

ASSIGNMENTS

Master of Commerce (M.COM) Sem-IV

(SESSION 2023-24)

CENTRE FOR DISTANCE AND ONLINE EDUCATION

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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: 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.

1. Explain Strategic Management Process in detail.
2. Critically discuss the advantage of environmental analysis for an organization.
3. Elaborate Corporate Social Responsibilities giving suitable example.
4. Discuss Ansoff Matrix
5. Write short notes on any one of the following:
 - a) Porters Five Force Model
 - b) Corporate Level Strategy

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.

1. What is International Business? Discuss the Nature and Scope of International Business.
2. What is Balance of Payment? Discuss the various components of BOP
3. Discuss the major advantage of Test Marketing in International Business?
4. What is International Business Environment? Explain factors of Internal and External Business Environment.
5. Write short notes on any one of the following:
 - a) Trade Related Intellectual Property Rights (TRIPS)
 - b) General Agreement on Trade in Services (GATS)

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.

1. Discuss the factors to be considered while choosing a location for a garment store in a metro city?
2.
 - a) Explain the concept that store design is a Silent market aid.
 - b) What are the key considerations for designing a store layout?
3. State the reasons for invisible and Visible Stock Shortages or Shrinkages?
4. What kind of training do you envisage for yourself to become an IT trained salesperson?

5. Write short notes on any one of the following:
- What do you mean by open to buy planning?
 - What is Retail Communication Mix?

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.

- Discuss the role of budgeting in personal financial planning.
- What are consumer loans? Explain the various sources of consumer loans in India.
- Discuss the steps in analysing risks in personal financial planning. Explain the role of insurance in personal financial planning.
- The following details are provided by the investment scheme of XYZ Ltd:

Year	Cash Flow	CEQ
1	2,00,000	0.75
2	1,40,000	0.70
3	1,30,000	0.65
4	1,20,000	0.60
5	80,000	0.65

The investment scheme requires immediate investment of Rs 3,00,000. Suggest Mr. Sameer, the investor whether the investment scheme is worth investing or not? Assume discount factor of 15%.

- Write short notes on any **one** of the following:
 - Time Value of Money
 - Importance of maintaining a good CIBIL score

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.

- What are the primary differences between domestic financial management and international financial management, and how do these variances impact decision-making processes for multinational corporations?

2. Explore the concept of exchange rate risk in international financial management. How do multinational corporations mitigate this risk, and what are the various hedging strategies they employ to safeguard against adverse currency fluctuations?
3. What do you understand by International Portfolio Management? How do portfolio managers assess and integrate factors into their investment decision-making frameworks to construct resilient and high performing portfolios that can withstand global economic uncertainties?
4. Investigate the ethical considerations in international financial management, particularly concerning issues such as transfer pricing, tax avoidance, and corporate social responsibility. How do multinational corporations balance profit motives with ethical responsibilities while operating in diverse cultural and regulatory environments?
5. Examine the challenges and opportunities of managing working capital in a global business environment. How do factors such as supply chain disruptions, currency fluctuations, and differing payment terms impact the liquidity and operational efficiency of multinational corporations?

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.

1. What do you mean by international marketing? Discuss its importance.
2. Differentiate Domestic marketing VS international marketing.
3. Discuss the different elements of international market environment.
4. What is IPLC? Discuss different stages of international product life cycle.
5. Discuss the purpose of advertising and branding in international marketing.

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.

1. 'CRM is a potential tool to beat competition'. Elaborate this statement by studying some companies in the product sector and the service sector. Explain the same with the help of suitable examples.

2. Explain Customer Lifetime Value (CLV) of customers. What is the benefit of computing it for a company?
3. Discuss the application of CRM in retail sector. Also, explain its advantages with the help of suitable examples.
4. Explain ROI (Return on Investment). What factors will be considered while measuring the ROI of CRM investment?
5. Write short notes on any one of the following:
 - a) What are the objectives of CRM in an organization?
 - b) Explain how employees are engaged in the implementation of CRM?