

## **M.Com**

### **Corporate Financial Accounting**

**Answer any two**

**word limit-1000**

**15×2= 30**

1. Discuss different users of financial statement along with their information needs?
2. Explore the specimen of company balance sheet with imaginary figure as per companies Act, 2013.
3. Explicate direct and indirect method of preparing cash flow statement as per AS-3?
4. Enumerate the need, process and limitations of Financial Ratio Analysis?
5. Differentiate between the following;-
  - a. Gross value Added & Net value Added
  - b. Funds flow statement & cash flow statement.
6. Write short notes on:-
  - a. International Accounting Standard
  - b. Half yearly Financial Report of Listed Company.

### **Managerial Economics**

**Answer any two**

**word limit-1000**

**15×2= 30**

1. Discuss the role of managerial economist in modern business?
2. Discuss different methods of demand forecasting with suitable example?
3. Explore different methods of measurement of elasticity of demand?
4. Explain price output determination under perfectly competitive margin.
5. Elaborate the long run production function with suitable example write short note on:-
6. Write short notes on :-
  - a. Marginal Rate of Technical Substitution(MRTS)
  - b. Substitution Effect.

## **Marketing Management**

**Answer any two**

**word limit-1000**

**15×2= 30**

- 1. Describe the various micro and macro environmental that influence the marketing decisions of a company and state benefits of environmental scanning.**
- 2. Discuss sales promotion as method of communication and the reasons for its rapid growth in India,**
- 3. Discuss buying decision process as a continuous process and stages involved there in.**
- 4. What is publicity? How is it different from advertising? Explain with suitable examples.**
- 5. Explain the evolution process of marketing management philosophy**
- 6. “No single medium of advertising is ideal in all respects”? Discuss with examples.**

## **Organization Behaviour**

### **Section -D**

**Answer any two**

**word limit-1000**

**15×2= 30**

- 1. Bring out the major dimensions of various theories of learning.**
- 2. What is Organization Behaviour. Briefly discuss the models of Organization Behaviour.**
- 3. What are different barriers of communication and how these barriers can be overcome.**
- 4. What are the different skills that managers should possess in order to be effective? Discuss the role of human skills in managers job.**
- 5. Discuss the different steps in the perceptual process model.**
- 6. Write short notes on:**
  - a. Transactional Analysis**
  - b. JOHARI window**
  - c. Barrier's to communication.**

## **Entrepreneurship Development**

### **Section -D**

**Answer any two**

**word limit-1000**

**15x2= 30**

1. "Entrepreneurs are made not born" In view of this discuss different types and traits of entrepreneurs.
2. What are the main causes for problems of industrial sickness? Discuss various methods to solve the problems of industrial sickness in India.
3. What women are motivated towards entrepreneurship? Discuss various problems faced by women entrepreneurs in India.
4. Define SSIs. Discuss various policies of government toward SSIs during post reform era.
5. What are the pre-requisite for successful project manager? Discuss various activities of project management.
6. Write short notes on:-
  - a. EDPS
  - b. Business Ideas