

**International Centre for Distance Education and Open Learning (ICDEOL),  
Himachal Pradesh University,**

**Gyan Path, Summer Hill, Shimla-171005**

**M.COM 4<sup>th</sup> SEMESTER**

**Note:** All the students are directed to prepare hand written assignments. Prepare each course assignments separately and Write your **Name, Father's Name, Course Regn. No, Exam Roll No, Phone No., Address and Semester** on front of the each course. Do not tag all the courses together. After preparing assignments of each course, put these in an envelope. Don't use plastic folder. Send these assignments to the address given below:

**SECTION OFFICER**

**M Com**

**ICDEOL, HP  
UNIVERSITYSUMMER  
HILL, SHIMLA 171005**

**IMPORTANT INSTRUCTION:**

- 1. Assignments can be submitted by hand or by post.**
- 2. No assignment will be accepted after due date**
- 3. Only hand written assignment will be accepted.**

**COURSE: MC401**  
**SECURITY ANALYSIS & PORTFOLIO MANAGEMENT**

**Assignment -I**

**Maximum Marks – 10**

**Note: Attempt any 2 Questions of the following:**

1. Discuss Markowitz's Risk-Return Optimization model in portfolio management. Explain
2. Explain the concept of fundamental analysis and its importance in evaluating the financial health and investment potential of a company.
3. Critically evaluate the Capital Asset Pricing Model (CAPM) and its limitations. Discuss the implications of CAPM for portfolio management and investment decisions.
4. Explain the concept of the Single Index Model (SIM) or Market Model in portfolio management. Discuss the advantages and limitations of the model in estimating portfolio risk and return. **(2X5=10)**

**Assignment -II**

**Maximum Marks – 10**

**Note: Attempt any 2 Questions of the following:**

1. Explain the concept of portfolio analysis and its importance in investment management. Describe the different types of portfolio analysis.
2. Explain the concept of technical analysis and its importance in forecasting market movements.
3. Explain the concept of the Efficient Market Hypothesis (EMH) and its implications for investment strategies.
4. How does systematic risk affect the individual stock return? How would minimize the various risk exposure? Explain. **(2X5=10)**

## MC 402

### ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT

#### Assignment -I

**Maximum Marks – 10**

**Note: Attempt any 2 Questions of the following:**

1. What do you mean by entrepreneurship? Discuss the functions and characteristics of entrepreneurship.
2. What do you understand by project? Discuss the meaning and characteristics of project.
3. What do you understand by project appraisal? Discuss the key steps in it.
4. What is the meaning of technical appraisal? Discuss the different aspects comes under it. **(2X5=10)**

#### Assignment -II

**Maximum Marks – 10**

**Note: Attempt any 2 Questions of the following:**

1. What are the techniques of capital budgeting? Discuss their significance in project management.
2. What do you understand by financing? Discuss the sources of financing required for project success.
3. What do you mean by project implementation? Discuss its meaning and concept.
4. Explain the concept of planning capital structure. What are the key factors to consider while planning capital structure for a project? **(2X5=10)**

**COURSE: MC 403**

**STRATEGIC MANAGEMENT AND BUSINESS POLICY (DSC)**

**Assignment -I**

**Maximum Marks – 10**

**Note: Attempt any 2 Questions of the following:**

1. Explain the concept and process of strategic management. Discuss the various models of strategic management.
2. Discuss the process of developing organizational mission and objectives.
3. Discuss the role of value chain in achieving competitive advantage.
4. Define SWOT Analysis, Conduct a SWOT analysis of organization with example.

**(2X5=10)**

**Assignment –II**

**Maximum Marks – 10**

**Note: Attempt any 2 Questions of the following:**

1. Explain the role of financial strategy in achieving competitive advantage.
2. What are the strategic options for growth and market entry?
3. Describe the process and challenges of strategy implementation.
4. Discuss various models and techniques of strategic control.

**(2X5=10)**

**COURSE: MC 404 AF (a)**  
**ADVANCED FINANCIAL MANAGEMENT AND POLICY**

**Assignment -I**

**Maximum Marks – 10**

**Note: Attempt any 2 Questions of the following:**

1. Explain various objectives of mergers and takeover. Discuss various forms of financing a merger proposal?
2. What are the broad areas of corporate restructuring? Explain various corporate restructuring techniques need for expansion in corporate?
3. Differentiate between financial and operating leverage? Highlights the relationship between EBIT & EPS.
4. How is cost of debt and cost of equity calculate illustrate answer example?

**(2\*5=10)**

**Assignment -II**

**Maximum Marks – 10**

**Note: Attempt any 2 Questions of the following:**

1. Define capital structure? Discuss in detail the assumption of capital structure. Also elaborate upon the feature of a sound capital structure?
2. What do you understand by capital structure? Discuss in detail the various factors that affect the capital structure of a company?
3. Define cost of a capital? Elaborate with suitable illustration as to have the following are calculated?  
(a) Cost of debt (b) Cost of equity (c) Weighted Average cost of capital.
4. Discuss in detail the derivatives market structure in India with special reference to forward contract? **(2X5=10)**

**COURSE: MC 404 AF (b)**

**BUSINESS TAXATION**

**Assignment -I**

**Maximum Marks – 10**

**Note: Attempt any 2 Questions of the following:**

1. What are the respective powers and responsibilities of the central government, state governments, and local municipal bodies in collecting taxes in India?
2. What do you mean by GST? Explain its various components.
3. How does the Goods and Services Tax (GST) impact Multinational Corporations (MNCs), and what are the challenges and benefits they face while complying with GST regulations?
4. Describe the process of verification of documents, conveyances, and goods under the GST system. **(2\*5=10)**

**Assignment -II**

**Maximum Marks – 10**

**Note: Attempt any 2 Questions of the following:**

1. What do you mean by the term registration under GST and who are exempted from registration under CGST Act?
2. Briefly explain time and place of supply of goods and services under GST.
3. Explain the different provisions relate to input tax credit under GST?
4. What do you mean by the Input Tax Credit? Explain the provisions to claim ITC under GST? **(2\*5=10)**

**COURSE: MC 404 AF (c)**  
**FORENSIC ACCOUNTING AND AUDITING**

**Assignment -I**

**Maximum Marks – 10**

**Note: Attempt any 2 Questions of the following:**

1. Explain the concept of forensic accounting and discuss its nature and scope?
2. What is forensic audit? Describe in detail the various phases of forensic audit?
3. Discuss the essential element of fraud. State the reason that instigates fraudsters to commit fraud?
4. What do you mean by corporate fraud? Discuss the provision of companies act 2013 regarding misstatement in prospectus and fraudulently inducing the investors to invest money in company? **(2\*5=10)**

**Assignment -II**

**Maximum Marks – 10**

**Note: Attempt any 2 Questions of the following:**

1. Discuss various types of corporate frauds with suitable example. Explain in brief the techniques that are used by corporate units to monitor and control such fraudulent activities?
2. Explain various types of insurance fraud? Discuss in detail an Indian case study relating to insurance fraud?
3. Discuss a case study in detail relating to recent banking fraud in India?
4. Write a brief notes on the following
  - (i) E- Commerce related frauds
  - (ii) Fraud prevention strategies. **(2X5=10)**

**COURSE: MC 404**

**MKT (a): CONSUMER BEHAVIOUR (DSE)**

**Assignment -I**

**Maximum Marks – 10**

**Note: Attempt any 2 Questions of the following:**

1. Explain the nature and importance of consumer behaviour in marketing.
2. Discuss the different types of consumers and their roles in buying decisions.
3. Describe the stages in the consumer decision-making process.
4. Describe any two contemporary models of consumer behaviour.

**(2X5=10)**

**Assignment –II**

**Maximum Marks – 10**

**Note: Attempt any 2 Questions of the following:**

1. Explain the relevance of business buying behaviour models in B2B marketing.
2. What is the role of opinion leaders and WOM communication in influencing buying behaviour?
3. Describe the cultural and sub-cultural influences on consumer behaviour.
4. Describe the concepts of perception, value perceptions, and perceptual mapping.

**(2X5=10)**

**COURSE: MC404 MKT (b)  
RETAIL MANAGEMENT**

**Assignment -I**

**Maximum Marks – 10**

**Note: Attempt any 2 Questions of the following.**

1. Define concept of Retailing its Characteristics, importance and functions.
2. What do you understand by strategic planning process? Explain various steps of it.
3. What do you understand by people management? What essential skills required for people management.
4. What do you understand by store atmospherics? Write down its various benefits.

**(2X5=10)**

**Assignment -II**

**Maximum Marks – 10**

**Note: Attempt any 2 Questions of the following:**

1. Explain in detail Franchising. Also explain benefits to the Franchisee and Franchisor.
2. What are the techniques of locational assessment and retail location theories?
3. Discuss Human Resource Management in retailing and its Objectives and function.
4. What is the role of information technology in retailing and also define ethical and legal aspects in retailing

**(2X5=10)**

**COURSE: MC404MKT (C)**

**RURAL MARKETING**

**Assignment -I**

**Maximum Marks – 10**

**Note: Attempt any 2 Questions of the following:**

1. Define rural market environments. Discuss the rural marketing environment and its challenges.
2. Explain the attitudes and behavior of rural consumers and farmers. How do these behaviors impact the marketing strategies adopted by companies targeting the rural market?
3. What is rural pricing strategy? How does it differ from Urban market pricing strategy.
4. Describe the marketing of consumer durables and non-durable goods in rural markets. Discuss the challenges and strategies involved in product planning, media planning, and distribution channels. **(2X5=10)**

**Assignment -II**

**Maximum Marks – 10**

**Note: Attempt any 2 Questions of the following:**

1. What do you mean by warehouse and how it is different from storage?
2. What are the unique features of commodity markets in India? Discuss the challenges faced by these markets and their impact on agricultural producers and consumers.
3. Define NAFED. Explain its important functions.
4. What do you mean by co-operative marketing? Explain the structure of co-operative marketing. **(2X5=10)**

**COURSE: MC404 HRM (A)**  
**HUMAN RESOURCE DEVELOPMENT**

**Assignment -I**

**Maximum Marks – 10**

**Note: Attempt any 2 Questions of the following.**

1. What do you mean by human resource development, and explain emergence issues of HRD,
2. conceptualizing critical HRD; Contemporary realities and future of HRD
3. What do you mean by social capital theory? When to use social capital theory explain it in detail?
4. Explain Human Resource Development Process and HRD needs. **(2X5=10)**

**Assignment -II**

**Maximum Marks – 10**

**Note: Attempt any 2 Questions of the following:**

1. What do you mean by HRD intervention? Discuss the types of HRD Intervention
2. What do you mean by performance coaching? Explain the performance coaching practices.
3. What do mean by strategic leadership? Discuss the strategic leadership process.
4. What do you mean human capital theory and screening theory of HRD.

**(2X5=10)**

**COURSE: MC404 HRM (b)**  
**MANAGEMENT OF INDUSTRIAL RELATIONS (DSE)**

**Assignment -I**

**Maximum Marks – 10**

**Note: Attempt any 2 Questions of the following:**

1. What are Industrial Relations (IR)? Explain its concept, scope, and objectives.
2. What are the major factors influencing industrial relations in an organization?
3. What are the functions and objectives of trade unions?
4. What is the structure of trade unions in India? How does it differ from other countries?  
**(2X5=10)**

**Assignment -II**

**Maximum Marks – 10**

**Note: Attempt any 2 Questions of the following:**

1. What are industrial conflicts? Discuss the different types of industrial conflicts.
2. Explain the process of collective bargaining settlements.
3. Explain the role of conciliation, arbitration, and adjudication in dispute settlement.
4. What are the different types of worker participation in management (WPM)?  
**(2X5=10)**

**COURSE: MC 404 HRM (C)**

**LABOUR LEGISLATION AND EMPLOYEE WELFARE**

**Assignment -I**

**Maximum Marks – 10**

**Note: Attempt any 2 Questions of the following:**

1. Discuss the meaning and phases of evolution of industrial workers in India.
2. Explain the concept, scope, and objectives of labour welfare.
3. Explain the provisions and significance of the Trade Union Act, 1926.
4. Discuss the importance and objectives of the Minimum Wages Act, 1948.

**(2X5=10)**

**Assignment –II**

**Maximum Marks – 10**

**Note: Attempt any 2 Questions of the following:**

1. Discuss the provisions related to maternity leave and benefits under the Maternity Benefits Act, 1961.
2. What is the objective of the Workmen Compensation Act, 1923?
3. What are the objectives of the Employees' Provident Fund and Miscellaneous Provisions Act, 1952?
4. Discuss the scope, coverage, and benefits under the ESI Act, 1948. **(2X5=10)**