

**DDE M.Com. Part I Internal Examination 2020**

**First Half**

**Paper 1: Business Environment**

1. Write short notes (any two) 5x2 = 10
- (a) Liberalisation
  - (b) Capitalist Economic System
  - (c) GATT

**Paper 2: Organizational Behaviour and Human Resource Management**

1. a) Differentiate between attitude and values  
or  
b) State briefly the 'Five stage Model of Group Development'. 5
2. Write a brief note on: 5
- a) 360 degree performance appraisal system.  
OR
  - b) Internal sources of recruitment.

**Paper 3: Managerial Economics**

1. Mention the importance of demand forecasting of a firm. Write a short note on one particular method of demand forecasting. [5+5=10]
- or
2. Give a brief account of the Boumol's model of sales maximization. [10]

**Paper 4: Business Statistics**

1. Distinguish between Partial correlation and Multiple correlation. (5)
2. Prove the theorem on total probability for two events which are not necessarily mutually exclusive. (5)

**Paper 5: Marketing Management**

1. Write short notes on (any two): 5x2=10
- a) Four P's of marketing.
  - b) Features of service marketing.
  - c) Product personality

## **Paper 6: Accounting for Managerial Decisions**

1. Write short notes on (any two):

5x2 = 10

- a) Performance Budget
- b) Relevant cost
- c) Margin of Safety