

GAUHATI COMMERCE COLLEGE (AUTONOMOUS)

HOME ASSIGNMENTS

(For the Session- 2026)

GCC Centre of Management Studies (GCMS)

MBA- 3RD SEMESTER

(All Questions carry 6 marks)

MARKETING SPECIALIZATION

Course: Consumer Behaviour & CRM (3024)

Q: Explain the consumer decision making process with a suitable diagram. Explain the role of a firm's marketing mix in the consumer decision making process.

Course: Sales & Retail Management (3034)

Q: Explain the steps involved in the personal selling process. How does each stage from prospecting to follow up contribute to building long-term customer relationship?

Course: Marketing Communication & Brand Management (3044)

Q: Take a real-life example of an advertisement and identify the following:

- a) Purpose of the advertisement
- b) Type of advertisement
- c) Positioning strategy of the advertisement
- d) Product life cycle stage of the product

FINANCE SPECIALIZATION

Course: Investment Analysis & Portfolio Management (3054)

Q: Explain in details, the steps involved in the construction of the Sensex and the S & P CNX Nifty Index explaining the concepts like Full Market Capitalization, Free Float Market Capitalization, Current Market Price of the Share, Base Date, Base Index Value with the help of Real Time Actual of the Indices.

Or

Q: Explain in details, the steps involved in the process of listing an IPO taking a Real Time Example of a Stock, listed on the BSE / NSE. Also, explain these concepts in details like – Price Band, Face Value, Premium, Discount, Book Building, Offer, Floor Price, Cap Price and all other similar information relevant in listing the IPO on the Exchange.

Course: Project Appraisal & Risk Management (3064)

Q: A leading MNC Fast Food Chain wants to open an outlet at Guwahati. What Key questions would be raised in market analysis for this project? Discuss how demand forecasting can be done by making use of the Chain Ratio Method. Justify your answer by describing the method.

Course: Management Control System (3074)

Q: Make a comparison between LIFO and FIFO methods in terms of their advantages and disadvantages.

HR SPECIALIZATION

Course: Performance Management System (3084)

Q: Briefly define the following terms with examples: motivation, performance, performance assessment, performance evaluation, performance appraisal, & performance management.

Course: Industrial Relations & Labour Law (3094)

Q: Mention the different approaches of Industrial Relations and elaborate the approaches suggested by John Dunlop.

Course: Organization Design & Managing Change (3104)

Q: Explain the Model of Change developed by Larry E. Grainer.

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