

5. “Long term investment decisions cannot be based on ROI since maximizing rate of return does not matter when aim is to maximize return to shareholders.” Comment.

UNIT—3

6. What are the main features of Balanced Score Card ? How is it different from traditional performance measurement system ?
7. “The downside of throughput accounting against ABC, however, is that it may offer less insight to those charged with making strategic decisions regarding production practices and costs.” Comment.

UNIT—4

8. What are the issues involved in drafting management control system in a non-profit organization ?
9. Discuss Responsibility Accounting. What are various responsibility centres ? How do you measure the performance of these responsibility centres ?
10. “Company transfer pricing policies must satisfy dual objectives”, What are the objectives ? What is a common conflict between a division and the company as a whole ?

(i) Printed Pages: 2

Roll No.

(ii) Questions : 10

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Master of Commerce 3rd Semester
(1129)

(Group—A : Marketing) **MARKETING RESEARCH**
Paper—M.C.-304

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— The students are required to answer *five* questions in all, selecting at least *one* question from each unit.

UNIT—I

1. What is marketing research ? Explain the scope of marketing research function giving suitable examples.
2. What do you mean by reliability of a test ? Is a reliable test valid too ? Comment while highlighting the difference.
3. Write short notes on the following :
 - (a) Syndicated research
 - (b) Develop a marketing research proposal on a topic of pricing research for a newly setup fast food restaurant.

UNIT—II

4. What are different types of research designs ? Give examples of each.
5. What is sampling ? Compare and contrast the sampling-based marketing research with a census based marketing research ? Under what circumstances is it advised to use each one of the methods ?
6. Differentiate the following :
 - (a) Questioning techniques and observation methods
 - (b) Sampling and non-sampling errors.

UNIT—III

7. Differentiate between univariate and multivariate techniques. Discuss their applications in marketing research with examples.
8. Discuss the structure of a report for a consumer research you have undertaken on “Consumer Perceived Risk and Intention to Use Plastic Money”.

UNIT—IV

9. Explain the application of marketing research in the field of advertising.
10. Discuss ethical issues in marketing research.

(i) Printed Pages: 2 Roll No.

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Master of Commerce 3rd Semester

(1129)

HUMAN RESOURCE DEVELOPMENT

(Group B : Human Resource Management)

Paper : MC-305

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. Explain the role and significance of HRD. Do you think in the present context in India, we really need HRD professionals in our organisations ?
2. Trace and discuss the stages involved in evolution of HRD concepts in detail.
3. What do you know about HRD mechanisms or methods ? Discuss their significance.

UNIT—II

4. Discuss how an organisation can create a team culture. What are the areas that an organisation should change while endeavouring for a team culture ?
5. Discuss the relationship between HRD and Trade Unions.

UNIT—III

6. Need for HRD function is critical in police department due to direct contact between police and public. Discuss.
7. What would you suggest to improve HRD functions in educational institutions ?
8. Why is the progress of HRD activities slow in Indian Organisations ?

UNIT—IV

9. With rapid changing business environment there is need to create awareness and commitment about HRD among employees for effective working of the organisation ?
10. How would you assess future of HRD in present scenario of globalisation and liberalisation ?

(i) Printed Pages: 2

Roll No.

(ii) Questions : 10

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Master of Commerce 3rd Semester

(1129)

INDUSTRIAL RELATIONS

(Group B : Human Resource Management)

Paper : MC-306

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. Explain in detail the concept of “trade unionism”. Discuss in detail the role of trade unions. Further discuss the goals and objectives of trade unions and union leadership.
2. Write a detailed note on “Cross Cultural Aspects of Union Management Relations”.
3. Discuss in detail the Unilateralist, Pluralist and Marxist perspective of Industrial relations.

UNIT—II

4. Discuss in detail on the subject of “ILO-Major Issues and International Events”.
5. Elucidate in detail the various changes affecting the industrial relations perspectives in India.

UNIT—III

6. “For bringing about a fundamental socio-economic change in modern plurality set up, establishment of Industrial democracy is a pre-requisite.” Comment and discuss the scope of industrial democracy.
7. Explain the term “Industrial dispute resolution”. Discuss non-statutory methods of industrial dispute resolution.

UNIT—IV

8. “An effective grievance handling procedure is one that is preventive rather than curative.” Comment on the statement.
9. Explain the concept of comparative analysis. Discuss in detail the principles of comparative analysis and variables of comparative analysis.
10. Write detailed notes on “Comparative industrial relations” :
 - (a) Experience of United Kingdom
 - (b) Experience of West Germany.

(i) Printed Pages : 2

(ii) Questions : 10

Roll No.

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Exam. Code :

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Master of Commerce 3rd Semester
(1129)

(Group-D : Accounting and Finance)

STRATEGIC COST MANAGEMENT

Paper-M.C.-309

Time Allowed : Three Hours]

[Maximum Marks : 80

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

UNIT—I

1. What do you mean by Benchmarking ? What are the benefits of Benchmarking ? Also explain how benchmarking works.
2. Define Life Cycle Costing Approach. Also explain how Life Cycle Costing is important in strategic decision making.
3. What is Kaizen Costing ? Explain the benefits of Kaizen Costing. Also elaborate on the similarities and dissimilarities between Kaizen Costing and Target Costing.

UNIT—II

4. Discuss the operational and strategic application of Activity Based Costing. Also write in brief the limitations of ABC.

5. Write notes on the following :
- (i) Customer Profitability Analysis
 - (ii) Process Value Analysis
 - (iii) Application of Linkage Analysis in Cost Reduction and Value Addition.

UNIT—III

6. What do you mean by Performance Budgeting ? Explain the process of preparation of budget using Performance Based Budgeting Approach with the help of suitable example.
7. What do you mean by Investment Centre ? Explain the methods of measurement of performance of investment centre with the help of some suitable example.
8. Write notes on the following :
- (i) Budgeting Cycle
 - (ii) Human Aspects of Budgeting
 - (iii) Transfer Pricing
 - (iv) Responsibility Centre.

UNIT—IV

9. Discuss the importance of Balanced Score Card. Also design a Balanced Score Card of a company of your choice.
10. Write a note on Quality Cost Management and Reporting.

- (i) Printed Pages: 2 Roll No.
- (ii) Questions : 10 Sub. Code :

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Master of Commerce 3rd Semester
(1129)

BANK MANAGEMENT
(Group F : Banking and Insurance)
Paper : MC-313

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. Explain the present structure of banking system in India in the wake of recent mergers. 16
2. What are the principles of lending that a prudent banker needs to follow for sound lending ? 16
3. Write short notes on :
 - (a) Capital Adequacy Norms
 - (b) Asset Management Companies. 8,8

UNIT—II

4. Write a detailed note on the management of Non-Performing Assets. 16
5. Write short notes on :
 - (a) Loan Recovery Tribunals
 - (b) Early Warning Signals of NPAs. 8,8

UNIT—III

6. What priorities a banker need to consider while allocation of its funds ? 16
7. Write a detailed note on profitability management of the commercial banks. 16

UNIT—IV

8. Evaluate traditional banking with e-banking with respect to various functions and services provided by commercial banks. 16
9. Discuss various electronic delivery channels used by the banks in India. 16
10. What are the constraints in e-banking ? Explain the security measures to be followed while doing e-banking. 16

(i) Printed Pages: 2

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(ii) Questions : 10

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Master of Commerce 3rd Semester

(1129)

INSURANCE MANAGEMENT

(Group F : Banking and Insurance)

Paper : MC-314

Time Allowed : Three Hours]

[Maximum Marks : 80

- Note :— (1) Attempt **FIVE** questions in all, selecting at least **ONE** question from each unit.
(2) All questions carry equal marks.

UNIT—I

1. Define risk. What are various types of risk ? Explain insurance as a device to hedge risk.
2. Write a note on structure of Indian Insurance Industry.
3. What is fire insurance ? What are various types of risks protected under fire insurance ?

UNIT—II

4. Write brief notes on :
 - (a) Advance loss of profit insurance
 - (b) Burglary insurance.
5. (a) Critically analyse various kinds of motor insurance policies.
(b) What is industrial risk insurance ? What are various types of risks covered by these policies ?

UNIT—III

6. 'Life insurance provides both protection and investment'. Explain the nature and uses of life insurance in light of this statement.
7. Explain various types of health insurance policies. What are various types of losses covered under each policy ? How to choose the best health insurance policy ?
8. Describe various types of Marine Insurance losses. Describe the procedure to be followed for claiming total losses and general average losses.

UNIT—IV

9. Define underwriting in insurance. Discuss underwriting in life and non-life insurance.
10. How marketing of insurance products can help insurance companies ? What types of marketing tools can help them in achieving their objectives ?

- (i) Printed Pages: 2 Roll No.
- (ii) Questions : 10 Sub. Code :

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Exam. Code :

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Master of Commerce 3rd Semester
(1129)
FINANCIAL MARKETS & INSTRUMENTS
(For USOL Student Only)
Paper : MC-315/A, VII

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. Discuss efficiency indicators of a financial system.
2. What do you mean by monetary policy ? How does it influence working of financial system ?
3. Write a detailed note on reforms in Indian financial sector.

UNIT—II

4. Discuss significance and features of an efficient financial market.
5. Explain :
 - (a) Certificate of Deposit and
 - (b) Treasury Bills.
6. Write notes on :
 - (a) Bill market and
 - (b) Derivative market.

UNIT—III

7. Critically evaluate role of SEBI in securities market.
8. Write notes on :
 - (a) Listing of securities
 - (b) Operations of OTCEI.

UNIT—IV

9. Write a detailed note on Mergers and Acquisitions.
10. Explain :
 - (a) Angel financing
 - (b) Securitisation.