

HOME ASSIGNMENT (2023 Batch)
M.COM
(THIRD SEMESTER)
CENTRE FOR DISTANCE AND ONLINE EDUCATION
DIBRUGARH UNIVERSITY

(Full Marks 20 for each course.)

(ALL THE QUESTIONS GIVEN BELOW ARE COMPULSORY)

COURSE: COM-301 (RESEARCH METHODOLOGY)

Assignment – 1

Marks – 4+6=10

Q.1. What do you mean by sampling ? Distinguish between stratified sampling & cluster sampling.

Assignment – 2

Marks –3+7=10

Q.1. What do you mean by Skewness ? Explain its types with suitable diagrams.

COURSE: COM-302 (FINANCIAL MANAGEMENT – II)

Assignment – 1

Marks – 3+7=10

Q.1. What is right issue of equity shares. Explain the difference between Right share & Bonus shares.

Assignment – 2

Marks – 2+3+5=10

Q.1. What do you mean by commercial paper ? Who can issue it. Also write the features of commercial paper in detail.

COURSE : COM-303 (MARKETING MANAGEMENT)

Assignment – 1

Marks –2+8=10

Q.1. What do you mean by buying motive of consumers. Explain in detail the various types of buying motives.

Assignment – 2

Marks –2+8=10

Q.1. What do you mean by market segmentation. Explain the various types of market segmentation.

COURSE : COM-404 (STRATEGIC MANAGEMENT – II)

Assignment – 1

Marks –5+5=10

Q.1. What are the subjective factors in strategic choice making. Explain its tools & techniques.

Assignment – 2

Marks – 3+7=10

Q.1. What do you mean by strategic implementation. Explain Mckinsey 7s framework model & Kolter 8-step change model in detail.