



SHRI K.K. SHASTRI GOVERNMENT COMMERCE COLLEGE

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Notice: Assignment Submission Guidelines for MCOM Semester 1, Academic Year 2024-25

All students are required to submit assignments for every subject as part of the internal evaluation process. The following guidelines must be adhered to:

- 1. Compulsory Submission:** Students must submit assignments for all subjects.
- 2. Front Page Information:** The following details must be included on the front page of your assignment:
 - Full Name (Surname, Your name, Father's name)
 - Roll Number
 - Semester
 - Subject
 - College Name
- 3. Submission Information:** The front page must also include the following:
 - "Submitted by" with your signature and date.
 - "Submitted to"
- 4. Page Signature:** Students must sign the top portion of each page of their assignment.
- 5. Deadline:** The deadline for assignment submission will be announced later.

For any further queries, please contact Prof. Suhaag Maheria in Room No. 205

Dr. Yogesh Yadav

Shri K. K. Shastri Government Commerce College

Maninagar, Ahmedabad



M.COM SEM -1

PAPER NAME: BUSINESS ECONOMICS

SUBJECT CODE - 401

1. What is business economics? explain the scope of business economics.
2. Discuss the factors affecting the price elasticity of demand.
3. Explain in detail the law of variable proportions.
4. Explain in brief the components of GDP.
5. Explain the necessary conditions for price discrimination and discuss the types of price discrimination with examples.

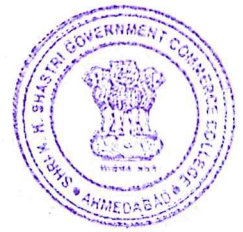


M.COM SEM -1

PAPER NAME: BUSINESS MANAGEMENT

SUBJECT CODE - 402

1. Explain the managerial steps to change organizational culture
2. Explain the 7's model of McKinsey for implementation of strategy.
3. Explain Robert House's path-goal theory regarding leadership.
4. What is MIS? Explain in detail the steps of installing a Management Information System.
5. Write a short note on the Just-In-Time Approach.

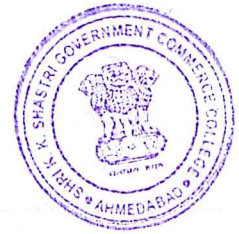


M.COM SEM -1

PAPER NAME: MARKETING MANAGEMENT

SUBJECT CODE – 403

1. Explain core marketing concepts in detail.
2. Write a note on the Importance of a marketing plan.
3. Write a note on the buying decision process.
4. Which factors affect product mix decisions?
5. Write a note on the process of marketing communication.
6. Explain the causes for the failure of the product and the solution to product failure.



M.COM SEM - 1

PAPER NAME: BUSINESS RESEARCH METHODS

SUBJECT CODE - 404

1. Define research. Discuss different types of research. Explain in detail the research process.
2. Explain in detail methods of collecting Primary data and Secondary data.
3. Explain in detail the different types of Sampling methods.
4. Arrange the data given below in a table: "There were 500 students in a Higher Secondary School, and of them, 200 students were in 11th standard. The total number of girls was 175 and of them, 40 were in English medium classes. Out of 130 boys of 11th standard, 75 boys were in Gujarati medium, whereas 25 girls were in English medium. In 12th standard, there were 225 students in Gujarati medium and of them 135 were boys."
5. Draw Box-Plot Diagram. Observations are: - 6, 15, 19, 21, 24, 38, 43, 47, 55, 56, 65, 78
6. Determine the mean, median, mode, Q3, D7, P40, and variance from the following data.
14.3, 14.7, 13.9, 15.9, 10.5, 17.7, 14.1, 15.1, 14.4, 10.0, 13.9, 15.3, 14.7, 12.2, 18.5
7. For the following distribution $f_1 + f_2 = 38$. The mean of the distribution is 3.62. find f_1 and f_2

Observation	1	2	3	4	5	6
Frequency	12	14	F1	24	F2	12

8. Find the median and quartiles of the following frequency distribution.

Less Than	4	8	12	16	20	24	28	32	36
Frequency	3	10	25	50	93	111	121	130	134

9. The mode of the following frequency distribution is Rs.2340. Find the missing frequencies:

Wages (In Rs)	2000- 2100	2100- 2200	2200- 2300	2300- 2400	2400- 2500	2500- 2600	2600- 2700	Total
Number of Employees	4	16	(?)	(?)	40	6	4	230

10. Find the mode of the following frequency distribution.

Class	0-9	10-19	20-29	30-39	40-49	50-59	60-69	70-79
Frequency	1	4	12	28	28	18	6	3



M.COM SEM -1

PAPER NAME: FINANCIAL MANAGEMENT

SUBJECT CODE – 405

1. Describe the objectives of financial management.
2. The ABC company is planning to purchase a machine. The data about it are as follows:

- 1) Cost of Machine: Rs. 1,00,000
- 2) Installation Charges: Rs. 21,000
- 3) Scrap Value: Nil

Other estimates are as follows:

Year	Sales (Rs)	Cost of goods sold (Including Depreciation of Rs 24,000)	Other Costs (Rs)
1	1,50,000	1,20,000	10,000
2	1,60,000	1,35,000	15,000
3	1,75,000	1,40,000	20,000
4	1,80,000	1,50,000	25,000

Tax Rate is 50%. Calculate the following:

- 1) Payback period
- 2) Average Rate of Return
- 3) Present Value Method assuming 15% discount rate.

Year	Discount Factor
1	0.870
2	0.756
3	0.658
4	0.572

3. From the following information, calculate the weighted average overall cost of capital using (a) Book Value Weight and (b) Market Value Weight.

Source	Book Value (Rs)	Market Value (Rs)
Equity Share Capital	45,000	90,000
Retained Earnings	15,000	-----
Preference Share Capital	10,000	10,000
Debentures	30,000	30,000

The after-tax cost of different sources of finance is as follows:

Equity Share Capital: 14%



Retained Earnings: 13%

Preference Share Capital: 10%

Debentures: 5%

4. The capital structure of A Ltd. Consists of equity share capital of Rs. 10,00,000 (shares of Rs. 100 each) and Rs. 10,00,000 of 10% debentures. Sales increased by 20% from 1,00,000 units to 1,20,000 units. The Selling price is Rs. 10 per unit, variable cost is Rs. 6 per unit, and fixed expenses amount to Rs. 2,00,000. The income tax rate is 50%. Calculate:

- 1) The Percentage increase in EPS.
- 2) The Financial operating and combined leverage at 1,00,000 units and 1,20,000 units.

5. A company has a capital structure exclusively comprising of 4,00,000 Equity shares of Rs 100 per share. The company now wishes to raise additional Rs 4,00,000 for expansion. The company has the following alternative financial plans:

- 1) It can issue 4000 new equity shares of Rs 100 per share.
- 2) It can raise 50% as equity and 50% as 10% debentures of Rs 100 each.
- 3) It can raise the entire amount as 10% debentures.
- 4) It can issue 2000 equity shares of Rs 100 each and 12% as 2000 preference shares of Rs 100 per share.

If the existing profit before interest and taxes (EBIT) is Rs 70,000 and the tax rate is 50%, then which financing plan should the company select to maximize EPS?



M.COM SEM -1

PAPER NAME: ACCOUNTING FOR MANAGERS

SUBJECT CODE – 406

1. Explain the uses of accounting information.
2. Write a note on the advantages of human resource accounting.
3. Write a note on the Phases of human resource accounting.
4. Write a note on the Qualification of a forensic accountant.
5. Write a difference between a Statutory audit and a Forensic audit.
6. Explain Environmental accounting with its advantages and limitations.