STUDENTS 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 2024-25)

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 coverpageof 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.

CourseTitle: Strategic Management **Course Code: MCM-401**

Session: 2024-25 **MaximumMarks –25**

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

Section-A **10x2= 20**

1. What is strategic Management? Discuss the importance of BCG Matrix for organizations following low-cost strategy.
2. Explain the process of implementation of strategy.
3. What do you understand by Corporate Social responsibilities? Give examples of CSR practices in the corporate sector.
4. Examine the different types of models used for identifying strategic choices.

Section-B **2.5x2=5**

5. Write short note on any one of the following:
   (a) E-commerce Environment.
   (b) Competitive advantages.
   (c) Corporate Portfolio Analysis.

Course Title: International Business **Course Code: MCM-402**

Session: 2024-25 **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. Discuss the factors influencing India’s export performance in recent years.

2. Define international marketing research. Explain the major steps involved in conducting market research for entering a foreign market.

3. Discuss the role of the political, legal, and social environment in shaping international business decisions. Give suitable examples.

4. Describe the various stages involved in setting up an international business. What factors should be considered while selecting potential products and markets?

Section-B **2.5x2=5**

5. Write short note on any two of the following:
   (a) Export Promotion Schemes.
   (b) Export Sale Contract.
   (c) Export Documentations.

CourseTitle: Retail Marketing Management **Course Code: MCM-403**

Session: 2024-25 **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 Buying Behaviour? Explain Buying process.
4. Explain the concept of CRM. Discuss its importance in Retail marketing.

Section-B

5. Write short note on any one of the following: **2.5x2=5**

(a) Retail Store location

(b) HRM in Retail

(c) Store Design

Finance Specialization

Course Title: Financial Planning and Management **Course Code: MCM-404-F3**

Session: 2024-25 **Maximum Marks –25**

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

Section-A **2x10= 20**

1. State the importance of financial planning. Explain the various stages and key components of an effective financial plan.
2. How can an investor balance risk and return while choosing between different investment options? Discuss the role of investment alternatives in financial planning.
3. Examine the process of retirement and taxation planning. How do these two aspects contribute to long-term financial stability?
4. Evaluate the principles of value investing and the concept of common stock with uncommon profits.

Section-B **2.5x2= 5**

1. Write short note on any two of the following:

(a) Demat Account.

(b) Estate Planning.

(c) Retirement Planning.

Course Title: International Financial Management **Course Code: MCM-405-F4**

Session: 2024-25 **Maximum Marks –25**

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

Section-A **2x10= 20**

1 What are the pros and cons of a managed float exchange rate system?

2. What are the main risks associated with investing in international capital market instruments?

3. What are the main determinants of a firm's international financial structure?

4. Describe the role of international mutual funds and exchange-traded funds (ETFs) in portfolio diversification.

Section-B **2.5x2=5**

5. Write short note on any two of the following:

   (a) International portfolio Management.

   (b) International Accounting.

   (c) International Financial Reporting.

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**

1. Define International Marketing. Discuss its scope and importance in the present globalized business world with suitable examples.

2. Explain different International Market Entry Strategies. Which entry strategy do you think is most suitable for Indian companies today, and why?

3. Discuss the major product and pricing decisions involved in International Marketing. Give suitable examples from current Indian exporters.

4. What do you understand by International Distribution Channels? Explain the factors affecting the choice of channels in overseas markets.

Section-B **2.5x2=5**

1. Write short note on any two of the following:

   (a) International Promotion Tools.

   (b) International Public Relations.

   (c) International Distribution Logistics.

Course Title: Customer Relationship Management **Course Code: MCM-405-M4**

Session: 2024-25 **Maximum Marks –25**

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

Section-A **2x10= 20**

1. "CRM is an organization's biggest asset". Elaborate the statement. Also, explain the importance of CRM.
2. Elucidate the role of operational CRM with suitable examples.
3. Explain the step-by-step process involved in CRM implementation.
4. Discuss the strategies to improve the customer retention through CRM with suitable examples.

Section-B **2.5x2=5**

5. Write short note on any two of the following:
   (a) e-CRM tools
   (b) Sales force Automation
   (c) Data warehousing in CRM

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