

Exam.Code:0501  
Sub. Code: 3801

2031  
Master of Commerce  
First Semester  
MC-101: Managerial Economics  
(Same for USOL Candidates)

Time allowed: 3 Hours

Max. Marks: 80

*NOTE: Attempt five questions in all, selecting atleast one question from each Unit.*

*x-x-x*

**UNIT – I**

- I. a) What are the functional areas of business and how are they related to managerial economics?  
b) What are various functions of any firm? Also list various constraints on the operations of any form. (2x8)
- II. Write a detailed note on marginal analysis and optimization as tools of analysis. (16)

**UNIT – II**

- III. What is price elasticity of demand? What are its methods of measurement? How it is important in making business decisions? (4,8,4)
- IV. Differentiate between individual and market demand. How both of them affect the decisions of any firm? (16)
- V. Compare and contrast indifference curve approach and revealed preference approach as used for determination of consumer's equilibrium. (16)

**UNIT – III**

- VI. What are the main features of monopoly? What are the main reasons for monopolies? Also explain how a monopolist always determines price and output where profits are maximum in the long run? (5,5,6)
- VII. Write briefly about:-  
a) Pricing of multiple products  
b) International price discrimination  
c) Dumping  
d) Transfer pricing (4x4)

P.T.O.

(2)

- VIII. What is the role of risk and uncertainties in business decisions? Also explain how utility theory help in risk aversions? (8,8)

**UNIT – IV**

- IX. Explain how technological change, productivity and market structure are related to each other? (16)
- X. Write a detailed note on technological environmental forecasting. (16)

x-x-x

2031  
M.Com.-1<sup>st</sup> Semester  
MC-102: Quantitative Methods for Business  
(Same for USOL Candidates)

Time allowed: 3 Hours

Max. Marks: 80

**NOTE:** Attempt five questions in all, selecting atleast one question from each Unit.

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**UNIT - I**

- I. (a) What do you mean by Binomial distribution and discuss its properties?  
(b) 8 unbiased coins are tossed 256 times. Find the expected frequencies of success (getting a head) and tabulate the result obtained. Calculate the mean and standard deviations of the number of heads. (8+8)
- II. (a) What is the probability that a leap year selected at random will have 53 Sundays?  
(b) A card is drawn at random from standard pack of cards. What is the probability that:  
(i) it is either a king or queen card  
(ii) it is either a king or a black card (8+8)
- III. (a) State and prove Bayes' theorem.  
(b) In a fruit shop, 50% of the fruits are mangoes, 30% oranges and 20% apples. 2 percent of the mangoes, 1 percent of oranges and 0.5 percent of the apples are bad. One of the three different fruits was taken at random from the shop and was found to be bad. What is the probability that the fruit taken was an orange? (8+8)

**UNIT - II**

- IV. (a) Explain, with illustrations, the concept of: -  
(i) Point estimation  
(ii) Interval estimation  
(b) Describe the important properties of a good estimator. (8+8)
- V. (a) Differentiate the following pairs of concepts: -  
(i) Parameter and statistics  
(ii) Critical region and region of acceptance  
(iii) Type-I and Type-II errors  
(iv) One tailed and two tailed test  
(b) A quality control expert is required to estimate the mean thickness of aluminum sheet used in the production of airframes. A sample of 100 sheets reveals a mean of 0.048 inches with a standard deviation of 0.01 inches. Construct 99 percent confidence interval. (8+8)

**P.T.O.**

(2)

- VI. (a) What is the purpose of hypothesis testing?  
 (b) What is standard error of a statistics? What does it measure? Name two fields where it is used. (8+8)

**UNIT - III**

- VII. (a) A sample of heights of 6400 soldiers has a mean of 67.85 inches and a standard deviation of 2.56 inches while a sample of 1600 sailors has a mean of 68.55 inches and a standard deviation of 2.52 inches. Do the data indicate that sailors are on the average taller than the soldiers? Use 5% level of significance (Given  $Z_{0.05}=1.64$ ).  
 (b) A certain medicine is given to each of the 9 patient resulted in the following increase in blood pressure

|   |   |    |   |    |   |   |    |    |
|---|---|----|---|----|---|---|----|----|
| 7 | 3 | -1 | 4 | -3 | 5 | 6 | -4 | -1 |
|---|---|----|---|----|---|---|----|----|

Can it be concluded that the medicine will, in general, be accompanied by a increase in blood pressure? (Given  $t_{0.05(8)}=2.0306$ ) (8+8)

- VIII. Describe the technique of analysis of variance (ANOVA). Write down the analysis of variance for one-way classified data for testing the homogeneity of "K" classes. (16)

**UNIT - IV**

- IX. (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) The following data provides the values of sample mean by range for 10 samples of size 5 each. Calculate the control limit for mean chart and range chart and determine the process is in control or not:

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

(8+8)

- X. (a) What do you mean by statistical quality control (SQC)? State clearly theoretical assumptions behind the control chart technique.  
 (b) Explain the following terms in the context of SQC:  
 (i) Tolerance limits  
 (ii) Specification limits (8+8)

2031  
Master of Commerce  
First Semester  
MC-103: Modern Accounting Theory and Reporting Practices  
(Same for USOL candidates)

Time allowed: 3 Hours

Max. Marks: 80

**NOTE:** Attempt five questions in all, selecting atleast one question from each Unit.

x-x-x

**UNIT – I**

- I. What are the challenges in the convergence of International accounting standards in the context of India? Explain the advantages of harmonization of accounting practices? (16)
- II. Write a note on the IASB framework for setting international accounting standards? Explain the process of setting international accounting standards? (16)
- III. Explain in detail the provisions of IFRS 1 (First Time Adoption of IFRS)? (16)

**UNIT – II**

- IV. Explain the provisions related to measurement and disclosure of Inventories as per IAS 2? (16)
- V. Write a detailed note on the recognition of contract revenue and cost as prescribed by IAS II? (16)
- VI. What is meant by an agriculture income? Explain the provisions regarding accounting of agriculture income as per IAS 41? (16)

**UNIT – III**

- VII. Explain the calculation and presentation of earning per share (EPS) and diluted earnings per share as per IAS 33? (16)

P.T.O.

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- VIII. What is Interim Financial Reporting? Differentiate between complete set of financial statements and condensed financial statements? (16)

**UNIT – IV**

- IX. What is a cash flow statement? Write a note on the preparation of cash flow statement according to IAS 7? (16)
- X. "According to IAS 27, a parent company shall present consolidated financial statement in which it consolidate its investments in subsidiaries" Explain with exemptions? (16)

x-x-x

2031  
Master of Commerce  
First Semester  
MC-104: Organization Theory and Behaviour  
(Same for USOL candidates)

Time allowed: 3 Hours

Max. Marks: 80

**NOTE:** Attempt five questions in all, selecting atleast one question from each Unit.

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**UNIT – I**

- I. Discuss and distinguish between authority and power. Discuss the various bases and sources of power in organizations. What is meant by power tactics? (16)
- II. Discuss the various foundations of individual behavior. Discuss the role of values, attitudes, personality and emotions in shaping the behavior of an individual. (16)
- III. Write short notes on the following:-
  - a) Challenges and Opportunities to OB.
  - b) Perceptual Process and its Various Stages. (16)

**UNIT – II**

- IV. Discuss the significance of employee motivation for organizational development. Discuss the contribution of understanding Maslow's need hierarchy for understanding employee motivation. (16)
- V. Discuss the process forming effective groups in organizations by the application of Transactional Analysis in group training.
- VI. Write short notes on the following:-
  - a) Organizational Communication.
  - b) Decision Making Process in Organizations. (16)

**UNIT – III**

- VII. Discuss and distinguish between the behavioral approach and situational approach to leadership and the various contemporary issues in leadership. (16)
- VIII. Write short notes on the following:-
  - a) Bases of Power in Organizations.
  - b) Organizational Conflict Resolution Strategies. (16)

P.T.O.

(2)

**UNIT – IV**

IX. What is organizational development? Discuss the various determinants of organizational development and the role of organizational culture for organizational development. (16)

X. Write short notes on the following:-

a) Organizational Culture.

b) Organizational Stress.

(16)

*x-x-x*

2031  
Master of Commerce  
First Semester  
MC-105: Marketing Management  
(Same for USOL Candidates)

Time allowed: 3 Hours

Max. Marks: 80

**NOTE:** Attempt five questions in all, selecting atleast one question from each Unit.

x-x-x

**UNIT – I**

- I. Discuss the various approaches to marketing and the role of marketing in business organizations. (16)
- II. Discuss the marketing process and marketing planning. How an organization can better achieve its marketing objectives? (16)
- III. Write short notes on the following:-
  - a) Marketing Information System.
  - b) Marketing Challenges. (16)

**UNIT – II**

- IV. Why business firms should forecast the market demand for its various products? Discuss the various methods for forecasting marketing demand. (16)
- V. What is marketing environment? Discuss the various constituents of marketing environment and the significance of each in analyzing marketing environment. (16)
- VI. Write short notes on the following:-
  - a) Buyer Behavior
  - b) Analyzing Marketing Opportunities (16)

**UNIT – III**

- VII. What is a product? Discuss the classification of product. Discuss the process and the various considerations for new product development decision. (16)
- VIII. Write short notes on the following:
  - a) Brand Strategies and Management.
  - b) Management of Services. (16)

P.T.O.

(2)

**UNIT – IV**

- IX. What do you mean by channel of distribution? Discuss the various considerations for deciding the channel chain and the various members (intermediaries). (16)
- X. Write short notes on the following:-
- a) Promotion Mix.
  - b) Pricing Strategies and Policies. (16)

x-x-x

2031  
Master of Commerce  
First Semester  
MC-106: Management Information System  
(Same for USOL Candidates)

Time allowed: 3 Hours

Max. Marks: 80

*NOTE: Attempt five questions in all, selecting atleast one question from each Unit.*

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**UNIT – I**

- I. What do you mean by information? Explain the features and types of Information. (16)
- II. What is feedback? Explain the difference between positive and negative feedback in detail. (16)

**UNIT – II**

- III. What do you mean by information system? Draw the difference between formal and informal information systems. (16)
- IV. What do you understand by MIS? Explain the structure of MIS in detail. (16)

**UNIT – III**

- V. What do you understand by transaction processing system? Explain the features of a transaction processing system. (16)
- VI. What is decision support system? Explain the usage of decision support system in detail with suitable examples. (16)
- VII. What is Expert system? Describe the role of expert systems in industry. (16)

**UNIT – IV**

- VIII. With help of a diagram, explain the steps of SDLC in detail. (16)
- IX. What is Enterprise Resource Planning system? Explain the features of ERP in detail. (16)
- X. Write down a detailed note on security systems for risk management. (16)

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