

M.COM Assignment Test 2nd Semester -2021 CBCS DDCE
Paper V- (Corporate Financial Accounting)
Answer all Questions.

1. What do you mean by financial statement? What are its elements? Discuss the qualitative characteristics of financial statement.
2. What is Accounting standard? What are its objectives? Discuss the historical development of accounting standard in India?
3. Distinguish between cash flow statement & funds flow statements. Discuss the method of preparation of cash flow statement with suitable example.
4. Discuss different cross sectional and time series techniques of financial statement Analysis.
5. Write short notes on:-
 - (a) Modern trends in published Account.
 - (b) Social income statement & Social balance sheet.

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Paper VI- (Organization Behavior)
Answer all Questions.

1. What do you understand by organizational behavior? Explain the different models of organizational behavior.
2. Discuss briefly the various theories of personality. Which one of them is convincing to you and why?
3. Bring out the major dimensions of various theories of learning.
4. Critically examine the Herzberg's theory of motivation. Make a comparison between theories of Herzberg and Maslow. Which of these theories would you prefer in Indian context?
5. "The existence of a variety of communication media does not itself guarantee the success of communication". Comment.

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Paper VII-(Marketing Management)
Answer all Questions.

1. Define marketing: Discuss its functions which can help the business environmental growth and economic development.
2. Write a note on 4Ps of marketing (Product, Price, Place, and Promotion) with suitable examples.
3. Briefly explain how branding, leveling and packaging are the essential part of marketing.
4. State and explain the advantage and dis-advantage of Cyber Marketing.
5. "No single medium of advertising is ideal in all respect". Discuss with suitable examples.

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Paper VIII - (Managerial Economics)
Answer all Questions.

1. Define Managerial Economics? Discuss the scope and significance of Managerial Economics.
2. What is Demand Forecasting? Discuss the various methods of demand forecasting.
3. Define Indifference curve. State its properties. Discuss the conditions of consumer's equilibrium under IC Analysis.
4. Define Isoquant? State its properties. Discuss the conditions of producer's equilibrium under two variables case.
5. Define perfect competition. Discuss the equilibrium conditions of a firm under perfect competition.

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Paper IX - (Entrepreneurship Development)
Answer all Questions.

1. Discuss the functions role and contributions of an entrepreneur in a developing country.
2. Explain the economic Theories and Psychological theories of entrepreneurship.
3. What is EDP? Explain the role, relevance and achievement of EDPs in India.
4. Discuss the various methods of marketing of products of SSIs in our country. What are the steps taken by the government in this regard?
5. What is Industrial sickness? Explain the consequences and RBI guidelines for preventing industrial sickness.