(i)   Printed Pages: 2   Roll No. ....

(ii) Questions   : 10   Sub. Code : 3 | 8 | 1 | 3
                              Exam. Code : 0 | 5 | 0 | 2

Master of Commerce 2ⁿᵈ Semester

(2042)

BUSINESS ENVIRONMENT

(Same for USOL Candidates)

Paper—M.C. 201

Time Allowed : Three Hours]   [Maximum Marks : 80

Note :— Attempt *five* questions in all and choose at least *One*
question from each unit. Each question is of 16 marks.

UNIT—I

1. Discuss various components of socio cultural environment.

2. Evaluate various environmental scanning techniques.

UNIT—II

3. Critically evaluate monetary and fiscal sector reforms of
    1991.

4. Discuss foreign direct investment policy and its impact on
    Indian economic growth.

UNIT—III

5. Evaluate 1991 industrial policy.

6. Discuss fiscal policy as an instrument of growth.

7. Discuss the impact of integration of world economies with
    Indian economy.

UNIT—IV

8. Discuss features and components of Indian money market.

9. Discuss working of SEBI as protector of capital market.

10. Discuss Right to Information Act in promoting transparency in the system.

(i) Printed Pages: 2   Roll No. ....

(ii) Questions   : 10   Sub. Code : |3|8|1|4|

                              Exam. Code : |0|5|0|2|

Master of Commerce 2ⁿᵈ Semester

(2042)

RESEARCH METHODOLOGY IN COMMERCE

(Same for USOL Candidates)

Paper—M.C. 202

Time Allowed : Three Hours]   [Maximum Marks : 80

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

UNIT—I

1. Explain different types of research design. What are the Features of Good Research ?

2. Briefly describe the different steps involved in a research project. Why is review of literature included in research report ?

3. List the characterstics of Scientific Research. Explain different steps involved in designing in scientific study.

UNIT—II

4. (a) What are the factors influencing the selection criteria of different survey methods ?

   (b) What are the main mertis of case study method in conducting research studies ?

5. (a) What are the factors that you would take into account while designing a questionnaire ?

(b) What are the main merits of library method of collecting data during research ?

6. Differentiate between Probability and Non-Probability Sampling. Discuss systematic, stratified and cluster sampling.

UNIT—III

7. Discuss the significance of style of writing, back matter and pictorial presentation and graphs in Report Writing.

8. (a) Explain the importance of classification and tabulation.

(b) Examine the different documentation styles used in Research.

(c) What is significance of bibliography ?

UNIT—IV

9. What is meant by multivariate analysis ? Explain different multivariate techniques used as tool of analysis in research.

10. Discuss the layout of a research report covering all relevant points. Discuss guidelines for preparing a good research report. What are the problems that are faced in writing the research report ?

Roll No. ....

Sub. Code : 3 | 8 | 1 | 5

Exam. Code : 0 | 5 | 0 | 2

Master of Commerce 2ⁿᵈ Semester

(2042)

FINANCIAL MANAGEMENT AND POLICY

(Same for USOL Candidates)

Paper—MC-203

Time Allowed : Three Hours]   [Maximum Marks : 80

Note :— Attempt **FIVE** questions selecting at least *one* question from each unit. All questions carry equal marks.

UNIT—I

1. (a) An Investment scheme is generating returns of Rs. 65,000 per year for first two years, from third year returns will grow at 5 percent for three years and thereafter returns will grow at 4 percent per annum forever. Discount rate is 10 percent. You are required to calculate the present value of returns.

    (b) "Objective of Profit maximisation suffers from the limitations of ambiguity, ignores risk and the reality of changes in price level". Give your comments.   10+6

2. "Modern Finance Functions are significantly different from traditional finance functions". Explain this statement in detail.   16

UNIT—II

3. "Net Present Value of Capital Budgeting and Internal Rate of Return Methods of Capital Budgeting may give conflicting results under certain situations". Explain this statement with the help of examples.   16

4. (a) "Retained Earnings is free of cost source of capital". Give your comments alongwith complete justification.

   (b) A company issued 10% debentures with a face value of Rs. 100 for Rs. 98. At maturity after 5 years these debentures will be redeemed at Rs.103 per debenture. You are required to calculate the cost of debt if the rate of taxation is 40 percent.   6+10

UNIT—III

5. "Cost of Capital is a U-shaped curve at different levels of Debt-Equity mix as per Traditional Theory of Capital Structure." Explain this statement with the help of an example.   16

6. "Use of both financial and operating leverage increases the degree of variation in the earnings of a company". Explain this statement with the help of example/s. Also discuss the methods used to calculate operating and financial leverage.   16

7. Discuss the EBIT-EPS analysis approach of estimating the target capital structure.   16

UNIT—IV

8. Critically evaluate Walter's Model on Dividend Decisions. 16

9. "A significant amount remains invested in the Trade Receivables of many businesses and therefore receivables portfolio needs to be efficiently managed". In the light of above statement, discuss the problems associated with receivables management and the strategy needed to be followed for receivables management. 16

10. Discuss the procedure followed for estimation of working capital requirement in a business with the help of any suitable example of your choice. 16

(i) Printed Pages : 2   Roll No. ....

(ii) Questions   : 10   Sub. Code : | 3 | 8 | 1 | 6 |
                           Exam. Code : | 0 | 5 | 0 | 2 |

Master of Commerce 2nd Semester
(2042)
PRODUCTION AND MATERIALS MANAGEMENT
(Same for USOL Candidates)
Paper—MC-204

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. "Production, as a matter of fact, is gateway to the road of progress,
    not only for a firm but to nation and the whole world as a whole".
    Comment on this statement by detailing out the importance of
    production management.

2. Who is a negotiator ? What is the process of negotiation ? What
    guidelines do you follow for successful negotiation ?

3. What do you understand by Static Model of Inventory Control ?

UNIT—II

4. Distinguish among variable, fixed and semi-variable costs. Why is
    this distinction important ?

5. "Acceptance Sampling is a better way of quantity control than inspection". Discuss.

UNIT—III

6. Differentiate between 'product layout' and 'process layout'. Also discuss the significance of each type.

7. "The governing principle is that the location of a plant should be fixed in such a manner that the people interested in its success can sell goods mostly profitably and manufacture them with the least expense". Explain.

8. What is the difference between PERT and CPM ? Discuss the importance of time estimation in the application of network analysis to projects.

UNIT—IV

9. What is performance rating ? Why is it required to rate the worker ? Explain Westinghouse method of performance rating.

10. Write notes on :

   (i) Labour productivity

   (ii) Material productivity.

Roll No. ....

Sub. Code : | 3 | 8 | 1 | 7 |

Exam. Code : | 0 | 5 | 0 | 2 |

Master of Commerce 2nd Semester

(2042)

OPERATIONS RESEARCH

(Same for USOL Candidates)

Paper : MC-205

Time Allowed : Three Hours]   **[Maximum Marks : 80**

Note :—Attempt **FIVE** questions in all, taking at least **ONE** from each unit.

UNIT—I

1. (a) What is a Linear Programming Problem ? Explain how you will formulate a mathematical model to a given linear programming problem.

   (b) A publisher of books can earn a profit of Rs. 24 and Rs. 23 respectively by selling a cloth-bound and paper-bound book. It takes 10 minutes to bind a cloth cover and 9 minutes to bind a paper cover. The total available time for binding is 800 hours. It is predicted that the cloth bound book sales will exceed 3000 copies but the

paperback sales will not be more than 4000 copies. Formulate the problem as a Linear Programming problem and find the optimal solution by graphical method.

8,8

2. Solve the following Linear programming Problem :

   Maximize $z = 3x_1 + 4x_2$

   Subject to the constraints :

   $$5x_1 + 4x_2 \leq 200$$

   $$3x_1 + 5x_2 \leq 150$$

   $$5x_1 + 4x_2 \geq 100$$

   $$5x_1 + 4x_2 \geq 80$$

   $$x_1, x_2 \geq 0$$

   16

3. What is duality in Linear Programming Problem ? Apply the principle of duality to solve the following L.P.P. :

   Maximize $z = 3x_1 - 2x_2$

   Subject to the constraints :

   $$x_1 + x_2 \leq 5$$

   $$x_2 \leq 4$$

   $$1 \leq x_2 \leq 6$$

   $$x_1, x_2 \geq 0$$

   16

UNIT—II

4. (a) The New telephone company is developing plans to connect six towns with underground cable in order that the towns can communicate with each other. The matrix of distances between towns is given below. Determine the cable connections that will result in minimal total length.

From	→ To Town					
Town ↓	A	B	C	D	E	F
A	—	10	9	30	27	20
B	10	—	15	18	17	20
C	9	15	—	25	21	16
D	30	18	25	—	8	17
E	27	17	21	8	—	13
F	20	20	16	17	13	—

(b) Explain how the assignment problem can be treated as a particular case of transportation problem. 12,4

5. What do you understand by traveling salesman problem ? What problem do you envisage in finding solution to such problems by usual Hungarian Assignment algorithm ? Explain branch and bound method to find the solution to traveling salesman problem. Explain by taking suitable example.

16

UNIT—III

6. (a) What is a project ? Give two examples.

   (b) The project of constructing a small bridge in Chandigarh consists of 10 major activities. Information pertaining to the projects is given below :

Activity	Optimistic (a)	Most Likely (m)	Pessimistic (b)
A	2	5	8
B	4	7	10
C	4	9	14
D	6	10	20
E	1	3	5
F	3	6	9
G	4	5	12
H	6	8	10

   Develop a PERT network for this project and find the critical path. Compute the probability of completing the project in 29 weeks.   4,12

7. What are the five criteria for making decisions under uncertainty and risk ? What is Bayesian analysis in decision theory ? What is its purpose ? Explain with examples.   16

UNIT—IV

8. A computer shop has a laser printer. The jobs for laser printing are randomly distributed approximating a Poisson

distribution with mean service rate of 10 jobs per hour, since job pages vary in length (pages to be printed). The jobs arrive at a rate of 6 per hour during the entire 8 hours workday. If the laser printer is valued Rs. 30/- per hour, determine :

(a) The percent time an arriving job has to wait

(b) Average system time

(c) Average idle time cost of the printer per day. 16

9. What is simulation ? Indicate the reasons for using it. What are its applications and phases ? Explain various types of simulation models with examples. Define the technique of Monte Carlo Simulation. 16

10. (a) Determine the optimal pure strategy, if exists :

Player B

		1	2	3	4
	1	0	7	5	12
Player A	2	10	11	9	13
	3	9	5	7	2

(b) Solve the following game graphically :

Player B

		1	2	3	4
Player A	1	4	3	2	0
	2	3	2	5	4

8,8

16 .

(i) **Printed Pages: 3**

Roll No. ....

(ii) **Questions : 10**

Sub. Code : | 3 | 8 | 1 | 8 |

Exam. Code : | 0 | 5 | 0 | 2 |

Master of Commerce 2ⁿᵈ Semester

(2042)

BUSINESS POLICY AND STRATEGIC MANAGEMENT

(Same for USOL Candidates)

Paper : MC-206

Time Allowed : Three Hours]   **[Maximum Marks : 80**

Note :— Attempt any **FIVE** questions selecting at least **ONE** question from each unit. Each carries **16** marks.

UNIT—I

1. "Strategic Management has both general and specific role in Management". Comment.

2. What is Strategic Management Process Model ? Draw a model of Strategic Management.

UNIT—II

3. What are financial strategies and policies ?

4. What is Integration ? Explain forward and backward integration.

5. Highlight the strategies for promoting ethical climate in an organization.

UNIT—III

6. What is resource allocation ? Explain its various approaches.

7. 'There is a close association between strategy formulation and implementation.' Explain with example.

8. Explain various techniques of strategic control.

UNIT—IV

9. Explain B2B and B2C E commerce model.

10. Speedking Limited is a company engaged in the designing, manufacturing, and marketing of instruments like speed meters, oil pressure gauges, and so on, that are fitted into two and four wheelers. Their current investment in assets is around Rs. 5 crores and their last year turnover was Rs. 15 crores, just adequate enough to breakeven. The company has been witnessing over the last couple of years, a fall in their market share prices since many customers are switching over to a new range of electronic instruments from the range of mechanical instruments that have been the mainstay of Speedking Limited. The Company has received a firm offer of cooperation from a competitor who is similarly placed in respect of product range. The offer implied the following : (i) transfer of the manufacturing line from the competitor to Speedking Limited; (ii) manufacture of mechanical instruments by Speedking Limited for the competitor to the latter's

specifications and brand name; and (iii) marketing by the competitor. The benefits that will accrue to Speedking Limited will be better utilization of its installed capacity and appropriate financial compensation for the manufacturing effort. The production manager of Speedking Limited has welcomed the proposal and points out that it will enable the company to make profits. The sales manager is doubtful about the same since the demand for mechanical instruments in shrinking. The chief Executive is studying the offer.

Read the above case and answer the following questions :

(1) What is divestment strategy ? Do you see it being practised in the given case ? Explain.

(2) What is stability strategy ? Should Speedking Limited adopt it ?

(3) What is expansion strategy ? What are the implications for Speedking Limited in case it is adopted ?

(4) What are your suggestions to the Chief Executive ?

4×4

(i) **Printed Pages: 2**

(ii) **Questions : 10**

Master of Commerce 2nd Semester

(2042)

ENTREPRENEURSHIP DEVELOPMENT & PROJECT MANAGEMENT

(Only for USOL Candidates)

Paper—M.C. 207 A

Time Allowed : Three Hours]   **[Maximum Marks : 80**

Note :— Attempt any *five* questions selecting at least *One* question from each unit. Each quetion carries equal marks.

UNIT—I

1. What do you mean by Business Idea ? Discuss different sources of Business Ideas in detail.

2. What do you mean by Sustaining Competitiveness ? How can the Competitive Advantage be maintained ?

3. Write a detailed note on :-

   (a) Entrepreneurship as a Career

   (b) Entrepreneurship as a Style of Management.

UNIT—II

4. Discuss the Theory of Social Change in detail. Also, discuss the Withdrawal of Status and its reactions in brief.

5. Critically discuss the Theory of Profit in detail. Also, discuss the grounds of criticism of this theory in recent times.

6. Discuss the theory of High Achievement in detail. What are the major components of the 'N-ach' trait ?

UNIT—III

7. What do you mean by Project ? Discuss the project life cycle in detail.

8. Write a detailed note on :-

   (a) Venture Capital Funding

   (b) Entrepreneurship development schemes by SFCs.

UNIT—IV

9. Discuss various incentives and subsidies being provided by the Central Government for the development of entrepreneurship in India in detail.

10. Discuss the role of SISI in the development of Entrepreneurship in India in detail.

Master of Commerce 2ⁿᵈ Semester

(2042)

FINANCIAL SERVICES

(Only for USOL Candidates)

Paper—MC-207 B

Time Allowed : Three Hours]   [Maximum Marks : 80

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

UNIT—I

I.   'Stock Exchanges are the barometers of the economy.' Critically examine the functioning of the stock exchanges in India.

II.   Define financial services. Discuss about its characteristics, distinctiveness and classification.

III. What is SEBI ? Explain the various powers and functions of SEBI.

UNIT—II

IV.   What is merchant banking ? Discuss in detail the various functions performed by merchant bankers.

V.   Write a brief essay on the depository services in India. Discuss about any two depositories operational in India.

UNIT—III

VI. What is leasing ? What are the advantages and disadvantages of leasing ? Explain the parameters that should be considered when evaluating lease as a financial option.

VII. What is Factoring ? How is factoring different from bill discounting ? Also discuss the process of factoring.

UNIT—IV

VIII. What is mutual fund ? Explain the classification of mutual funds ? What factors should be considered before selecting a mutual fund ?

IX. Explain the mechanism of credit rating. What are the advantages to the investors, issuers and intermediaries ? Are there any drawbacks of credit rating ?

X. What do you understand by Debt rating ? Discuss about its process. Also highlight the SEBI regulations in context of Credit rating.