

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

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