

(i) Printed Pages : 2

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(ii) Questions : 10

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Master of Commerce 2nd Semester
(2053)

BUSINESS ENVIRONMENT

(Same for USOL Candidates)

Paper— M.C. 201

Time Allowed : Three Hours]

[Maximum Marks : 80

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

UNIT—I

- I. Define the term business Environment. Discuss various components of socio-cultural environment.
- II. Evaluate various environmental scanning techniques. What are the basics of Environmental Scanning as part of the strategic planning?

UNIT—II

- III. Discuss the implication of the Indian Economic reforms for business in India.
- IV. Discuss Foreign Investment Policy & its impact on Indian economic growth.

UNIT—III

- V. What do you understand by Industrial Policy ? Explain the main features of Industrial Policy adopted in July 1991. Examine its impact on the growth of Direct Foreign Investment.
- VI. Critically evaluate the Fiscal Policy for developing countries.
- VII. What is Monetary Policy ? Critically analyse the Monetary Policy adopted by RBI. Also examine the role of Monetary Policy in developing countries.

UNIT—IV

- VIII. Discuss features & components of Indian Financial System.
- IX. What are the rights given to consumer as per Consumer Protection Act ?
- X. "Right To Information Act promotes transparency in the system". Discuss the salient features of RTI Act.

(i) Printed Pages : 2

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(ii) Questions : 10

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Master of Commerce 2nd Semester
(2053)

RESEARCH METHODOLOGY IN COMMERCE

(Same for USOL Candidates)

Paper – M.C. 202

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— Attempt *five* questions in all, selecting at least *one* question from each unit. Each question carries **16** marks.

UNIT—I

1. Explain different types of research design. What are the features of good research ?
2. Distinguish between inductive methods and deductive methods. Discuss their merits and demerits.
3. What do you understand by the term Hypothesis ? Discuss the types of Hypothesis and significance of Hypothesis testing in research.

UNIT—II

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

5. Explain the process and significance of collection and organization of material with special emphasis upon correct sources of information.

UNIT—III

6. Explain the significance of style of writing, back matter and pictorial presentation and graphs in report writing.
7. Discuss the guidelines or established practices of using footnotes, abbreviations, quotations, tables, dictation, appendices in writing a research report. Give suitable examples.

UNIT—IV

8. What is meant by multivariate analysis ? Explain different multivariate techniques used as a tool of analysis in research.
9. What do you mean by factor analysis ? Give suitable examples to highlight the different steps involved in performing factor analysis.
10. Explain the significance of a research report and narrate the various steps involved in writing such a report.

(i) Printed Pages : 2 Roll No.

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Master of Commerce 2nd Semester

(2053)

FINANCIAL MANAGEMENT AND POLICY

(Same for USOL Candidates)

Paper– MC–203

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. Briefly explain the three key activities of a financial manager. Discuss objectives of financial management.
2. What is annuity ? Explain how can future value of an annuity be determined.
3. Explain the various long term financial sources. Which source of finance should be preferred with equity and why ?

UNIT–II

4. What is the criterion for judging the worth of investments in the capital budgeting technique based on the profitability index ? What is its value, when its NPV is (a) Zero, (b) Negative and (c) Positive ? Also indicate the relationship between IRR and cost of capital in these situations.

5. What is the relevance of cost of capital in capital budgeting and capital structure planning decisions ?
6. Solve the following :
 - (A) Cost of equity of company is 20%. Rate of floatation cost is 5%. Rate of personal income tax is 30%. Calculate cost of retained earnings.
 - (B) How to calculate cost of preference shares ? Explain with suitable example.

UNIT-III

7. Discuss in detail factors determining capital structure. How MM theory is better than Net Operating Income approach ?
8. Discuss various types of risk associated with business. Which kind of the risk can be controlled and how ?

UNIT-IV

9. Discuss in detail MM model of dividend. How MM Model differs with Gordon model of dividend ?
10. How are net working capital, liquidity, technical insolvency and risk related ?

(i) Printed Pages : 2

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(ii) Questions : 10

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Master of Commerce 2nd Semester

(2053)

PRODUCTION AND MATERIALS MANAGEMENT

(Same for USOL Candidates)

Paper–M.C.–204

Time Allowed : Three Hours]

[Maximum Marks : 80

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

UNIT–I

- I. "The firm has to take into consideration both the technology of production and the social aspects of the work environment." Comment on the statement.
- II. What are the major characteristics of a Production system ? Discuss some of its upcoming issues that provide economies in production and efficiency in the performance of the system.
- III. "A purchase requisition is the primary and authorization document describing the needed items." Comment on the statement. Also, explain the three most common types of requisition forms.

UNIT–II

- IV. Mention the basic principles and techniques to be followed in purchase by negotiation.

V. Explain the concept of value engineering. Also, explain the various phases involved in the value engineering process.

VI. Why is forecasting required in operations management ? Discuss the concept of forecast error as applied to different conditions.

UNIT-III

VII. "The location of the warehouse is a crucial decision which has to be taken with utmost care as the process of relocation, once the facilities are installed and made operational, can be an expensive exercise." Comment on the statement.

VIII. What do you mean by plant location ? Discuss the factors which determine plant location and layout in automobile industry ?

UNIT-IV

IX. Explain how commissioning is handled in large organizations.

X. Write short note to explain the following concepts :

(a) Work study

(b) Time study

(c) Performance rating.

(i) Printed Pages : 4 Roll No.

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Exam. Code :

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Master of Commerce 2nd Semester
(2053)
OPERATIONS RESEARCH (Same for USOL Candidates)
Paper : MC-205

Time Allowed : Three Hours] [Maximum Marks : 80

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

UNIT—I

I. Discuss briefly the importance of operation Research in Decision making.

II. Solve the LPP :

$$Z (\text{Max}) = 4x + 3y + 5z - 150$$

$$\text{subject to : } 2x + 3y + 2z \leq 400$$

$$3x + 2y + 2z \leq 350$$

$$x + 4y + 2z \leq 300$$

where $x, y \text{ \& } z \geq 0$

III. Write the Dual :

$$Z (\text{Max}) = x_1 + x_2$$

$$\text{sub to : } 2x_1 + x_2 = 5$$

$$3x_1 - x_2 = 6$$

where x_1, x_2 is unrestricted in sign.

UNIT—II

IV. Given the revenue and cost data below, obtain which product each plant should produce to maximise profits :

Sale revenue

(Product)

1 2 3 4

	A	49	60	45	61
	B	55	63	45	69
(Plant)	C	52	62	49	68
	D	55	64	48	66

Production Cost

(Product)

1 2 3 4

	A	30	40	33	45
	B	35	28	31	37
(Plant)	C	32	29	32	41
	D	27	42	29	37

V. Test the optimality of following transportation problem :

	Project-A	Project-B	Project-C	Plant capacity
Plant W	4 (56)	8	8	56
Plant X	16 (16)	24 (66)	16	82
Plant Y	8	16 (36)	24 (41)	77
Total Required	72	102	41	215 / 215

Total associated cost as per above allocations by NWCM is Rs. 3624.

UNIT—III

VI. Draw the network diagram & calculate floats.

Event	1-2	1-3	1-4	2-5	3-7	4-6	5-7	5-8	6-7	6-9	7-10	8-10	9-10
Duration (days)	10	8	9	8	16	7	7	6	7	5	12	13	15

VII. Differentiate between PERT & CPM.

VIII. Why does the problem of replacement arise ? What is individual and group replacement ? Which is economical ? Explain.

UNIT—IV

IX. Solve the following game, graphically :

		B player				
		1	2	3	4	5
A player	1	-5	5	0	-1	8
	2	8	-4	-1	6	-5

- X. (a) Explain the advantages and limitation of simulation.
- (b) Give the role of queuing theory in decision -making & discuss its applications.

(i) Printed Pages : 3

Roll No.

(ii) Questions : 10

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Exam. Code :

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Master of Commerce 2nd Semester
(2053)

BUSINESS POLICY & STRATEGIC MANAGEMENT

(Same for USOL Candidates)

Paper – M.C. 206

Time Allowed : Three Hours]

[Maximum Marks : 80

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

UNIT—I

1. What do you mean by sustainable competitive advantage and what strategic approaches do the organisations need to adopt to achieve such competitive advantage ?
2. What are the implications and limitations of strategic management process ?

UNIT—II

3. Discuss differentiation strategies. When do differentiation strategies work best ?
4. What is turnaround strategy ? Discuss approach to turnaround strategy.

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5. Highlight the role of strategies in promoting ethical climate in an organisation.

UNIT—III

6. What is resources allocation and how strategic budgeting helps in allocation of resources ? Also explain the problems encountered in resource allocation.
7. What are the barriers to strategic evaluation and control ? How these can be overcome ?
8. "There is a close relationship between strategy formulation and strategy implementation" — Do you agree ? Explain the same with examples.

UNIT—IV

9. What are the various forces that fuel e-commerce in today's world ? Also highlight the impact of e-commerce on organisation.
10. Tata Motors have been eyeing the Indian passenger market for a long time. During earlier times, their brands such as Tata Sumo were well received; the company had a very low share in the Indian passenger car market due to stiff competition from Maruti. Tata Motors came up with Tata Indica, which mirrored Maruti's products and challenged Maruti's dominance in small car market. Inspired by the success of Indica, Tata launched the Tata Nano, the world's cheapest car in March 2009. Critics were of the view it could not be possible due to the low cost of the car.

Tata Nano's modular design is one of the most innovative aspects, it can be shipped separately and assembled in any region. Tata Motors has begun aggressively gearing up its distribution network to sell a car, which has primarily focussed on semi-urban and rural areas. The base version of the Nano without an A.C. was priced around Rs. One lakh while A.C. version carried a higher price tag. However, the fanfare with which Nano was launched did not show much result, the car was not well accepted by the masses despite the low prices, it started selling in discounts like any other car in the Indian market.

Tata as a company was concerned about the same and were trying to rework out strategies for revival of the market share and to fit into the vision of the company.

Read the above case and answer the following questions :-

- (a) By using a SWOT analysis outline the failure of the car in the Indian market.
- (b) What was the type of strategy Tata's adopted during the launch of Nano ?
- (c) Help the company in working out a suitable strategy for the success of the car.
- (d) What in your opinion is the future of such cars in Indian markets ?

(i) Printed Pages : 2

(ii) Questions : 10

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Master of Commerce 2nd Semester
(2053)

**ENTREPRENEURSHIP DEVELOPMENT AND
PROJECT MANAGEMENT**
(Only for USOL Candidates)

Paper – M.C. 207 A

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

- I. Explain the term 'EDP'. Discuss the role & relevance of EDP.
- II. (a) "Entrepreneur is a style of management". Discuss.
(b) Changing role of entrepreneur in sustaining competition.
- III. Enumerate the problems faced in the conduct of EDPs. Also give suitable suggestions for solving these problems to make EDPs more effective.

UNIT—II

- IV. Discuss the 'Theory of Profits' propounded by Frank. H. Knight.
- V. Discuss in detail the 'X-efficiency' theory by Leibenstein.

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UNIT—III

- VI. Critically analyse the Systematic Innovation Theory developed by Peter Drucker.
- VII. Discuss the various sources of finance available to an entrepreneur.
- VIII. Write notes on :
- (a) Venture Capital funding
 - (b) Economic feasibility of a project.

UNIT—IV

- IX. Explain various exemptions given by Central Govt. for promotion of entrepreneurship in India.
- X. Give brief description of various agencies which help in promotion of entrepreneurship in India.

(i) Printed Pages : 2

Roll No.

(ii) Questions : 10

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Master of Commerce 2nd Semester
(2053)

FINANCIAL SERVICES
(Only for USOL Candidates)

Paper – M.C. 207 B

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. Critically evaluate the performance of SEBI since its inception. 16
2. Explain the various components of Indian Financial system. 16
3. "A well-developed financial market contributes significantly in the economic development" - Explain. 16

UNIT—II

4. What do you mean by Dematerialization of Securities ? Explain the process of converting physical securities into D-Mat form. 16

5. Explain the SEBI guidelines on Initial Public Offering of securities by new companies. 16
6. What do you mean by a Merchant Banker ? Differentiate the functions performed by a merchant bank from a commercial bank. 16

UNIT—III

7. Discuss the various types of Factoring Agreements. 16
8. Explain the following :
- (a) Process of Factoring
 - (b) Operating and Financial Lease. 16

UNIT—IV

9. "Investing in securities through mutual funds is a better choice than Direct Investment". Discuss. 16
10. Explain the following :
- (a) CRISIL
 - (b) ICRA. 16