ASSIGNMENTS

Master of Commerce (M.Com)

Second Semester

SESSION: 2020-2021

SUBMISSION DATES FOR ASSIGNMENTS

S.N	Course Code	Course Title	Assignment Number	Last Date of Submission
1	MCO-04	COMPUTER APPLICATIONS IN ACCOUNTING	I	Sunday, 28th February, 2021
2			II	Sunday, 28th February, 2021
3	MCO-05	MARKETING MANAGEMENT	I	Sunday, 28th February, 2021
4			II	Sunday, 28th February, 2021
5	MCO-06	FINANCIAL MANAGEMENT	I	Sunday, 28th February, 2021
6			II	Sunday, 28th February, 2021

Please read the instructions carefully before attempting assignment questions.

Dear Learner,

You are required to submit your assignment response within the stipulated time in order to become eligible to appear in the term-end examination. The assignments will be evaluated by the counsellors at your Study Centre. Please submit your assignment response to the Coordinator of your Study Center. For a 4 credit course, there is one Assignment and for 6/8 credit course, there must be minimum 02(two) Assignment.

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 the ODL system. 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 two-way communication between learner and evaluator.

How to Write Assignments:

Please read the instructions for writing the response of an assignment before you start writing your answer.

1. Write your name, programme code, the course title, enrolment no. and study centre name with code in the top sheet of the assignment answer booklet. The format is given below.

PROGRAMME TITLE: _____

ENROLMENT No.: _____ NAME: _____

ADDRESS: _____

COURSE CODE: _____ COURSE TITLE: _____

ASSIGNMENT CODE: _____ STUDY CENTRE: _____

DATE: _____   SIGNATURE: _____

2. Before attempting the assignments, please go through the course materials carefully, understand the same and write answers in your own language and style.
3. Write the answers in your own handwriting. Give sufficient margin in the left side of each page so that the evaluator will give comments on each paragraph/page.
4. Your handwriting should be neat and readable.

Weightage for each Assignments:

1. Each Theory Assignment will carry 25% weightage and term-end examination will carry 75% weightage.
2. Each assignment will be of 100 marks. But it will carry 25% weightage.
3. You have to score minimum pass mark i.e. 40% or P (Pass) Grade in 10-point scale for each assignment. In case you do not submit the assignment or get fail mark in the assignment you have to re-submit in the next year.

MASTER OF COMMERCE
MCO 04: COMPUTER APPLICATIONS IN ACCOUNTING
ASSIGNMENT 01

All Questions are Compulsory: **Full Marks - 100**

Group - A

Q 01: **Explain the following terms in one sentence**   **Marks: 1x 10 = 10**

a) Data Visualisation
b) Scatter Plot
c) Bubble Charts
d) VLOOKUP
e) Octal Number System
f) Statutory Information
g) Operating System
h) ASCII
i) Device Manager
j) Data Isolation

Group - B

Q 02: **Answer the following questions within 100 words.**   **Marks: 5 x 4 = 20**

a) Discuss the advantages of EXCEL Charts.
b) What are the contents of a Cash Memo?
c) Distinguish between Accounting Vouchers and Supporting Vouchers.
d) What is portability system in computerised accounting system?

Group - C

Q 03: **Answer the following questions within 200 words.**   **Marks: 10 x 4 = 40**

a) State the Construction and interpretation of chart for multiple set data.
b) Write down the characteristics of an effective graphical display.
c) What do you mean by cell reference? Briefly elaborate the different types of cell reference.
d) What do you mean by Net Present Value? Briefly narrate the process of calculating NPV of a project in excel.

Group - D

Q 04: **Answer the following questions within 300 words.**   **Marks: 15 x 2 = 30**

a) How can you install a computerised accounting system? What are the limitations of a computerised accounting system?
b) What do you mean by information system? Explain its need and importance?

All Questions are Compulsory: **Full Marks - 100**

Group - A

Q 01: **Explain the following terms in one sentence.**   **Marks: 1 x 10 = 10**

  a) SQL
  b) DBMS
  c) ERP
  d) HTML
  e) Pyramid Charts
  f) Adjusted Trial Balance
  g) Convention of Disclosure
  h) Parameter Queries
  i) Report Footer
  j) XY Chart

Group - B

Q 02: **Answer the following questions within 100 words.**   **Marks: 5 x 4 = 20**

  a) Differentiate between data and information.
  b) Highlight the benefits of management information systems
  c) Write the criteria for selecting specific charts and graphs for presenting data.
  d) What are the benefits of computerised accounting?

Group - C

Q 03: **Answer the following questions within 200 words.**   **Marks: 10 x 4 = 40**

  a) Discuss different types of queries used in MS Access.
  b) What are the characteristics of good information?
  c) What is a computer-based information system? Discuss different categories of computer-based information systems?
  d) What are the ethical issues in the security of MIS?

Group - D

Q 04: **Answer the following questions within 300 words.**   **Marks: 15 x 2 = 30**

  a) What is the objective of having a database management system? State its advantages and disadvantages.
  b) Explain how an Information System supports business Organizations

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

All Questions are Compulsory   **Full Mark - 100**
GROUP- A
Q.No.1-Answer the following in one or two words: **Marks: 1x10 =10**
   a) Who has developed the concept of marketing mix?
   a) What is the other name for marketing buzz?
   b) What is CRM?
   c) Which basic property differentiate service from the product?
   d) What is one word for -"A Product with a Personality"?
   e) In SWOT analysis, what is denoted by "W"?
   f) Survey research, though used to obtain many kinds of information in a variety of situations, is best suited for gathering what kind of information?
   g) In the recent times, applied research is known as-------------------research.
   h) Which is the major activity of Marketing?
   i) Which term is used to explain the imaginary profile of a Target Customer?

GROUP- B
Q.No.2 - Write short notes on the following terms within 100 words.   **Marks: 5 x 4=20**
   a) Marketing orientation.
   b) "Four Ps".
   c) Macro Environment.
   d) Buying Behaviour.

GROUP- C
Q.No.3 - Answer the following in 200 words.   **Marks: 10 x 4=40**
   a) 'Marketing involves satisfaction of Consumer Needs'. Elucidate the Statement.
   b) What is market segmentation? Explain the importance of segmenting markets.
   c) Differentiate between trading up and trading down.
   d) Define the economic order quantity and discuss the process of its determination.

GROUP- D
Q. No. 3- Answer the following in 200 words.   **Marks: 15 x 2=30**
   a) Taking any organisation you are familiar with as an example, explain the terms product item, product line and product mix.
   b) Examine the conditions under which "Market-Skimming Pricing" and "Market- Penetration Pricing" can be deployed and also analyse the advantages and disadvantages of each of the above pricing strategies

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

All Questions are Compulsory   **Full Mark - 100**

GROUP- A

Q.No.1 - Answer the following in one or two words: **Marks: 1x10=10**

a) What is the term used for 'Testing before launching a Product'?
b) What is the full form of FMCG?
c) What is the initial step in Buying Process?
d) Which stage is the last stage of Product Life Cycle?
e) A symbolic mark identifying the product or company is known as -------.
f) Which form of data can usually be obtained more quickly and at a lower cost than the others?
g) Which method is least likely to be considered for Survey Research?
h) The people, who purchase a new products introduced in the market, are known As-----------.
i) What does it mean by B2C?
j) What is the primary objective of Marketing?

GROUP- B

Q.No.2 - Write short notes on the following terms within 100 words.   **Marks: 5 x 4=20**

a) Deep Assortment.
b) Piggy-back service.
c) Risk & Return trade off.
d) Oligopolistic Competition.

GROUP- C

Q.No.3 - Answer the following in 200 words.   **Marks: 10 x 4 = 40**

a) Give 5 examples of durable goods and 5 examples of non-durable goods.
b) What is the difference between "fixed costs" and "variable costs"?
c) Discuss the process of selective approach to inventory management.
d) If the winter season is severe, which industries lose and which gain? Give reasons?

GROUP- D

Q.No.4 - Answer the following in 300 words.   **Marks: 15 x 2 = 30**

a) What is the significance of marketing logistics in Marketing Management? Outline its role for a Bombay based toilet soap manufacturer producing several national brands.
b) Is there a difference in the branding strategy for 'industrial product', 'consumer product' and 'agricultural product'? Discuss them in the context of developing a brand communication strategy.

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MASTER OF COMMERCE
MCO 06: FINANCIAL MANAGEMENT
ASSIGNMENT 01

All Questions are Compulsory: **Full Marks - 100**

Group - A

Q 01: **Explain the following terms in one sentence.**   **Marks 1x 10 = 10**

   a) Debt Policy
   b) Earning Price Ratio
   c) Perpetual Bonds
   d) Marginal Cost
   e) Yield to Call
   f) Coverage Leverage
   g) Interest Tax Shield
   h) Composite Breakeven point
   i) Levered firm

Group - B

Q 02: **Answer the following questions within 100 words.**   **Marks 5 x 4 = 20**

   a) What does capital budgeting decisions involve?
   b) What are the primary purpose of cost of capital?
   c) What is a capital asset pricing model
   d) How is EPS calculated?

Group - C

Q 03: **Answer the following questions within 200 words.**   **Marks 10 x 4 = 40**

   a) List some of the important routine of finance functions.
   b) Describe the significance of cost of capital.
   c) What is the optimal capital structure?
   d) What is debt servicing ratio indicate?

Group - D

Q 04: **Answer the following questions within 300 words.**   **Marks 15 x 2 = 30**

   a) Write a detailed note on the financial system. Explain the objectives of financial management.
   b) Answer the following questions :
      i)   Draw the relationship between NPV and IRR.
      ii) A Project Cost Rs 5, 00,000 and yields annually a profit of Rs 80,000 after depreciation @ 12 % p.a. But before tax of 50 %. Calculate Payback period.

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MASTER OF COMMERCE
MCO 06: FINANCIAL MANAGEMENT
ASSIGNMENT 02

All Questions are Compulsory: **Full Marks - 100**

Group - A

Q 01: **Explain the following terms in one sentence.**   **Marks 1x 10 = 10**

 a) Capital Rationing
 b) Discounted Payback period
 c) Profitability Index
 d) Gross Operating Cycle
 e) Just in Time System
 f) Inter Corporate deposits
 g) Corporate Restructuring
 h) Cash Offer
 i) Tax Liability
 j) Conglomerate Merger

Group - B

Q 02: **Answer the following questions within 100 words.**   **Marks 5 x 4 = 20**

 a) How are investments classified?
 b) What is high payout policy?
 c) When does a merger occur?
 d) Write a short note on bonus shares

Group - C

Q 03: **Answer the following questions within 200 words.**   **Marks 10 x 4 = 40**

 a) Briefly discuss the theory of capital structure.
 b) State the significance of operating efficiency and credit policy.
 c) What is Walter's model of dividend decision used for?
 d) Why should a shareholder prefer capital gains over current dividends?

Group - D

Q 04: Answer the following questions within 300 words.   **Marks 15 x 2 = 30**

a) Describe the capital budgeting process with special emphasis on capital investment planning and control.

b) Calculate the average amount of required working capital of X ltd on the basis of the following information

		Per Annum - Rs
1	**Average amount locked up in Stocks :** Stock of Finished Goods Work in Progress Stock of Raw Materials	2,00,000 50,000 2,00,000
2	**Average Credit Given** Within the state 2 weeks Credit Outside the state of weeks credit	7,80,000 31,20,000
3	**Time lag in payments:** For Purchases 4 weeks For wages 2 weeks	1,00,000 2,60,000

Additional Information: Allow 10 % for Contingency

★WORD LIMIT NOT APPLICABLE IN PROBLEMETIC QUESTION