are followed for Cash flow estimation?
- What does it mean by RED-CLAUSED letter of credit?
- What is 'Post-shipment' finance? What are its implications?

GROUP – C

Q.3 Answer the Questions (each within 200 Words)

[10x4=40]

- What is Bower's model of Investment? Discuss in details.
- What is NPV method? How the desirability of a Project is assessed by this method?
- Capital Budgeting Expenditure is an expenditure on the Project. Justify.
- If you deposit Rs.10000 in your account at 5% interest compounded annually, how much you will get at the end of 10 years? 20 years? 30 years? If it is compounded quarterly what changes will be there in the receipt of interest for the stated periods?

GROUP – D

Q.4. Answer the Questions (Word limit each within 300 Words)

[15x2=30]

- The cost of a Plant is Rs.500, 000. It has an estimated life of 5 years. If PBIT is estimated for Rs.175000 per annum, find out the yearly cash flow from the plant when tax rate is 30% pa and scrap value is nil.
- Discuss three important decision making areas of Financial Management?

MASTER OF COMMERCE
ASSIGNMENT-II
FINANCIAL MANAGEMENT (MCO-06)

All Questions are Compulsory

Full Mark - 100

GROUP - A

Q.1. Define the followings terms (each within 50 Words) [2x5=10]

- a) PBIT b) NPV c) ROI d) IRR e) Annuity

GROUP – B

Q.2 Answer the questions (each within 100 Words) [5x4=20]

- a) Explain the role and functions of an angel Investor?
- b) What is Force Majeure Risk?
- c) Why and how do you calculate Debt Service Coverage Ratio? Give an example.
- d) What is the role of Stock Exchange?

GROUP – C

Q.3. Answer the Questions (each within 200 Words) [10x4=40]

- a) What are the distinctive features of leasing and hire Purchasing?
- b) What are the statutory guidelines on declaration of Dividend?
- c) Distinguish between OPERATING LEVERAGE and FINANCIAL LEVERAGE.
- d) Distinguish between MONEY MARKET and CAPITAL MARKET

GROUP – D

Q.4. Answer the following questions with calculations. [15x2=30]

- a) Following is the Balance sheet of Godot Ltd.
EQUITY AND LIABILITIES: Share Capital –Rs.500000, 5% Debentures-Rs.200000,
Bank loan-Rs.150000, Current Liabilities: Creditors-Rs.75000, Bills Payable-Rs.50000,
Bills outstanding-Rs.5000.
ASSETS: Land and Building-Rs.350000, Plant & Machinery 250000,
Current Assets: Cash in Hand-Rs.25000, Cash at Bank-Rs.55000, Sundry Debtors-
85000, Bills Receivables-105000, Stock-100000, Prepaid Exp-Rs.10000.

Based on the above information Calculate-

- i. CURRENT RATIO
- ii. ACID TEST RATIO
- iii. ABSOLUTE LIQUID RATIO

Also comment on the short term financial position of the company.

- b) What is working Capital? How important it is in Financial Management? Calculate working capital from the above data.
