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SARDAR PATEL UNIVERSITY

M.Com. (First Semester) / (2022-23) (November – 2022) Examination

PB01CCOM51: Strategic Business Management-I

Date: 3rd November, 2022, Thursday

Total marks: 70

Time: 10.00 am to 1.00 pm

- Note:** 1. Figures to the right indicate full marks.
2. Write answer of both sections separately in same answer sheet.

SECTION-I

Q.1 Define Management. Describe the significance of management in detail. [17]

OR

Q.1 Define Decision-making. Explain types of decisions with examples. [17]

Q.2 Write a note on [18]

1. Objectives of MIS
2. Importance of MIS
3. Area and Elements of MIS

OR

Q.2 Write a note on [18]

1. Factors affecting MIS
2. Types of Information

SECTION-II

Q.3 What is conflict? Discuss the functional and dysfunctional aspects of conflict with examples. [17]

OR

Q.3 Write a note on [17]

1. Need for coordination
2. Principles of coordination

Q.4 Define change. Explain the process of planned change in detail. [18]

OR

Q.4 Write a note on [18]

1. Types of OD activities/techniques
2. Role of change agent



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SARDAR PATEL UNIVERSITY
M.COM. (CBCS) (FIRST SEMESTER)
THURSDAY, 10TH NOVEMBER 2022
10.00. A.M. TO 01.00 P.M.
COURSE TITLE: BUSINESS ENVIRONMENT-I
(NEW COURSE)

MAXIMUM MARKS: 70

COURSE CODE: PB01CCOM52

1. FIGURES TO THE RIGHT INDICATE MARKS OF THE QUESTIONS.
2. EACH SECTION CARRY EQUAL MARKS.

SECTION-I

Q.1. Define Business Environment. Why Scanning of Environments is important? (18)
Describe the Internal Environments affecting the Business.

OR

Q.1. What is Business? What are the Objectives of Business? Discuss the Stages of a (18)
Business Process and the Classification Business.

Q.2. Define Industrial Policy. What were the Objectives of New Industrial Policy of 1991? (17)
Which Significant Changes and Reforms were introduced in the New Industrial Policy of 1991?

OR

Q.2. Define the Monetary Policy of RBI. What are the different Measures of Money (17)
Stock? How the Expansionary and Contractionary Monetary Policy is used by the RBI to regulate the Money Supply and Credit in order to control the Inflation and Recession in the Economy?

SECTION-II

Q.3. Define the term Privatization. What are the Objectives of Privatization? Write a (18)
Detailed Note on the Ownership Measures, Organizational Measures and the Operational Measures for conversion of Public Sector Units into Private Sector Units.

OR

Q.3. What is Liberalization of Economy? What were the reasons for introducing (18)
Liberalization? Which Reforms were initiated by the Government for Liberalizing the Indian Economy? Briefly narrate the influence of Liberalization on Indian Economy.

Q.4. Define Social Responsibility of Business? Which Factors affect the Social Orientation (17)
of Business? What Responsibility the Business has to fulfill towards the Customers, the Employees, the Shareholders and the Community at large?

OR

Q.4. Define the term Consumerism. Discuss the Exploitation of Consumers and the (17)
different rights of Consumers. Write a Detailed Note on the UN Guidelines for Consumer Protection.

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SARDAR PATEL UNIVERSITY

VALLABH VIDYANAGAR 388 120

November 2022

M.COM. Semester I



COURSE TITLE: Cost and Management Accounting - I CODE NO.: PB01CCOM53

DATE : 12-11-2022, Saturday

Total Marks : 70

Time : 10:00 AM to 1:00 PM

Note : Figures to the right indicate full marks of each question.

SECTION - I

- Q1 Differentiate between Cost Accounting and Financial Accounting on the basis of various points of differences and prepare a proforma of Cost Sheet with imaginary figure. [17]

OR

- Q1 (a) Define Cost, Costing and Cost Accounting and Discuss objectives of Cost Accounting [10]
- Q1 (b) Discuss: Relevant Cost, Sunk Cost, Differential Cost and Marginal Cost. [07]

- Q2[a] Compare Marginal Costing with Absorption Costing and Differential Costing. [12]
- Q2[b] Why there is difference in profit of Absorption Costing and Marginal Costing Statement? Discuss with imaginary illustration. [06]

OR

- Q2 Pavanputra Ltd provides following information as on 31/12/2022. [18]
- Prepare statement showing Net income under Absorption & Marginal costing.

Total capacity	20,000 units
Normal capacity	90% of total capacity
Actual production	75,000 units
Opening stock (variable)	1,000 units @
	Rs. 2 per unit
Sales (Rs. 10 per unit)	8,000 units
Direct material	Rs. 15,000
Direct labour	Rs. 20,000
Variable Mfg. o/h	Rs. 10,000
Fixed Mfg. o/h Rs. 25000 or 3 per unit	
Administration o/h (20% Variable)	Rs. 20,000
Selling o/h (25 % Variable)	Rs. 15,000

(1)

(P.T.O.)

SECTION – II

- Q.3 Kashtbhanjan Limited has recently introduced an Activity Based Costing System. [17]
It manufactures three products, details of which are set out below:

Particulars	Product R	Product L	Product J
Budgeted annual production (units)	200000	200000	100000
Batch size (units)	200	100	50
Machine set-ups per batch	6	8	12
Purchase orders per batch	4	2	2
Processing time per unit (minutes)	4	6	6

Following cost pools have been identified. Their budgeted costs for the year ending 31st March 2022 are as follows:

Machine set-ups costs	Rs.3,00,000
Purchasing of materials	Rs.1,40,000
Processing	Rs.1,60,000

Find out cost per unit of all products using Activity Based Costing.

OR

- Q.3 Compare Activity Based Costing System with Conventional Costing system and [17]
discuss advantages and limitations of ABC.
- Q.4 Clarify the concept of Cost Audit and discuss its Types, Advantages and [18]
Limitations in detail.

OR

- Q.4 Differentiate Between:
1. Cost Audit Report and Financial Audit Report
 2. Cost Audit and Cost Investigation

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SARDAR PATEL UNIVERSITY
M. COM. (CBCS) (SEMESTER-I)

TUESDAY, 15TH NOVEMBER-2022
 10:00 A.M. TO 01:00 P.M.

COURSE TITLE: CORPORATE COMMUNICATIONS-I

CODE No. : PB01ACOM53

MAXIMUM MARKS: 70

Note: Figures to the right hand side indicates marks of the question.

	<u>SECTION-1</u>	
[Q.1]	Explain the objectives, functions and forms of corporate communications in detail.	[18]
	<u>OR</u>	
[Q.1]	Define corporate communication. Discuss importance, myths and realities of corporate communication with example.	[18]
[Q.2]	Write a short note on: [1] Factors for ideal negotiation [2] Steps for effective negotiation	[17]
	<u>OR</u>	
[Q.2]	Define negotiation. Explain 4P's of negotiation with example.	[17]
	<u>SECTION-2</u>	
[Q.3]	Explain Circulars, Notices, Agenda and Minutes with suitable example.	[18]
	<u>OR</u>	
[Q.3]	Discuss the various purpose and golden rules of meetings. Explain the difference between good vs. bad meetings.	[18]
[Q.4]	Explain the process and limitation of case analysis with suitable example.	[17]
	<u>OR</u>	
[Q.4]	Define case study. Discuss the various objectives and barriers of communication during case analysis with example.	[17]

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SARDAR PATEL UNIVERSITY**M. COM. (CBCS) (SEMESTER-I)****TUESDAY, 15TH NOVEMBER- 2022****10:00 A.M. TO 01:00 P.M.****COURSE TITLE: CORPORATE COMMUNICATIONS-I****MAXIMUM MARKS: 70****CODE NO. : PB01ACOM53****Note:** Figures to the right hand side indicates marks of the question.

	<u>SECTION-1</u>	
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SARDAR PATEL UNIVERSITY

VALLABH VIDYANAGAR 388 120

November 2022

M.COM. Semester I

COURSE TITLE: Management Control System- I

CODE NO. : PB01ECOM51

DATE : 17-11-2022, *Thursday*

Total Marks :70

Time : 10:00 AM to 1:00 PM

Note : Figures to the right indicate full marks of each question.

SECTION – I

Q1 What is Reporting? Discuss in detail requisites of an ideal report and write steps involved in reporting. [18]

OR

Q1 (a) Define Management Control System and discuss Management Control Process. [10]

Q1 (b) Write a short note on Budgeting. [08]

Q2(a) Discuss methods of Computer Data Processing. [12]

Q2(b) Discuss: Computer, Data - Information and Data Processing. [05]

OR

Q2 Write a detailed note on: [17]

1. Auditing Problems in E.D.P Records
2. Role of Computer in Accounting

SECTION – II

Q.3 Define Responsibility Accounting and discuss Cost allocation in Responsibility Accounting and Types of Responsibility Centres. [18]

OR

Q.3 Define Performance Appraisal and state its techniques and factors, Discuss any three modern and any three traditional methods in detail. [18]

Q.4 Clarify the concept of Management Audit. What are its objectives? Discuss its various aspects. [17]

OR

Q.4 Discuss Significance, Scope and Problems of Management Audit [17]

—X—

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