

ASSIGNMENTS

Master of Commerce (M.COM) Sem-III

(SESSION 2023-24)

CENTRE FOR DISTANCE AND ONLINE EDUCATION

JAMIA MILLIA ISLAMIA

NEW DELHI-110025

**ASSIGNMENTS
(SESSION 2023-24)**

INSTRUCTIONS

The students are required to read carefully and follow the instructions given below:

- Submission of one complete Assignment in each paper of the programme in every semester is compulsory.
- Completed Assignments in a PDF format are to be submitted on **Google Classroom** on or before the due date.
- Write your Name, Father's Name, Roll Number, Mobile No. and other details as required on the cover page of each Assignment.
- For Assignments Submitted after due date mentioned in the Academic Calendar, a late fee of **Rs. 100/-** per assignment will be payable through Demand Draft in favour of Jamia Millia Islamia, Payable at New Delhi.
- Please go through your Programme Guide carefully for further details.

Course Title: Corporate Tax Planning and Management

Course Code: MCM-301

Session:2023-24

Maximum Marks –25

Note: Attempt any three of the following five questions. Question No. 5 is compulsory.

1. “Tax Planning is an act within the four corners of the Act and it is not colorable device to avoid tax.” Discuss in brief.
2. Discuss the avenues of tax planning for an assessee engaged in the business of export of goods.
3. Describe the importance of selection of a proper capital structure of an enterprise.
4. What are the considerations which have to be kept in mind for making a decision regarding the financing of a capital asses?
5. Write short notes on any **two** of the following:
 - a) Double Taxation Relief
 - b) Advance Payment of Tax
 - c) Demerger

Course Title: Human Resource Management

Course Code: MCM-302

Session:2023-24

Maximum Marks –25

Note: Attempt any three of the following five questions. Question No. 5 is compulsory.

1. Explain the basic concept of HRM. What are the different functions performed by HR professionals.
2. Critically examine the process of Human resource planning.
3. Differentiate between External and internal sources of recruitment.
4. What do you understand by the term Compensation Management? Explain the principles of effective wage policy.
5. Discuss Industrial relations in details. What measures can be taken to improve Industrial Relations in India?

Course Title: E-Commerce

Course Code: MCM-303

Session: 2023-24

Maximum Marks –25

Note: Attempt any three of the following five questions. Question No. 5 is compulsory.

1. What is E-Commerce? Explain its process. Also discuss the key drivers of E-commerce.
2. Discuss the different E-Commerce models.
3. Define Electronic Payment Systems (EPS). What are the needs and components of EPS. Briefly describe the advantages and disadvantages of EPS.
4. Briefly explain IT Act, 2000. Discuss its implication for Electronic Data Exchange.
5. Write short note on any two of the following.
 - (a) E-CRM
 - (c) E-Security
 - (d) Legal Aspects of E-Commerce

Finance Specialization

Course Title: Financial Institutions and Markets

Course Code: MCM-304-F1

Session: 2023-24

Maximum Marks –25

Note: Attempt any three of the following five questions. Question No. 5 is compulsory.

1. Give a brief explanation about the various components of Indian Financial System.
2. Discuss in detail the role and NABARD in promoting the agriculture sector in India.
3. Explain the meaning and relevance of Commercial Banks in the economic development of our country.
4. Discuss the primary and secondary functions of Reserve Bank of India and its control credit creation power of commercial banks.
5. Write a short note on any one of the following:
 - (a) Venture Capital
 - (b) LIC
 - (c) GIC

Course Title: Security Analysis and Portfolio Management

Course Code: MCM-305-F2

Session: 2023-24

Maximum Marks –25

Note: Attempt any three of the following five questions. Question No. 5 is compulsory.

1. “The investment process involves a series of activities starting from policy formulation.” Discuss.
2. Define primary market. Discuss the methods of selling securities in primary and secondary market.
3. What is technical analysis? How the technical analysis is different from fundamental analysis?
4. Explain the different forms of efficient market hypothesis. State the various empirical evidences of the weak form of market efficiency.
5. Write the short note on any two of the following.
 - (a) Company Analysis
 - (b) Industry Analysis
 - (c) New Issue Market

Marketing Specialization

Course Title: Advertising and Sales Management

Course Code: MCM-304-M1

Session: 2023-24

Maximum Marks –25

Note: Attempt any three of the following five questions. Question No. 5 is compulsory.

1. “Advertising is an imperative economic function in modern business.” Discuss the objectives and utility of advertising from the marketer’s and consumer’s point of view.
2. What are the various factors influencing the advertising budget of a company?
3. What is an advertising agency? Explain the organization structure and working of an advertising agency.
4. What are the various motivational tools used by sales managers to motivate their sales force?

5. Write short notes on any **two** of the following:

- a) Sales Contest
- b) Media Design
- c) Manpower Planning

Course Title: Marketing Research

Course Code: MCM-305-M2

Session: 2023-24

Maximum Marks –25

Note: Attempt any three of the following five questions. Question No. 5 is compulsory.

1. What characteristics differentiate an experimental design from a descriptive design?
2. Suggest an orderly series of steps to follow in developing a questionnaire.
3. What responsibilities should a marketing researcher have toward respondents?
4. Discuss the factors to be considered while selecting advertising media.
5. Write short notes on any **two** of the following:
 - a) Copy Testing
 - b) Sampling Design
 - c) Research Report