



Date: 31-03-2026

GAUHATI UNIVERSITY
CENTRE FOR DISTANCE AND ONLINE EDUCATION
HOME ASSIGNMENT

Master in Commerce (M.Com.)

Semester – IV (Session: 2023-24 (January))

Guidelines for Submission:

1. Learners who have been admitted in the Academic Session 2023-24 (January) will write the Home Assignment.
2. Learners should write their **Roll Number, GU Registration Number, Subject, Semester, Paper Title, Paper Code** and **Name of the Study Center** clearly on the first page of the answer script in the space provided.
3. The formats of the answer scripts are available at, and can be downloaded from, the GUCDOE website (www.gucdoe.in).
4. There will be 2 (two) compulsory questions in each paper with options (Total Marks: 2 questions x 10 marks = 20 marks).
5. **Typed/Computerized answers will not be accepted.** Learners will write the answers neatly in their own handwriting.
6. Answer to a 10 mark question should not exceed 400 words.
7. Learners should not submit any plagiarized answers as such a practice is deemed to be unfair.
8. Learners of different Study Centers under GUCDOE will mandatorily submit the answer scripts at their respective Study Centers.
9. Learners of GUCDOE center will submit their answer scripts at GUCDOE Office.
10. **Last Date of Submission: 30th April, 2026.**

PAPER: COM 4016: STRATEGIC MANAGEMENT

Answer **any two** from the following questions:

2 x 10 = 20

- Q. No. 1.** What is SWOT Analysis? Explain its components and importance in strategic decision-making. **10**
- Q. No. 2.** Explain the role and functions of the Board of Directors (B.O.D.) in a company. Discuss the major responsibilities of the Board of Directors in ensuring effective corporate governance and organizational performance. **10**
- Q. No. 3.** What are Portfolio Display Matrices? Explain their importance in strategic analysis. Discuss the Boston Consulting Group (BCG) Growth–Share Matrix and the McKinsey Matrix with suitable examples. **10**
- Q. No. 4.** Discuss how Break-Even Analysis helps managers in pricing, production planning, and profit planning. **10**

PAPER: COM 4026: ENTREPRENEURSHIP MANAGEMENT

Answer **any two** from the following questions:

2 x 10 = 20

- Q. No. 1.** Discuss the importance of entrepreneurship in the 21st century. Explain the relationship between entrepreneurship and economic development with suitable examples. **10**
- Q. No. 2.** Explain the major theories of entrepreneurship. Discuss the role of entrepreneurial role models in promoting entrepreneurship in India and abroad. **10**
- Q. No. 3.** Discuss the role of different entrepreneurship support organization like SIDBI, IIE, MSME institutes etc , in the entrepreneurship development in India **10**
- Q. No. 4.** Discuss the different modes of Start-up finance. Highlight the various Small & Medium Enterprise promotion scheme of Govt. of India. **10**

PAPER: COM 4036: TAX PLANNING

Answer **any two** from the following questions:

2 x 10 = 20

- Q. No. 1.** Discuss the concept of Tax planning with suitable examples. Also distinguish between tax avoidance and tax evasion with examples. **10**
- Q. No. 2.** Discuss tax planning through the provision of section 10 of Income Tax Act. **10**
- Q. No. 3.** Discuss the Tax planning of a salaried person. Illustrate your answer with imaginary figures. **10**
- Q. No. 4.** What is residuary and non-residuary income? Discuss the taxability of interest on government securities and dividend from Indian Companies. **10**

PAPER: COM 4046: MANAGEMENT OF FINANCIAL SERVICE

Answer **any two** from the following questions:

2 x 10 = 20

- Q. No. 1.** Discuss the concept of Credit Rating highlighting its significance. Throw some light on different types of credit rating. Briefly discuss the major credit rating agencies in India. **10**
- Q. No. 2.** What is financial service? What are its different types? Highlight the major players in the Indian financial Service Industry. **10**
- Q. No. 3.** Discuss the concept of Insurance and its important aspects. Highlight the distribution channels and risk management in Insurance. **10**
- Q. No. 4.** Explain the development of banking in India. Highlight the different types of banks and their functions. **10**

PAPER: COM 4056: STRATEGIC SERVICE MARKETING

Answer **any two** from the following questions:

2 x 10 = 20

- Q. No. 1.** Explain the GAP model and SERVQUAL model of service quality. Discuss the need for measuring service quality. **10**
- Q. No. 2.** Discuss the components of the Service Marketing Triangle and their role in service delivery. **10**
- Q. No. 3.** Discuss the elements of the Service Marketing Mix and their importance in marketing services. **10**
- Q. No. 4.** Explain the concept of service branding. Why is branding important for service organizations? **10**

PAPER: COM 4076: INTERNATIONAL BUSINESS

Answer **any two** from the following questions:

2 x 10 = 20

- Q. No. 1.** What is Regional Economic Integration? Why is it necessary? Highlight the various economic integration in which India is an active player. **10**
- Q. No. 2.** What is Tariff and Non Tariff barriers? Explain its different types along with its impact in International trade. **10**
- Q. No. 3.** What is convertibility of currency? Discuss the current and capital account convertibility in India. **10**
- Q. No. 4.** Discuss the various foreign investment institution and instruments. Highlight the role played by foreign institution investors in Indian Capital Market. **10**