GAUHATI COMMERCE COLLEGE (AUTONOMOUS)

HOME ASSIGNMENTS

(For the Session- 2026)

M.COM
1ST SEMESTER

CORE COURSE

Subject: Advanced Business Statistics

Q: What is Standard Error of a statistic? Mention two utilities of standard error.

Q: Write a note on Partial correlation.

Subject: Marketing Policy Analysis

Q: "Explain the concept of Holistic Marketing. Discuss its major components and examine how the holistic marketing approach helps an organisation achieve long-term customer satisfaction, competitive advantage, and sustainable growth."

Or

Q: "Critically analyse the major challenges faced by organisations in New Product Development (NPD). Suggest suitable strategies that organisations can adopt to overcome these challenges and ensure successful new product development."

Sub: Research Methodology

Q: Explain the various types of Qualitative Research.

ELECTIVE COURSE

(ANY ONE GROUP FROM THE FOLLOWING GROUPS)

ACCOUNTING

Subject: Financial Reporting Analysis

Q: Write a note on International Accounting Standard Board (IASB), its objectives and composition.

Subject: Advanced Cost and Management Accounting

Q: Discuss the Application of Computers in Management Accounting purposes as a device in Management Information System.

FINANCE

Subject: Financial Markets and Institutions

(Answer any one from the following)

Q: E- Banking Services: A Revolution in Modern Banking
Q: The Changing Role of Commercial Banks in Economic Development

Subject: International Financial Management

(Answer any one from the following)

Q: Comparative Advantage and Gains from International Trade
Q: Foreign Exchange Market in India: Structure, Functions and Recent Developments

HUMAN RESOURCE MANAGEMENT

Subject: International Human Resource Management

(Answer any one from the following)

Q: "A multinational company is planning to expand its operations into a culturally different country. As an IHR manager, analyse the major HR challenges the company may face and recommend appropriate strategies to manage them effectively."

Q: A multinational company headquartered in India has expanded its operations into the USA, Japan, and Germany. The company follows a common HR policy across all countries regarding recruitment, performance appraisal, compensation, and employee development.
However, the HR department is facing several problems. Employees in Japan feel that the performance appraisal system is too individualistic, while employees in the USA demand greater individual recognition and performance-based rewards. German employees are concerned about employee participation and compliance with local employment regulations. At the same time, expatriate managers from India are experiencing difficulties in adapting to local cultures and managing culturally diverse teams.
The management is now considering whether it should follow a standardised global HR approach or adapt its HR practices to the requirements of each country.

Based on this case answer the following Questions:

a) Identify and analyse the major IHRM challenges faced by the company in the above case. (3 marks)

b) Critically evaluate whether the company should adopt a standardised, localised, or hybrid approach to managing its international workforce. Give suitable reasons. (3 marks)

c) As an international HR manager, suggest four HR strategies that could improve the effectiveness of expatriate managers and culturally diverse teams. (2 marks)

d) "Effective IHRM requires balancing global integration with local responsiveness." Discuss this statement with reference to the case. (2 marks)

Sub: Change Management

(Answer any one from the following)

Q: Define organisational change. At what levels changes can be implemented in organisations. Discuss the major forces that drive organisational change.

Q: A new manager wants to completely change the existing work practices in an organisation. How should the manager approach the change? Discuss the major challenges that may be faced by the organisation while implementing change.

MARKETING MANAGEMENT

Sub: International Marketing

(Answer (any one) of the following questions)

Q: What is meant by Hofstede's cultural dimensions? Explain its relevance to International Marketing.

Q: Explain "Market Profiling" in the context of international marketing. An Indian Automobile company plans to expand into Southeast Asian markets such as Thailand, Indonesia and Vietnam. Explain how the company can develop market profiles for these countries and identify the most attractive market.

Sub: Marketing Research & Consumer Behaviour

(Answer (any one) of the following questions)

Q: How is research in social sciences different from that in physical sciences? Elaborate the factors that have contributed to the growth of marketing research worldwide.

Q: What is meant by Ethics in marketing research? State any two ethical principles governing marketing research.

Last date of submission: 5th October, 2026; the mood of submission of Assignments shall be communicated separately by the respective Departments.