

M.Com Assignment Test 2nd Semester 2017 CBCS DDCE

Paper – V (Corporate Financial Accounting)

Answer any Two 15 X 2 = 30 Word limit – 1000 Time – 1 hrs.

1. “Without accounting concepts and conventions objective, reliable, consistent and comparable accounts cannot be maintained.”Comment.
2. What do you understand by the analysis and interpretation of financial statements? Discuss its utility and significance. What are the different cross sectional and time series methods used for it?
3. What is funds flow statement? Examine its use and significance for management. Explain briefly the steps to be followed in preparing a funds flow statement.
4. Discuss the proforma/specimen of Final Account of a company as per Schedule-III of Companies Act, 2013 with imaginary figures.
5. Discuss different modern trends in published accounts of companies in India.
6. Write short notes on (*any two*):
 - a) Value Added Statement
 - b) Social Balance sheet
 - c) Ind-AS
 - d) Qualitative characteristics of financial statements
 - e)Cash-flow statement

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Paper – VI (Organization Behaviour)

Answer any Two 15 X 2 = 30 Word limit – 1000 Time – 1 hrs.

1. Define the term organization behavior? Discuss various models of a man with their implication on organization behavior?

2. What is personality? Briefly explain various personality development theories?

3. Compare and contrast Maslow's Theory of motivation, Herzberg two factor theory of motivation and ERG theory of motivation.

4. What is leadership? Compare and contrast different behavioral theories of leadership?

5. What is communication? Discuss the barriers to effective communication?

6. Write short notes on (any two):
 - a. Transactional Analysis
 - b. Leadership Style
 - c. Attitude Formation
 - d. Perception and OB

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Paper – VII (Marketing Management)

Answer any Two 15 X 2 = 30 Word limit – 1000 Time – 1 hrs.

1. Define marketing and explain the marketing management process briefly. Give suitable examples from Indian context.
2. Define marketing environment and examine different types of such environments with suitable examples.
3. “Market segmentation is important for target markets strategy”. Discuss different types of targeting strategy with suitable examples.
4. Define marketing research (MR) and explain its significance in customer oriented marketing policies and plans.
5. Define product life cycle (PLC) as a marketing tool. Briefly describe each of the four main stages of the PLC.
6. Why Product fail in market, discuss the various promotional strategies to maintain the Product life in competitive market?

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Paper – VIII (Managerial Economics)

Answer any Two 15 X 2 = 30 Word limit – 1000 Time – 1 hrs.

1. What is profit maximization assumption? State some important objectives of a firm other than profit maximization?
2. What is elasticity of demand? Discuss different methods of measuring elasticity of demand?
3. Differentiate between short run and long run production function with suitable example.
4. What is oligopoly? Discuss price and output determination under oligopolistic market?
5. What is WTO? Discuss the impact of WTO on tariff and quantitative restrictions in world trade?
6. Write short notes on (any two)
 - a. Globalization
 - b. DCF techniques of capital budgeting
 - c. Income elasticity of demand
 - d. Cobb-Douglas Production function

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Paper – IX (Entrepreneurship Development)

Answer any Two 15 X 2 = 30 Word limit – 1000 Time – 1 hrs.

1. “Entrepreneurs are the Risk takers”. In view of the statement explain the role and functions of entrepreneurs in nation building.
2. Discuss the objectives and Phases of Entrepreneurial Development Programme (EDP).
3. Explain the problems faced by women entrepreneurs in India. Give some examples of successful women entrepreneurs with their business world.
4. Define Project Appraisal. Explain the different stages of Project Appraisal with suitable examples.
5. Critically examine different government policies towards SSIs after post reform period.
6. Write short notes on: (Any Two)
 - a. Industrial sickness.
 - b. SSIs.
 - c. Entrepreneurial Development Institution in India.