



TAMIL NADU OPEN UNIVERSITY

Chennai - 15

SCHOOL OF MANAGEMENT STUDIES

HOME/SPOT ASSIGNMENT

Programme Code No	: 2251
Programme Name	: M.COM
Pattern	: IV- Semester
Course Code & Name	: MCOS 41 & INVESTMENT ANALYSES AND PORTFOLIO MANAGEMENT
Batch	: CY 2022
No.of Assignment	: 2
Maximum Marks	: 30 (Average of Total No. of Assignments)

ASSIGNMENT - 1

Answer any one of the questions not exceeding 1000 words

Max:30 Marks

1. Define Investment Management and its significance in the financial domain. Discuss the primary objectives of Investment Management in the context of individual and institutional investors.
2. Explain the role of the stock market in facilitating capital formation and economic growth. Describe the functions of stock exchanges in the secondary market, emphasizing their role in trading and price discovery.
3. Discuss the importance of Economic and Industry Analysis in the decision-making process for portfolio management. Explain how Industry Analysis aids in identifying investment opportunities and risks.



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ASSIGNMENT - 2

Answer any one of the questions not exceeding 1000 words

Max:30 Marks

1. Discuss the significance of Fundamental Analysis in making investment decisions for a portfolio. Describe the role of Fundamental Analysis in shaping portfolio strategy and asset allocation decisions.
2. Discuss the key principles and objectives of Technical Analysis in the context of financial markets. Explain how Technical Analysis integrates with the broader portfolio management process.
3. Define the Capital Asset Pricing Model (CAPM) and its role in Capital Market Theory. Discuss the three forms of EMH and their impact on portfolio management strategies.



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Programme Code No : 2251
Programme Name : M.COM
Pattern : IV-Semester
Course Code & Name : MCOS 42 & FINANCIAL MARKETS AND FINANCIAL SERVICES
Batch : CY 2022
No.of Assignment : 2
Maximum Marks : 30 (Average of Total No. of Assignments)

ASSIGNMENT - 1

Answer any one of the questions not exceeding 1000 words Max:30 Marks

1. Define the primary components of the Indian Capital Market, including the equity market and debt market. Identify challenges faced by the Indian Money and Capital Markets.
2. Discuss the significance of Capital Market Instruments in mobilizing funds for various entities
3. Discuss the primary objectives of the NIM and how it contributes to capital formation. Outline the process and mechanism of the New Issues Market in India.



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ASSIGNMENT - 2

Answer any one of the questions not exceeding 1000 words Max:30 Marks

1. Discuss the functions and significance of Merchant Banking in India. Highlight how Merchant Banks contribute to the efficiency and development of the capital market.
2. Discuss the significance of effective Pre-Issue and Post-Issue Management for companies and investors. Outline the key steps involved in the Pre-Issue Management process in India.
3. Define Financial Services and explain their significance in the Indian financial system. Identify and explain different types of leasing arrangements in India, including operating leases and financial leases



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Programme Code No : 2251
Programme Name : M.COM
Pattern : IV-Semester
Course Code & Name : MCOS 43 & STRATEGIC MANAGEMENT
Batch : CY 2022
No.of Assignment : 2
Maximum Marks : 30 (Average of Total No. of Assignments)

ASSIGNMENT - 1

Answer any one of the questions not exceeding 1000 words Max:30 Marks

1. Define Strategic Management and its significance in the business context. Outline the key stages of the Strategic Management process, including environmental analysis, strategy formulation, strategy implementation, and evaluation.
2. Discuss the importance of environmental analysis in the strategic management process. Explain the various tools and techniques used for conducting environmental analysis, such as PESTEL analysis and Porter's Five Forces.
3. Define Strategy Formulation and Analysis in the context of strategic management. Explain the concept of SWOT analysis in the strategy formulation process



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Maximum Marks : 30 (Average of Total No. of Assignments)

ASSIGNMENT - 2

Answer any one of the questions not exceeding 1000 words

Max:30 Marks

1. Explain the BCG Matrix and its use in portfolio analysis. Discuss the four quadrants of the BCG Matrix - Stars, Cash Cows, Question Marks, and Dogs - and their strategic implications.
2. Define Strategy Evaluation and Control in the context of strategic management. Outline the steps involved in the strategic control process.
3. Define emerging strategic management issues. Explain the impact of the Strategic Information System on strategic management.



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Programme Code No	: 2251
Programme Name	: M.COM
Pattern	: IV-Semester
Course Code & Name	: MCOS 44 & ENTREPRENEURSHIP DEVELOPMENT
Batch	: CY 2022
No.of Assignment	2
Maximum Marks	: 30 (Average of Total No. of Assignments)

ASSIGNMENT - 1

Answer any one of the questions not exceeding 1000 words **Max:30 Marks**

1. Discuss the importance of entrepreneurship for economic development. State economic factors such as access to finance, market conditions, and government policies that impact entrepreneurship.
2. Define the concept of entrepreneurial types. Discuss the relevance of understanding different types of entrepreneurs in the Indian context.
3. Discuss how entrepreneurial competency contributes to the success of entrepreneurs in India. Explore competencies related to innovation in entrepreneurship.



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No.of Assignment : 2
Maximum Marks : 30 (Average of Total No. of Assignments)

ASSIGNMENT - 1

Answer any one of the questions not exceeding 1000 words Max:30 Marks

1. Discuss the importance of understanding factors influencing entrepreneurial mobility.
2. Define Entrepreneurship Development Institutions (EDIs) and their role in fostering entrepreneurship. Highlight initiatives taken by state governments to promote and nurture entrepreneurship.
3. Explain the process of project identification for entrepreneurial ventures. Discuss how market research contributes to assessing the feasibility and viability of entrepreneurial projects in India.



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Programme Name	: M.COM
Pattern	: IV-Semester
Course Code & Name	: MCOSE– 41& APPLIED E-COMMERCE
Batch	: CY 2022
No.of Assignment	2
Maximum Marks	: 30 (Average of Total No. of Assignments)

ASSIGNMENT - 1

Answer any one of the questions not exceeding 1000 words

Max:30 Marks

1. Define the principles of e-commerce technology. Discuss how these principles contribute to the effective functioning of e-commerce platforms.
2. Explain the security measures and protocols implemented to protect sensitive information in online transactions.
3. Define e-commerce applications and their significance in the business landscape. Discuss the potential impact of these trends on the future of e-commerce.



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ASSIGNMENT - 2

Answer any one of the questions not exceeding 1000 words

Max:30 Marks

- 1) Discuss the significance of a net-centric approach in managing e-commerce platforms. Explore different e-commerce business models.
- 2) Discuss the importance of security and encryption in managing channel conflicts. State the impact of abusive behavior and the role of netiquette in minimizing conflicts in digital channel.
- 3) Explain the legal aspects and challenges related to protecting software intellectual property in the context of e-commerce. Discuss key cyber law issues such as data protection, privacy, and cybercrimes affecting e-commerce platform