

Roll No.

Total No. of Questions : 10

Total No. of Pages : 02

M.Com. (Sem-1)

MANAGERIAL ECONOMICS

Subject Code : MCOP-102-18

M.Code : 75334

Date of Examination : 27-05-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Write Briefly :

- a. PPC
- b. Liquidity Preference
- c. Cross Demand
- d. Fixed Cost
- e. Isoquants
- f. Marginal Revenue
- g. Monopoly
- h. Depression

SECTION-B

UNIT-I

2. What is meant by Elasticity of Demand? What is the purpose and Use of concept of Demand Elasticity?

3. Why is an indifference Curve for two normal goods convex with reference to the origin? Why cannot it be a concave curve or straight line?

UNIT-II

4. What is a production function? How does production function serve a useful purpose in production analysis?
5. Explain the principle of effective demand with the help of aggregate demand and aggregate supply.

UNIT-III

6. What is relative position of a firm in a perfectly competitive Industry? How does a profit maximizing firm determine the price of its product under perfect competition?
7. What is Monopolistic Competition? How does it differ from perfect competition and monopoly?

UNIT-IV

8. What is National Income? Explain different methods of measurement of National Income.
9. What is Inflation? Explain different theories of Inflation.

SECTION-C

10. Case Study :

The market of hamburgers has the following supply and demand schedule :

Price(\$)	Quantity Demanded	Quantity Supplied
1	200 hamburgers	110 hamburgers
1.25	170	130
1.50	145	145
1.75	125	155
2.00	110	160
2.25	100	165

- a) Graph the supply and demand curve
- b) What is the equilibrium price and quantity in this market?
- c) If the actual price in this market were above the equilibrium price, what would drive the market toward equilibrium?
- d) If the actual, price in this market were below the equilibrium price, what would drive the market toward equilibrium?

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Roll No.
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M.Com (Sem-1)
QUANTITATIVE TECHNIQUES
Subject Code : MCOP-103-18
M.Code : 79081
Date of Examination: 18-05-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

I. Write Short Notes on:

- a) Role of Quantitative Techniques in Decision Making.
- b) What are the important functions of Statistics?
- c) Write note on uses of regression.
- d) What is a Scatter Diagram?
- e) Binomial Distribution.
- f) Degeneracy
- g) Merits and Demits of PERT
- h) Critical Path



SECTION-B

UNIT-I

2. A garden contains 39 plants. The following plants were chosen at random and their heights were recorded in cm: 38, 51, 46, 79 and 57. Calculate their standard deviation.
3. The following series to the daily income of workers employed in a firm.

Compute (a) highest income of lowest 50 % workers (b) minimum income earned by the top 25% workers and (c) maximum income earned by lowest 25% workers

Daily Income	10-14	15-19	20-24	25-29	30-34	35-39
Number of workers	5	10	15	20	10	5

UNIT-II

4. Define Spearman's rank correlation coefficient and derive the formula.
5. A market trader sells ball-point on his stall. He sells the pens for a different fixed price, x pens, in each six weeks. He notes the number of pens y, that he sells in each of these six weeks. The results are shown in the following table.

X	10	15	20	25	30	35
Y	68	60	55	48	38	32

Calculate the equation of the least squares regression line of y on x.

UNIT-III

6. Explain the concept and computational steps of the simplex method for solving linear programming problems.
7. For the following 'Two-person Zero-sum' game, find the optimal strategies for the two players and value of the game:

Player A	Player B		
	B ₁	B ₁	B ₁
A ₁	5	9	3
A ₂	6	-12	-11
A ₃	8	16	10

If the saddle point exists, determine it using the principle of dominance.

UNIT-IV

8. Define a transportation problem. Briefly describe the steps of the Vogel's Approximation Method to obtain an Initial Basic Feasible Solution.
9. Show that Assignment Model is a special case of Transportation Model.

SECTION-C

10. Following are the manpower requirements for each activity in a project:

Activity	Normal time (day)	Manpower required per day
1 → 2	10	2
1 → 3	11	3
2 → 4	13	4
2 → 6	14	3
3 → 4	10	1
4 → 5	7	3
4 → 6	17	3
5 → 7	13	5
6 → 7	9	8
7 → 8	1	11

- a) Draw the network and find out total float and free float for each activity.
- b) The contractor stipulates that during the first 26 days only four to five men and during remaining days only eight to eleven men can be made available. Rearrange the activities suitably for leveling the manpower resources, satisfying the above condition.

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Total No. of Pages : 03

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M.Com. (Sem-1)
STATISTICAL ANALYSIS
Subject Code : MCOP-103-18
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Date of Examination : 31-05-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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- SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Write briefly :

- Define statistics in singular and plural sense
- Properties of Regression Coefficient
- Addition and Multiplication Laws of probability
- Two persons zero sum game
- Vogel Approximation method
- Unbalanced Assignment Problem
- Critical Path Method
- Normal Distribution.



SECTION-B

UNIT-I

- Write also its importance, scope and limitations of Statistics in singular and plural sense.
- Calculate the variation for the following data and discuss the relative consistency of the two bricks

Brick A	706	675	725	625	650	700	650	700	600	650
Brick B	550	600	575	550	650	600	550	525	625	600

UNIT-II

- List down the difference between Correlation and Regression Analysis.
- Given the following data on sales and purchase

Sales	91	97	108	121	67	124	51	73	111	57
Purchase	71	75	69	97	70	91	39	61	80	42

Obtain the regression equations Y on X, X on Y, Coefficient of Correlation and Estimate Y when X is 88 and X when Y is 56.

UNIT-III

- A manufacturer of cotter pins knows that 5 percent of his product is defective. If he sells cotter pins in boxes of 100, and guarantees that no more than 4 pins will be defective, what is the approximate probability that a box will fail to meet the guaranteed quality?
- Apply rule of Dominance and solve the game for optimal strategy based on probability concept.

	B1	B2	B3
A1	9	8	-7
A2	3	-6	4
A3	6	7	7

UNIT-IV

8. Solve the following transportation problem by finding the initial basic feasible solution by Vogel Approximation Method.

	D1	D2	D3	D4	Supply
O1	21	16	15	3	11
O2	17	17	14	23	13
O3	32	28	18	41	19
Demand	6	10	12	15	43

9. Draw the network diagram and determine the various floats for the following project.

Activity	A	B	C	D	E	F
Predecessor	-	-	A	B	A	C,D
Duration	4	9	2	5	6	3

SECTION-C

10. In a factory, weights of 4000 workers were found to be normally distributed with average weight of 50 kgs and standard deviation of 5 kgs. Find the number of workers with weights:
- Less than 46 kgs
 - between 45 kgs and 60 kgs
 - More than 63 kgs.

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M.Com. (Sem.-1)

**MANAGEMENT PRINCIPLES AND ORGANIZATIONAL
BEHAVIOUR**

Subject Code : MCOP-101-18

M.Code : 75333

Date of Examination: 08-12-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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SECTION-A

Write briefly :

1. Span of management
2. Unity of command
3. Delegation of authority
4. Decision tree
5. Type B personality?
6. Transformational leadership
7. Dysfunctional conflict
8. Organization Development

SECTION-B

UNIT-I

9. "Planning is forward looking whereas control is backward looking". Explain the statement highlighting the functions of management
10. Write a note on the contributions of F.W. Taylor to management thought.

UNIT-II

11. Discuss the importance & various approaches to decision making.
12. Explain in detail the concept of delegation. Discuss in detail the importance of delegation and the factors affecting delegation.

UNIT-III

13. Discuss the Maslow's theory of motivation.
14. Discuss the process of perception. What is the difference between halo effect & stereotyping.

UNIT-IV

15. "Prevention is better than cure in case of conflict". Comment on the statement by detailing out the management of a conflict.
16. What are the reasons of resistance to change? How can change be managed effectively?

SECTION-C

17. Case Study :

Tom (who works for Blocks Ltd.), and Deirdre, (who works for Fones Ltd.), are employed as production managers. Last night, both of them attended a staff development meeting organised by a Production Management Institute (a professional body), of which they are members. During the tea-break, Tom and Deirdre discussed the various leadership styles that they were following in their respective organisations. Tom told Deirdre that he had a friendly personality and was optimistic that he will get on well with the workers in the factory. He went on to say that a total of fifty workers are employed, with 40 of them having been employed with the business for over 20 years. The others, mostly unskilled, tend to be younger workers who stay for a year or so and then move on, since Tom thinks that they are harder to motivate. Tom is aware that new Health &



Safety regulations are due to be implemented and this will require discipline in the workforce. He is thinking of adopting a more autocratic leadership style. Deirdre told Tom that she was newly appointed to the role and was relatively inexperienced. She pointed out that she manages a team of forty workers, grouped into project teams with highly skilled and experienced staff in each team. Deirdre mentioned that her predecessor was unpopular with the workforce since he adopted an autocratic style of leadership. At one stage, the Labour Relations Agency were asked to mediate in a dispute regarding management/employee relations. In view of this, she had been thinking of adopting a democratic leadership style.

Questions:

- a) Explain the key functions of management within organisations such as Blocks Limited and Fones Limited.
- b) Discuss whether or not Tom and Deirdre should adopt their proposed new leadership styles within their respective organisations.
- c) With reference to each organisation (Blocks Limited and Fones Limited), discuss the role of management in motivation.

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M.Com. (Sem.-1)
MANAGERIAL ECONOMICS
Subject Code : MCOP-102-18
M.Code : 75334
Date of Examination : 11-12-2023

Time : 3 Hrs.

Max. Marks : 60

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3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

Write short notes on :

1. What do you mean by Managerial Economist?
2. Distinguish between Income and Cross elasticity of demand.
3. Write the conditions of Producer's equilibrium.
4. Explain the concept of productivity and technology.
5. Define Price leadership.
6. Write about Pricing practices.
7. What do you mean by Investment function?
8. Write the limitations of National Income.

SECTION-B

UNIT-I

9. Describe the nature, scope and role of Managerial Economics in decision making.
10. What do you mean by Indifference Curve? Discuss the properties of Indifference Curve.

UNIT-II

11. State and explain Least Cost Combination. Write the estimation of Production Function.
12. Explain the relationship between AR, MR and also determine elasticity of Demand from the mutual relationship of AR and MR.

UNIT-III

13. Discuss the price and output determination of firm under Perfect competition in the short run and long run period.
14. How the price and output are determined under Non-collusive Oligopoly?

UNIT-IV

15. Distinguish Investment multiplier and Foreign Trade Multiplier.
16. Define National Income. Write the methods of measurement of National Income.

SECTION-C

17. **Case Study :** Read the following case study paragraph carefully and answer the questions based on the same.

The central bank of India (Reserve Bank of India) is the apex institution that controls the entire financial market. It's one of the major functions is to maintain the reserve of foreign exchange. Also, it intervenes in the foreign exchange market to stabilise the excessive fluctuations in the foreign exchange rate. In other words, it is the central bank's job to control a country's economy through monetary policy. If the economy is moving slowly or going backward, there are steps that central bank can take to boost the economy. These steps, whether they are asset purchases or printing more money, all involve injecting more cash into the economy. The simple supply and demand economic projection occur and currency will devalue. When the opposite occurs and the economy is growing, the central bank will use various methods to keep that growth steady and in-line with other economic factors such as wages and prices. Whatever the central bank does or in fact don't do, will affect the currency of that country. Sometimes, it is within the central bank's interest to purposefully affect the value of a currency. For example, if the economy is heavily reliant on exports and their currency value becomes too high, importers of that country's commodities will seek cheaper supply; hence directly affecting the economy.



Questions :

- i. Which of the following tools are used by the central bank to control the flow of money in domestic economy?
- a) Fiscal tools
 - b) Quantitative monetary tools
 - c) Qualitative monetary tools
 - d) Both (b) and (c)
- ii. Money supply is a _____ concept.
- a) Flow
 - b) Stock
 - c) Ratio of stock and flow
 - d) None of above.
- iii. Which of the following steps should be taken by the central bank if there is excessive rise in the foreign exchange rate?
- a) Supply foreign exchange from its stock
 - b) Demand more of other foreign exchange
 - c) Allow commercial banks to work under less strict environment
 - d) Both (b) and (c)
- iv. Dear money policy of central bank, which is used to keep the growth steady and in-line with other economic factors, refers to
- a) Tighten the money supply in the economy
 - b) Ease the money supply in the economy
 - c) Allow commercial banks to work under less strict environment
 - d) Both (b) and (c)

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Total No. of Pages : 02

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M.Com. (Sem.-1)
LEGAL ASPECTS OF BUSINESS

Subject Code : MCOP-105-18

M.Code : 75337

Date of Examination : 15-12-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Write short notes on :

- a) Breach of contract
- b) Revocation of offer
- c) Conditions and warranties
- d) What is a Company?
- e) What are unfair trade practices?
- f) What is FEMA?
- g) What is transfer of ownership?
- h) Who is co-surety?

SECTION-B

UNIT-I

2. Explain essentials of a valid contract.
3. Discuss the types of agents. Also explain the rights, duties and liabilities of agent.



UNIT-II

4. Discuss the rights of unpaid seller in detail.
5. Explain the features of negotiable instrument.

UNIT-III

6. Explain features and types of company.
7. Explain Features of Competition Act, 2002.

UNIT-IV

8. Define patent act. Differentiate between trademarks, copyrights and patents.
9. Write a note on consumer Protection ACT.

SECTION-C

10. Case study :

Mr. Ramesh runs a small business selling handmade crafts in Mumbai. One day, he received an order from Ms. Priya, an event planner, for 100 custom-designed candles to be used as party favors for a wedding she was organizing. Mr. Ramesh agreed to deliver the candles within two weeks at an agreed-upon price of Rs. 10,000.

Questions :

- a) Identify the offer and acceptance in this case. How do these elements form the basis of a valid contract under the Indian Contract Act?
- b) Suppose Mr. Ramesh fails to deliver the candles within the agreed two weeks. Analyze the potential consequences and remedies available to Ms. Priya for a breach of contract.
- c) Discuss the concept of damages in the context of a breach of contract. What types of damages might Ms. Priya be entitled to if Mr. Ramesh fails to deliver the candles on time?

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M.Com. (Sem.-1)

ACCOUNTING THEORY

Subject Code : MCOP-104-18

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Date of Examination : 13-12-2023

Time : 3 Hrs.

Max. Marks : 60

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3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Write briefly :

- a) Segment Reporting
- b) Interim Reporting
- c) Meaning of Amalgamation
- d) US GAAPs
- e) Forensic Accounting
- f) Social Accounting
- g) Accounting Policy
- h) Cost Accounting vs. Management Accounting.

SECTION-B

UNIT-I

2. Give introduction to Double accounting system. How Single entry system is different from Double entry system?
3. What do you mean by accounting principles? Discuss its nature and scope.

UNIT-II

4. Discuss the contemporary developments in accounting for crypto currencies.
5. What do you understand by lease and hire purchase? Explain various accounting standards related to lease and hire purchase.

UNIT-III

6. 'Accounting standards provides the solution in case of conflicts among various groups'. In light of this statement enumerate the importance and scope of applications of accounting standard.
7. Discuss the accounting treatment and accounting standards of holding company.

UNIT-IV

8. Define financial reporting. What is the role of corporate social reporting?
9. Elaborate the issues in financial reporting along with its scope.

SECTION-C

10. Case Study :

The balance sheet and the income statement are based on a simplified accruals accounting approach.. In many cases, enterprises will not have the in-house resources to prepare these statements and in these cases, the statements will need to be prepared by an external party. In order to ensure that the statements are useful to owner-managers and other users of financial statements of typical enterprises, the costs of preparing the statements need to be weighed against the benefits. The objective of the financial statements is to help owner managers obtain information that can be helpful in developing the business and also to help other users make decisions and monitor the progress of the enterprise. Therefore, the design of these statements is intended to reflect these users' needs. B. Balance sheet? The relevance of the headings will to a certain extent depend on the nature of the enterprise.

- a) Discuss the role of accounting in the organization.
- b) How balance sheet in a financial report of companies helps in the investment decision?
- c) What factors must be considered while preparing balance sheets?

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Total No. of Questions : 10

BUSINESS COMMUNICATION

Subject Code : MCOP-106-18

M.Code : 75338

Date of Examination : 18-12-2023

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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 3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Answer briefly :
 - a) Formal Communication
 - b) Business Manners
 - c) Need for communication in management
 - d) Circulars
 - e) Appointment orders
 - f) Internal vs External communication
 - g) What do you mean by minutes?
 - h) Write a note on Word Processing.



SECTION-B

UNIT-I

2. Discuss the barriers to communication. Explain the way of overcoming the barriers in a successful manner.
3. Explain different channels of Business Communication. Compare the effectiveness of these channels.

UNIT-II

4. Explain the Internal and External Audience of business communication. Give the examples of type of communication mode used for both audiences.
5. What do you understand by Report? Explain the purpose of the report and also mention the techniques of writing a good report.

UNIT-III

6. Write a follow-up letter to your customer who has filed a complaint for poor quality of your product.
7. Interview letters and appointment orders are very important for both applicants and the company. What is their importance and what are the considerations in preparing them?

UNIT-IV

8. Discuss the principle of oral presentation. What is the desirable presentation skill while making presentations?
9. What are good public relations? What communication techniques you would use to develop effective public relations?

SECTION-C

- ## 10. Case Study :

John is a 27-year-old who is a foodservice manager at a casual dining restaurant. He is responsible for supervising and managing all employees in the back of the house. Employees working in the back of the house range in age from 16 years old to 5 years old. In addition, the employees come from diverse cultural and ethnic backgrounds. For many, English is not their primary language. John is Safe Serve® certified and tries his

best to keep up with food safety issues in the kitchen but he admits it's not easy. Employees receive "on the job training" about food safety basics (for example, appropriate hygiene and hand washing, time/temperature, and cleaning and sanitizing. But with high turnover of employees, training is often rushed and some new employees are put right into the job without training if it is a busy day. Eventually, most employees get some kind of food; safety training. The owners of the restaurant are supportive of John in his food safety efforts because they know if a food safety outbreak were ever linked to their restaurant; it would likely put them out of business. Still, the owners note there are additional costs for training and making sure food is handled safely.

One day John comes to work and is rather upset even before he steps into the restaurant. Things haven't been going well at home and he was lucky to rummage through some of the dirty laundry and find a relatively clean outfit to wear for work. He admits he needs a haircut and a good hand scrubbing, especially after working on his car last evening. When he walks into the kitchen, he notices several trays of uncooked meat sitting out in the kitchen area. It appears these have been sitting at room temperature for quite some time. John is frustrated and doesn't know what to do. He feels like he is beating his head against a brick wall when it comes to getting employees to food safety. He has taken many efforts to get employees to be safe in how they handle food. He has huge signs posted all over the kitchen with these words: KEEP HOT FOOD HOT AND COLD FOOD COLD and WASH YOUR HANDS ALWAYS AND OFTEN. All employees are given a thermometer when they start so that they can maintain the temperature of food. Hand sinks, soap, and paper towels are available for employees so that they are encouraged to wash their hands frequently.

Questions :

- a) What are the communication challenges and barriers John is facing? Suggest solutions.
- b) What are some ways John could use effective communication as motivator for employees to follow safe food handling practices?

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M.Com. (Sem.-1)
MANAGERIAL ECONOMICS

Subject Code : MCOP-102-18

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3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Write short notes on :

- a) Define Managerial Economics
- b) What is Opportunity Cost?
- c) What is Production Function?
- d) Define AR and MR.
- e) Distinguish between nominal and real rate of interest.
- f) What is risk theory of Profit?
- g) Define National Income.
- h) What are the three motives of liquidity preference?

SECTION-B

UNIT-I

2. Explain the main determinants of demand.
3. Discuss consumer's equilibrium with indifference curve analysis.

UNIT-II

4. Describe three stages of returns to scale.

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5. Explain various long run costs to a firm.

UNIT-III

6. What are the main assumptions of perfect competition?
7. Describe how price and output is determined under collusive oligopoly?

UNIT-IV

8. Explain the principle of effective demand with the help of aggregate demand and aggregate supply.
9. Describe the features of a trade cycle.

SECTION-C

10. Read the following case study and answer the questions from a to b.

The estimates of national income clearly depict a picture of standard of living of community. The national income statistics diagnose the economic ills of country and at the same time suggest remedies. The rate of saving and investment also depend on national income of a country. Moreover national income measurement gives the knowledge of flow of the commodities and services produced in an economy. Thus national income is not a stock bit a flow. It measures total productive power of the community during given period. National income statistics gives over all view of whole economy and of relative positions and interrelations among its various parts. During British period in India, several estimates of national income were made by Dadabhai Naroji, William Digby, Findlay Shirras, Shah and Kham Batta, VK RV Rao and RC Desai. Among all these pre independence estimates, of Naroji, Findlay shirras and Shaw and Khambatta have computed value of the output raised by the agricultural sector and then added some portion of income earned by non-agricultural sector. But these estimates were having no scientific basis of its own. After that, VKRV Rao applied combination of census of output and census of income method. All these estimates were conducted out of individual efforts and were subject to serious limitations due to some of its arbitrary assumptions. After independence, the Government of India appointed National Income committee in 1949 to compile National Income estimates rationally on scientific basis.

Questions :

- a. What is the importance of National Income?
- b. What were the limitations of National Income estimates, pre-independence in India?

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M.Com. (Sem.-1)

**MANAGEMENT PRINCIPLES AND ORGANIZATIONAL
BEHAVIOUR**

Subject Code : MCOP-101-18

M.Code : 75333

Date of Examination: 12-01-2023

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Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Write short notes on the following :
 - a) Importance of MBO
 - b) What is neo-classical theory of management thought?
 - c) What is rationality in decision-making?
 - d) Is organization an art or science?
 - e) How far motivation is important in an industrial undertaking?
 - f) Transactional vs. Transformational leadership
 - g) Concept of a Group formation
 - h) Main characteristics of organization development.



SECTION-B

UNIT-I

2. "Planning is the thinking process and managers being men of action, should have no use for it". Comment.
3. "Elton Mayo is known as the father of Human Relations School". Comment.

UNIT-II

4. "Controlling should not be considered as the last function of the management". Comment.
5. How can a balance be created between centralization and decentralization? Also, discuss the advantages of decentralization of authority in an organization.

UNIT-III

6. In what sense are the trait and behavioral approaches to study leadership behavior are two sides of the coin. How are the two approaches essentially different?
7. "Organizational behavior represents interaction among individuals, groups and the organization". Elucidate this statement.

UNIT-IV

8. "Conflict is destructive in nature and should be resolved as soon as possible after it has developed". Comment.
9. Explain briefly the process through which management try to overcome resistance to change.

SECTION-C

10. Read the Case study and answer the following questions :

Mr. Natarajan is working in the capacity of a Senior Manager in BNB Courier services Pvt. Ltd. for the last 20 years. His track record of performance for the past 20 years is excellent He is known as very disciplined and sincere manager. He is being termed as a role model for new appointees by the directors of the Company. Of late, he seems not very happy with the developments in his office. He keeps on grumbling about the new junior manager and their attitude towards job. He strongly opposed the 'Work from home' policy announced by top management for junior the savvy managers. Mr. Natarajan is very strict about workplace discipline and reporting timings. This has sparked conflict

between him and the new batch of junior managers. He started feeling that top management is very soft on new batch of junior managers and gradually his importance is waning. He is unable to hide frustration and many a times becomes critically vociferous in meetings with top management representatives.

Now there is a question before top management how to console veteran of 20 years and keep cordial relations in an organization?

Questions :

- a. Elaborate the different types of conflicts, observed in the above case study and possible solutions for it.
- b. Consider yourself in the place of Top management and describe the strategy to maintain cordial relationship in an organization

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Roll No.

Total No. of Questions : 10

Total No. of Pages : 03

M.Com. (Sem.-1)

BUSINESS COMMUNICATION

Subject Code : MCOP-106-18

M.Code : 75338

Date of Examination : 19-01-2023

Time : 3 Hrs.

Max. Marks : 60

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3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Answer briefly :

- a) Myths about communication
- b) Communication and Ethics
- c) External and Internal audience
- d) Polishing the Writing
- e) Researching Job
- f) Letter of Resignation
- g) Minutes of Meeting
- h) Group Discussion.



SECTION-B

UNIT-I

2. Discuss the steps in the process of communication. Explain the barriers, to effective communication.
3. What is communication channel? Discuss various means of communication with example.

UNIT-II

4. Describe the importance of communication to managers. How to analyse the situations of business communication?
5. What are the characteristics of business reports? Discuss the purpose of reports and also explain techniques of writing a report.

UNIT-III

6. In the modern technological environment researching the job is easy but confusing. Comment and Justify.
7. Write a detailed note on :
 - a) Letter of acceptance
 - b) Types of Interviews.

UNIT-IV

8. "Group discussion helps the organization to know the feelings of group members". Explain how group discussions may be used as effective way of communication?
9. Explain the following :
 - a) Overcoming stage fright
 - b) Difference between Conversation and Discussion.

SECTION-C

10. Case Study :

Mr. John Hauser president of A&E Education in Germany visited a management institute in Chennai. After an informal meeting with the principal director, they moved to a large seminar hall equipped with a multimedia projection system. John proposed to give a

presentation on his learning Management System Model. He spoke for about 40 minutes, covering the worldwide processes of educational administration and e- management. His presentation used power point and visually supported by graphic data- charts, graphs and diagrams, at places, he was difficult to follow because of the unusual accent in which English is spoken by German. However, the elaborate visual aids helped him put his point across successfully. The power point slides were in the form of bullet points outlining the structure of the presentation. During the discussion of at the end of John's presentation, the principle director opined that the international model discussed would need to be customized with specific local content, and went on to share his own software model of learning management system. John appreciated the new insight and they agreed to collaborate and integrate the models for marketing the software to educational institutions across India.

Question :

- a) Does the size of venue affect the quality of presentation?
- b) Discuss the benefits of using PowerPoint and visual aids when giving a presentation to a foreign audience.
- c) What were John's presentation objectives? Was he successful in achieving them?

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North Eastern Communication