

CENTRAL UNIVERSITY OF HARYANA

Term End Semester Examinations June-July 2025

Programme: Master of Commerce (M. Com)

Session: 2025-26

Semester: First Semester

Max. Time: 3 Hours

Course Title: Financial Management

Max. Marks: 70

Course Code: SBMS COM 1 1 01 C 4105

Instructions:

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.
2. Question no. 2 to 5 have three parts and students are required to answer any two parts of each question. Each part carries seven marks.

Q 1.

(4X3.5=14)

- a) Explain the concept of liquidity and its importance in financial decisions.
- b) Write a short note on investment and financing decisions with examples.
- c) What are the assumptions of the concept of risk-free return?
- d) Explain the role of short-term financial instruments in business operations.
- e) What is compounding? How is it different from discounting?
- f) Briefly explain the strategic importance of dividend decisions in financial management.
- g) How can Vedic Mathematics improve computational efficiency in financial modeling?

Q2.

(2×7=14 marks)

- a) Compare and contrast the Discounted Payback Period and Accounting Rate of Return methods.
- b) Discuss how the cost of retained earnings is calculated. How is it different from the cost of equity?
- c) Explain the significance of investment evaluation in capital budgeting with a numerical example using NPV.

Q3.

(2×7=14 marks)

- a) Describe the Intermediary (Traditional) Approach to capital structure and its implications for a firm's cost of capital.
- b) What is Combined Leverage? How is it calculated, and what does it reveal about a company's financial position?
- c) Explain the impact of operating leverage on a firm's break-even point and business risk.

Q4.

(2×7=14 marks)

- a) How do dividend policies affect investor perception and firm valuation? Explain with examples.
- b) Compare Walter's Model with MM's theory. Highlight the key differences in assumptions and conclusions.
- c) Evaluate the relationship between earnings stability and a firm's dividend payout ratio.

Q5.

(2×7=14 marks)

- a) Explain Beranek's model of cash management. How is it different from Baumol's model?
- b) What are the various determinants of working capital in manufacturing vs. service firms?
- c) Explain how Arthashastra's principles of fiscal policy can guide modern wealth management strategies.

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations March 2023

Programme: PG

Semester:

Course Title: Marketing Management

Course Code: SBMS COM 1.1 02 C 4105

Session: 2022-23

Max. Time: 3 Hours

Max. Marks: 70

Instructions:

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.

2. Question no. 2 to 5 have three parts and students are required to answer any two parts of each question. Each part carries seven marks.

Q 1.

(4X3.5=14)

- What is market segmentation?
- Define direct marketing.
- Discuss the concept of marketing mix.
- Mention any two tools used in promotion.
- Write a note on labelling.
- Discuss any two types of marketing channels.
- Define customer relationship management (CRM).

Q 2.

(2X7=14)

- Define the concept of a product. Explain the different levels and classifications of products with relevant examples.
- Differentiate between retailing and wholesaling. Explain with the help of suitable examples.
- What is promotion mix? Describe the various components of promotion mix.

Q3.

(2X7=14)

- What is the Product Life Cycle (PLC)? Describe each stage in detail.
- Discuss the various components of the marketing mix. How does each element contribute to the overall marketing strategy?
- What is Customer Relationship Management (CRM)? Explain the role of CRM in maintaining long-term customer relationships.

Q 4.

(2X7=14)

- Discuss the various types of distribution channels and their relative advantages and disadvantages.
- Discuss the functions and significance of packaging in marketing with suitable example.
- Identify and explain the factors that influence consumer buying behavior. Provide examples.

(2X7=14)

Q 5.

- a) What is rural marketing? Discuss the characteristics, challenges, and strategies for effectively marketing products in rural India.
- b) Explain the concept of market segmentation. Why is it important for marketers to segment the market?
- c) Evaluate the role of pricing in the marketing mix. Briefly discuss the various factors that affect the pricing.

CENTRAL UNIVERSITY OF HARYANA
Centre for Distance and Online Education
Term End Examinations August 2025

Programme: M. Com (Distance)
Semester: I
Course Title: Managerial Economics
Course Code: SBMS COM 1 1 03 C 4105

Session: 2024–25
Max. Time: 3 Hours
Max. Marks: 70

Instructions:

1. Question No. 1 has seven parts and students are required to answer any four. Each part carries 3.5 Marks.
2. Question No. 2 to 5 have three parts and students are required to answer any two parts of each question. Each part carries 7 Marks.

Q.1

(4 x 3.5 = 14 Marks)

- a) Discuss what Managerial Economics entails, highlighting its scope and providing relevant examples.
- b) How does Microeconomics differ from Macroeconomics? Explain with key distinctions.
- c) What is the Revealed Preference Theory? Summarize its main idea briefly.
- d) Define the Marginal Rate of Technical Substitution (MRTS) and explain its significance.
- e) What do you understand by Transfer Pricing? Illustrate your answer with an example.
- f) How is an Oligopoly defined in economic terms? State any two important characteristics of this market type.
- g) Describe the contribution of a Managerial Economist in an organization.

Q.2

(2 x 7 = 14 Marks)

- a) How are economic theories and concepts used to support decision-making in management?
- b) Discuss the Revealed Preference Theory as it applies to understanding consumer choices.
- c) How is managerial economics related to macroeconomic theory?

Q.3

(2 x 7 = 14 Marks)

- a) Explain the concept of Isoquants and their relevance in production analysis.
- b) Describe short-run and long-run cost functions with examples.

- c) Discuss the relationship between returns to scale and returns to a factor.

Q.4

(2 x 7 = 14 Marks)

- a) Differentiate between pricing under Oligopoly and Monopolistic Competition.
- b) What is Price Discrimination? Discuss its types with examples.
- c) Explain the concept and implications of Dumping in international trade.

Q.5

(2 x 7 = 14 Marks)

- a) What are the different phases of the Business Cycle? Illustrate.
- b) Explain the concept of Balance of Trade and its impact on the economy.
- c) Discuss factors influencing Exchange Rate in an open economy.

CENTRAL UNIVERSITY OF HARYANA

Term End Semester Examinations, July 2025

Programme: M.Com (Distance)

Session: 2024-25

Semester: I

Max. Time: 3 Hours

Course Title: Statistical Analysis

Max. Marks: 70

Course Code: SLM COM I 1 04 C 4105

Instructions:

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.
2. Question no. 2 to 5 have three parts and students are required to answer any two parts of each question. Each part carries seven marks.

Q 1. (4X3.5=14)

- a) What is the concept of correlation?
- b) Define normal distribution.
- c) Define Wilcoxon signed- Rank test.
- d) Write down the use of f-test.
- e) Discuss the use of a control chart.
- f) Differentiate between Tests in Large Sample and Small Sample
- g) Write down the basic assumptions of parametric test.

Q 2. (2X7=14)

- a) Define Sampling. Discuss various Sampling Distributions techniques.
- b) The following data relate to the prices and supplies of a commodity during a period of eight years:

Price (Rs/Kg):	10	12	18	16	15	19	18	17
Supply (100 kg):	30	35	45	44	42	48	47	46

Calculate the coefficient of correlation between two series.

- c) Define Regression. Discuss the role of regression analysis in business decision making.

Q 3. (2X7=14)

- a) What is a hypothesis. How many types of hypotheses are there, write down with examples.
- b) What is normal probability curve? What are the applications of normal probability curve.
- c) Write down the uses of t-test? Indicate some practical applications of t test.

Q 4. (2X7=14)

- a) Differentiate between parametric and non-parametric tests. According to you which one is better for decision making in everyday situations.
- b) Define "Analysis of Variance". Write down the ANOVA table for one way analysis of variance.

- c) To verify whether a course in quantitative analysis for improved performance, a test was given to 12 participant both before and after the course. The results are given below:

Candidates:	1	2	3	4	5	6	7	8	9	10	11	12
Before:	44	40	61	52	32	44	70	41	67	72	53	72
After:	53	38	69	57	46	39	73	48	73	74	60	78

(For $v=11$, table value of t at 5% level of significance= 2.201)

Q 5.

(2X7=14)

- Write briefly the uses of Statistical Quality Control and Control Charts.
- Discuss the applications of Chi-square test by citing relevant examples.
- What is process control. And how is it constructed and used for the purpose of control of quality?

CENTRAL UNIVERSITY OF HARYANA

Programme: M. Com

Semester: I

Course Title: The Principal of Management

Course Code: SBMS COM 11 06 C 4105

Session: 2025

Max. Time: 3 Hours

Max. Marks: 70

Instructions:

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.
2. Question no. 2 to 5 have three parts and students are required to answer any two parts of each question. Each part carries seven marks.

Q 1.

(4X3.5=14)

- a) Define management and explain its nature in brief.
- b) What are the key skills required by a manager?
- c) Explain the planning process in short.
- d) Differentiate between centralization and decentralization.
- e) Define motivation. Mention any two theories of motivation.
- f) Write a short note on resistance to organizational change.
- g) What is 'Management by Exception'?

Q 2.

(2X7=14)

- a) Discuss the principles of scientific management and their relevance in today's context.
- b) Explain the various types of plans and their characteristics.
- c) What is strategic management? Describe its importance in modern business organizations.

Q 3.

(2X7=14)

- a) Explain organizational design and structure. What is the significance of coordination in an organization?
- b) Define delegation. Distinguish between authority and power.
- c) Discuss the selection process in Human Resource Management.

Q4.

(2X7=14)

- a) What is leadership? Explain different leadership styles.
- b) Define control. Describe various types of control techniques.
- c) Explain the concept of organizational change and models to manage it.

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Q 5.

(2X7=14)

- a) Explain Simon's model of decision-making.
- b) Describe the process of group decision-making and its advantages.
- c) What is Management by Objectives (MBO)? Discuss its benefits and limitations.

CENTRAL UNIVERSITY OF HARYANA

Term End Semester Examinations June-July 2025

Programme: Master of Commerce (M. Com)

Session: 2025-26

Semester: First Semester

Max. Time: 3 Hours

Course Title: Business Environment

Max. Marks: 70

Course Code: SBMS COM 1 1 04 C 4105

Instructions:

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.
2. Question no. 2 to 5 have three parts and students are required to answer any two parts of each question. Each part carries seven marks.

Q 1.

(4X3.5=14)

- a) Define business environment.
- b) What is meant by economic planning?
- c) Briefly explain business ethics and its significance.
- d) What is the meaning of disinvestment in PSUs?
- e) Define globalization and its impact on Indian business.
- f) Explain the significance of Special Economic Zones (SEZs).
- g) What are the challenges faced by MSMEs in India?

Q2.

(2×7=14 marks)

- a) Discuss the internal and external components of the business environment in an open economy.
- b) Explain the nature of the Indian economy and the problems associated with economic planning.
- c) Describe the variables of economic growth and the role of the PPP model in India's development.

Q3.

(2×7=14 marks)

- a) Examine the key features of the New Economic Policy in India and its recent developments.
- b) Discuss the objectives and instruments of monetary policy. Evaluate its impact on business.
- c) Explain the significance and recent trends in India's Foreign Direct Investment (FDI) policy.

Q4.

(2×7=14 marks)

- a) Explain the process and rationale of disinvestment in Public Sector Units (PSUs).
- b) Define globalization. Discuss its opportunities and challenges for Indian businesses and MNCs.
- c) Describe major laws related to consumer protection and unfair trade practices.

Q5.

(2×7=14 marks)

- a) Discuss the causes and consequences of industrial sickness in India.
- b) Explain the role and significance of MSMEs in the Indian economy.
- c) Describe the emerging opportunities in rural India and the factors enabling rural industrial growth.