FACULTY OF COMMERCE AND BUSINESS MANAGEMENT

M.Com. (Previous) Examination

MANAGERIAL ECONOMICS

Paper I

Time : 3 Hours]

[*Max. Marks* : 100

Section A – (Marks: $5 \times 4 = 20$)

- 1. Answer any **five** of the following:
 - (a) Accounting profits Vs Economic profit
 - (b) Wealth maximization
 - (c) Production function
 - (d) Returns to scale
 - (e) Peak load pricing
 - (f) Economic system
 - (g) Dual pricing
 - (h) Ecological environment.

Section B – (Marks: $5 \times 16 = 80$)

Answer the following questions.

2. (a) Explain the nature and scope of managerial economics.

Or

- (b) Discuss the methods of forecasting the demand for new products.
- 3. (a) Discuss about managerial uses of production function.

Or

- (b) Explain the law of diminishing returns to a factor.
- 4. (a) Explain the emerging scenario of oligopoly competition in the light of corporate mergers and acquisition.

Or

- (b) Outline the merits and demerits of sophisticated market pricing methods.
- 5. (a) Explain the role of Government in economic development.

Or

- (b) Discuss the nature of Indian Economic System.
- 6. (a) Explain in detail the ecological and environmental factors influencing the business.

Or

(b) Explain the problems and prospects of globalization.

FACULTY OF COMMERCE AND BUSINESS MANAGEMENT

M.Com. (Previous) Examination

ORGANISATIONAL BEHAVIOUR

Paper II

Time : 3 Hours]

[Max. Marks : 100

Section A - (Marks: $5 \times 4 = 20$)

- 1. Answer any five questions in not exceeding one page each. Q.No. 1 is Compulsory.
 - (a) Nature of Man
 - (b) Learning Process
 - (c) Team building
 - (d) Transformational leadership
 - (e) Selection
 - (f) Organisational design
 - (g) Perceptual distortions
 - (h) Causes of conflicts.

Section B – (Marks: $5 \times 16 = 80$)

Answer all questions.

2. (a) Discuss the factors influencing OB.

Or

- (b) Describe the models of man.
- 3. (a) Explain the perception process.

Or

- (b) Describe the changes in attitudes.
- 4. (a) What is cohesion? Discuss the relationship between cohesion and productivity.

Or

- (b) What are the sources of stress? Explain the coping strategies for stress.
- 5. (a) Explain the Autocratic and Democratic style of leadership.

Or

- (b) Describe the assumptions under Theory X and Theory Y.
- 6. (a) What is HRP? Discuss the process of HRP.

Or

(b) Describe the selection process.

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M.Com. (Previous) Examination

MARKETING MANAGEMENT

Paper III

Time : 3 Hours]

[*Max. Marks* : 100

Section A - (Marks: $5 \times 4 = 20$)

- 1. Answer any **five** of the following:
 - (a) Marketing Myopia
 - (b) Functions of marketing
 - (c) Market positioning
 - (d) Niche marketing
 - (e) Brand loyalty
 - (f) Perceived pricing
 - (g) Channel conflict
 - (h) Global Marketing.

Section B – (Marks: $5 \times 16 = 80$)

Answer the following questions.

2. (a) Discuss the need for scanning the marketing environment.

Or

- (b) What is marketing environment? Explain the impact of macro-environmental features on marketing operations.
- 3. (a) Explain the major variables used to segment consumer markets.

Or

- (b) Discuss the methods of developing and communicating positioning strategies.
- 4. (a) What is price? Explain the process of settling price.

Or

- (b) What are the objectives of pricing? Explain different methods of pricing.
- 5. (a) What is direct marketing? Explain the channels used for direct marketing.

Or

- (b) What are marketing channels? Explain the role of marketing channels in business.
- 6. (a) What are the problems in rural marketing? Explain the recent trends in rural marketing.

Or

(b) What is global marketing? What are the features of global marketing?

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M.Com. (Previous) Examination

FINANCIAL MANAGEMENT

Paper IV

Time: 3 Hours]

[Max. Marks: 100

Section A – (Marks: $5 \times 4 = 20$)

- 1. Answer any **five** of the following questions in not more than **one** page each:
 - (a) Financial planning
 - (b) Overcapitalization
 - (c) Profit maximization
 - (d) Financial leverage
 - (e) EPS
 - (f) What are the determinants of dividend?
 - (g) Concept of price level accounting.
 - (h) What are the assumptions of funds flow statement?

Section \mathbf{B} – (Marks: $5 \times 16 = 80$)

Answer all questions in not exceeding 6 pages each.

2. (a) What are the major types of financial management decisions that business firms make? Describe each.

Or

- (b) What are the causes and remedial measures for undercapitalization? Explain.
- 3. (a) Define capital structure. What is an appropriate capital structure? Explain flexible capital structure.

Or

(b) The capital structure of XYZ Ltd. is as follows:

Source	Amount	Specific cost
Debentures	Rs. 12,00,000	7%
Pref. shares	Rs. 8,00,000	8%
Equity shares	Rs. 10,00,000	10%

Calculate the weighted average cost of capital.

[P.T.O.

4. (a) What is the conservative approach to financing a firm's funds requirements? What kind of profitability-risk trade-off is involved?

Or

(b) The Balance Sheet of Company X stood as follows as on 31 March of the current year:

Liabilities		Assets	
Current liabilities	6,000	Current assets	8,000
Long-term funds	28,000	Fixed assets	26,000
	34,000		34,000

If current assets earn 4%, fixed assets earn 16%, current liabilities cost 6% and long-term funds cost 12%, calculate

- (i) Total profits on assets and the ratio of current assets to total assets.
- (ii) The cost of financing and the ratio of current liabilities to the total assets
- (iii) Net profitability of the current financing plan.
- 5. (a) Briefly explain Gordon'S model as dividend decision.

Or

(b) The following information is available in respect of a firm: capitalisation rate is 10%.

1,00,000 shares selling at Rs. 100 each. The firm is contemplating the declaration of a Rs. 6 dividend at the end of the current fiscal year which has just begun. Answer the following questions based on the Modigliani and Miller model and the assumption of no taxes.

- (i) What will be the price of the shares at the end of the year, if a dividend is not declared? What will be if it is declared?
- (ii) Assume that the firm pays dividend and has net income of Rs. 1,00,000 and makes new investments of Rs. 20,00,000 during the period, how many new shares must be issued?
- (iii) Is the MM model realistic with respect to valuation? What factors might mar its validity?
- 6. (a) What are the limitations of financial ratios as the techniques for appraising the financial position of a company?

(b) From the following information of a textile company complete the proforma balance sheet if its sales are Rs. 32,00,000:

Sales to net worth	2.3 times
Current debt to net worth	42%
Total debt to net worth	75%
Current ratio	2.9 times
Net sales to inventory	4.7 times
Average collection period	64 days
Fixed assets to net worth	53.2%
Proforma Balance	e Sheet
Net worth ? Fixed	assets ?

Long-terms debt	?	Cash	?
Current debt	?	Stock	?
		Sundry debtors	?

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M.Com. (Previous) Examination

Paper-V

DECISION ANALYSIS

Time : 3 *Hours*]

[*Max. Marks* : 100

Section A - (Marks: $5 \times 4 = 20$)

- 1. Answer any **five** of the following in not exceeding **one** page each:
 - (a) Nature of Business Research
 - (b) Structured decisions
 - (c) Characteristics of good estimator
 - (d) Significance level
 - (e) EVPI
 - (f) Laplace Principle
 - (g) Process control
 - (h) Critical Path.

Section B – (Marks: $5 \times 16 = 80$)

Answer all questions.

2. (a) What is Research Design? Explain the stages involved in Research Design.

Or

- (b) Briefly discuss different types of decisions.
- 3. (a) Explain the concept of standard error. How is it useful in testing hypothesis?

Or

(b) Below given are the gains in weights (lbs) of lions on two diets - X and Y: gains in weights (lbs)

Diet-X	25	32	30	32	24	14	32	-	_	-
Diet-Y	24	34	22	30	42	31	40	30	32	35

Test, at 5% level, whether the two diets differ significantly with regard to increase in weight. (Table value of 't' for 15 degrees of freedomat 5% = 1.573)

4. (a) What is Statistical decision theory? What are the differences between decision-making under uncertainty and risk?

(b) The demand pattern of the cakes make in a bakery is as follows:

No. of cakes demanded	0	1	2	3	4	5
Probability	0.05	0.01	0.25	0.30	0.20	0.10

If the preparation cost is Rs. 6 per unit and selling price is Rs. 8 per unit, how many cakes should the baker make to maximise the profit?

5. (a) What is SQC? Explain the need, significance and role of SQC.

Or

(b) An inspection of 10 samples of size 400 each from 10 lots revealed the following number of defects:

17, 15, 14, 26, 9, 4, 19, 12, 9, 15.

Calculate the control limits for the number of defective units and state your conclusion.

6. (a) Discuss the various stages involved in the application of PERT and CPM.

Or

(b) The following Table gives the activities in construction project and also gives other relevant information.

Activity	Immediate	Time (Mor	nths)	Direct cost (Rs.'000)			
	Predecessor	Normal	Crash	Normal	Crash		
А	-	4	3	60	90		
В	-	6	4	150	250		
С	-	2	1	38	60		
D	А	5	3	150	250		
Е	С	2	2	100	100		
F	А	7	5	115	175		
G	B, D, E	4	2	100	240		

Indirect costs vary as follows:

Months	15	14	13	12	11	10	9	8	7	6
Cost (Rs.)	600	500	400	250	175	100	75	50	35	25

(i) Draw an arrow diagram for the project.

(ii) Determine the project duration that will result in minimum total project cost.