



**GAUHATI UNIVERSITY**  
**CENTRE FOR DISTANCE AND ONLINE EDUCATION**

**HOME ASSIGNMENT**

**Master in Commerce (M.Com.)**

**Semester - II (Session: 2023-2024, January)**

**Guidelines for Submission:**

1. Learners who have been admitted in the Academic Session (2023-24, January) will write the Home Assignment.
2. Learners should write their **Roll Number, GU Registration Number, Subject, Semester, Paper Title, Paper Code** and **Name of the Study Center** clearly on the first page of the answer script in the space provided.
3. The formats of the answer scripts are available at, and can be downloaded from, the GUCDOE website ([www.gucdoe.in](http://www.gucdoe.in)).
4. There will be 2 (two) compulsory questions in each paper with options (Total Marks: 2 questions x 10 marks = 20 marks).
5. **Typed/Computerized answers will not be accepted.** Learners will write the answers neatly in their own handwriting.
6. Answer to a 10 mark question should not exceed 400 words.
7. Learners should not submit any plagiarized answers as such a practice is deemed to be unfair.
8. Learners of different Study Centers under GUCDOE will mandatorily submit the answer scripts at their respective Study Centers.
9. Learners of GUCDOE center will submit their answer scripts at GUCDOE Office.
10. **Last Date of Submission : 20<sup>th</sup> February, 2025.**

**PAPER: COM 2016 (Economic Legislations)**

Answer **any two** from the following questions:

**2 x 10 = 20**

**Q. No. 1.** Discuss the provisions related to abuse of dominant position under the competition Act 2002. Explain the Duties and powers of competition commission of India. **10**

**Q. No. 2.** What are the objectives of Foreign Exchange management act 1999? Write a note on Capital account transactions. **10**

**Q. No. 3.** Briefly discuss the powers and functions of SEBI. What are the preliminary rights listed under Right to Information Act 2005? **10**

**PAPER: COM 2026 (Organisational Behaviour)**

Answer **any two** from the following questions:

**2 x 10 = 20**

**Q. No. 1.** What is meant by personality? Write a detailed note on Big Five Personality trait?

**2 + 8 = 10**

**Q. No. 2.** Explain the concept of workforce diversity. Discuss some of the major issues and challenges in Organisational Behaviour. **3 + 7 = 10**

**Q. No. 3.** What is meant by leadership? Discuss the behavioural theories of leadership. **3 + 7 = 10**

**Q. No. 4.** Write the difference between group cohesiveness and group norms. Explain the stages in formation of a group. **4 + 6 = 10**

**PAPER: COM 2036 (Group A - Operations Research)**

Answer any two from the following questions:

2 x 10 = 20

**Q. No. 1.** Describe briefly about the phases of Operations Research. Write the uses and limitations of Operations Research.

4 + 6 = 10

**Q. No. 2.** Define LPP. Write its uses. Solve the following LPP by graphical method.

1 + 3 + 6 = 10

$$\text{Max } z=15x-10y$$

Subject to

$$4x+6y \leq 360$$

$$3x \leq 180$$

$$5y \leq 200$$

$$x,y \geq 0$$

**Q. No. 3.** Define assignment problem and transportation problem. Write the mathematical formulation of transportation problem. Write the differences between assignment problem and transportation problem.

3 + 3 + 4 = 10

**Q. No. 4.** Define two person zero sum game and saddle point. Write the rules for obtaining a saddle point. For the game with pay off matrix

2 + 3 + 5 = 10

		Player B		
		B <sub>1</sub>	B <sub>2</sub>	B <sub>3</sub>
Player A	A <sub>1</sub>	-1	2	-2
	A <sub>2</sub>	6	4	-6

determine the value of the game. Is the game fair?

**PAPER: COM 2036 (Group B - Computer in Business)**

Answer any two from the following questions:

2 x 10 = 20

**Q. No. 1.** During the design phase of an e-commerce platform, identify and analyze at least five major risks that could occur in the system. For each risk (e.g., security vulnerabilities, system downtime, data inconsistency), discuss the potential impact on the system and business operations. Propose mitigation strategies for each identified risk. Discuss how risk management tools and techniques (e.g., risk matrices, contingency planning) can help in proactively addressing these risks during system design.

10

**Q. No. 2.** Perform a system analysis for a new mobile banking application. Define the functional and non-functional requirements of the system, including performance, security, and user experience. Create a context diagram and a Level 1 Data Flow Diagram (DFD) for the mobile application. Identify the challenges in integrating the mobile app with existing legacy banking systems, and suggest solutions to overcome these challenges.

10

**Q. No. 3.** Discuss the legal and ethical challenges faced by e-commerce businesses in a global market. Identify and explain at least four major legal issues (e.g., privacy concerns, intellectual property, consumer protection, cross-border trade regulations) that affect e-commerce companies. Discuss the ethical concerns related to customer data collection and usage, focusing on privacy, consent, and transparency. Propose a framework for ensuring ethical business practices in e-commerce that aligns with global legal standards.

10

**Q. No. 4.** Discuss the impact of emerging technologies like blockchain, artificial intelligence (AI), and augmented reality (AR) on the future of e-commerce. Explain how each technology can be used to enhance customer experience, increase sales, or improve backend operations. Provide examples of companies or platforms that are already implementing these technologies. Critically evaluate the challenges of adopting these technologies in traditional e-commerce platforms, including cost, integration complexity, and user acceptance.

10

**PAPER: COM 2046 (ADVANCED FINANCIAL MANAGEMENT)**

Answer **any two** from the following questions:

**2 x 10 = 20**

**Q. No. 1.** Discuss how the concept of the time value of money is critical in evaluating long-term capital investment decisions. Develop a hypothetical scenario involving two investment options with different cash flow patterns over five years and calculate which option is more viable using Net Present Value (NPV). Clearly explain your reasoning. **10**

**Q. No. 2.** A company is planning to raise Rs 50,00,000 for a new project through a mix of debt, preference shares, and equity. Assuming the following details: **10**

Cost of debt: 8% (post-tax)

Cost of preference shares: 10%

Cost of equity: 15%

Proportion of funds: Debt (30%), Preference Shares (20%), Equity (50%)

Calculate the Weighted Average Cost of Capital (WACC). Additionally, critically evaluate how changes in the capital structure would affect the company's financial leverage and risk profile.

**Q. No. 3.** A manufacturing firm is considering replacing an old machine with a new one that costs Rs 10,00,000. The new machine is expected to generate annual savings of Rs 3,00,000 for the next five years, but it will require a major repair costing Rs 2,00,000 in the third year. The old machine can be sold today for Rs 2,00,000. Calculate the Payback Period, ARR, NPV (at a discount rate of 12%), and IRR. Based on your calculations, make a recommendation and justify your decision. **10**

**Q. No. 4.** Evaluate the relevance of Walter's Model and Gordon's Model of dividend policy in today's business environment. Create a case study of a hypothetical company and use these models to analyze the impact of dividend distribution versus retained earnings on the company's growth and market value. Conclude which model aligns better with the current market trends and why. **10**

**PAPER: COM 2056 (SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT)**

Answer **any two** from the following questions:

**2 x 10 = 20**

**Q. No. 1.** How does the Capital Asset Pricing Model (CAPM) explain the relationship between risk and return for a well-diversified portfolio? Why is unsystematic risk not relevant in the context of CAPM? What is the significance of a well-diversified portfolio? **10**

**Q. No. 2.** In an efficient market, how is new information reflected in asset prices? Discuss the process by which information (public or private) impacts stock prices in different forms of market efficiency. Based on the Efficient Market Hypothesis, is it realistic to expect professional fund managers to consistently beat the market? Why or why not? **10**

**Q. No. 3.** Discuss the role of derivatives in managing portfolio risk. How can options and future contracts be used together in a risk management strategy? Provide an example involving both instruments to demonstrate how a portfolio manager can mitigate risks. **10**

**Q. No. 4.** Explain the role and importance of the major stock market indices in India. How are they constructed and how do these indices serve as benchmarks for market performance? **10**

**PAPER: COM 2066 (Strategic Human Resource Management)**

Answer **any two** from the following questions:

**2 x 10 = 20**

**Q. No. 1.** Explain the process of SHRM practices on the IT sector in India in recent times. **10**

**Q. No. 2.** State the approaches to recruitment in International Human Resource Management. Also state the challenges faced in IHRM **10**

**Q. No. 3. Write short notes on –** **5 + 5 = 10**

i) HRD scorecard

ii) Seniority Vs Merit Promotion

**PAPER: COM 2076 (Marketing Research and Consumer Behaviour)**

Answer **any two** from the following questions:

**2 x 10 = 20**

**Q. No. 1.** Critically evaluate the advantages and drawbacks of various data collection methods. Suggest ways to improve the validity and reliability of each method. **10**

**Q. No. 2.** Conduct a comparative analysis of a local business and its competitors in your area, examining the interplay between pricing strategies, promotional tactics, customer feedback, and product or service offerings. **10**

**Q. No. 3.** Discuss the role of technology in facilitating marketing research within an organisation. Provide examples of modern marketing research tools and techniques. Create a flowchart illustrating the process of conducting marketing research using technology in an organisation. **10**

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গুৱাহাটী বিশ্ববিদ্যালয়  
**Gauhati University**  
দূৰ আৰু অনলাইন শিক্ষা কেন্দ্ৰ  
**Centre for Distance and Online Education**

**ASNWERSCRIPT FOR HOME ASSIGNMENT**

**Roll Number (8 digit):** .....

*(GUCDOE Enrollment No)*

**G.U. Registration No.:** .....

**Programme Name:** .....

**Semester:** .....

**Paper Title:** .....

**Paper Code:** .....

**Name of the Study Centre:**.....

**N.B.:** Please note that the Name of the Candidate should not be mentioned anywhere. If found, the answer script will not be evaluated.)



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