GAUHATI UNIVERSITY
CENTRE FOR DISTANCE AND ONLINE EDUCATION
HOME ASSIGNMENT
Master in Commerce (M.Com.)
Semester- I (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).
4. There will be 2 (two) compulsory questions in each paper, and each question will have options (Total Marks: 2 questions × 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 : 2nd September, 2024.**

PAPER: COM 1016 (Business Policy Analysis)

Answer **any two** from the following questions: **2 x 10 = 20**

Q. No. 1. State the significance of disinvestment. Also critically examine the disinvestment policy of the Government of India.   **5 + 5 = 10**

Q. No. 2. Define the scope of a business policy. Discuss the government's role in the changing environment.   **2 + 8 = 10**

Q. No. 3. What is foreign Direct Investment? State the salient features of the latest FDI policy of India, 2020.   **2 + 8 = 10**

Q. No. 4. Discuss about the activities of NEC in relation to the economic development of the NE Region. Also offer your suggestions to accelerate industrial growth in NER.   **5 + 5 = 10**

PAPER: COM 1026 (Financial Reporting and Analysis)

Answer the following questions   **2 x 10 = 20**

Q. No. 1. What are the objectives of International Financial Reporting Standards? Discuss the procedure of issuing IFRS.   **10**

OR

Discuss the relevant provisions of Companies Act for preparation and presentation of Financial Statements.   **10**

Q. No. 2. What are the qualitative characteristics of information presented in financial statements? Discuss the various elements of financial statements.   **10**

OR

Write a note on (a) Reporting of Comprehensive income and (b) Segment Reporting.   **10**

PAPER: COM 1036 (Marketing Policy Analysis)

Answer *any two* from the following questions.   **2 x 10 = 20**

Q. No. 1. What benefits may direct marketing provide from a business standpoint? Describe how the emergence of online retailers have transformed the shopping experience of consumers.   **4 + 6 = 10**

Q. No. 2. Analyze two competing brands in the same industry and explain how they differentiate themselves through branding strategies.   **10**

Q. No. 3. Define Integrated Marketing Communication (IMC) and discuss its relevance in today's competitive business environment with the help of examples.   **10**

Q. No. 4. Discuss the factors to be considered while choosing a pricing strategy by the start-ups. What strategies can startups use to monitor and respond to competitive pricing pressures effectively?   **5 + 5 = 10**

PAPER: COM 1046 (Business Statistics)

Answer **any two** from the following questions: **2 x 10 = 20**

1. Explain the two types of errors associated with testing of hypothesis. Discuss the procedure for testing of hypothesis.
2. Define multiple correlation coefficient. Write its uses and limitations. In a three-variate multiple correlation analysis, the following results were obtained:
$r_{12} = 0.7, r_{13} = 0.6, r_{23} = 0.4$
Find the multiple correlation coefficient $R_{1.23}$
3. Discuss Lorenz curve and Gini coefficient.
4. What is a decision tree? Write its advantages and limitations.

PAPER: COM 1056 (Financial Markets and Institutions)

Answer **any two** from the following question.   **2 x 10 = 20**

Q. No. 1. Critically evaluate the impact of financial reforms in the Indian financial system on economic development. Discuss how these reforms have influenced the flow of funds within the system and the indicators of financial development.   **5 + 5 = 10**

Q. No. 2. Discuss and contrast the different types of money markets. Provide an in-depth analysis of how the Treasury Bill Market and the Commercial Bills market function, including their significance in the financial system and their impact on short-term liquidity.   **4 + 6 = 10**

Q. No. 3. Analyze the role of security depositories, particularly NSDL and CDSL, in the Indian capital market. Discuss the benefits they provide to investors and how they have transformed the trading mechanism and secondary market operations.   **5 + 5 = 10**

Q. No. 4. Examine the evolution and current state of E-Banking in India. Assess the challenges and opportunities faced by commercial banks in implementing advanced banking operations such as mobile banking, core banking services, and electronic fund transfers (RTGS and NEFT).   **5 + 5 = 10**

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Gauhati University

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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:...

Gauhati University Centre for Distance and Online Education