STUDENT ASSIGNMENTS

Master of Commerce (M.COM) Sem-I

(Distance Mode/Online Mode Session 2023-24)

CENTRE FOR DISTANCE AND ONLINE EDUCATION

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Note: Attempt any Two questions from Section-A. Each question carries 10 marks. Section-B is compulsory.

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Section-A   10x2=20

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1. "Managerial economics is essentially the application of microeconomic theory in business decision-making" Discuss the statement

2. Explain the various degrees of price elasticity of demand and what are its important determinants?

3. What do you mean by 'Return to Scale'? distinguish between increasing return to scale and constant returns to scale.

4. Distinguish between market period, short run and long-run. Does the consideration of 'period' affect the price policy of a firm? Give reasons.

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Section-B   5x1=5

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5. Write short note on any **One** of the following.
(a) Properties of Indifference Curve

(b) Law of Variable Proportions

(b) Role of Managerial Economist

Note: Attempt any Two questions from Section-A. Each question carries 10 marks. Section-B is compulsory.

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Section-A   10x2=20

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1. "Processing of data implies editing, coding, classification and tabulation." Describe in brief these four operations pointing out the significance of each in the context of research study.

2. "Interpretation is an art of drawing inferences, depending upon the skill of the researcher." Elucidate the given statement and explaining the technique of interpretation.

3. On the basis of the following data, compute the two regression coefficients and Karl Pearson's coefficient of correlation.

		X		
		0-20	20-40	40-60
Y	40-55	6	9	15
	25-40	4	40	8
	10-25	10	5	3

4. (a) If the probability of defective bolt is 0.1, find (i) the mean and standard deviation for the distribution of defective bolts in a total of 500, and (ii) the moment coefficients of skewness and kurtosis of the distribution.

(b) How many tosses of a coin are needed so that the probability of getting at least one head is 87.5%.

<center>**Section-B**   **5x1=5**</center>

5. Write short notes on any **One** of the following:

    a.   Statistical Quality Control

    b.   Coefficient of Correlation and Probable error

    c.   Dispersion vs. Skewness

Course Title: Accounting For Managerial Decisions   **Course Code: MCM 103**

Session: 2023-24   **Maximum Marks –25**

Note: Attempt any Two questions from Section-A. Each question carries 10 marks. Section-B is compulsory.

<center>**Section-A**   **10x2=20**</center>

1. Define management accounting and discuss the functions of management accounting. Explain the format of horizontal and vertical financial statement analysis with suitable example.

2. For production of 10000 units of irons, the following are budgeted expenses:

Direct Materials	60
Direct Labor	30
Variable overheads	25
Fixed overheads	15
Variable Expenses (Direct)	5
Selling Expenses (10% Fixed)	15
Admin Expenses (Rs 50,000 fixed for all levels of production)	5
Distribution Expenses (20% fixed)	5
Salaries (Rs 60000 Fixed)	6
Repairs and maintenance (30% Fixed)	10
Rent and taxes (Rs 40000 Fixed)	4
Total Cost of Sales per unit	180

The material cost increases by 5% while the variable overheads falls by 10% when production is between 1000 to 6000 units while material cost falls by 6% and variable overheads increases by 8% when production ranges from 7000 to 9000 units. Prepare flexible budget for 6000, 7000 and 8000 units of production.

3. The summarized Balance Sheets of XYZ ltd. As on 31 March 2019 and 31 March 2020 are given to you:

Liabilities	2019	2020	Assets	2019	2020
Equity Share Capital	12,00,000	15,00,000	Building	8,00,000	7,60,000
14% Debentures	6,00,000	4,00,000	Machinery	5,00,000	7,20,000
General Reserve	3,00,000	3,50,000	Short-term Investment	3,00,000	4,50,000
P&L Account	1,00,000	1,50,000	Debtors	6,70,000	5,30,000
Proposed Dividend	1,20,000	1,80,000	Stock	4,00,000	4,70,000
Creditors	4,90,000	5,60,000	Prepaid Expenses	20,000	10,000
Provision for Tax	1,00,000	1,30,000	Cash at Bank	2,20,000	3,30,000
	29,10,000	**32,70,000**		**29,10,000**	**32,70,000**

Additional Information
   a) Debentures were redeemed at a premium of 10%.
   b) Taxes paid during the year amounted to Rs 1,40,000.
   c) A machine which appeared at a WDV of Rs 80,000 was sold for Rs 1,30,000; and new machine costing Rs 3,60,000 were acquired during the year.
Prepare a statement of sources and application of funds, showing changes in working capital.

4. A Ltd. Maintains margin of safety of 37.5% with an overall contribution to sales
ratio of 40%. Its fixed costs amount to 5 lakhs. Calculate the following:
i) Break-even sales
ii) Total sales
iii) Total variable cost

Section-B   5x1=5
5. Write short notes on any **one** of the following
   a) Zero Base Budgeting
   b) Material Cost Variance
   c) Flexible Budget

Course Title: Marketing Management	Course Code: MCM 104
Session: 2023-24	Maximum Marks –25

Note: Attempt any Two questions from Section-A. Each question carries 10 marks. Section-B is compulsory.

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Section-A   **10×2=20**

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1. What are the pitfalls of marketing mix framework? Discuss the traits that distinguish an effective marketing mix from an ineffective one. Give examples to support your answer.

2. What is profiling? How is it done? Why is it important for marketers to profile their consumer segments?

3. Discuss the circumstances in which it is recommended to:

    (a) Ignore the competitor's price cuts
    (b) React to the competitor's price cuts

4. Explain how the consumer psyche interpret messages and how this can be a used to marketer's advantage?

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Section-B   **5×1=5**

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5. Write short notes on any **One** of the following:

    (a) Consumer Decision Making Process

    (b) Product Life Cycle

    (c) Branding and Packaging

Course Title: Organisational Behaviour	Course Code: MCM 105
Session: 2023-24	Maximum Marks –25

Note: Attempt any Two questions from Section-A. Each question carries 10 marks. Section-B is compulsory.

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Section-A   10x2=20

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1. Nova Ltd. is engaged in manufacturing electrical appliances. The company has been facing a lot of problems for the last few months because of chaos between two departments - Production department and Sales department. The sales department blames production department for delayed production. However, the production department blames sales department for poor sales. The force that integrates the two departments is missing. Identify the missing force in the above case and list its major characteristics.

2. Discuss the factors affecting the behaviour of people working in an organization.

3. Discuss David Mc Clelland's acquired needs theory. How is it different from Maslow's Need Hierarchy theory?

4. "Change is the only change which remains constant." What can be the reasons for resistance to change? How can the resistance be minimized?

Section-B   5x1=5

5. Write short notes on any **One** of the following:

   (a) Delegation of Authority

   (b) Organizational Development

   (c) Perception and Personality