

STUDENT ASSIGNMENTS

Master of Commerce

(M.COM) Sem-I

(Online Mode: January Batch-2024)

CENTRE FOR DISTANCE AND ONLINE EDUCATION

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STUDENT ASSIGNMENTS
(SESSION: 2023-24)

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 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 payable through Demand Draft in favour of Jamia Millia Islamia, Payable at New Delhi.
- Please go through your Programme Guide carefully for further details.

Course Title: Managerial Economics

Course Code: MCM 101

Session: 2023-24

Maximum Marks –25

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

Section-A

10x2=20

1. “Managerial economics is an integration of economic theory, decision science and business Management” Discuss the statement
2. Define cross elasticity of demand and state its formula. How does such elasticity differ in case of substitutes and complementary goods?
3. Explain the concepts of average product and marginal product of a variable factor. Show their behavioural relationship giving a hypothetical production schedule and diagrammatic representation.
4. “Monopoly price need not necessarily be high”. Examine this statement theoretically and indicate some cases in practice.

Section-B

5x1=5

5. Write short note on any **One** of the following.
 - (a) Demand forecasting techniques
 - (b) Price Discrimination under different Market Conditions

Course Title: Statistical Analysis

Course Code: MCM 102

Session: 2023-24

Maximum Marks –25

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

Section-A

10x2=20

1. “Statistics is not a body of substantive knowledge but a body of methods of decision making in the face of uncertainty.” Comment and also explain the numerous functions of statistics.
2. “Experimental method of research is not suitable in the field of management.” Describe the various problems that come in the introduction of this research design in the business organization.
3. Obtain the regression equation of X on Y and Y on X and the value of correlation coefficient from the following table given below.

Marks in Accountancy (X)					Total
Marks in Statistics (Y)	5-15	15-25	25-35	35-45	
0-10	1	1	-	-	02
10-20	3	6	5	1	15
20-30	1	8	9	2	20
30-40	-	3	9	3	15
40-50	-	-	4	4	08
Total	05	18	27	10	60

4 (a) The first of the two sub-groups has 10 items with mean 15 and standard deviation 3. If the whole group has 250 items with mean 15.6 and standard deviation $(13.44)^{1/2}$, find the combined mean and standard deviation of the second sub-group.

(b) Calculate Karl Pearson's coefficient of skewness from the following data:

Profits (Rs. in Lakhs)	No. of Cos.
70-80	12
80-90	18
90-100	35
100-110	42
110-120	50
120-130	45
130-140	30
140-150	8

Section-B

5x1=5

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

- Dispersion and Skewness
- Correlation and Regression

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.

Section-A

10x2=20

- “Management accounting is concerned with providing information to managers who are often required to take decisions while directing and controlling the operations of the firm.” In the light of this statement explain the importance of management accounting in business. How management accounting is different from cost accounting?

2. What is Activity Based Costing (ABC)? What are the different areas in which activity-based information is used for decision making? Also discuss the limitations of ABC system.

3. 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

iv) Profit at actual sales level.

4. Sharp-line white goods Limited is engaged in consumer durable of which demand is elastic. A new and modern plant recently installed by it, is capable of increasing production. Output at present is 10000 units per year and 5 lakh units annually are estimated to be within the capacity of the new plant.

The need for flexible budgeting is recognised and 3 alternative levels of output in addition to the present level are contemplated. Further, the material cost increases by 5% while the variable overheads fall 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. Following are budgeted expenses for the production of 10000 units.

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

Prepare flexible budget for 6000, 7000 and 8000 units of production

Section-B**5x1=5**

5. Write short notes on any **one** of the following

- a) Standard Costing
- b) Responsibility Accounting

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.

Section-A**10x2=20**

1. Briefly explain the consumer buying decision process. How can a marketing manager be benefited from the study of consumer post purchase behaviour?
2. What is price skimming? Under what conditions price skimming and price penetration methods can be used. Give your answers with suitable examples.
3. Explain how integrated marketing communication is a powerful and cost-effective promotional strategy.
4. “Product strategy calls for making coordinated decisions on product mix, product line, brands and packaging.” Comment.

Section-B**5x1=5**

5. Write short notes on any **One** of the following:
- a) How is advertising budgeting a complicated exercise?
 - b) What are the legal issues in marketing.

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.

Section-A**10x2=20**

1. Discuss the principles of organizational behaviour. Explain the importance of organizing in an organization.
2. Describe the types of organization structure. How is functional structure different from divisional structure?

3. What is learning? Why is learning important for managers? Does learning have an effect on the perception and ability of workforce?
4. Discuss Herzberg's theory of motivation. How is it different from Maslow's Need Hierarchy theory?

Section-B

5x1=5

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

- a) Importance of Informal Organization
- b) Process of Perception