THE BHAWANIPUR EDUCATION SOCIETY COLLEGE

A MINORITY RUN COLLEGE. AFFILIATED TO UNIVERSITY OF CALCUTTA
RECOGNISED UNDER SECTION 2(F) & 12 (B) OF THE UGC ACT, 1956

DEPARTMENT OF COMMERCE
B.COM SEMESTER-II (UNDER NEP-CCF SYS, 2022)
TUTORIAL ASSIGNMENT 2025-26

Instructions for Students:

1. This assignment covers all three subjects.
2. For each subject, attempt only one question (Question 1 *or* Question 2).
3. Each option consists of a question followed by 5 questions.
   - Each question carries 5 marks (Total: 25 marks per subject).
4. The maximum word limit is 1000 words per answer.
   - For example, if you choose Question 1, you must answer all its 5 parts within a total of 1000 words.
5. For practical accounting questions, show all working notes clearly.
6. Each question has two alternatives:
   - Attempt only one alternative.
   - You must answer all 5 parts of the selected alternative.
7. Students must prepare the assignment on A4 size plain white sheets only.
8. The first page must include:
   - CU Roll Number
   - CU Registration Number
   - Semester
9. The second page must be the Index Page.
10. Page numbers must be clearly mentioned on all pages.
11. Students may write on both sides of the paper and may use blue or black pen only.
12. Do not copy the questions in your answer sheet.
13. The assignment must be properly stapled.
14. Strictly prohibited:
    - Channel files
    - Channel file papers
    - Lab notebooks or lab papers
    - Project file papers
    - Any paper other than plain A4 sheets
15. Only proper A4 size white blank sheets will be accepted. Any other format will not be evaluated.

SUBJECT: COST ACCOUNTING I (MAJOR — DSC-2)

Question 1: Material Procurement and Inventory Crisis at ElectroTech India

Background Context: ElectroTech India manufactures premium electronic components. Recently, they have been facing severe production halts due to raw material stockouts of their primary component, 'Chip-X'. Conversely, their warehousing costs have ballooned because of over-purchasing other non-critical items. The annual demand for Chip-X is 12,000 units. Ordering cost is Rs. 300 per order and carrying cost is 15% per annum of the unit purchase price of Rs. 160. Currently, the company orders in random batch sizes of 3,000 units. You have been brought in as a cost consultant to resolve this crisis and build structural parameters.

(a) Calculate the Economic Order Quantity (EOQ) for Chip-X. Based on this, determine the optimal number of orders that ElectroTech India should place annually. [5 Marks]
(b) Compute the total annual inventory cost (ordering cost + carrying cost) under the current purchasing policy (batch size of 3,000 units) versus the proposed EOQ policy. Calculate the net annual savings. [5 Marks]
(c) Define and explain the industrial importance of Re-order Level (ROL), Maximum Stock Level, and Danger Level for Chip-X to prevent future production halts. Show how these levels are calculated. [5 Marks]
(d) Recommend how ElectroTech should classify its inventory using the ABC Analysis framework, detailing the typical parameters for Category A, B, and C items. [5 Marks]
(e) Contrast the FIFO and Weighted Average pricing methods for issuing materials from the store during a period of rising raw material prices. Which would make ElectroTech's reported profits look healthier, and why? [5 Marks]

Question 2: Labor Productivity & Overhead Overruns at BuildCraft Furniture

Background Context: BuildCraft Furniture is experiencing low labor efficiency and high overhead costs. Their standard time to assemble a luxury wooden cabinet is 16 hours, with a standard hourly wage rate of Rs. 50. Recently, a group of skilled workers (Group A) completed a batch of cabinets in an average of 12 hours per cabinet, while Group B took 18 hours per cabinet. Furthermore, the factory has been struggling with overhead recovery, experiencing actual factory overheads of Rs. 2,40,000 against budgeted overheads of Rs. 2,00,000. Budgeted direct labor hours were 40,000 hours, whereas actual hours worked were 42,000 hours.
(a) Calculate the total earnings and effective hourly wage rate of a worker in Group A under both the Halsey Premium Plan (50% sharing) and the Rowan Premium Plan. [5 Marks]
(b) Analyze the financial impact on labor cost per unit for Group B. What are the operational implications of Group B taking more than the standard time under these incentive schemes? [5 Marks]
(c) Explain the difference between Time Keeping and Time Booking. Discuss how poor time booking practices could contribute to BuildCraft's overhead control issues. [5 Marks]
(d) Calculate the pre-determined overhead recovery rate based on budgeted labor hours. Determine the amount of Under- or Over-absorption of factory overheads at the end of the period. [5 Marks]
(e) Discuss how BuildCraft should treat abnormal idle time and under-absorbed overheads in their cost accounts. State the impact of these adjustments on profits. [5 Marks]

SUBJECT: MARKETING MANAGEMENT & HRM (MINOR — MINOR-2)

Question 1: Brand Repositioning & Market Mix Formulation for Veda Organics

Background Context: Veda Organics launched a premium line of herbal skincare products in urban India. While initial sales were robust during the introduction stage, the brand is now facing intense competition from multinational companies launching cheaper 'natural' alternatives. Veda Organics is experiencing a transition from its growth phase to the maturity phase. The board is divided on whether to expand geographically, reposition the brand, or adjust their product-mix to appeal to middle-income segments. You have been asked to layout the marketing roadmap.
(a) Apply the Product Life Cycle (PLC) model to Veda Organics' situation. Identify their current stage and suggest strategic marketing mix (4Ps) modifications appropriate for this stage. [5 Marks]

(b) Devise a Market Segmentation strategy for Veda Organics. Compare the merits of psychographic segmentation (lifestyle/values) versus demographic segmentation (age/income) for premium herbal skincare. [5 Marks]

(c) Discuss how Veda Organics can apply the Societal Marketing Concept to differentiate its brand from greenwashing competitors. [5 Marks]

(d) Differentiate clearly between Product Differentiation and Market Positioning. How should Veda Organics formulate its unique selling proposition (USP)? [5 Marks]

(e) Evaluate whether Veda Organics should adopt a Price Skimming or Penetration Pricing strategy for their upcoming organic baby-care product line, justifying your choice based on target market characteristics. [5 Marks]

Question 2: Talent Crisis and Performance Pitfalls at Nexa Software

Background Context: Nexa Software, a mid-sized IT firm, is experiencing a voluntary employee turnover rate of 25% among its senior developers. The HR department relies on ad-hoc hiring without formal Human Resource Planning (HRP). Job descriptions are outdated, resulting in mismatched hires who struggle to adapt. Furthermore, performance appraisals are conducted annually using a highly subjective graphic rating scale, leading to widespread employee resentment and claims of bias.

(a) Outline a structured Human Resource Planning (HRP) process that Nexa Software should implement to forecast labor demand and supply accurately over the next three years. [5 Marks]

(b) Redesign Nexa Software's recruitment strategy. Evaluate the advantages and disadvantages of relying on internal recruitment sources (promotions/transfers) versus external sources (campus placement/IT portals) for senior positions. [5 Marks]

(c) Differentiate between Job Description and Job Specification for a Senior Software Developer role at Nexa. Why is this distinction vital for reducing hiring mismatches? [5 Marks]

(d) Critique Nexa's current subjective performance appraisal system. Propose a modern performance appraisal method (e.g., 360-degree feedback or MBO) that could reduce bias and improve developer morale. [5 Marks]

(e) Differentiate between Job Evaluation and Performance Appraisal. How can Nexa use Job Evaluation to resolve internal salary inequities that may be driving the high turnover? [5 Marks]

SUBJECT: MACROECONOMICS (IDC / MDC — PAPER 2)

Question 1: Post-Pandemic Economic Recovery in Indica

Background Context: The government of 'Indica' (a developing economy) is drafting its annual economic recovery plan. Following a sharp contraction, the country is witnessing an uneven recovery. The Marginal Propensity to Consume (MPC) of Indica's households is estimated at 0.75. The government plans to inject Rs. 1,000 crores into public infrastructure projects (roads, railways, and bridges) to stimulate aggregate demand. At the same time, the central bank of Indica is worried that this fiscal injection might trigger demand-pull inflation, as the general GDP deflator has already risen by 8% over the past year.

(a) Explain the mechanism of the Investment Multiplier in Indica's economy. Calculate the total increase in national income resulting from the proposed Rs. 1,000 crore public infrastructure spending. [5 Marks]

(b) If the marginal propensity to save (MPS) of high-income households in Indica is 0.40 and that of low-income households is 0.15, how would a redistribution of income from rich to poor affect the overall size of the multiplier and national income? [5 Marks]

(c) Define the GDP Deflator and explain how it is calculated. Why does the 8% rise in the GDP deflator reflect general price changes more comprehensively than the Consumer Price Index (CPI)? [5 Marks]

(d) Draw and describe the Circular Flow of Income in a three-sector economy (incorporating Households, Businesses, and Government) for Indica, clearly identifying leakages and injections. [5 Marks]

(e) Discuss the Keynesian view of how an economy can remain in an under-employment equilibrium and explain how targeted government intervention can help Indica reach its full employment potential. [5 Marks]

Question 2: Monetary Policy and Fiscal Deficit Dilemma in Zenobia

Background Context: The country of 'Zenobia' is grappling with high fiscal deficits and rising inflation. The government's total budgeted expenditure is Rs. 500,000 crores, while its total revenue receipts (including tax and non-tax revenues) are Rs. 350,000 crores, and capital receipts excluding borrowings are Rs. 30,000 crores. The interest payment liabilities on past national debt stand at Rs. 40,000 crores. To finance the deficit, the government is pressuring the Central Bank to expand the monetary base. The Central Bank, however, is trying to control the money supply and keep inflation in check using its monetary policy instruments.

(a) Calculate Zenobia's Fiscal Deficit and Primary Deficit based on the provided budget figures. Explain what the primary deficit tells us about the country's current borrowing discipline. [5 Marks]

(b) Differentiate between Revenue Receipts and Capital Receipts in Zenobia's budget. Why is high reliance on capital receipts to meet revenue expenditures considered unsustainable? [5 Marks]

(c) Define High-Powered Money (H). Explain the relationship between high-powered money and total money supply (M) through the money multiplier framework. [5 Marks]

(d) Analyze the differences between Demand-Pull Inflation and Cost-Push Inflation. Given Zenobia's high fiscal deficit and central bank financing pressure, which type of inflation is more likely to dominate, and why? [5 Marks]

(e) Suggest a coordinated policy package for Zenobia. Detail two specific monetary policy actions (quantitative or qualitative) and two fiscal policy measures that can control inflation without throwing the economy into a deep recession. [5 Marks]