

2015

( 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 do you mean by preliminary screening? What factors would you take into consideration while making preliminary screening to identify investment opportunities? 2+12=14

Or

- (b) What is environmental screening? What aspects would you consider in the analysis of internal and external environment? What is opportunity analysis? 3+8+3=14

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2. (a) What is demand analysis? Explain the information required for market and demand analysis.  $4+10=14$

Or

- (b) What is demand forecasting? Explain the survey method of demand forecasting with its advantages and disadvantages. 14

3. (a) Define product mix. Discuss the factors that influence change in product mix.  $4+10=14$

Or

- (b) What do you mean by plant location? Discuss the factors that you would take into consideration while selecting the suitable location of a plant.  $2+12=14$

4. (a) What may be the major cost elements of a project? Discuss. 14

Or

- (b) What do you mean by capital structure? Explain the advantages of an ideal capital structure. Mention the various theories of capital structure.  $3+8+3=14$

5. (a) What is Break-Even Point? How can it be determined? From the following particulars, calculate Break-Even Point in units as well as in sales volume :

$$2+2+10=14$$

(in ₹)

Fixed Expenses	1,20,000
Variable cost per unit	10
Selling price per unit	16

Or

- (b) Prepare a specimen Balance Sheet and discuss various types of liabilities. 5+9=14

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