

ASSIGNMENTS

Master of Commerce (M.COM) Sem-IV

(Distance Mode & Online Mode)

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 coverpage 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: Strategic Management

Course Code: MCM-401

Session: 2023-24

Maximum Marks –25

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

Section-A

10x2= 20

1. What do you mean by Strategy? Briefly explain the various dimensions of strategy.
2. Elaborate the steps involved in strategy formulation.
3. Discuss the organizational structure and its system.
4. Examine the different types of pricing with suitable examples.

Section-B

5x1=5

5. Write short note on any two of the following:
 - a) Differentiation
 - b) Corporate Portfolio analysis
 - c) Environmental Appraisal

Course Title: International Business

Course Code: MCM-402

Session: 2023-24

Maximum Marks –25

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

Section-A

10x2= 20

1. Explain the nature and scope of international business. How does it differ from domestic business operations?
2. What is international marketing research, and why is it crucial for businesses operating in global markets?
3. What is the difference between the social environment and the international environment in the context of international business? How do these factors influence global business operations?
4. How do businesses identify potential products and markets in international business? What factors should be considered when assessing opportunities in foreign markets?

Section-B

5x1=5

5. Write short note on any two of the following:
 - a) Export Promotion Schemes
 - b) Economic Environment of Business
 - c) Strategic Management in IB

Course Title: Retail Marketing Management

Course Code: MCM-403

Session: 2023-24

Maximum Marks –25

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

Section-A

2x10= 20

1. Explain the concept of Retailing. Discuss various types of retail stores.
2. What do you understand by Merchandise planning? Explain the objectives of merchandise plan.
3. What do you mean by Retail Promotion Mix? Explain its process.
4. Explain the concept of CRM. Discuss its importance in Retail marketing.
5. Write short note on any two of the following:
 - (a) Retail Store location
 - (b) International retailing
 - (c) Store Design

Finance Specialization

Course Title: Financial Planning and Management

Course Code: MCM-404-F3

Session: 2023-24

Maximum Marks –25

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

Section-A

2x10= 20

1. What do you mean by financial planning? Explain the various investment alternatives which should be taken into consideration at the time of financial plans.
2. Discuss the financial planning for life insurance and health insurance and also explain why it is necessary for an individual?
3. Explain the significance of investment in primary market in personal financial planning in India.
4. Why critical analysis of investment should be done before taking an investment decision and how it will help for a better financial planning?

Section-B**5x1= 5**

5. Write short note on any two of the following
- Retirement Planning
 - Taxation Planning
 - Estate Planning

Course Title: International Financial Management**Course Code: MCM-405-F4****Session: 2023-24****Maximum Marks –25**

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

Section-A**2x10= 20**

- What do you understand by international financial management? Discuss the complexities and recent issues of international financial management.
- “The spot exchange rate in a floating-rate regime is determined by the supply and demand forces.” Explain.
- Discuss the role of cost of capital for overseas investment and capital structure International Financial Management.
- How the international portfolio management is different from international portfolio diversification?

Section-B**5x1=5**

5. Write short note on any two of the following:
- Bretton Woods Conferences
 - Country Risk Analysis
 - Money Market Instruments

Marketing Specialization

Course Title: International Marketing**Course Code: MCM-404-M3****Session: 2023-24****Maximum Marks –25**

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

Section-A**2x10= 20**

- Describe the various reasons for a firm to enter international markets. Also, explain the various modes of entering international markets.

2. What is cost based pricing? How the implications of this pricing strategy vary in domestic and international marketing?
3. What are the advantages and disadvantages associated with selling through indirect channels in overseas market?
4. Explain the process of marketing communication with in international context.

Section-B

5x1=5

5. Write short note on any two of the following:
 - a) International Public Relations
 - b) International Distribution Logistics
 - c) International product strategies

Course Title: Customer Relationship Management

Course Code: MCM-405-M4

Session: 2023-24

Maximum Marks –25

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

Section-A

2x10= 20

1. CRM is not just a system but it is an integrated strategy for the whole organisation. Discuss.
2. Explain the different steps involved in the CRM process. How these steps are interlinked with CRM?
3. Identify and elaborate the steps of CRM implementation.
4. Explain the role of social media and mobile technology in CRM.

Section-B

5x1=5

5. Write short note on any two of the following:
 - a) The Quality competitive index model (QCI)
 - b) e-CRM
 - c) CRM retention strategy