Internal Assessments
July/January Cycle (2021-22) Batch
July/January Cycle (2022-23) Batch

ಆಂತರಿಕ ನಿಬಂಧನೆಗಳು

ಜುಲೈ/ಜನವರಿ ಆವೃತ್ತಿ 2021–22

ಜುಲೈ/ಜನವರಿ ಆವೃತ್ತಿ 2022–23

Fourth Semester M.Com Programme (C.B.C.S)
ನಾಲ್ಕನೇ ಸೆಮಿಸ್ಟರ್ ಎಂ.ಕಾಂ. ಪ್ರೋಗ್ರಾಂ (ಸಿ.ಬಿ.ಸಿ.ಎಸ್)

ವಾಣಿಜ್ಯಶಾಸ್ತ್ರ ಅಧ್ಯಯನ ಮತ್ತು ಸಂಶೋಧನಾ ವಿಭಾಗ

ಕರ್ನಾಟಕ ರಾಜ್ಯ ಮುಕ್ತ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ

ಮುಕ್ತಗಂಗೋತ್ರಿ, ಮೈಸೂರು – 570 006

Department of Studies and Research in Commerce
Karnataka State Open University
Mukthagangothri, Mysuru – 570 006

Email: commerceksou.stud@gmail.com
Website: www.ksoumysuru.ac.in
EPBX No: 0821-2519948, 2519941, 2519943, 251995

Fourth Semester M.Com Programme (under CBCS)
July/January Cycle (2021-22) Batch
July/January Cycle (2022-23) Batch

INSTRUCTION FOR WRITING ASSIGNMENTS:

1. **Three questions** are given under each course. **Two questions** shall be answered compulsorily. Each question carries 10 marks.

2. There are 4 courses during Fourth Semester consisting of **1 Hard Core Course** and **2 Soft Core Course and 1 Skill Enhancement Course** (excluding Project Report).

3. Student shall write the assignments of **appropriate soft core specialization courses which were** selected at the time of admission.

4. If any students submit the assignments other than the selected soft-core specialization, that scripts will not be considered for evaluation.

5. The student is hereby instructed to not to reproduce the answer either from the study material or from any website and should refer books, journals and reports of National and International repute

6. In case, the study material is replicated in the assignments, it will be not considered for valuation.

7. Only **hand written assignments** are considered. The typed material or computer printouts or photocopy are not considered under any circumstances for evaluation.

8. Write assignment on each course separately, in **A4 Sheet (one sided)** and in **blue** or **black ball point pen.**

9. Assignments would be summarily rejected if copied.

INSTRUCTIONS FOR SUBMISSION OF ASSIGNMENTS:

- Each Assignment cover page should be superscribed by **"Assignment for Your Semester, Department Address, Title of the Programme, submitted by: Name, Roll No of the Candidate"**. (Assignment without Name and Roll No will be rejected).

- Mandatory **self-signature** and **date to be written on all the assignment** pages.

- The candidate should write the assignment separately for the entire subject mentioning Name and Roll No in each course.

- **Hard Copy of the assignments should be submitted.**
- **<u>Address for Communication:</u>**

  Department of Commerce,

  Hamsa Building, 1st Floor,

  Mukthagangothri,

  Karnataka State Open University,

  Mysore-570006.

Important date for Submission of the Assignment

Sl No.	Assignment	Last Date of Submission
1	**M.Com – 4th Semester** **July/January Cycle (2021-22) Batch** **July/January Cycle (2022-23) Batch**	**15-11-2025**

Sd/-
Chairperson

ಕರ್ನಾಟಕ ರಾಜ್ಯ ಮುಕ್ತ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ
KARNATAKA STATE OPEN UNIVERSITY
MUKTHA GANGOTHRI, MYSURU, KARNATAKA -570 006

INTERNAL ASSIGNMENT

Name of the Student	
Roll Number	
Programme	**M.Com – 4th Sem (CBCS)**
Specialization group (A/B/C/D)	
Course/Subject Title	
Mobile Number	
Date	

Signature of the Student

………

For Office Use Only

Marks obtained	

Signature of the Evaluators

Index

Sl. No.	Questions	Page. No.

4ᵗʰ Semester M.Com (CBCS)
Internal Assignment Questions

Hard Core Courses

Course - I MCOHC4.1: Entrepreneurship Development

Answer any two of the following: (2x10=20)

1. Analyze the major problems faced by rural entrepreneurs in India. Suggest suitable strategies to overcome these problems for promoting rural entrepreneurship effectively.

2. Critically evaluate the role of various institutional support systems available for entrepreneurs in India. How effective are these institutions in promoting entrepreneurship at the grassroots level?

3. What is project appraisal? Analyze the different aspects of project appraisal and explain its significance in entrepreneurial decision-making with suitable examples.

Soft Core Courses

Note: **Students shall write any two softcore courses as per their specialisation, opted at the time of admission i.e. A/B/C/D.**

Soft Core Specialisation

Group–A	Accounting and Finance	1. Strategic Cost Management 2. Investment Management
Group–B	Marketing Management and Human Resource Management	1. International Marketing Management 2. International Human Resource Management
Group–C	Accounting and Human Resource Management	1. Strategic Cost Management 2. International Human Resource Management
Group–D	Marketing Management and Finance	1. International Marketing Management 2. Investment Management

Soft Core Course - I
MCOSC4.1A/C: Strategic Cost Management

Answer any two of the following: (2x10=20)

1. Explain the limitations of conventional accounting system and show how environmental management accounting overcomes these shortcomings.

2. Poojari Ltd. produces two products, Product A and Product B. The following overhead costs and activity data are available for a month:

Activity	Total Overhead (₹)	Cost Driver	Total Cost Driver Quantity
Machine Setups	1,20,000	Number of setups	40 setups
Quality Inspections	60,000	Number of inspections	30 inspections
Material Handling	90,000	Number of material movements	45 movements

Additional details for the two products:

Product	No. of Setups	No. of Inspections	No. of Material Movements
A	10	12	15
B	30	18	30

You are required to calculate the overhead cost allocated to Product A and Product B using the Activity-Based Costing method.

3. Drona Ltd. manufactures a single product. The following information relates to the month of June 2025 is as follows:

    *   Selling price per unit: ₹200
    *   Variable cost per unit: ₹120
    *   Fixed costs for the month: ₹1,20,000

    Case 1: The company sold 1,800 units during the month.

Case 2: The management is considering reducing the selling price to ₹180 per unit, expecting this will increase sales to 2,200 units.

Required:

a) Calculate the Contribution per unit, Break-even Sales (in units), and Profit under both the cases.

b) Advise the management on whether the price reduction decision is financially beneficial.

Soft Core Course - II
MCOSC4.2A/D: Investment Management

Answer any two of the following **(2x10=20)**

1. What is fundamental analysis? Discuss the importance of fundamental analysis.
2. Explain briefly the Dow's theory of technical analysis.
3. The return on two securities X and Y are given in different economic conditions of a country. Find the expected returns and standard deviation of returns.

Economic Conditions	Probability	Return of Security X	Return of Security Y
Boom	0.20	5%	-10%
Above Normal	0.40	30%	25%
Normal	0.30	20%	20%
Dull	0.10	10%	10%

Soft Core Course - I
MCOSC4.1B/D: International Marketing Management

Answer any two of the following: **(2x10=20)**

1. Discuss the various market entry strategies used by firms to enter international markets. Explain the advantages and disadvantages of each strategy with suitable examples.

2. Analyze the impact of cultural, legal and economic environments on international marketing decisions. How should marketers adapt their strategies to suit different international contexts?

3. What is global branding? Explain the challenges and strategies involved in building and sustaining a strong global brand. Support your answer with examples from multinational companies.

Soft Core Course -II
MCOSC4.2B/C: International Human Resource Management

Answer any two of the following: (2x10=20)

1. Discuss the main challenges faced by multinational corporations (MNCs) in managing human resources across different countries. Provide examples to support your answer.

2. Explain the role of expatriate management in International Human Resource Management. What are the key factors contributing to expatriate success or failure?

3. Compare and contrast ethnocentric, polycentric and geocentric approaches to staffing in international business. Which approach do you think is most effective and why?

Skill Enhancement Course - I
MCOSEC4.1: Principles and Practice of Insurance

Answer any one of the following: (1x10=10)

1. Discuss the Insurance Act 1938 as amended from time to time.

OR

2. Sketch out the different types of Cattle Insurances available in India.