

DDE
M.Com 1st Semester Internal Assessment Examination, 2020
Subject: Commerce

Time: 2 Hours

Full Marks: 50

Macro Business Environment and Strategic Management
(Paper: COM 101)

1. Write short note on:
Mixed Economy
or
Liberalisation 5

2. Narrate briefly the concept of Strategic Business Unit (SBU).
or
Why should a business unit apply the principles of strategic management? 5

Organizational Behaviour and Human Resource Management
(Paper: COM 101)

1. (a) Explain briefly the role of Organisational Behaviour in an organisation. 5
or
(b) Distinguish between Attitude and Value.

2. a) Write a brief note on the 360 degree system of performance appraisal. 5
or
b) Discuss in brief the relationship between morale and productivity.

Managerial Economics
(Paper: COM 103)

Answer any one of the following questions:

1. Write a note on any theory on Managerial theories of the firm. 10
2. How the strategy of skimming pricing is different from penetration pricing strategy. 10

**Statistics for Business Decisions
(Paper: COM 104)**

Answer any one of the following questions

1. Write short notes on :
 - (a) Total Theorem
 - (b) Frequency definition of probability(5 + 5)

2. Write short notes on :
 - (a) Multiple Correlation
 - (b) Partial Correlation(5 + 5)

**Marketing Management
(Paper: COM 105)**

Answer any one of the following questions

1. Distinguish between 'Marketing' and 'Selling'. 10
2. Briefly discuss the steps in new product development. 10

**Accounting for Managerial Decisions
(Paper: COM 106)**

Answer any one of the following questions

1. a) Differentiate between Budgetary Control and Standard Costing (5+5)
b) Write a short note on the Investment Centre.

2. 'All decisions are imperfect and only intendedly rational'. Discuss the implication of the statement in the context of the decision making process. 10

Mail to submit answer scripts in a single pdf file: commerce.internalexam2020@gmail.com