

SEAT No. _____



No. of Printed Pages : 2

[57]

SARDAR PATEL UNIVERSITY

(E+G)

M.Com. Examination, 2nd Semester

Monday, 2nd May 2022

Session: Time: 12.00 P.M. to 02.00 P.M.

Subject/ Course Title: Corporate Communication-II PB02ACOM53

Note: Figures to the right indicate full marks
Use separate answer books for Section-I & II

Total Marks:70

Section-I

Q 1 Explain a Profile of a good Presenter in detail. [18]

OR

Q 1 Write notes on: [18]

- Language during Presentation
- Pre and Post Evaluation of Presentation

Q 2 Discuss aims of Written Communication. [17]

OR

Q 2 Express your views on Essentials of effective Written Communication. [17]

Section- II

Q 3 What is Corporate Relationship? Write on it's Significance. [18]

OR

Q 3 How would you use of Mass and Social Media for Corporate Relationship? [18]

Q 4 Clarify Corporate Communication- Yesterday, Today and Tomorrow. [17]

OR

Q 4 Explain Information Technology in Corporate Communication. [17]

(1)

(P.T.O)



SARDAR PATEL UNIVERSITYM.Com. Examination, 2nd SemesterMonday, 2nd May 2022

Session: Time: 12.00 P.M. to 02.00 P.M.

Subject/ Course Title: Corporate Communication-II PB02ACOM23

Note: Figures to the right indicate full marks
Use separate answer books for Section-I & II

Total Marks:70

Section-I

Q 1 Express your views on "Preparing the Presentation".

[18]

OR

Q 1 Explain Body Language during Presentation.

[18]

Q 2 What is Written Communication? Write it's aims.

[17]

OR

Q 2 Discuss Essentials of Effective Written Communication.

[17]

Section- II

Q 3 What is Corporate relationship? Write it's Significance.

[18]

OR

Q 3 Discuss The Public Relation Society of India in detail.

[18]

Q 4 Clarify Corporate Communication in recent time.

[17]

OR

Q 4 Write notes on:

- Global Communication
- Crisis Communication

[17]

(1)

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Q 2 Express your views on Essentials of effective Written Communication.

[17]

Section- II

Q 3 What is Corporate Relationship? Write on it's Significance.

[18]

OR

Q 3 How would you use of Mass and Social Media for Corporate Relationship?

[18]

[07]

Q 4 Clarify Corporate Communication- Yesterday, Today and Tomorrow.

[17]

[10]

OR

[12]

[06]

Q 4 Explain Information Technology in Corporate Communication.

[17]

[18]

(1)

(P.T.O)



[77]

SEAT No. _____



SARDAR PATEL UNIVERSITY

VALLABH VIDYANAGAR 388 120

November 2022

M.COM. Semester II (NC) – New Course

No. of Printed Pages: 02

COURSE TITLE: Management Control System II

CODE NO. : PB02ECOM51

DATE : 14-11-2022, Monday

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

The following are the balance sheets of Rokadiyaji Ltd.:

[17]

Liabilities	2021	2022	Assets	2021	2022
Sundry Creditors	5,15,000	4,80,000	Cash and Bank	4,50,000	4,50,000
Outstanding Expenses	65,000	60,000	Balances		
8% Debentures	4,50,000	3,50,000	Sundry Debtors	3,35,000	2,15,000
Depreciation Fund	2,00,000	2,20,000	Temporary Investments	5,50,000	3,70,000
Profit and Loss Acc	80,000	1,15,000	Stock in trade	4,10,000	5,30,000
Equity Share Capital	11,50,000	11,50,000	Machinery	2,60,000	3,50,000
Reserve for contingencies	3,00,000	3,00,000	Land & Building	7,50,000	7,50,000
			Prepaid Expenses	5,000	10,000
	27,60,000	26,75,000		27,60,000	26,75,000

The following information is also available:

(i) 10% Dividends in cash

(ii) New machinery for Rs. 1,50,000 was purchased but old machinery costing Rs. 60,000 was sold Rs. 20,000, Accumulated depreciation there on was Rs. 30,000.

(iii) Rs. 1,00,000, 8% Debentures were redeemed through open market purchase @ Rs 96 for a debenture of Rs. 100.

(iv) Rs. 1,80,000 investments were sold at book value.

You are required to prepare a cash flow statement for the year ended 31 March 2022.

OR

[07]

Q1 (a) Differentiate between Cash Flow and Funds Flow Analysis.

[10]

Q1 (b) Discuss Utility and Limitations of Cash Flow Analysis.

Q2[a] Discuss concept, Objectives and Types of Pricing in Detail.

[12]

Q2[b] Write a short note on Factors affecting Pricing of a Product.

[06]

OR

Q2[a] Discuss in detail Product Pricing methods and write a note on Divisional Performance

[18]

(1)

C.P.T.O.)

SECTION – II

Q.3 What is Social Accounting? Discuss its Micro and Macro approach and write a note on Social Cost Benefit Analysis. [17]

OR

Q.3 Discuss Social Accounting Reporting and Social Accounting in India [17]

Q.4 Write a note on Kyoto Protocol, Global Warming and Carbon Trading. [18]

OR

Q.4 Define Environmental Audit and discuss its objectives also discuss Specific Issues Relating to Environmental Audit. [18]

****X****

(2)

Roll No. _____

The Nadiad Education Society's
Smt.T.J.Patel Commerce College Nadiad.

Date : 31-12-2022

Time : 60 minutes

(English Medium)

M.Com. Sem.-II

Exam: Periodical Test
Marks: 30

Subject : Business Environment-II

College with Difference

Q 1. Discuss in detail the silent features of Uruguay Round and evaluate it. (15)

OR

Q 1. What do you mean by WTO? Discuss the Objectives, Function and evaluation of W.T.O. (15)

Q 2. Explain different Organizational Model of MNC's and its code of conduct. (15)

OR

Q 2. Explain the meaning of MNC and discuss its merits and demerits. (15)