

2017

(5th Semester)

COMMERCE

(Honours)

Paper No. : BC-505

(Project Planning and Control)

Full Marks : 70

Pass Marks : 45%

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. (a) What is Environmental Scanning?
Explain in detail the environmental
scanning. 2+12=14

Or

- (b) What do you understand by Foreign
Direct Investment? State the advantages
and disadvantages of Foreign Direct
Investment. 4+5+5=14

2. (a) What is Demand? Explain the various steps for Market and Demand Analysis. 2+12=14

Or

- (b) Discuss various methods of Primary Information Collection. 14

3. (a) Explain various types of Production System. 14

Or

- (b) What do you mean by Plant Layout? Explain the different types of plant layout. 4+10=14

4. (a) State the nature of Capital Structure. Discuss various capital structure theories. 5+9=14

Or

- (b) Discuss financing scheme of Life Insurance Corporation of India (LICI). 14

5. (a) What is Marginal Costing? State the advantages and disadvantages of marginal costing. 2+6+6=14

Or

- (b) Discuss the presentation of a Cash Flow Statement. 14
