

Course Title: Organizational Theory and Behaviour
Course Code: M.Com 101
Session: 2020-21
Maximum Marks: 30

Note: Attempt any *three* out of the following five questions. All questions carry equal marks.

Q1. What do you mean by Organization Behavior? Discuss the historical evolution of OB.

Q2. What is perception? State its features. Explain the factors influencing perception.

Q3. What do you mean by conflict? Discuss various conflict resolutions actions that can be adopted in organisations.

Q4. What is Organization development? Discuss the important techniques available for Organization Development.

Q5. Write short notes on:

(i) Equity theory of motivation

(ii) Techniques of transactional analysis

(iii) OD interventions

Course Title: Business Environment

Course Code: MCM-102

Session: 2020-21

Maximum Marks: 30

Note: Attempt any three out of the following five questions. All questions carry equal marks.

1. Explain briefly the major components of business environment and their impact on business. Enumerate the important changes taking place in Indian business environment.
2. Explain the concept of culture and its main elements. Give a brief account of the quantitative and qualitative aspects of demographic environment in India and their relevance to business decision- making.
3. State the rationale behind government intervention in the Indian economy till the mid-90s, and outline its changed role in the post-liberalization era.
4. Explain the reasons why India considered it necessary to adopt economic planning. "With increasing liberalization, planning in India has undergone significant changes". In the light of this statement analyze the main features of economic planning in India.
5. (a) What are the problems faced by developing countries in respect of transfer of foreign technology?
(b) "There is wide scope for foreign technical collaboration in developing countries subject to proper regulation and promotion," Elucidate the statement.

Course Title: Managerial Economics

Course Code: MCM – 103

Session: 2020-21

Maximum Marks: 30

Note: Attempt any three out of the following five questions. All questions carry equal marks

1. What are the objectives of managerial economics? Discuss various functions performed by a managerial economist.
2. Discuss the law of diminishing marginal utility with the help of an example.
3. What is a production function? Discuss in detail the Cobb-Douglas production function.
4. Explain different forms of market structure. Write in detail their characteristics.
5. What do you mean by “Business cycle”? Explain Pure Monetary theory of business cycle.

Course Title: Business Statistics and Research Methodology
Course Code: MCM-104
Session: 2020-21
Maximum Marks: 30

Note: attempt any 3 questions. All questions carry equal marks

1. Discuss various methods of collecting primary data and explain their merits and demerits.
2. a) Explain sampling and non-sampling errors that may crop up in conducting a research.
b) How would you determine the sample size for your research study? Explain with suitable example
3. What do you mean by hypothesis? What are the different types of hypotheses? Explain with suitable example
4. What is reporting? What are the different stages in the preparation of a report? Explain
5. explain any 2 of the following;
 - a) Research design
 - b) Normal distribution
 - c) Baye's theorem in probability
 - d) Distinguish between correlation and regression

Course Title: Accounting for Managerial Decisions

Course Code: MCM-105

Session: 2020-21

Maximum Marks – 30

Note: Attempt any three out of the following five questions. All questions carry equal marks.

1. i) Explain the various users of accounting information. What is the principle of conservatism in accounting?
ii) The current ratio of a company is 2:1. State giving reasons which of the following would improve, reduce or not change the ratio.
 - a) Repayment of a current liability
 - b) Purchasing goods on cash
 - c) Sale of office equipment for Rs 4000 (Book Value Rs 5000)
 - d) Sale of goods for Rs 11000 (cost Rs 10000)
 - e) Payment of dividend
2. Discuss the various techniques of Financial Analysis with suitable examples.
3. Discuss standard costing. Explain reasons why an industrial concern should introduce standard costing system. Mention the limitations of standard costing.
4. From the following particulars, calculate
 - a) Break even point in terms of sales value and in units
 - b) Number of units that must be sold to earn a profit of Rs 9000

Fixed Factory Overheads Cost	60,000
Fixed Selling Overheads Cost	12,000
Variable Manufacturing Cost per unit	12
Variable Selling Cost per unit	3
Selling Price per unit	24

5. "Profit Volume Analysis" is a technique of analyzing the costs and profits at various levels of volume. Explain how such analysis helps management.

Course Title: Financial Management and Control

Course Code: MCM – 106

Session: 2020-21

Maximum Marks: 30

Note: Attempt any **three** out of the following five questions. All questions carry equal marks

1. What is time value of money? Calculate the amount that you will get if you deposit a sum of Rs. 85000/- at 10% rate of interest for a period of 4 years (CVF value 1.464).
2. What is Capital Asset Pricing Model (CAPM)? Calculate cost of equity using CAPM if Risk free rate of return is 10%, Beta Value is 1.5, and market return is 12%.
3. Calculate (1) Financial Leverage (2) Operating Leverage and Combined Leverage with the help of figures given in the table.

Sales	10000
Variable Cost	30000
Contribution	70000
Fixed cost	40000
EBIT	30000
Interest	10000
Earning Before Tax	20000

4. Why working capital management is important for a firm? Discuss various determinants of working capital.
5. Write a short note on:
 - Cost of retained earning
 - Factoring
 - Capital Rationing

Course Title: Marketing Management
Course Code: 107
Session: 2020-21
Maximum Marks: 30

Note: Attempt any three out of the following five questions. All questions carry equal marks.

Q1. 'Marketing begins and ends with the consumer.' Discuss.

Q2. Define Consumer Behaviour. Explain the factors affecting consumer behaviour.

Q3. What do you understand by Product Life Cycle? Discuss implications and limitations of Product Life Cycle Concept.

Q4. Define Advertising and explain the kinds of Advertising Media.

Q5. Write short notes on:

1. Bases of market segmentation
2. Factors influencing pricing decisions
3. Branding and Packaging