

- (i) Printed Pages: 2
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Master of Commerce 1st Semester

(1129)

MANAGERIAL ECONOMICS (Same for USOL Candidates)

Paper—M.C.—101

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— Attempt **five** questions in all. selecting at least **one** question from each unit. Each question carries equal marks.

UNIT—I

1. (a) Define managerial economics. How it is related to economic theory ? 2,6
(b) Why do firms exist ? Explain. 8
2. Differentiate between 'Business' and 'Economic' profits. Also explain theories of profits. 4,12

UNIT—II

3. Differentiate between 'individual' and 'market' demand. How both of them affect the managerial decisions ? 8,8
4. What is price elasticity of demand ? How it can be measured ? 4,12

5. What are various assumptions of indifference curves approach ? Show how any Consumer's equilibrium can be determined using this approach. 8,8

UNIT—III

6. Explain how a firm determines its equilibrium both in short period and long period under perfect competition. 16
7. What is price discrimination ? What are the bases of price discrimination ? Also explain the degrees of price discrimination. 4,4,8
8. Write in detail how risk and uncertainties affect the managerial decision making. 16

UNIT—IV

9. What is technological change ? How it affects the productivity of factors of production ? 8,8
10. Write a detailed note on the relationship between industrial innovation and technology. 16

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Master of Commerce 1st Semester

(1129)

QUANTITATIVE METHODS FOR BUSINESS

(Same for USOL Candidates)

Paper—M.C.—102

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— Attempt any five questions in all, selecting at least one question from each unit.

UNIT—I

1. (a) What do you mean by Poisson Distribution and discuss its main properties ?
- (b) Fit a Poisson Distribution to the following data and calculate expected frequencies :

No. of Deaths	0	1	2	3	4
Frequency	109	65	22	3	1

Also find Mean and Variance of the above distribution.
(Given $e^{-0.66} = 0.5432$).

8,8

2. (a) A problem in Statistics is given to three students A, B and C whose chances of solving it are $\frac{1}{2}$, $\frac{1}{3}$ and $\frac{1}{4}$. What is the probability that the problem will be solved ?
- (b) Four cards are drawn with and without replacement. What is the probability that they are all Kings ? 8,8
3. (a) An aptitude test for selecting officers in a bank was conducted on 1000 candidates, the average score is 42 and the standard deviation of scores is 24. Assuming normal distribution for the scores, find :
- (i) The number of candidates whose score exceeds 60.
- (ii) The number of candidates whose score lies between 30 and 66.
- (b) In a town, 10 accidents took place in a period of 50 days. Assume that the number of accidents per day follow Poisson distribution. Find the probability that there will be three or more accidents per day. (Given $e^{-0.2} = 0.8187$). 8,8

UNIT—II

4. (a) Describe the important properties of a good estimator.
- (b) A random sample of size 64 has been drawn from a population with standard deviation 20. The mean of the sample is 80. Calculate 95 % and 99 % confidence limits for the population mean. 8,8

5. (a) Explain the terms :
- (i) Statistics and parameter
 - (ii) Level of Significance
 - (iii) Type I and Type II errors
 - (iv) Acceptance and Rejection Region.
- (b) In a big city 325 men out of 600 men were found to be smokers. Does this information support the conclusion that the majority of men in this city are smokers ? 8,8

UNIT—III

6. (a) What is standard error of a statistic ? What does the standard error of a statistic measure ? If for a random sample of size 100, the variance of X values is 529, estimate the standard error of mean.
- (b) A machine puts out 16 imperfect articles in a sample of 500. After the machine is over-hauled it puts out 3 imperfect articles in a batch of 100. Has the machine improved ? 8,8

UNIT—III

7. (a) What do you understand by Small Sample Tests ? How are they different from large sample tests ? Can these tests be used for large samples also ?
- (b) A random sample of size 16 has mean 53. The sum of the squares of the deviations taken from mean is 135. Can this sample be regarded as taken from the population having 56 as mean ? Table value of t at 5 % level of significance and 15 degree of freedom is 2.13. 8,8

8. (a) Explain the meaning of Analysis of Variance. Outline the various steps for ANOVA testing in one-way classification.
- (b) Set up ANOVA for the adjoining data for three varieties of wheat each grown on 4 plots. State whether the variety differences are significant :

Plot of Land	Variety of Wheat		
	A	B	C
1	6	5	5
2	7	5	4
3	3	3	3
4	8	7	4

You are given $F_{0.05(2, 9)}$ is 4.26.

8,8

UNIT—IV

9. (a) What is control chart ? Explain the basic principles underlying control chart. Also discuss the role of control charts in manufacturing processes.
- (b) During an assumption of equal length of cloth, the following is the number of defects observed :

2	3	4	0	5	6	7	4	3	2
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Draw a control chart for the number of defects and comment whether the process is under control or not. 8,8

10. (a) What do you mean by SQC ? What are the advantages when a process is working in a state of statistical control ?
- (b) Distinguish between process control and product control. How are they achieved ? 8,8

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Master of Commerce 1st Semester

(1129)

**MODERN ACCOUNTING THEORY AND REPORTING
PRACTICES (Same for USOL Candidates)**

Paper—M.C.—103

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— Attempt any **five** questions in all, selecting at least **one** question from each unit. Each question carries equal marks.

UNIT—I

1. What is meant by the first time adoption of International Financial Reporting Standards (IFRS 1) ?
2. Write a note on the recognition and measurement of elements of financial statements.
3. What do you mean by Financial Statement ? Explain in detail the objectives and characteristics of Financial Statements.

UNIT—II

4. “IAS 11 prescribes the accounting treatment of revenue and cost associated with the construction contracts” Explain.

5. Explain the difference between the deferred tax liabilities and deferred tax assets. Explain the accounting treatment of Income Tax as per IAS 12.

UNIT—III

6. What is the basic and diluted Earning Per Share (EPS) ? Explain the calculation of EPS according to IAS 33.
7. What is Interim financial report ? What are the contents of an interim financial report as per IAS 34 ?
8. Discuss the provisions of IAS 14 for segment reporting.

UNIT—IV

9. What is a cash flow statement ? Prepare a cash flow statement with imaginary figures as per IAS 7.
10. How is the external financial report for combined entities and joint venture prepared ?

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Master of Commerce 1st Semester

(1129)

ORGANISATION THEORY AND BEHAVIOUR

(Same for USOL Candidates)

Paper—M.C.—104

Time Allowed : Three Hours] [Maximum Marks : 80

Note :— Attempt **five** questions in all, selecting at least **one** question from each unit. All questions carry equal marks.

UNIT—I

1. What are the various organizational behaviour theories ? Explain the theories in the context of neo-classical and classical theories.
2. There is a difference between values, attitude and personality, but why values are called to be the foundation for personality.
3. Who are Beaucrats and why is bureaucratization considered important for smooth functioning of any organization ?

UNIT—II

4. Detailed the process of group decision making, why it is important to give importance of everyone's decision, if we ignore any group member in decision making, what effect would it leave ? Discuss.

5. Communication is necessary for successful running of organization. What are the barriers to the organizational communication ?

UNIT—III

6. Define the Concept of Conflict. Why is it important to solve the conflict in the organizations ?
7. How we make leadership effective, what are the different types of leadership qualities a leader must possess ?
8. Power comes with Authority and Responsibility. What are the various power tactics used by the Organizational Leaders in successful implementation of organizations ?

UNIT—IV

9. What is work stress ? What are the various types of stress an employee faces during its work environment ?
10. What are the various determinants to the Organizational Culture ? What is the role of top management in the culture creation ?

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Master of Commerce 1st Semester
(1129)

MARKETING MANAGEMENT

(Same for USOL Candidates)

Paper-M.C.-105

Time Allowed : 3 Hours]

[Maximum Marks : 80

Note :- Attempt any **five** questions in all selecting at least **one** question from each Unit. Each question carries equal marks.

UNIT-1

1. "Marketing is a business philosophy that needs to be adopted in any organization." Do you agree ? Give reasons.
2. Explain how marketing Information System increases the effectiveness of planning and managing the marketing efforts ?

UNIT-2

3. Why is it necessary for a marketer to understand Consumer Behavior ? What are reference groups ? How does it affect a person's buying behavior ?
4. Specify and explain the macro-environment factor affecting a person's buying behavior.

5. Explain briefly different techniques of demand forecasting with examples.

UNIT-3

6. Explain how branding can be effectively employed by a marketer to achieve competitive advantage.
7. Name two products that are in the maturity stage of their life cycle. What recommendations do you have for rejuvenating the demand for either of these products ?

UNIT-4

8. Suppose you are a marketing manager of a U.K. based mobile company named HELLO-PHONE which is going to launch its product HELLO-PHONE Z3G in India. Explain using suitable examples how would you devise its promotional mix ?
9. What are the various pricing strategies adopted by Indian companies in 21st-Century ? Explain these using suitable examples.
10. What are various types of channels of distribution available to a marketer ? Also explain the various considerations to be kept in mind while making choice of channels of distribution.

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Master of Commerce 1st Semester

(1129)

MANAGEMENT INFORMATION SYSTEM

(Same for USOL Candidates)

Paper—M.C.—106

Time Allowed : Three Hours] [Maximum Marks : 80

Note :— Attempt five questions in all by selecting at least one question each from Units I, II, III and IV.

UNIT—I

1. (a) Define MIS along with its salient features. How it has evolved ? Explain. 8
- (b) Write briefly about MIS and “Organizational Behavior”. 8
2. (a) How the information is generated and communicated ? Explain. 8
- (b) Write a brief note on MIS and OR. 8

3. (a) How MIS is important to other related disciplines ? 8
(b) Explain positive and negative feedback control systems. 8

UNIT—II

4. (a) Explain various approaches to structure MIS. 8
(b) Explain operational elements of physical components “Process” and “Output for user” with examples. 8
5. (a) Explain “Activity” and “Functional” subsystems for MIS structure. 8
(b) Draw difference between public and private information systems. 8

UNIT—III

6. (a) How Transaction processing systems are helpful in information scenario ? Explain. 8
(b) How expert systems are utilized to expedite knowledge ? Explain. 8
7. (a) Write a brief note on Executive Support System. 8
(b) How information Reporting System is important to handle business ? Explain. 8

UNIT—IV

8. (a) Explain prototyping and user-development approaches for system development. 8
(b) Explain how one can ensure security of information resources. Also explain various threats. 8

9. (a) Explain “System Analysis” and “System Design” in detail. 8
- (b) Give salient features and implementation of ERP systems. 8
10. (a) How SDLC approach works for system development ? Exemplify. 8
- (b) How “System Documentation” and “System Audit” are important ? Explain. 8

UNIT-3

5. What is a pivot table ? Explain with example the significance of pivot table. 16
6. What do you understand by forecasting financial statements ? How can you build a forecasting model in spread sheet software ? 16
7. How do you create decision models in spread sheet software ? Explain with example. 16

UNIT-4

8. What is data warehouse ? Explain the steps to build data warehouse ? Differentiate between OLAP and OLTP. 16
9. What is database management system ? What are its components ? Discuss different types of databases. 16
10. How do you design a form in a database management system ? What are form queries ? Discuss different types of queries. 16