

**JLR-04/10****COMMERCE****Time allowed : Three Hours****Full Marks : 100***All questions carry equal marks.**Answer any FIVE questions.*

1. What is Information Technology ? Discuss the role of information technology in business. 20
2. What is Organisation Development ? Discuss the need for and process of organisation development (OD). 20
3. Explain the concept of fund flow statement. Compare and contrast between fund flow statement and cash flow statement. 20
4. Analyse the steps involved in the formulation of marketing strategy of a multinational corporation. 20
5. Explain the following :—
  - (a) What is unit costing ? How is unit cost calculated ?
  - (b) What is Machine Hour Rate ? How is it computed ? 20
6. Explain the features and dimensions of corporate governance with reference to Indian Corporate Sector. 20

7. What is FDI ? Discuss the trends of FDI in India. Do you find any problems in its way ? Explain with suitable example. 20
8. What do you mean by Financial Market ? Discuss the features and kinds of financial markets in India. 20
9. How does Reserve Bank of India control the credit policy of the country ? Explain briefly the important methods of credit control. 20
10. Answer the following questions :—
  - (a) Discuss the concept of B.E.P. and P/V ratio.
  - (b) Distinguish between Absorption Costing and Marginal Costing. 20