Central University of Rajasthan

Center for Distance and Online Education (CDOE)

Dear Learner,

Greetings from the CDOE!

As you are aware, every student enrolled in the ODL Programme is required to write and submit assignments for each course. These assignments form an important component of the continuous assessment and carry **30% weightage** of the overall grade for each course.

Please carefully note the following instructions:

General Instructions

1. Please remember to attach the designated cover page on every assignment you submit. The format of cover page is attached for your reference.
2. All sections of the assignment are compulsory in nature. All questions are to be attempted, except for those where options are provided.
3. Please write the answer mentioning the correct corresponding question number given in the assignment.
4. Please write on continuous pages and number each page.
5. All assignments should be handwritten. Typed or printed assignment will not be accepted.
6. it is strongly recommended to keep a copy (photocopy or scanned) of the assignment sent by you for your record.
7. **The last date for submitting assignments is 30.11.2026.** Submission of assignments is required to appear in the End Semester Examination.
8. Assignments can be deposited at CDOE, Curaj or sent through post to **Director, Centre for Distance and Online Education (CDOE), Room 102, Administration Building, Central University of Rajasthan, Bandarsindari, District: Ajmer – 305817, Rajasthan**.

Director

Centre for Distance and Online Education (ODL & OP)

राजस्थान केन्द्रीय विश्वविद्यालय

CENTRAL UNIVERSITY OF RAJASTHAN

Assignment

Open and Distance Learning Programme

Academic Year : 2026-2027 **Session : July, 2026**

Learner's Name: _____

Enrollment Number: _____

Programme Name and Code: _____

Course Code: _____

Course Title: _____

_____

Learner's Signature

Centre for Distance and Online Education (CDOE)

Room 102, Administration Building, Central University of Rajasthan

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CENTRAL UNIVERSITY OF RAJASTHAN

Centre for Distance and Online Education (CDOE)

Open and Distance Learning Programme (ODL) (2026-27)

Programme Name: M.Com.
Course Name: Research Methodology
Programme Code: ODLMCOM
Course Code: 6.0 ODLCOM07
Semester: Two
Maximum Marks: 30 (15+15)

Important Instructions: All learners are required to prepare two assignments separately. These assignments must be submitted on time; otherwise, the admit card for the End Semester Examination will not be generated. Each assignment must be submitted with the sample title page as its first page.

Instructions: Attempt all questions. Each question carries 3 marks. Support your answers with suitable examples, preferably from Indian organisations.

Assignment-I

Attempt all questions **Maximum Marks: 15**

Q1. What is research? Explain the various steps involved in the research process. **[3]**

Q2. What is a hypothesis? Explain its types and the qualities of a workable hypothesis. **[3]**

Q3. Distinguish between probability and non-probability sampling methods, with suitable examples. **[3]**

Q4. Explain the tests of sound measurement, with special reference to validity and reliability. Briefly describe the Likert scale. **[3]**

Q5. Explain the procedure for testing a hypothesis. **[3]**

Assignment-II

Attempt all questions **Maximum Marks: 15**

Q1. What is a research problem? Explain the criteria of a good research problem and the technique involved in defining it. **[3]**

Q2. What is a research design? Distinguish between exploratory, descriptive and experimental research designs. **[3]**

Q3. Explain the essentials of a good questionnaire. Distinguish between a questionnaire and a schedule. **[3]**

Q4. Distinguish between parametric and non-parametric tests, giving examples of each. **[3]**

Q5. What is a research report? Explain the essentials of a good research report and describe its layout. **[3]**

All the best

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CENTRAL UNIVERSITY OF RAJASTHAN

Centre for Distance and Online Education (CDOE)

Open and Distance Learning Programme (ODL) (2026-27)

Programme Name: M.Com.
Course Name: Financial Management
Programme Code: ODLMCOM
Course Code: 6.0 ODLCOM08
Semester: Two
Maximum Marks: 30 (15+15)

Important Instructions: All learners are required to prepare two assignments separately. These assignments must be submitted on time; otherwise, the admit card for the End Semester Examination will not be generated. Each assignment must be submitted with the sample title page as its first page.

Instructions: Attempt all questions. Each question carries 3 marks. Show the formulas and working for all numerical/practical questions.

Assignment-I

Attempt all questions **Maximum Marks: 15**

Q1. Distinguish between profit maximisation and wealth maximisation as objectives of financial management. Briefly explain the concept of Shubh-Labh. **[3]**

Q2. Explain the Net Income (NI) approach and the Net Operating Income (NOI) approach to capital structure. **[3]**

Q3. Answer the following: **[3]**

a) A company issues 10% debentures of ₹1,00,000 at par. The corporate tax rate is 30%. Calculate the after-tax cost of debt.

b) The current market price of an equity share is ₹100. The expected dividend per share is ₹10, and dividends are expected to grow at 5% per year. Calculate the cost of equity.

Q4. Explain Walter's model of dividend policy along with its assumptions. **[3]**

Q5. What is the operating cycle? Explain the factors that determine the working capital requirement of a firm. **[3]**

Assignment-II

Attempt all questions **Maximum Marks: 15**

Q1. Explain the various long-term and short-term sources of finance available to Indian companies. **[3]**

Q2. A project costs ₹1,00,000 and is expected to generate a cash inflow of ₹25,000 every year for 5 years. Calculate: **[3]**

a) Payback Period

b) Net Present Value (NPV) at 10% cost of capital

Should the project be accepted?

Hint: The present value of an annuity of ₹1 for 5 years at 10% is 3.791.

Q3. From the following information, calculate the Operating Leverage, Financial Leverage and Combined Leverage: **[3]**

Particulars	**Amount (₹)**
Sales	10,00,000
Variable Cost	6,00,000
Fixed Cost	2,00,000
Interest	50,000

Q4. Explain Baumol's model of cash management. **[3]**

Q5. What is receivables management? Explain the elements of a credit policy. **[3]**

All the best

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CENTRAL UNIVERSITY OF RAJASTHAN

Centre for Distance and Online Education (CDOE)

Open and Distance Learning Programme (ODL) (2026-27)

Programme Name: M.Com.
Course Name: Human Resource Management
Programme Code: ODLMCOM
Course Code: 6.0 ODLCOM09
Semester: Two
Maximum Marks: 30 (15+15)

Important Instructions: All learners are required to prepare two assignments separately. These assignments must be submitted on time; otherwise, the admit card for the End Semester Examination will not be generated. Each assignment must be submitted with the sample title page as its first page.

Instructions: Attempt all questions. Each question carries 3 marks. Support your answers with suitable examples, preferably from Indian organisations.

Assignment-I

Attempt all questions **Maximum Marks: 15**

Q1. Explain the concept, scope and objectives of Human Resource Management. **[3]**

Q2. Explain the concept of Rājadharma in the Arthashastra and its relevance to people-centric leadership in organisations. **[3]**

Q3. What is job analysis? Explain its purposes and the steps involved in it. **[3]**

Q4. Explain the various methods of performance appraisal. **[3]**

Q5. Explain the Puruṣārtha framework (dharma, artha, kāma and mokṣa) and its implications for work and career. **[3]**

Assignment-II

Attempt all questions **Maximum Marks: 15**

Q1. Case Study: Rising Turnover at Marudhar Crafts [3]

Marudhar Crafts Pvt. Ltd. is a Jaipur-based exporter of handicrafts. Its export orders have doubled in two years. The company has hired workers in a hurry through personal references and has no written HR policy. Employee turnover has risen to 30% a year, and the management is unsure how many workers it will need for a large order due in six months.

a) Identify the HR problems faced by the company. [1]

b) Explain the steps in Human Resource Planning that the company should follow. [2]

Q2. Distinguish between recruitment and selection. Explain the steps in the selection procedure. **[3]**

Q3. What is Management by Objectives (MBO)? Explain how it is used for performance appraisal. **[3]**

Q4. Explain the monetary and non-monetary rewards given to employees. What factors affect the compensation policy of a firm? **[3]**

Q5. Explain the concepts of Karmayoga, svadharma and niṣkāma karma from the Bhagavad Gita and their use in employee motivation. **[3]**

All the best

CENTRAL UNIVERSITY OF RAJASTHAN

Centre for Distance and Online Education (CDOE)

Open and Distance Learning Programme (ODL) (2026-27)

Programme Name: M.Com.
Course Name: Marketing Management
Programme Code: ODLMCOM
Course Code: 6.0 ODLCOM10
Semester: Two
Maximum Marks: 30 (15+15)

Important Instructions: All learners are required to prepare two assignments separately. These assignments must be submitted on time; otherwise, the admit card for the End Semester Examination will not be generated. Each assignment must be submitted with the sample title page as its first page.

Instructions: Attempt all questions. Each question carries 3 marks. Support your answers with suitable examples, preferably from Indian organisations.

Assignment-I

Attempt all questions **Maximum Marks: 15**

Q1. Explain the different marketing concepts: production, product, selling, marketing and societal marketing. **[3]**

Q2. What is market segmentation? Explain the bases for segmenting consumer markets. **[3]**

Q3. Explain the stages of the Product Life Cycle (PLC), with the example of an Indian product. **[3]**

Q4. What is a distribution channel? Explain its functions and the different levels of channels. **[3]**

Q5. What is marketing research? Explain the steps in the marketing research process. **[3]**

Assignment-II

Attempt all questions **Maximum Marks: 15**

Q1. Explain the relevance of ancient Indian business wisdom, such as fair dealing, honesty in weights and quality, and respect for the customer, to modern marketing practice. **[3]**

Q2. Explain the factors affecting price determination. Distinguish between skimming pricing and penetration pricing. **[3]**

Q3. Case Study: Thar Grains Goes to the City [3]

Thar Grains is a farmer-producer company from Barmer, Rajasthan. It has decided to launch its own brand of ready-to-eat millet (Shree Anna) snacks for health-conscious consumers in Jaipur, Delhi and Ahmedabad. The company has a small budget and faces competition from large FMCG brands.

a) Suggest a suitable promotion mix for the launch and explain each element briefly. [2]

b) Suggest a suitable distribution channel for the product. [1]

Q4. Explain the features of financial services marketing and the services marketing mix (7Ps). **[3]**

Q5. What is relationship marketing? Explain its importance, with suitable examples. **[3]**

All the best

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CENTRAL UNIVERSITY OF RAJASTHAN

Centre for Distance and Online Education (CDOE)

Open and Distance Learning Programme (ODL) (2026-27)

Programme Name: M.Com.
Course Name: Computer Application in Business
Programme Code: ODLMCOM
Course Code: 6.0 ODLCOM11
Semester: Two
Maximum Marks: 30 (15+15)

Important Instructions: All learners are required to prepare two assignments separately. These assignments must be submitted on time; otherwise, the admit card for the End Semester Examination will not be generated. Each assignment must be submitted with the sample title page as its first page.

Instructions: Attempt all questions. Each question carries 3 marks. Show the formulas and working for all numerical/practical questions.

Assignment-I

Attempt all questions **Maximum Marks: 15**

Q1. What is a computer network? Explain the main types of networks: LAN, MAN and WAN. **[3]**

Q2. Explain the common protocols used on the Internet, such as TCP/IP, HTTP/HTTPS, FTP and SMTP. **[3]**

Q3. Distinguish between the DOS, Windows and Linux operating systems. **[3]**

Q4. Explain the limitations of the traditional file management system. What are the features of a DBMS? **[3]**

Q5. What is Enterprise Resource Planning (ERP)? Explain its importance in business. **[3]**

Assignment-II

Attempt all questions **Maximum Marks: 15**

Q1. Explain the major threats to Internet security and the measures for safe use of the Internet in business. **[3]**

Q2. The quarterly sales data of a firm is entered in MS-Excel as shown below: **[3]**

	A	B	C	D
1	Salesperson	Jan (₹)	Feb (₹)	Mar (₹)
2	Amit	45,000	52,000	48,000
3	Neha	60,000	55,000	58,000
4	Ravi	38,000	42,000	40,000
5	Pooja	50,000	62,000	55,000

Write the Excel formulas, using cell references, to:

a) Calculate the Total Sales of each salesperson in column E.

b) Show "Target Achieved" in column F if Total Sales are ₹1,50,000 or more, and "Not Achieved" otherwise, using the IF function.

c) Find the highest Total Sales.

Also show the calculated values.

Q3. Case Study: Records at Kishangarh Marbles [3]

Kishangarh Marbles Pvt. Ltd. keeps its sales, stock and accounts records in separate registers. Vouchers, invoices and salary statements are prepared by hand, stock figures often do not match, and finalising accounts at year-end takes weeks. The management has decided to adopt an accounting package such as Tally Prime.

a) Explain how an accounting package will help the firm prepare vouchers, invoices, salary statements and final accounts. [2]

b) State any two limitations of the firm's present manual system. [1]

Q4. Explain the components of a DBMS and describe its three-level architecture. **[3]**

Q5. Explain the applications of SAP and Oracle Finance in business. **[3]**

All the best

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