

(i) Printed Pages : 2 Roll No.

(ii) Questions : 10 Sub. Code :

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Master of Commerce 1st Semester

(2122)

MANAGERIAL ECONOMICS

(Same for USOL Candidates)

Paper : MC-101

Time Allowed : Three Hours]

[Maximum Marks : 80

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

UNIT—I

I. What is managerial economics ? Discuss relationship of managerial economics with economic theory and other decision sciences.

4,12

II. Why do the firms exist and what functions do they perform ? Outline the constraints on the operation of firms.

10,6

III. Discuss the international framework of managerial economics.

16

UNIT—II

IV. What is Price Elasticity of demand ? What are the various methods to measure price elasticity of demand ?

4,12

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[Turn over

- V. Critically discuss the indifference-curves theory of consumer behaviour. 16

UNIT—III

- VI. What do you mean by price discrimination ? Discuss international price discrimination and dumping. 6,10
- VII. Give a detailed account of Transfer Pricing. 16
- VIII. Explain the risk and uncertainties involved in managerial decision making. How is the risk measured using probability distribution ? 10,6

UNIT—IV

- IX. Discuss the impact of technological change on productivity of labour. 16
- X. Discuss the mutual relationship between industrial innovation and technology. 16

(i) Printed Pages: 4

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Master of Commerce 1st Semester
(2122)

QUANTITATIVE METHODS FOR BUSINESS

(Same for USOL Candidates)

Paper : M.C-102

Time Allowed : Three Hours] [Maximum Marks : 80

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

UNIT-I

1. (a) A husband and wife appear in an interview for two vacancies for the same post. The probability of husband's selection is $\frac{1}{7}$ and that of wife's selection is $\frac{1}{5}$. What is the probability that :
- (i) At least one of them will be selected ?
- (ii) Both of them will be selected ?
- (b) Four cards are drawn with and without replacement. What is the probability that they are all aces ?
- 2×8=16
2. (a) What do you mean by Poisson Distribution ? Give examples where it can be applied. Also discuss its main properties.

- (b) Assuming that sex ratio of male children is $\frac{1}{2}$. Find the probability that in a family of 5 children :
- All children will be of same sex.
 - Three of them will be boys and two girls. $2 \times 8 = 16$
3. (a) The wage distribution of the workers in a factory is normal with mean Rs. 400 and standard deviation Rs. 50. If the wages of 40 workers be less than Rs. 350. What is the total number of workers in the factory ?
(Table value of Z at 1 is 0.3413)
- (b) In a normal distribution, 31% of the items are under 45 and 8% are over 64. Find mean and standard deviation of the distribution.
(Table value of Z at 0.19 is 0.5 and at 0.42 is 1.41) $2 \times 8 = 16$

UNIT-II

4. (a) Explain, with illustrations, the concept of :
- Point Estimation
 - Interval Estimation.
- (b) Explain the terms :
- Level of significance
 - Critical region
 - Power of a test
 - Standard error. $2 \times 8 = 16$
5. (a) Explain the procedure followed in testing of Hypothesis. Point out difference between one tailed and two tailed tests. $2 \times 8 = 16$
- (b) Explain the Central Limit Theorem and its usefulness. $12 + 4 = 16$

6. (a) In a hospital, 480 female and 520 male babies were born in a week. Do these figures confirm the hypothesis that male and female are born in equal number? Assume $\alpha = 0.01$.

(Table value of $Z_{0.01}$ is 2.58)

- (b) A machine produced 20 defective articles in a batch of 500. After overhauling, it produced 3 defective articles in a batch of 100. Has the machine improved? Assume $\alpha = 0.05$.

(Table value of $Z_{0.05}$ is 1.645)

8+8=16

UNIT-III

7. (a) 10 students are selected at random from a college and their marks in Statistics are found to be :

71	72	73	75	76	77	78	79	79	80
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In the light of the marks, test whether, the average marks in Statistics of the college are 75. (The table value of t at 5% for $V = 9$ is 2.262)

- (b) Test the significance of the difference of means of the two samples at 5% level of significance from the following data :

	No. of items	Mean	SD
Sample A	6	40	8.0
Sample B	5	50	10.0

(The table value of t for 9 df at 5% is 2.26)

8+8=16

8. Perform a two-way ANOVA on the data given below :

Plots of Land	Treatment			
	A	B	C	D
P	45	40	38	37
Q	43	41	45	38
R	39	39	41	41

Use Coding method, subtracting 40 from the given numbers.
 (The table value of F for (3, 6) df at 5% is 4.76 and for
 (2, 6) at 5% is 5.14). 16

UNIT-IV

9. (a) Explain clearly the basis and working of control charts for mean and range. Also state the assumptions on which mean and range charts are developed.
- (b) Calculate the control limit for mean chart and range chart and determine whether the process is in control or not :

Sample No.	1	2	3	4	5	6	7	8	9	10
Mean	11.2	11.8	11.6	10.8	11	9.6	10.4	9.6	10.6	10
Range	7	4	8	5	7	4	8	4	7	9

$$8+8=16$$

10. (a) Explain the following terms in the context of SQC :
- (i) Specification limits
 - (ii) Tolerance limits
 - (iii) Control limits.
- (b) What is Quality Control ? Discuss its need and utility in Industry. 12+4=16

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Master of Commerce 1st Semester
(2122)

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

Paper : MC-103

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 process for setting of international accounting standards. What is the role of International Accounting Standards Board in setting of international accounting standards ?
2. What is the need of harmonization in accounting practices ? Explain the problems in the harmonization of accounting practices.
3. "The key principle of IFRS 1 is full retrospective application of accounting standards as of the reporting date of the first IFRS financial statement". Discuss.

UNIT—II

4. Discuss the main objectives of IAS 41 which is to prescribe the accounting treatment and disclosures related to the agriculture activities.
5. Explain the accounting treatment of inventories as per IAS 2.

UNIT—III

6. Write a note on the recognition and measurement principles applicable to an interim report.
7. What are the application criteria of IAS 14 (Segment Reporting) ? What are the objectives of IAS 14 ?
8. What is meant by earnings per share and diluted earnings per share ? Write down the provisions for recognition, measurement and disclosure of earnings per share.

UNIT—IV

9. What is proportionate consolidation ? How does it work ?
10. "IAS 7 requires an entity to disclose the components of cash and cash equivalents and to present a reconciliation of the amounts in its statement of cash flows with the equivalent items reported in the statement of financial position". Discuss.

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(ii) Questions : 10

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Master of Commerce 1st Semester

(2122)

ORGANISATION THEORY AND BEHAVIOUR

(Same for USOL Candidates)

Paper : MC-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. Why do you think there is a need to study organization behavior in the organizations ? Discuss the challenges and opportunities for behavioral scientists in today's de-globalized business environment.
2. What are the foundations of understanding individual behavior ? Explain.
3. What do you understand by personality ? Discuss the big five theory of personality and its relevance in understanding individual personality.

UNIT—II

4. Define motivation. Outline the different needs of the people in the organization and how can they be motivated towards higher performance ? Discuss in the light of the needs theories of motivation.
5. What do you understand by transactional analysis ? How is it important in understanding or improving interpersonal relations at the workplace ?
6. What is Johari window ? How is it helpful in improving the team performance ? Explain.

UNIT—III

7. How do you identify leaders ? Discuss the Managerial Grid and its applicability in today's times.
8. What are the causes of organizational conflicts ? Outline the strategies to manage conflict at the workplace.

UNIT—IV

9. Managing stress is a big challenge in today's organizations. Do you think so ? Outline the strategies for managing stress in organizations.
10. Write short notes on the following :
 - (a) Outline the determinants of organizational culture
 - (b) Significance of OD in managing change.

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Master of Commerce 1st Semester
(2122)

MARKETING MANAGEMENT

(Same for USOL Candidates)

Paper : MC-105

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— Attempt any **five** questions by selecting at least **one** question from each Unit. All questions carry equal marks.

UNIT—I

1. What is Marketing Management ? Discuss the various approaches to marketing and the various newer methods adopted by the marketers after Covid-19.
2. What is Marketing Planning ? Discuss the various components/ parameters of marketing planning and the role of each of these components in making an effective marketing plan.
3. Write short notes on the following :
 - (a) Marketing Information System
 - (b) Marketing beyond 4Ps.

UNIT—II

4. Write an elaborated note on the process of analysing marketing environment. Discuss the role of socio-cultural factors on the marketing opportunities of a firm.
5. What do you mean by buyer behaviour ? Discuss the various components which impact the buying behaviour of a consumer.

UNIT—III

6. What is a product ? Discuss the various categories of product and the marketing implications for each product category.
7. Write short notes on the following :
 - (a) New Product Development
 - (b) Product Life Cycle

UNIT—IV

8. What is pricing ? Discuss the various pricing policies and strategies worth considering for fixing the price of FMCGs.
9. Discuss the various promotional strategies. Discuss the relative significance of each of the four components of promotion mix i.e. Advertising, Sales Promotion, Publicity and Personal Selling.
10. Write short notes on the following :
 - (a) Channels of distribution and logistics
 - (b) Influencing factors for deciding among cost and speed while selecting a distribution channel.

(i) Printed Pages : 2

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Master of Commerce 1st Semester
(2122)

MANAGEMENT INFORMATION SYSTEM

(Same for USOL Candidates)

Paper : MC-106

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— Attempt any five questions. One question from each unit is compulsory.

UNIT—I

1. Define MIS. Discuss the framework for designing MIS in an organization. 16
2. Explain in detail the Law of Requisite Variety. 16
3. Explain Information Overload and also highlight the techniques to manage information overload. 16

UNIT—II

4. How can we understand the structure of MIS ? Discuss various approaches to understand its structure. 16
5. Discuss the synthesis of MIS structure. 16

UNIT—III

6. Define Office Automation System. Discuss the importance of Office Automation System with examples. 16
7. Discuss the importance of Executive Support System in the Global Economy. 16

UNIT—IV

8. What do you mean by Prototyping ? Explain various steps involved in Prototyping process. 16
9. Discuss the various threats to information sources and its security and how it can be managed. 16
10. What is meant by Enterprise Resource Planning ? Explain various models of Enterprise Resource Planning. 16