

HOME ASSIGNMENT 2026
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. Explain the concept of business research and discuss its importance in business decision-making.

Assignment – 2 *Marks – 10*

Q.2. Analyze how misinterpretation of statistical data can lead to wrong business decisions.

Or

Write short notes on (Any two) *Marks -5+5=10*

1. Limitations of business research
2. Measures of central tendency
3. Effects of outliers in statistical measures

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

Assignment – 1 *Marks – 10*

Q.1. Analyze the advantages and disadvantages of equity financing vs debt financing.

Assignment – 2 *Marks – 10*

Q.2. Analyze the risks associated with excessive reliance on short-term finance.

Or

Critically assess the effectiveness of derivatives in risk mitigation.

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

Assignment – 1 *Marks – 10*

Q.1. Explain the process of market segmentation, targeting, and positioning (STP).

Or

Critically evaluate the effectiveness of digital marketing vs traditional marketing.

Assignment – 2 *Marks – 5×2=10*

Q.2. Write short notes on (Any two)

1. Types of consumer buying behaviour.
2. Personal selling and sales promotion.
3. Customer Relationship Management
4. Marketing mix in competitive markets

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

Assignment – 1 *Marks – 10*

Q.1. Explain the concept of strategy formulation and its importance in strategic management.

Assignment – 2 *Marks – 10*

Q.2. Analyze the impact of globalization on strategic decision-making.

Or

Discuss the role of value chain analysis in identifying competitive advantage.