



SREENARAYANAGURU OPEN UNIVERSITY

The State University for Education, Training and Research in Blended Format, Kerala

University Building, Kureepuzha, Kollam, Kerala-691601 | www.sgou.ac.in

Assignment questions

Master of Commerce

E-Business and Cyber Laws

M21CM05DC

Set-1(Descriptive)

Choose one topic from the following five assignment options. The maximum score for this assignment is 15 marks. Your response should be written in 5 pages (A4 size paper)

1. Discuss the features of various e-business models and provide examples for each model.
2. Describe various types of CRM design and the essentials of CRM design.
3. What are the features of ERP? Discuss the Process and forces influencing ERP implementation.
4. Write a note on different types of supply chain models and components of supply chain management and describe the reasons for adopting supply chain management in business.
5. What is meant by cybercrime, and what are the different types of cybercrime? What are the measures to be adopted to prevent cyber crime?



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M21CM05DC

Set-2(Analytical)

Choose one topic from the following five assignment options. The maximum score for this assignment is 15 marks. Your response should be written in 5 pages (A4 size paper)

1. Explain how e-business models differs from traditional commerce. Discuss how the retail industry in India has evolved with the adoption of E-Business models. Investigate the role of E-Commerce on the retail industry in India.
2. Describe the role of CRM and ERP systems in facilitating communication and collaboration across different business functions. Analyze case studies of organizations successfully integrating CRM and ERP to enhance cross-functional collaboration.
3. Write a note on how CRM and ERP systems are implemented in the manufacturing industry in India. And discuss the challenges faced and outcomes achieved in the manufacturing industry after the implementation.
4. Describe how cybersecurity measures are used to protect intellectual property and digital rights in the software industry in India.
5. Discuss how cyber legal frameworks in India influence the investigation and prosecution of cybercrimes in the country.



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Assignment questions

Master of Commerce

GLOBAL BUSINESS OPERATIONS AND INSTITUTIONS

M21CM06DC

Set-1(Descriptive)

Choose one topic from the following five assignment options. The maximum score for this assignment is 15 marks. Your response should be written in 5 pages (A4 size paper)

1. Explain the term international business. Discuss the significance, key features and drivers that influence international business.
2. Identify and explain the different modes of entry into international business.
3. Discuss the various international trade theories, highlighting their key principles and implications.
4. What is Foreign Direct Investment (FDI)? Describe its features and explain the different methods through which FDI can be undertaken.
5. Define economic integration and analyse the various levels of economic integration that exist.

(1 x 15 =15)



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Master of Commerce

GLOBAL BUSINESS OPERATIONS AND INSTITUTIONS

M21CM06DC

Assignment questions

Set-2(Analytical)

Choose one topic from the following five assignment options. The maximum score for this assignment is 15 marks. Your response should be written in 5 pages (A4 size paper)

1. Discuss the evolution from GATT to WTO. Explain how has the WTO improved upon the framework provided by GATT?
2. Examine a case study where a multinational corporation faced ethical issues in a host country. Discuss the impact of these issues on the corporation's reputation and operations, and analyse how the corporation addressed these challenges.
3. Evaluate the advantages and disadvantages of FDI for both host and home countries. Use real-world examples to illustrate how FDI can be a double-edged sword for developing economies.
4. Apply the Product Life Cycle theory to a specific product (e.g., smartphones, electric vehicles). Discuss how the stages of the product life cycle influence international trade patterns, production locations, and marketing strategies.
5. Compare the licensing and franchising modes of entry into international markets. Discuss the advantages and disadvantages of each approach for both the parent company and the local partner using real world examples.

(1 x 15 =15)



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Master of Commerce

QUANTITATIVE TECHNIQUES

M21CM07DC

Assignment questions

Set-1(Descriptive)

Choose one topic from the following five assignment options. The maximum score for this assignment is 15 marks. Your response should be written in 5pages (A4 size paper)

1. Discuss the application of the binomial distribution in real-life scenarios. In your answer, provide examples from fields such as quality control, genetics, and finance.
2. Explain the concept of a z-test and its application in hypothesis testing. In your answer, describe the conditions under which a z-test is appropriate, including when the population standard deviation is known and the sample size is sufficiently large. Provide an example of a scenario where a z-test would be used and how the results might be interpreted.
3. Four different types of fertilizers were applied to three different plots of land, and the following yields (in kilograms per plot) were recorded. You are required to test whether there is a significant difference in the effectiveness of the fertilizers:

Plot	Fertilizer			
	A	B	C	D
I	20	30	25	35
II	22	29	26	34
III	21	31	27	36

4. Compare and contrast the independent sample t-test and the Mann-Whitney U test in terms of their application and assumptions. Provide examples of situations where you

might choose the Mann-Whitney U test over the independent sample t-test and how you would interpret the results of each test.

5. A researcher is investigating the relationship between hours spent studying and exam scores among a group of 30 students. The following data is collected:

Roll No	Hours Spent Studying (X)	Exam Scores (Y)	Roll No	Hours Spent Studying (X)	Exam Scores (Y)
1.	2	45	16.	7	85
2.	3	60	17.	8	90
3.	4	65	18.	9	95
4.	5	70	19.	10	97
5.	6	75	20.	11	89
6.	7	80	21.	2	65
7.	8	85	22.	3	70
8.	9	90	23.	4	75
9.	10	95	24.	5	80
10.	11	98	25.	6	85
11.	2	60	26.	7	90
12.	3	65	27.	8	95
13.	4	70	28.	9	98
14.	5	75	29.	10	91
15.	6	80	30.	11	86

- Calculate the Pearson correlation coefficient between hours spent studying and exam scores. Interpret the result in terms of the strength and direction of the relationship between these two variables.
- If the Pearson correlation coefficient indicates a strong positive relationship, explain how this relationship might be useful for educators and students. Discuss any potential limitations or considerations that should be taken into account when interpreting this correlation.

(1x15 =15)

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Master of Commerce

QUANTITATIVE TECHNIQUES

M21CM07DC

Assignment questions

Set-2(Analytical)

Choose one topic from the following five assignment options. The maximum score for this assignment is 15 marks. Your response should be written in 5pages (A4 size paper)

1. A company monitors the diameter of metal rods produced by a machine. Over the past 15 days, a sample of 5 rods was taken each day, and their diameters (in millimeters) were recorded. The following data is available:

Day	Sample 1	Sample 2	Sample 3	Sample 4	Sample 5
Day 1	20.1	20.3	20.2	20.4	20.3
Day 2	20.2	20.4	20.3	20.5	20.4
Day 3	20.3	20.5	20.4	20.6	20.5
Day 4	20.4	20.6	20.5	20.7	20.6
Day 5	20.5	20.7	20.6	20.8	20.7
Day 6	20.4	20.6	20.5	20.7	20.6
Day 7	20.3	20.5	20.4	20.6	20.5
Day 8	20.2	20.4	20.3	20.5	20.4
Day 9	20.1	20.3	20.2	20.4	20.3
Day 10	20.2	20.4	20.3	20.5	20.4
Day 11	20.3	20.5	20.4	20.6	20.5
Day 12	20.4	20.6	20.5	20.7	20.6
Day 13	20.5	20.7	20.6	20.8	20.7
Day 14	20.4	20.6	20.5	20.7	20.6
Day 15	20.3	20.5	20.4	20.6	20.5

- a. Construct a mean chart (X-bar chart) and an R chart (range chart) using the sample data. Calculate the control limits for both charts.

- b. Interpret the charts to determine if the process is in control. Discuss any signals of potential issues or trends you observe.
 - c. You have the option to extend the dataset by adding measurements for 5 more days. Fill in the data for these 5 additional days with your choice of values. Recalculate the mean and R charts using the extended dataset, and interpret the results. Discuss how the additional data affects your interpretation of the process control and whether the additional observations reveal any new trends or issues.
2. A company wants to analyze the relationship between the number of hours employees work per week (independent variable) and their weekly sales performance (dependent variable). Initially, data from 10 employees is provided:

Hours Worked (X):	35	40	45	50	55	60	65	70	75	80
Weekly Sales (Y):	500	550	600	650	700	750	800	850	900	950

- a. Perform a regression analysis using the given data to determine the relationship between hours worked and weekly sales.
 - b. Calculate the weekly sales if the hours worked is 88. Also, if the weekly sales are 825, estimate how many hours might have been worked.
 - c. You may extend the analysis by including data for 5 additional employees. Choose your own data for these 5 additional employees, specifying their hours worked and weekly sales. After adding this new data: Recalculate the regression equation and predict the weekly sales if the hours worked are 95. Additionally, determine the hours worked if the weekly sales are 1275.
3. A school wants to examine if there is an association between students' participation in extracurricular activities and their academic performance. The students were categorized into three performance groups (High, Medium, Low) and their extracurricular participation status (Active, Inactive) was recorded. The observed frequencies are as follows:

Academic Performance	Active Participation	Inactive Participation
High	50	20
Medium	30	40
Low	10	30

- a. Conduct a chi-square test for independence to assess whether there is a significant association between students' participation in extracurricular activities and their academic performance.
 - b. Rewrite this table while keeping the "Active Participation" column unchanged and modifying the "Inactive Participation" column according to your choice. Recalculate the association using the chi-square test and interpret your results.
4. Assume the mean test score of a standardized exam is 75 with a standard deviation of 8. How many students in a school of 500 would you expect to have:
 - a. Scores above 85
 - b. Scores below 65
 - c. Scores between 68 and 75
 - d. Scores between 75 and 85
 - e. Scores below 70
 - f. Scores between 60 and 68
 - g. Scores above 80 and below 90
 - h. Find the number of students with scores between 35 and ____ (fill in your choice).
 - i. Find the number of students with scores above ____ (fill in your choice).
 - j. Find the number of students with scores below ____ (fill in your choice).

Assume test scores are normally distributed. All questions should be explained with the support of graphical explanations

5. A company is evaluating the relationship between employee satisfaction ratings and their productivity scores. The following data represents the satisfaction ratings and productivity scores for 8 employees:

Employee	Satisfaction Rating	Productivity Score
A	7	80
B	6	70
C	8	90
D	5	60
E	9	95
F	4	50
G	8	85
H	6	75

- a. Compute the Spearman Rank Correlation coefficient between satisfaction ratings and productivity scores. Provide a detailed explanation of each step in the calculation.
- b. Interpret the Spearman Rank Correlation coefficient. Explain what the coefficient reveals about the relationship between employee satisfaction and productivity.
- c. Imagine if the organization has 14 employees. Fill in the Satisfaction Ratings and Productivity Scores for these 14 employees based on your choice. Recalculate the Spearman Rank Correlation coefficient with this new dataset and interpret your results.

(1x15=15)



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Master of Commerce

Business Policy and Strategic Management

M21CM08DC

Assignment questions

Set-1(Descriptive)

Choose one topic from the following five assignment options. The maximum score for this assignment is 15 marks. Your response should be written in 5 pages (A4 size paper)

1. What are the various types of business policy? Discuss the importance of business policy and the essentials of good business policy.
2. Describe the steps in strategic planning and different models of strategic planning.
3. What is meant by strategy, and what are the different types of strategies?
4. Explain the structural, functional and behavioural aspects of strategic implementation.
5. Write a note on the strategy implementation process and the issues of strategy implementation.

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Master of Commerce

Business Policy and Strategic Management

M21CM08DC

Assignment questions

Set-2

Choose one topic from the following five assignment options. The maximum score for this assignment is 15 marks. Your response should be written in 5 pages (A4 size paper)

1. Explain the role of evolving business policies on strategic management practices in modern business enterprises in India.
2. Discuss the role of strategic fit in transforming companies' resources into capabilities that contribute to a sustainable competitive advantage.
3. Describe the role of strategic formulation modes in shaping India's corporate growth and stability strategies.
4. Evaluate the role of mergers, acquisitions, and strategic alliances on corporate success in India.
5. Make a comparison among blue ocean, red ocean, and purple ocean strategies in modern business.



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Assignment Questions

Semester II - (Discipline Core)

Course Code: M21UC01AC

Course Title: Foundational Skills for Research and Writing

Set I-Descriptive

1. Analyse measures of quality and ranking such as UGC-CARE and ISSN and ISBN. Do you think that the advent of open-access databases has diminished knowledge barriers? Comment.

Hints: Explain UGC-CARE, ISSN & ISBN and discuss the relevance of open access databases

2. Explain the differences between in-text citation and reference list entries in a style of your choice. Provide examples of each and discuss why proper citation upholds academic integrity.

Hints: Compare in-text citation and reference list with examples.

3. Explain the key steps involved in manuscript submission. What precautions should authors take before submission?

Hints: Examine the process of manuscript submission and discuss the precautions steps.

4. What is a research design? Examine the key elements including research problem, literature review, methods, sampling, analysis, validity/reliability and ethics. Your answer should reflect impact, strengths and limitations of research design in the light of examples.

Hints: Discuss research design with key elements along with examples.

5. Examine the role of plagiarism in destroying the quality of research. Explain various types of plagiarism along with drawing methods of avoidance and detection.

Hints: Discuss plagiarism, and its types and examine ways of detection.

Set II- Analytical

1. Prepare a synopsis in few pages on your interested topic covering all components included in synopsis framing such as the title page, content page, introduction, literature review, research methodology etc.

Hints: Find out a topic and prepare a synopsis covering all components included such as the title page, content page, introduction etc.

2. Conduct a literature review on a topic in your field of study. Summarise five relevant sources identifying a key research gap and explaining its significance.

Hints: Prove your topic is worth of research by examining its literature review and identifying research gap.

3. Create two high-quality abstracts or executive summaries, or one from each category. You need to refer to the manuscript/journal article for abstracts or summarise a business report for executive summaries.

Hints: Prepare an abstract or an executive summary of a business plan

4. Prepare an annotated bibliography after choosing a specific research topic within your field of study. Remember to select a minimum of five relevant sources (books, academic articles, websites etc.) and provide a concise summary.

Hints: Explain annotated bibliography with a minimum five relevant sources and give a summary too.

5. Compare and contrast the citation styles of APA and IEEE. Explain when each style is used and provide an example of citing a journal article using both styles.

Hints: Elaborate the specificities of APA & IEEE citation styles and usages and cite a journal article in both styles.