

HOME ASSIGNMENT (2024 Batch)
M.Com
(THIRD SEMESTER)
CENTRE FOR DISTANCE AND ONLINE EDUCATION
DIBRUGARH UNIVERSITY

(Full Marks 20 for each course)

(All the Course are compulsory and the word limit for 10 marks questions is 800 to 1000 words)

Course : M.Com. – 301 (Research Methodology)

Assignment – 1

Marks – 10

Q.1. Define Business Research. Discuss the need and importance of Business research.

Or

What is a research plan? Discuss the essentials of a good research plan.

Assignment – 2

Marks – 10

Q.2. From the following data obtain regression equation

X	6	2	10	4	8
Y	9	11	5	8	7

Or

Explain the following with examples -

- a. Mutually exclusive events
- b. Equally likely events
- c. Heterogeneity Sampling
- d. Convenience Sampling

Course : M.Com. – 302 (Financial Management – II)

Assignment – 1

Marks – 10

Q.1. Discuss the various sources of short term financing

Or

What do you mean by Options and Futures? What are its characteristics

Assignment – 2

Marks – 10

Q.2. Discuss the functions and salient features of Over the Counter (OTC) market.

Course : M.Com. – 303 (Marketing Management)

Assignment – 1

Marks – 10

Q.1. What do you mean by Buying motives? Explain the importance of studying consumer behavior in marketing.

Assignment – 2

Marks – 10

Q.2. Analyse the negative effects of advertising in the Indian context

Or

Define online marketing. Briefly explain the difference between online marketing and traditional marketing.

Course : M.Com. – 304 (Strategic Management II)

Assignment – 1

Marks – 10

Q.1. What do you mean by competitive strategy? Explain the various competitive strategies followed by firms in a competitive business environment.

Or

“Participative process is a pre-requisite for effective strategy implementation.” Comment.

Assignment – 2

Marks – 10

Q.2. Discuss the principles and nature of Strategic implementation.

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