

GAUHATI COMMERCE COLLEGE (AUTONOMOUS)

HOME ASSIGNMENTS

(For the Session- 2026)

B. Com 7th Semester

COMMON COURSE

DEPARTMENT OF BUSINESS MANAGEMENT

SUBJECT: MARKETING POLICY ANALYSIS

Question: “Liberalization and Globalization have created both opportunities and challenges for Indian marketers.”-- Examine the statement with suitable examples, focusing on how Indian companies can develop effective marketing strategies to compete in the global markets.

DEPARTMENT OF MATHEMATICS-STATISTICS

SUBJECT: ADVANCED BUSINESS STATISTICS

Question: What is hypothesis testing? Explain the concepts of null hypothesis, alternative hypothesis, Type I error, Type II error, level of significance and critical region with suitable examples.

Or

Question: What is correlation? Explain the concepts of partial correlation and multiple correlation, and discuss their uses and limitations in business research.

SUBJECT: RESEARCH METHODOLOGY

Question: Define research report writing and explain its significance in the research process. Discuss the essential characteristics of a good research report. Describe the major types of research reports and explain their purposes. Finally, outline and discuss the various steps involved in preparing and writing a research report.

Last date of submission: 27th October, 2026; *the mood of submission of Assignments shall be communicated separately by the respective Departments.*