STUDENT ASSIGNMENTS

Master of Commerce (M.COM) Sem-I

(SESSION 2021-22)

CENTREFORDISTANCEANDONLINEEDUCATION

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INSTRUCTIONS

The students are required to read carefully and follow the instructions given below:

- Submission of one complete Assignment in each paper of the programme in every semester is compulsory.
- Completed Assignments in a PDF format are to be submitted on **Google Classroom** on or before the due date.
- Write your Name, Father's Name, Roll Number, Mobile No. and other details as required on the cover page of each Assignment.
- For Assignments Submitted after due date mentioned in the Academic Calendar, a late fee of **Rs. 100/-** per assignment will be payablethrough Demand Draft in favour of Jamia Millia Islamia, Payable at NewDelhi.
- Please go through your Programme Guide carefully for furtherdetails.

Note: Attempt any three of the following five questions. All questions carry equal marks.

1. "Managerial economics bridges the gap between economic theory and business practice". Explain with examples.

2. What is an indifference curve? What are its properties or characteristics? What role does it play in consumer analysis?

3. Distinguish between laws of return to variable proportions and laws of return to scale. Explain the factor, which cause increasing returns to scale.

4. Define monopolistic competition. Discuss the price and output decision of a monopolistic firm in the short-run.

5. Write short note on any two of the following.

(a) Demand-pull and cost push Inflation.

(b) Short run and long run cost function.

(c) Elasticity of demand.

Note: Attempt any three of the following five questions. All questions carry equal marks.

1. The following data relate to advertisement expenditure (in lakh of rupees) and their corresponding sales (in crore of rupees):

Advertisement expenditure:	10	12	15	23	20
Sales :	14	17	23	25	21

    Estimate: (i) The sales corresponding to advertising expenditure of Rs. 30 lakh and

    (ii) The advertisement expenditure for a sales target of Rs. 35 crore.

2. Explain the various methods that are used in the collection of primary data pointing out their merits and limitations.

3. The average monthly sales of 5000 firms are normally distributed. Its mean and standard deviation are Rs. 36000 and Rs. 10000 respectively. Find

     (i)   The number of firms the sales of which are over Rs. 40,000.

     (ii)   The percentage of firms the sales of which will be between Rs. 38500 and 41000.

     (iii)   The number of firms the sales of which will be between Rs. 30000 and Rs. 40000.

     The relevant extract at the area table (under the normal curve) is given below:

Z	0.25	0.40	0.5	0.6
Area	0.0987	0.1554	0.1915	0.2257

4. What do you understand by central tendency? Explain with the help of an example. What purpose does a measure of central tendency serve?

5. Discuss in detail the procedure generally followed in testing of a hypothesis. Also state the difference between one tail and two tail tests.

CourseTitle: Accounting For Managerial Decisions	CourseCode:MCM 103
Session:2021-22	MaximumMarks –30

Note: Attempt any three of the following five questions. All questions carry equal marks.

1. Explain the role of management accounting in decision making and discuss various tools of Management accounting with suitable examples.

2. Discuss the significance of following ratios in managerial decision making and explain the process of computation with the help of suitable examples
   a) Liquidity Ratios
   b) Solvency ratios
   c) Profitability ratios
   d) Efficiency/ Activity ratios

3. a) Discuss the significance of Cost Volume Profit analysis in managerial decisions

b) From the following data, calculate:

i. Break-even point expressed in amount of sales in rupees

ii. Number of units that must be sold to earn a profit of Rs 60,000 per year

a. Sales price Rs 20 per unit

b. Variable manufacturing cost Rs 11 per unit

c. Variable selling cost Rs 3 per unit

d. Fixed factory overhead Rs 5, 40,000 per year

e. Fixed selling cost Rs 2, 52,000 per year

4. A department of a Company X attains sales of Rs. 3,00,00 at 80% of its normal capacity and its expenses are given below :

Administration Costs:

Salaries :Rs. 45,000, General Expenses 2% Of Sales,

Depreciation Rs. 3,750, Rates And Taxes Rs. 4,375

Selling Costs:

Salaries 8% Of Sales, Travelling Expenses 2% Of Sales,

Sales Expenses 1% Of Sales, General Expenses 1% Of Sales.

Distribution Costs:

Wages Rs. 7,500, Rent 1% of Sales, Other Expenses 4% of Sales.

Prepare A Flexible Administration, Selling And Distribution Costs Budget, Operating At 90% And 100% of Normal Capacity.

5. a)Discuss the role of standard costing in cost control and explain various material cost variances

b) From the data given below, calculate Labour Mix variance and Labour Sub Efficiency Variance.

Grades Of Workers	Standard Cost For One Unit	Actual Output = 100 Units
Semi-Skilled	20 Hours @ Rs 50 Per Hour	2,500 Hours @Rs 40 Per Hour
Unskilled	40 Hours@ Rs. 40 Per Hour	6,500 Hours @ Rs. 35 Per Hour
Total	60	9,000

Note: Attempt any three of the following five questions. All questions carry equal marks.

1. "Marketing begins and ends with the consumer". Discuss

2. Discuss the various pricing methods which are usually used by the marketers for pricing their products. Discuss suitable pricing strategies for following two products:
   a. Luxury car
   b. Tablet PC

3. Why is it important for a marketer to study the behaviour of consumers? Also, explain the consumer buying decision making process.

4. Explain the term sales promotion. What are the tools and techniques adopted by the marketer in sales promotion?

5. Briefly discuss the steps that should be taken into consideration in the planning and development of a new product with the help of suitable examples.

CourseTitle:Organisational Behaviour	**Course Code: MCM 105**
Session:2021-22	**MaximumMarks –30**

Note: Attempt any three of the following five questions. All questions carry equal marks.

1. Mr. Ali Akbar is an entrepreneur of a company in Pune employing 250 employees. It is manufacturing spare parts of a four-wheeler. The company being quality conscious, it has earned a good name and getting heavy orders from domestic and foreign markets. Mr. Akbar is planning to convert the domestic company into the multi-national company. Advise Mr. Akbar how to deal with following theories of organization theories in his proposed project.
   i)   Long term and short term planning.
   ii)   Pro-active and Re-active approach.
   iii) Strategic planned change.

2. What is learning? Why is learning important for managers? Does learning have an effect on the perception and ability of workforce?

3. Discuss Herzberg's theory of motivation. How is it different from Maslow's Need Hierarchy theory?

4. "Conflicts are inevitable in any organization". Does it affect teamwork in an organization? Explain the concept of conflict management and the process of resolution of conflicts.

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