STUDENT ASSIGNMENTS

Master of Commerce (M.COM) Sem-I

Distance & Online Mode

(Session 2026-27)

CENTRE FOR DISTANCE AND ONLINE EDUCATION

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NEW DELHI–110025

STUDENT ASSIGNMENTS
(SESSION 2026-27)

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: Managerial Economics **Course Code: MCM 101**

Session: 2026-27 **Maximum Marks –25**

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

Section-A **10x2 = 20**

1. Define Managerial Economics and discuss its nature, scope and significance in managerial decision-making.

2. What is an indifference curve? What are its properties or characteristics? What role does it play in consumer analysis?

3. Explain the nature and characteristics of short-run and long-run cost functions. Discuss the relationship between different cost curves with suitable diagrams.

4. Explain the different types of market structures and their major characteristics. Discuss price determination under perfect competition and monopoly.

Section-B **5x1=5**

5. Write a short note on any One of the following:

(a) Price Elasticity of Demand

(c) Law of Variable Proportions

Course Title: Statistical Analysis **Course Code: MCM 102**

Session: 2026-27 **Maximum Marks –25**

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

Section-A **10x2=20**

1. Goals scored by two teams A and B in a football season were as shown in adjoining table. By calculating the coefficient of variation in each case, find which team may be considered more consistent.

No. of goals scored in a match	No. of matches	
	A Team	B Team
0	27	17
1	9	9
2	8	6
3	5	5
4	4	3

2. Calculate the coefficient of correlation between X and Y series from the following data:

	Series	
	X	Y
No. of pairs of observations	15	15
Arithmetic Mean	25	18
Standard Deviation	3.01	3.03
Sum of squares of deviations from mean	136	138

Summation of product deviations of X & Y series from their respective arithmetic means: 122.

3. Calculate Karl Pearson's coefficient of correlation and regression coefficients from the data given below:

Marks	Age in Years				
	18	19	20	21	22
20-25	3	2	__	__	__
15-20	__	5	4	__	__
10-15	__	__	7	10	__
5-10	__	__	__	3	2
0-5	__	__	__	3	1

4. Explain the concept of Hypothesis Testing. Describe its procedure and discuss Type I and Type II errors.

Section-B **5x1=5**

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

a) Lorenz Curve
b) Statistical Quality Control

Course Title: Accounting For Managerial Decisions **Course Code: MCM 103**

Session: 2026-27 **Maximum Marks –25**

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

Section-A **10x2=20**

1. Define Accounting and discuss its characteristics, objectives and different types. Explain the significance of Cost Accounting and Management Accounting in managerial decision-making.

2. Explain Ratio Analysis and discuss the different types of accounting ratios. How does Cash Flow Statement Analysis help management in evaluating the liquidity and financial position of an organisation?

3. What is Budgetary Control? Explain its objectives, advantages and limitations. Discuss the role of budgeting in effective cost control and managerial planning.

4. Define Standard Costing and Variance Analysis. Explain the different types of variances and discuss their importance in controlling costs and evaluating organizational performance.

Section-B **5x1=5**

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

a) Responsibility Accounting
b) Marginal Costing and Absorption Costing

Course Title: Marketing Management **Course Code: MCM 104**

Session:2026-27 **Maximum Marks –25**

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

Section-A **10×2=20**

1. What is Market Segmentation? Explain the different bases of market segmentation. Discuss the role of marketing environment and product positioning in developing a competitive marketing strategy.

2. Explain the concept of Consumer Behaviour and discuss the various factors influencing consumer buying decisions. Also describe the different stages of the Consumer Decision-Making Process.

3. What is Pricing Policy? Explain the various pricing methods and strategies adopted by business organisations. Also discuss the functions and different types of distribution channels.

4. What is Promotion Mix? Explain its various elements, including advertising, publicity and public relations. Discuss how an organisation can use an effective promotion mix to achieve its marketing objectives.

Section-B **5×1=5**

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

a) Product Life Cycle (PLC)
b) Branding, Packaging and Labelling

Course Title: Organisational Behaviour **Course Code: MCM 105**

Session: 2026-27 **Maximum Marks –25**

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

Section-A **10x2 = 20**

1. Define Organisational Behaviour (OB) and discuss its nature, scope, significance and fundamental principles. Explain how the study of organisational behaviour helps in improving organisational effectiveness.

2. Explain the various factors influencing individual behaviour in an organization. Discuss the role of employee attitudes, values, perception and abilities in determining workplace performance.

3. Define Leadership and discuss its various types, styles and theories. Explain how effective leadership contributes to employee motivation and the achievement of organisational objectives.

4. What is Organisational Conflict? Discuss its major sources, levels and types. Explain the different approaches and techniques used for resolving organisational conflicts.

Section-B 5x1=5

5. Write a short note on any One of the following:

a) Define Organisational Development (OD)

b) Need for Organizational Change