

Management Concepts & Organisational Behaviour,

MCom - Ecom Sem - I

QP Code : 23953

(2 Hours)

[Total Marks : 60

N.B. : (1) All questions are **compulsory**
(2) **Number** to the **right** indicate marks.

1. (A) What are the steps in controlling process and state the essentials of effective control. 10
(B) What is the importance of management in modern business organisation. 5
OR
1. (P) What are the different ways in which an organisation can be structured. Explain any two with example. 10
(Q) Differentiate between Taylor's and Fayol's theory of management. 5
2. (A) How can you use Victor Vroom's Expectancy Theory to motivate employees of your organisation. 10
(B) Write in brief Trait theory of leadership. 5
OR
2. (P) Discuss various group performance factor in the organisation. 10
(Q) Discuss the role of electronic media in effective communication. 5
3. (A) Explain the contingency theory of leadership. 10
(B) What are the requisite of an effective communication? 5
OR
- (P) How can OD interventions be used to bring planned change in the organisation. 10
(Q) Why do people resist change. 5
4. Write short note **any three** 15
 - (a) Maslow's need hierarchy theory
 - (b) Authority and Responsibility
 - (c) Functions of a manager.
 - (d) Behavioural theory of leadership.

B. E M.Com Ecommerce - I
I sem

Q.P. Code : 23954

(2 Hours)

[Total Marks : 60

- N.B. : 1. Attempt all questions compulsory.
2. All questions carry equal marks.

1. (a) Define business environment and discuss its importance. 8
(b) Discuss Internal and External factors affecting business environment. 7
OR
(p) Explain the scope of business environment. 8
(q) "Profit Maximisation is the main objective of every business." Comment. 7
2. (a) What are the steps Government of India has taken as a part of its liberalisation process. 8
(b) Describe different components of Macro Environment of business. 7
OR
(p) What is environmental scanning ? Why and how it is done ? 8
(q) How do social Environment Impact business activities? Explain with example. 7
3. (a) Explain the importance of FEMA. 8
(b) Explain the code of fair business practices. 7
OR
(p) How Ethics help the business for long term profit. 8
(q) Write down the role of Small Scale Industry in today's world. 7
4. (a) Define FDI and what are its importance. 8
(b) Explain the PESTLE analysis 7
OR
(p) Explain in detail various types of Economic Systems. 8
(q) Define Research in business and its importance. 7

Managerial
economics
(2 Hours)

Q.P. Code : 23958

[Total Marks : 60

- N.B. : (1) All questions are compulsory.
(2) Figures to the right indicate marks to each questions.
(3) Draw neat diagram wherever necessary.

1. (a) Discuss the importance of managerial economics. 8
(b) Explain concept of asymmetric information in Insurance sector and used car market with its effect. 7

OR

- (p) Write a note on opportunity cost and marginalism. 8
(q) Explain production possibility curve. 7

2. (a) State the various determinants of elasticity of demand. 8
(b) Explain income elasticity of demand with its various types. 7

OR

- (p) Explain law of supply, supply schedule and supply function. 8
(q) Write a note on consumer survey method of demand forecasting. 7

3. (a) Explain law of returns to scale. 8
(b) Write a brief note on internal and external diseconomies. 7

OR

- (p) Solve the following sum :
Cost function of a firm is given below : 8

(Output (Units))	0	1	2	3	4
Total cost	50	70	90	100	106

Find out the following :

- (1) TFC (2) TVC (3) MC (4) AC

- (q) What are the properties of isoquants curve. 7

21-100

McCom E Com I 2800

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2 Economics

- 4. (a) Explain short run equilibrium under monopolistic firm which is incurring loss. 8
- (b) State the features of monopoly. 7

OR

- 4. (p) Write short notes. (Any three) : 15
 - (a) Characteristics of perfect competition.
 - (b) Features of monopolistic competition
 - (c) Oligopoly
 - (d) Penetration Pricing.

Q	1	2	3	4	5
Total cost	100	100	100	100	100

(2 Hours)

[Total Marks : 60

N. B. : (1) All questions are compulsory.

(2) Use of simple calculator is allowed.

1. (a) Find missing frequency if $Q_3 = 44.44$ for the following data. 7

Marks : 0-10 10-20 20-30 30-40 40-50 50-60 60-70 70-80 80-90 90-100

Frequency : 4 9 14 - 18 6 2 1 1 0

- (b) It is known that the probability that an item produced by a certain machine will be defective is 0.02. Using poisson approximation, find the probability that a random sample of 200 items produced by the machine will contain 8

(i) no defective

(ii) less than 3 defective (Given $e^{-4} = 0.0183$)

OR

- (p) Calculate mean and standard deviation of the following frequency distribution. 7

Age in years : 0-10 10-20 20-30 30-40 40-50 50-60 60-70 70-80

No. of persons : 18 16 15 12 10 7 3 1

- (q) There are 4 red balls, 5 balck and 3 white balls in a bag. Three balls are selected at random. What is the probability that the selected balls are 8

(i) of the same colour?

(ii) of different colours?

2. (a) Following is the pay off matrix 10

State of Nature	Courses of Action		
	A_1	A_2	A_3
S_1	125	-100	-125
S_2	400	340	300
S_3	650	740	750

The probability of states of nature are 0.1, 0.7 and 0.2 respectively.

Find best decision using EMV and EOL criteria.

- (b) Discuss the requisites of a good questionnaire. 5

OR

[TURN OVER

(p) Following is the pay-off matrix.

8

State of Nature	Courses of Action		
	A ₁	A ₂	A ₃
S ₁	25	-10	-125
S ₂	400	440	400
S ₃	650	740	750

Find best decision by using

- (i) Maximax criteria
- (ii) Maximin Criteria
- (iii) Laplace criteria.

(q) The scores of 10 students prior and after training are given below :-

7

Prior : 84 48 36 37 54 69 83 96 90 65

After : 90 58 56 49 62 81 84 86 84 75

Using paired 't' test, find whether the training is effective or not, at 5% level of significance. (Given $t_9(0.05) = 2.262$)

3. (a) Find Karl Pearson's correlation coefficient between the marks of two subjects obtained by 10 students.

7

Marks in Maths : 25 75 35 85 90 60 62 50 70 58

Marks in Eco : 60 80 20 75 90 39 74 40 62 50

(b) From the following data, find Laspeyres's, Paasche's and Fishers Price index numbers

8

Commodity	Base year		Current years	
	Price	Quantity	Price	Quantity
Rice	4	15	5	20
Pulses	8	20	12	30
Sugar	6	25	8	20
Oil	14	10	21	15

OR

[TURN OVER

- (p) Following are equations of two regression lines. 8
 $2x - 3y + 14 = 0$ and $3x - y - 42 = 0$
 Find (i) Mean values of x and y
 (ii) Correlation coefficient
 (iii) Estimated value of y when $x = 10$
- (q) Calculate the real income from the following data :- 7

Year	2003	2004	2005	2006	2007
Income (Rs)	6,000	7,000	8,000	9,000	10,000
Index No.	150	175	160	180	200

4. (a) Following figures show the distribution of digits in numbers chosen at random from a telephone directory. 8
- Digits : 0 1 2 3 4 5 6 7 8 9
 Frequency : 1026 1107 997 966 1075 933 1107 972 964 853
- Test, whether the digits may be taken to occur equally frequently in the directory. (Given $\chi^2_{(9)} (0.05) = 16.919$)
- (b) What do you mean by statistical quality control. Discuss its advantages in industry. 7

OR

- (p) Two sample polls of votes for two candidates A and B for a public office are taken, one from among the residents of rural areas. The results are given in the following table. Examine whether the nature of the area is related to voting preference in the election. 8

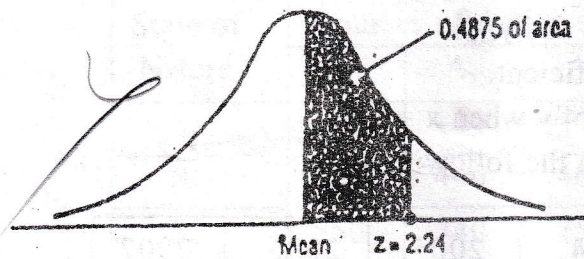
Area	Vote for	
	A	B
Rural	620	380
Urban	550	450

Given $\chi^2_{(1)} (0.05) = 3.841$

- (q) 10 pieces of cloths out of different rolls of equal length contains the following number of defects 7
 1, 3, 5, 0, 6, 0, 9, 4, 4, 3
 Draw a control chart for the number of defects and state whether the process is in a state of statistical control.

[TURN OVER

STATISTICAL TABLE



Areas under the Standard Normal Probability Distribution between the Mean and Positive Values of z

z	0.00	0.01	0.02	0.03	0.04	0.05	0.06	0.07	0.08	0.09
0.0	0.0000	0.0040	0.0080	0.0120	0.0160	0.0199	0.0239	0.0279	0.0319	0.0359
0.1	0.0398	0.0438	0.0478	0.0517	0.0557	0.0596	0.0636	0.0675	0.0714	0.0753
0.2	0.0793	0.0832	0.0871	0.0910	0.0948	0.0987	0.1026	0.1064	0.1103	0.1141
0.3	0.1179	0.1217	0.1255	0.1293	0.1331	0.1368	0.1406	0.1443	0.1480	0.1517
0.4	0.1554	0.1591	0.1628	0.1664	0.1700	0.1736	0.1772	0.1808	0.1844	0.1879
0.5	0.1915	0.1950	0.1985	0.2019	0.2054	0.2088	0.2123	0.2157	0.2190	0.2224
0.6	0.2257	0.2291	0.2324	0.2357	0.2389	0.2422	0.2454	0.2486	0.2517	0.2549
0.7	0.2580	0.2611	0.2642	0.2673	0.2704	0.2734	0.2764	0.2794	0.2823	0.2852
0.8	0.2881	0.2910	0.2939	0.2967	0.2995	0.3023	0.3051	0.3078	0.3106	0.3133
0.9	0.3159	0.3186	0.3212	0.3238	0.3264	0.3289	0.3315	0.3340	0.3365	0.3389
1.0	0.3413	0.3438	0.3461	0.3485	0.3508	0.3531	0.3554	0.3577	0.3599	0.3621
1.1	0.3643	0.3665	0.3686	0.3708	0.3729	0.3749	0.3770	0.3790	0.3810	0.3830
1.2	0.3849	0.3869	0.3888	0.3907	0.3925	0.3944	0.3962	0.3980	0.3997	0.4015
1.3	0.4032	0.4049	0.4066	0.4082	0.4099	0.4115	0.4131	0.4147	0.4162	0.4177
1.4	0.4192	0.4207	0.4222	0.4236	0.4251	0.4265	0.4279	0.4292	0.4306	0.4319
1.5	0.4332	0.4345	0.4357	0.4370	0.4382	0.4394	0.4406	0.4418	0.4429	0.4441
1.6	0.4452	0.4463	0.4474	0.4484	0.4495	0.4505	0.4515	0.4525	0.4535	0.4545
1.7	0.4554	0.4564	0.4573	0.4582	0.4591	0.4599	0.4608	0.4616	0.4625	0.4633
1.8	0.4641	0.4649	0.4656	0.4664	0.4671	0.4678	0.4686	0.4693	0.4699	0.4706
1.9	0.4713	0.4719	0.4726	0.4732	0.4738	0.4744	0.4750	0.4756	0.4761	0.4767
2.0	0.4772	0.4778	0.4783	0.4788	0.4793	0.4798	0.4803	0.4808	0.4812	0.4817
2.1	0.4821	0.4826	0.4830	0.4834	0.4838	0.4842	0.4846	0.4850	0.4854	0.4857
2.2	0.4861	0.4864	0.4868	0.4871	0.4875	0.4878	0.4881	0.4884	0.4887	0.4890
2.3	0.4893	0.4896	0.4898	0.4901	0.4904	0.4906	0.4909	0.4911	0.4913	0.4916
2.4	0.4918	0.4920	0.4922	0.4925	0.4927	0.4929	0.4931	0.4932	0.4934	0.4936
2.5	0.4938	0.4940	0.4941	0.4943	0.4945	0.4946	0.4948	0.4949	0.4951	0.4952
2.6	0.4953	0.4955	0.4956	0.4957	0.4959	0.4960	0.4961	0.4962	0.4963	0.4964
2.7	0.4965	0.4966	0.4967	0.4968	0.4969	0.4970	0.4971	0.4972	0.4973	0.4974
2.8	0.4974	0.4975	0.4976	0.4977	0.4977	0.4978	0.4979	0.4979	0.4980	0.4981
2.9	0.4981	0.4982	0.4982	0.4983	0.4984	0.4984	0.4985	0.4985	0.4986	0.4986
3.0	0.4987	0.4987	0.4987	0.4988	0.4988	0.4989	0.4989	0.4989	0.4990	0.4990

(2 Hours)

[Total Marks : 60

N. B. : All questions are **compulsory** carrying 15 mark each.

With an internal option.

1. (a) Pass journal entries for the following Foreign Exchange transactions **10**
in the books Chacha Ltd.

On 1st January, 2014 Chacha Ltd., an importer, purchased \$ 42,500/- worth goods from Mama Trading Company of USA. The payment was made as under.

On 15th January, 2014- \$ 8,000

On 15th February, 2014- \$ 9,000

On 15th March, 2014- \$ 14,500

On 15th April, 2014- \$11,000

Chacha Ltd. closes its books on 31st March every year the exchange rate for \$ 1 was as follows.

1 st January, 2014 ✓	₹ 48.50	15 th January, 2014	₹ 49.25
15 th February, 2014°	₹ 48.25	15 th March, 2014	₹ 48.40
31 st March, 2014 ✓	₹ 48.75	15 th April, 2014	₹ 48.60

- ✓ (b) what do you means by capital expenditure? Explain with exatnple **5**

OR

[TURN OVER

1. Rahul Ltd. Furnishes you the following Trial Balance as on 31-03-2012

Particulars	Dr. ₹	Cr. ₹
50,000, Equity shares of Rs. 10 each fully paid up		5,00,000
12% redeemable preference shares, 20,000 shares of Rs.10 each		2,00,000
General Reserve		1,49,000
Cash on hand	7,000	
Bank of India-Current A/c	2,10,000	
Debtors	2,00,000	
Creditors		36,000
9% Debentures		1,00,000
Goodwill	76,000	
Land	1,50,000	
Other Fixed assets (Net)	4,00,000	
Stock of finished goods	2,15,000	
Advance tax (current year)	60,000	
Provision Tax (current year)		75,000
Tax payable (previous year)		8,000
Profit & loss a/c (brought forward)		60,000
Net profit of current year (after tax)		1,90,000
	13,18,000	13,18,000

- (1) Debentures are due for redemption on 31st March, 2016 and secured against land.
- (2) Proposed dividend is @12% on preference shares and 20% on Equity shares.
- (3) Transfer to General reserve ₹ 70,000.
- (4) The authorized share capital is 70,000 equity shares of ₹ 10 each and 30,000, 12% Redeemable preference shares of ₹ 10 each.

You are required to prepare the Balance sheet of Rahul Ltd. As on 31st March, 2012, giving the information in the manner so required by Revised Schedule VI to the Companies Act, in the vertical form to the extent available from the above data, Ignore previous year' figures and corporate dividend tax.

2. (a) The following is the summarised Balance Sheet of H Ltd. as on 31st December, 2002. 10

Liabilities	₹	Assets	₹
50,000 Equity of Rs. 10 each	5,00,000	Plant & Machinery	240000
Securities Premium	1,00,000	Furniture	100000
General Reserve *	2,39,400	Stock	620000
Profit & Loss Account	1,57,600	Debtors	206000
Sundry Creditors	4,09,400	Cash in hand	3400
Provision for Tax	1,97,000	Cash at Bank	434000
	16,03,400		16,03,400

The company transfers 20% of its profits (after tax) to General Reserve. The Net Profits before tax for the last 3 years have been as follows:

Year ended	₹
31-12-2000	2,75,000
31-12-2001	3,94,000
31-12-2002	3,66,000

Machinery is valued at ₹ 3,20,000. Average Yield in this type of business is 20%. The rate of tax is 50%. Calculate the value of one equity share on the basis of: Intrinsic value

2. (b) What do you mean by revenue expenditure. Explain with example 5

OR

2. (p) Following is the Balance Sheet of R Ltd as at 31st March, 2002:— 10

Liabilities	₹	Assets	₹
Rahman's Capital Account	8,16,000	Fixed Assets	3,60,000
Creditors	1,52,160	Investments	1,20,000
		Current Assets	4,88,160
	<u>9,68,160</u>		<u>9,68,160</u>

The following net profits were earned which included a fixed income

on investment of ₹ 8,000 per year. Year ended 31st March, 1999- ₹ 1,28,000; 2000- ₹ 1,44,000; 2001 - ₹ 1,72,000; 2002 - ₹ 1,80,000. Standard rate of return on capital employed in this type of business is 8%. Calculate the value of goodwill of the above business at three years purchase of the average super profits for the four years assuming :-

- (a) that each years profit is immediately withdrawn in full by the proprietor and
 (b) the weights to be assigned to the profits for the purpose of averaging are:

Year	1999	2000	2001	2002
Weight	1	1.5	2	2.5

Ignore Income Tax.

49) What do you mean by going concern concept? Explain with example. 5

3. (a) Vivek owns a taxi, costing ₹ 80000. Following expenses incurred: 10

	₹
Salary of manager	600 p.m.
Salary of accountant	500 p.m.
Salary of cleaner	200 p.m.
Salary of mechanic	400 p.m.
Garage Rent	900 p.m.
Insurance	6% per Annum
Annual Tax	600
Driver's salary	225 p.m. per Taxi
Repair	1500 per Taxi p.m.
Life of taxi	5 years

It runs 50 kilometres everyday for 24 days in a month. It makes daily one trip.

Petrol expenses: in 1 litre 10 kms runs @ cost of ₹ 50 per litre

Oil ₹ 2 per 1 km.

Calculate the cost per passenger km.

(b) Explain importance of process costing. 5

OR

3. (p) From the following data prepare cost sheet for the period of 2008 showing 10
the prime cost, Works cost, Total cost, cost of sales and sales.

Opening stock of Raw material	₹ 6000
Opening stock of Finished Goods	₹ 12000
Purchase of Raw material	₹ 34000
Wages	₹ 15000
Factory Expenses	₹ 11600
Other office expenses	₹ 9400
Carriage Inwards	₹ 2000
Stock of Finished Articles at end	₹ 3000
Stock of Raw materials at end	₹ 9000

The selling price is so fixed as to leave a profit of 25% on selling price.

- (q) Briefly explain operating costing. 5

4. (a) The following are the details of a contractor from which you have to 10
prepare contract account for the year 2014:

Material	₹ 47000
Labour	₹ 51500
Plant purchased	₹ 6000
Establishment expenses	₹ 4350
Work Uncertified	₹ 2000
Material at site	₹ 2250
Depreciation on plant	10%

The contact price agreed upon with the contractee is ₹ 200000. Cash received ₹ 90000 being 80% of work certified.

- (b) Explain types of cost. 5

OR

4. From the following prepare reconciliation statement: 15

There is profit in financial book ₹ 500

- Bank interest credited in financial book only ₹ 500
- Opening stock of WIP overvalued in cost book ₹ 3000
- Dividend paid ₹ 5000
- Profit on sale of assets ₹ 750
- Depreciation is charged ₹ 2900 more in cost book
- Selling overhead absorbed 20% less in cost book actually paid ₹ 1500
- General expenses showing ₹ 1250 more in financial book
- Direct wages absorbed at 10% less than actual paid wages of ₹ 5000

Marketing

QP Code : 23968

(2 Hours)

[Total Marks : 60

- N.B. :** (1) All questions are compulsory. •
(2) Figures to the right indicate full marks.

- | | | | |
|----|----|---|----|
| 1. | a) | Explain various positioning strategies? | 8 |
| | b) | What are the ways to delight the customers? | 7 |
| | | OR | |
| 1. | | What is market segmentation? What are the bases of market segmentation? | 15 |
| 2. | a) | Explain discount and rebate? | 8 |
| | b) | Explain the objectives of pricing? | 7 |
| | | OR | |
| 2. | | What is pricing? Explain the factors affecting pricing? | 15 |
| 3. | a) | Explain product mix decisions? | 8 |
| | b) | Explain product line decisions? | 7 |
| | | OR | |
| 3. | | State the social, ethical and legal aspects of marketing services? | 15 |
| 4. | | Write short notes on : (any 3)- | 15 |
| | a) | Marketing channels for consumer goods. . | |
| | b) | Functions of marketing channels. . | |
| | c) | Cyber relationship marketing. . | |
| | d) | Channel decisions. - | |
| | e) | Managing channel conflicts. - | |

KL-Con. 1678-15.

(2 Hours)

[Total Marks : 60

- N.B. : (1) All questions are compulsory.
 (2) All questions carry 15 marks each.
 (3) Show necessary working notes.

1. (A) Distinguish between profit maximization and wealth maximization goal of financial management. 7
 (B) Given initial Investment Rs. 1,00,000 and Cost of Capital @ 12% p.a. Calculate Discounted Payback Period and comment. Expected Cash Inflows are as given below :— 8

	Year 1	Year 2	Year 3	Year 4	Year 5
Cash flow	Rs. 25,000	Rs. 50,000	Rs. 75,000	Rs. 1,00,000	Rs. 1,50,000
PV Factors @ 12%	0.8929	0.7972	0.7117	0.6355	0.5674

OR

- (A) A firm has the following investment opportunities. 5

Proposals	Initial Outlay	Profitability
1	2,00,000	1.15
2	1,25,000	1.13
3	1,75,000	1.11
4	1,50,000	0.08

The available funds are Rs. 3,00,000. Which proposals(s) the firm should accept ?

- (B) Using the information given below, compute the NPV and PI. Comment on the result. Initial outlay is Rs. 80,000 ; Estimated life is 5 years. Depreciation has been calculated under straight line method. The P.V. of Re. 1 at 20% is given below : 10

Year	1	2	3	4	5
P.V. Factor	0.833	0.694	0.579	0.482	0.402
Profit after tax	6,000	14,000	24,000	16,000	Nil

2. (A) What is cost of capital ? Explain its significance. 7
 (B) Annual sales of V Ltd. is Rs. 60,00,000. Sales to variable cost ratio is 150 per cent and Fixed cost other than interest is Rs. 5,00,000 per annum. Company has 11% cent debentures of Rs. 30,00,000. You are required to calculate the operating, Financial and combined leverage of the company. 8

OR

- (A) A Ltd. sells 1,00,000 units of product. Selling price is Rs. 10 per unit and variable cost is Rs. 3, if the fixed cost for the year amounts to Rs. 4,00,000, find out the effect on profit, if the company sells 1,10,000 units and 80,000 units. 8
 (B) Cost of equity 40% Cost of debt 12% Calculate weighted average cost of capital if Debt proportion is (1) 25% (2) 50%, (3) 75%. 7

[TURN OVER

3. (A) What is capital structure ? Explain MM approach theory of capital structure. 7.5
 (B) Explain various issues in dividend decisions. 7.5

OR

- (A) Explain legal and procedural aspect of dividend policies. 7.5
 (B) Explain how to determine capital structure in practice. 7.5

4. (A) Define working capital. Explain various types of working capital. 5
 (B) The following are the details regarding the operation of AKS Ltd. during a period of 12 months :— 10

Sales	Rs. 12,00,000
Selling Price per unit	Rs. 10
Variable Cost Price per unit	Rs. 7
Total Cost per unit	Rs. 9
Credit period allowed to customers	1 month

The Enterprise is considering a proposal for a more liberal extension of credit by increasing the average collection period from 1 month to 2 months. This relaxation is expected to increase the sales by 25%. You are required to advise the Enterprise regarding adopting the new credit policy, presuming that the Enterprise's required return on investment is 25%.

OR

- (A) HCI Ltd. has present annual sales of 10,000 units at Rs. 300 per unit. The variable cost is Rs. 200 per unit and the fixed costs amount to Rs. 3,00,000 per annum. The present credit period allowed by the company is 1 month. The company is considering a proposal to increase the credit period to 2 months and 3 months and has made and has made the following estimates :— 10

	Existing	Proposed	
		1 month	2 months
Credit Policy	1 month	2 months	3 months
Increase in sales	—	15%	30%
% of Bad Debts	1%	3%	5%

There will be increase in fixed cost by Rs. 50,000 on account of increase of sales beyond 25% of present level. The company plans on a pre-tax return of 20% on investment in receivables. You are required to calculate the most paying credit policy for the company.

- (B) Explain financing of working capital. 5