

END TERM EXAMINATION

SECOND SEMESTER [B.COM] MAY 2017

Paper Code: B.COM-102

Subject: Business Communication

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 (a) What is Business Communication? Explain different forms of communication with examples.
(b) What are various Communication Networks? Explain their nature, type and importance in business organisation.
- Q2 (a) Explain 7C's of Communication with examples.
(b) What are various barriers to communication and how to overcome them? Discuss with examples.
- Q3 (a) What are different types of business letters? Discuss them in brief.
(b) Write a letter to different vendors of Computers for inviting quotations for Laptop which you want to purchase for your organisation. Assume the specification of Laptop and other information not given here. What precautions should be taken while writing a business letter?
- Q4 Explain in brief different types of Non-Verbal Communication. How do they help in effective Communication? Explain with the help of examples.
- Q5 (a) What is a blog? How does it help a company in disseminating information to its customers?
(b) What is a mock interview? What is its importance?
- Q6 What do you understand by cross-cultural Communication? Explain cultural protocol of various countries with examples. What approaches can be used to understand cultures for global communication. Discuss in brief.
- Q7 (a) What is PR? Give various misconceptions of PR. Explain its importance for any business organisation.
(b) What is press release? How is it organised? What is its importance? Give example to explain.
- Q8 Write notes on the following:-
(a) What are the steps of Report writing?
(b) How to write a good Resume? What are the precautions to be followed to make a good resume?

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SECOND SEMESTER [B.COM] MAY 2017

Paper Code: B.COM-104

Subject: Micro Economics-I

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Q no.1 which is compulsory.

- Q1 Write short notes on the following:- (3x5=15)
(a) Production Possibility Frontier
(b) Cross Demand
(c) Explicit and Implicit Costs
- Q2 Suppose time, money and labour are the only resources you possess as a student. How do you decide how to use these resources? (15)
- Q3 From a demand function $Q_d=2000-30P$ and a supply function $Q_s= 20P$, find out (15)
(a) Equilibrium price
(b) Equilibrium quantity
(c) Gap between demand and supply at $P= Rs. 20$ and $P=Rs. 50$.
- Q4 Prove the following:- (15)
(a) Two parallel straight line demand curves have different price elasticities at the same price.
(b) Two intersecting straight line demand curves have different elasticities at the point of intersection.
- Q5 Suppose a consumer consumes two goods X and Y. Draw indifference curves (15)
(a) If X and Y are normal goods
(b) If X is an inferior good and Y is a superior good
Are the indifference curves same in the two cases? If not, how are they different?
- Q6 What is a production function? How does a production function serve a useful purpose in production analysis? (15)
- Q7 What is meant by marginal rate of technical substitution (MRTS)? Assuming a convex isoquant show that $MRTS= MP_L/MP_K$. Under what condition does MRTS decrease along the isoquant? What is the ratio of change in MRTS when two inputs are perfect substitutes? (15)
- Q8 Explain why average total cost curve and average variable cost curve get closer as output increases? (15)

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SECOND SEMESTER [B.COM(HONS.)] MAY-JUNE 2017

Paper Code: B.COM-106

Subject: Business Mathematics

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Q no.1 which is compulsory.
Select one question from each unit.

- Q1 (a) Find how many different 4 digit numbers greater than 7000 can be formed from the digit 3, 4, 7, 8 and 9. (3)
- (b) The sum of three terms in a G.P. is 52 and the sum of their products in pair is 624. Find the terms. (3)
- (c) Show that
$$\begin{vmatrix} x+4 & x & x \\ x & x+4 & x \\ x & x & x+4 \end{vmatrix} = 16(3x+4)$$
 (3)
- (d) Find the greatest value of $\left(\frac{1}{x}\right)^x$. (3)
- (e) A firm's marginal revenue function is $MR = 20e^{-x/10}\left(1 - \frac{x}{10}\right)$. Find the corresponding demand function. (3)

UNIT-I

- Q2 (a) If the letters of the word WOMAN is permuted and the words so formed be arranged as in dictionary, what will be the rank of the word WOMAN? (8)
- (b) Find the sum of all numbers between 200 and 400 which are exactly divisible by 7. (7)
- Q3 (a) If ${}^{28}C_{2r} : {}^{24}C_{2r-4} = 225 : 11$. Find the value of r. (8)
- (b) Use the principle of mathematical induction to show that the sum of the first n odd natural numbers is the square of n, i.e., $1+3+5+7+\dots+(2n-1)=n^2$. (7)

UNIT-II

- Q4 (a) Find the Matrix X such that (8)

$$X \begin{bmatrix} 1 & -2 & 3 \\ 0 & 5 & -1 \\ -4 & 5 & 2 \end{bmatrix} = \begin{bmatrix} 1 & -2 & 3 \\ -4 & 5 & 2 \\ 0 & 5 & -1 \end{bmatrix}$$

- (b) Given the following national Income Model: (7)

$$C = a + bY \quad (a > 0, 0 < b < 1)$$

$$I = d + eY \quad (d > 0, 0 < e < 1)$$

$$Y = I + C$$

Solve for the endogenous variables C, I and Y using Matrix or determinant method.

- Q5 (a) Show that the following system of equations is consistent and solve it. (8)
- $$\begin{aligned} x + 2y - z &= 3 \\ 3x - y + 2z &= 1 \\ 2x - 2y + 3z &= 2 \end{aligned}$$

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- (b) Reduce the matrix $A = \begin{bmatrix} 1 & 2 & 3 & -2 \\ 2 & -2 & 1 & 3 \\ 3 & 0 & 4 & 1 \end{bmatrix}$ to its normal form and find its rank. (7)

UNIT-III

- Q6 (a) Find maxima and minima of $f(x, y) = x^3 + y^3 + 3axy$. (8)
(b) If $Z = \log(x^2 + y^2)$, then find $x^2 \frac{\partial^2 Z}{\partial x^2} + 2xy \frac{\partial^2 Z}{\partial x \partial y} + y^2 \frac{\partial^2 Z}{\partial y^2}$ using Euler's theorem. (7)
- Q7 (a) For a monopolist's product, the demand function is $p = 50/\sqrt{x}$ and the average cost function is $AC = 0.50 + \left(\frac{1000}{x}\right)$. Find the profit maximizing price and output. At this level show marginal revenue is equal to marginal cost. (8)
(b) Find $\frac{dy}{dx}$ when $x^3 + y^3 = xy$. (7)

UNIT-IV

- Q8 Solve (a) $\int \frac{1}{x-x^3} dx$ (b) $\int_0^1 \log\left(\frac{1}{x}-1\right) dx$ (7.5, 7.5)
- Q9 (a) If the marginal revenue is given by $MR = 15 - 2x - x^2$, then find the total revenue and demand function. Also, find the maximum revenue. (8)
(b) The supply function of a producer is given by $p = 0.4e^{2x}$, where x denotes thousand units. Find the producer's surplus when sales are 2000 unites. (7)

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SECOND SEMESTER [B.COM(HONS.)] MAY-2017

Paper Code: B.COM-108

Subject: Business Laws

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Q.No1 of Part A which is compulsory. Select four questions from Part B.

PART-A

- Q1 Define the following (Attempt **any three**):- (5x3=15)
- (a) Doctrine of Caveat Emptor
 - (b) Crossing of cheques
 - (c) Quasi Contract
 - (d) Contract of bailment and agency

PART-B

- Q2 "Insufficiency of consideration is immaterial, but an agreement without consideration is void". (15)
- Q3 Examine the various ways in which a contract may be discharged? (15)
- Q4 Define a Contract of Sale. Distinguish between a contract of sale and an Agreement to Sell. (15)
- Q5 (a) What do you understand by Condition and Warranties. (7.5)
(b) Parmod bought a bike from Manoj who had no title to it. Parmod used the bike for several weeks. After that the true owner came forward and demanded the bike. State the right of Parmod and the true owner of the bike. (7.5)
- Q6 Define a Promissory Note and State its main characteristics. Distinguish it with a Bill of Exchange. (15)
- Q7 What do you understand by Limited Liability Partnership (LLP). How it is different from a Company and Partnership? (15)
- Q8 (a) Discuss the provision of incorporation of Limited Liability Partnership (LLP) firm. (7.5)
(b) Who can be a holder-in due-course? What are his privileges? (7.5)

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SECOND SEMESTER [B.COM(HONS.)] MAY 2017

Paper Code: BCOM-110

Subject: Business Statistics

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

Q1 "Statistics is all about numbers or numerical data". Elucidate the statement in the light of defining importance, functions and limitation of Statistics.

Q2 From the following data find Mean, Median and Mode

Marks	No. of Students
45-50	10
40-45	15
35-40	26
30-35	29
25-30	42
20-25	32
15-20	24
10-15	15
5-10	7

Q3 (a) A toy factory has assigned a group of 4 workers to complete an order of 1400 toys of a certain type. The productive rates of the four workers are as follows: A- 4 minutes per toy, B - 6 minutes per toy, C- 10 minutes per toy, D- 15 minutes per toy. Find the average minutes per toy by the group of workers?

(b) Calculate Geometric Mean

Marks	18	21	30	45
No. of Students	6	12	9	2

(c) The mean and standard deviation of 20 items is found to be 10 and 2. At the time of checking, it was found that one item '8' was incorrect. Calculate mean and standard deviation if: (i) the wrong item is omitted, (ii) it is replaced by '12'.

Q4 (a) Find the Kelly's Coefficient of Skewness and Coefficient of Kurtosis.

Income (Rs.)	4000	4500	5800	5060	6600	5380
No. of persons	24	26	16	20	6	30

(b) What is the difference between Skewness and Kurtosis?

Q5 (a) Calculate Mean Deviation, Quartile Deviation and their coefficients:

Height	58	59	60	61	62	63	64	65	66
No. of Students	15	20	32	35	33	22	20	10	8

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(b) What is the empirical relationship between Mean, Median and Mode?
When this relationship is used?

Q6 Sample of polythene bags from 2 manufactures, Suresh and Mukesh, are tested by a prospective buyer for bursting pressure and the results are as follows:

Bursting Pressure (lb)	No. of Bags	
	Suresh	Mukesh
5.0-9.9	2	9
10.0-14.9	9	11
15.0-19.9	29	18
20.0-24.9	54	32
25.0-29.9	11	27
30.0-34.9	5	13

Which set of bags has more uniform pressure? If prices are the same, which manufacture's bags would be preferred by the buyer? Why?

Q7 The following table gives the aptitude test scores and productivity indices of 10 workers selected at random:

Aptitude scores (X)	60	62	65	70	72	48	53	73	65	82
Productivity index (Y)	68	60	62	80	85	40	52	62	60	81

Calculate the Karl Pearson Coefficient of correlation. Also estimate (i) the productivity index of a worker whose test scores is 92 and (ii) the test score of a worker whose productivity index is 75.

Q8 From the data given below, show that Laspeyre's, Paasche's and Fisher index numbers do not satisfy the circular test:-

Commodity	2014		2015		2016	
	Price	Quantity	Price	Quantity	Price	Quantity
A	2	7	4	13	5	10
B	4	6	9	7	8	4
C	6	8	11	4	10	2

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