Roll No. ☐☐☐☐☐☐☐☐☐☐☐☐ Total No. of Pages : 02

Total No. of Questions : 17

M.Com. (2018 Batch) (Sem.–2)

INDIAN FINANCIAL SYSTEM

Subject Code : MCOP-201-18

M.Code : 75931

Time : 3 Hrs. **Max. Marks : 60**

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.**
2. **SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.**
3. **SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.**

SECTION-A

Write short notes on the followings :

Q1. Financial guarantees

Q2. Functions of SEBI

Q3. Equity derivatives

Q4. Call money market

Q5. Functions of merchant bankers

Q6. Certificates of deposits

Q7. Features of hire-purchase agreement

Q8. Currency forward contracts

SECTION-B

UNIT-I

Q9. *"In spite of suitable legislative measures, the Indian financial system remains weak."* Comment.

Q10. Discuss the various components of financial system in detail with suitable examples.

UNIT-II

Q11. Discuss the structure of commercial banks in India. What are the various problems faced by Indian commercial banks?

Q12. What are the advantages of depository system? Explain the features of SEBI (Depository and Participants) Regulation Act.

UNIT-III

Q13. Discuss the status of currency derivate market in India.

Q14. Discuss the various components of a money market and bring out their featu

UNIT-IV

Q15. What is a leasing agreement? Distinguish between operating lease and a fin
Discuss their operation in detail.

Q16. Trace the origin of merchant banking in India and abroad. Comment upon the growth and development of this financial service.

SECTION-C (COMPULSORY)

Q17. Case Study :

The emergence of the market for derivatives products, most notable forwards, futures, options and swaps can be traced back to the willingness of risk-averse economic agents to guard themselves against uncertainties arising out of fluctuations in asset prices. By their very nature, the financial markets can be subject to a very high degree of volatility. In the Derivatives markets have had a slow start in India. Derivatives trading commenced in India in June 2000 after SEBI granted the final approval in May 2000. SEBI permitted the derivative segments of two stock exchanges, viz NSE and BSE, and their clearing house/corporation to commence trading and settlement in approved derivative contracts.

In the backdrop of above statement discuss the evolution in development stock derivative market in India.

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Total No. of Questions : 17

M. Com. (2018 Batch) (Sem.–2)

MANAGEMENT AND COST ACCOUNTING

Subject Code : MCOP-202-18

M.Code : 75932

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

Write short notes on the followings :

Q.1 ABC inventory control

Q.2 Last -in -first out method.

Q.3 Angle of incidence

Q.4 Material cost variance

Q.5 Uses of management accounting information

Q.6 Flexible vs. fixed budget

Q.7 Performance budgeting

Q.8 Turnover ratios

SECTION-B

UNIT-I

Q.9 Define Economic Order Quantity (EOQ). How can it be computed? What are the limitations of EOQ model?

Q.10 What do you understand by factory overheads? Describe how costs are allocated under the direct method, the step method, and the algebraic method.

UNIT-II

Q.11 What is zero base budgeting? What are the advantages of zero base approach over traditional approach?

Q.12 "*The effect of a price increase is always to increase the P/V ratio, to bring down the break-even point and to widen the margin of safety.*" Illustrate.

UNIT-III

Q.13 What are the limitations of traditional management accounting? Discuss the new developments in the management accounting.

Q.14 a) What comparisons should be made in deciding whether or not to accept a one-time order at a price different from the regular sales price?

b) Specify five areas of business activity that frequently require managerial decision as to policy. Discuss how cost analysis is helpful in decision-making in these areas.

UNIT-IV

Q.15 Name three activities in which cash flows are classified as per Accounting Standard - 3(revised). Also give examples of transactions covered in these activities.

Q.16 What is the importance of ratio analysis? Discuss the importance of the various accounting ratios.

SECTION-C

Q.17 Case study :

A firm manufactures product X whose selling price is Rs.10 per unit. The firm has the capacity to produce 10,000 units. The variable costs are Rs.2.50 per unit. Fixed costs are estimated at Rs. 30,000 up to the capacity utilization level of 50%; Rs.36,000 above that level but Rs.42,000 if the level of capacity utilization is 80% or above.

(a) What is the break-even point?

(b) What will be the operating profits of the firm, if the levels of capacity utilization are 70%, 80% and 90% respectively?

(c) What is the level of activity at which the firm can make an operating profit of Rs.18,000?

(d) What is the margin of safety, if the firm manufactures sells only 6,000 units in a year due to market constraints?

(e) Management of the firm is advised that, if the selling price is reduced to Rs.9 per unit, sales will go up from 7,000 units to 7,500 units. Is it worthwhile to reduce the selling price?

(f) Management of the firm is also advised that sale of 7,500 units at the present selling price can also be achieved, if a sum of Rs.5,000 is spent on advertisement. Which alternative - reducing the selling price to Rs.9 per unit or spending Rs.5,000 on advertisement - will generate more profit?

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M.Com. (2018 Batch) (Sem.–2)

BUSINESS RESEARCH METHODS

Subject Code : MCOP-203-18

M.Code : 75933

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students have to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

1. What is research?
2. What is primary data?
3. What is nominal scale?
4. What is multidimensional scales?
5. What is central unit theorem?
6. What is least square method?
7. What is heteroscedasticity?
8. What is hypothesis?

SECTION-B

UNIT-I

9. Describe research design for :

   a. Descriptive research (4)

   b. Experimental research (4)

10. Discuss the relevance of business research methods in present scenario. Explain by citing examples. (8)

UNIT-II

11. Discuss in detail various measurement scales. Explain by taking examples. (8)

12. Write notes on :

    a. Types of classification (5)

    b. Role of tabulation (3)

UNIT-III

13. Write notes on :

    a. How sample size is determined? (4)

    b. Application of time series analysis . (4)

14. Write notes on :

    a. Importance of Index number (4)

    b. Methods of time series analysis (4)

UNIT-IV

15. What is regression? Discuss in detail the applications of regression. Explain by citing examples. (8)

16. Write notes on :

    a. Applications of chi-square (4)

    b. Applications of t-test (4)

SECTION-C

17. A transport firm is attempting to change from outdated technology to more new technology such as using tablets to increase worker mobility rather than PCs connected to Mainframes and use of cloud based system to track freight and drivers. Additionally company wishes to cut down on its storage requirements and also improve the current manual multipart complex form accompanying each shipment. You are hired as a system analyst to propose changes to the existing system, prior to which you wish to understand the present system in detail.

    a. List some primary sources of data that you would use to understand present system of working. (4)

    b. Do you think secondary data sources would be of any use here? Why or why not? (4)

    c. How would you design questionnaire to elicit the changes expected by the users of the current system. (4)

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M.Com. (2018 Batch) (Sem.–2)

MARKETING MANAGEMENT

Subject Code : MCOP-204-18

M.Code : 75934

Time : 3 Hrs. **Max. Marks : 60**

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Role of Marketing Strategies.
2. Marketing *v/s* Selling.
3. Brand Equity.
4. Note on Consumer adoption process.
5. Public Relations.
6. Channel Management in Product Promotion.
7. Define CRM.
8. Network Marketing.

SECTION-B

UNIT-I

9. Define Marketing Management. Explain its scope/importance.
10. Analyzing Marketing Management.

UNIT-II

11. Explain Product Life Cycle with example.
12. Explain Consumer Buying Process.

UNIT-III

13. Elaborate Pricing Decisions and factors affecting Pricing Decisions.
14. Describe Personal Selling and its process.

UNIT-IV

15. What are the factors affecting Buzz Marketing?
16. What is the importance of E-Commerce in Marketing?

SECTION-C

17. **Case Study :**

MERCEDES-BENZ

From 2003 to 2006, Mercedes-Benz endured one of the most painful stretches in its 127-year history. The company saw its reputation for stellar quality take a beating in J.D. Power and other surveys and BMW surpassed it in global sales. To recoup, a new management team re-organized around functional elements - motors, chassis and electronic systems-instead of model lines. Engineers now begin testing electronic systems a year earlier and put each new model through 10,000 diagnostics that run 24 hours a day for three weeks. Mercedes-Benz also tripled its number of prototypes for new designs, allowing engineers to drive them 3 million miles before production. With these and other changes, the number of flaws in the company's cars dropped 72% from the year 2000 peak, and warranty costs decreased 25%. As an interesting side effect, Mercedes-Benz dealers have had to contend with a sizeable drop in their repair and service businesses! The challenge now is to match the impressive levels of quality and reliability set by Japanese luxury foes.

Question :

Explain form, features and performance quality in the Mercedes-Benz with regard to product differentiation.

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M.Com. (2018 Batch) (Sem.–2)

HUMAN RESOURCE MANAGEMENT

Subject Code : MCOP-205-18

M.Code : 75935

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students have to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Briefly describe the functions of human resource management.
2. What are the objectives of wage and salary administration?
3. Distinguish between job enlargement and job enrichment.
4. Discuss the reliability of tests.
5. Write note on individual career planning.
6. List out techniques of Job analysis.
7. What is Role playing?
8. What are ethical issues in human resource management?

SECTION-B

UNIT-I

9. What is strategic human resource management? What are the key issues of strategic human resource management? How is human resource management different from strategic human resource management?

10. a) *"Job analysis is basic function of human resource management"*. Discuss.

    b) Distinguish between Job description and Job specification.

UNIT-II

11. a) Distinguish between centralised and decentralised recruitment.

    b) Explain the different sources of recruitment.

12. Explain career planning and development. Discuss the factors affecting career choices.

UNIT-III

13. a) Discuss the requisites of effective incentive plans.

    b) Explain the techniques to improve quality of work life.

14. Discuss the process of performance appraisal. What are limitations of performance appraisal?

UNIT-IV

15. What restricts the growth of collective bargaining in India? What measure could be adopted to improve the effectiveness of collective bargaining?

16. What are the various approaches in industrial relations? Discuss the future trends of industrial relations in light of changing business environment.

SECTION-C

17. **CASE STUDY :**

People's needs change as their circumstances and life demands change. Therefore, Star ltd. implemented a Mass Career Customization (MCC) program as a way to motivate talented women and men to remain in the workforce. Rather than being stuck with the pressure of a career ladder, Star ltd. employees may move up, down, or across what is a career lattice, depending on their life goals. The MCC concept worked wonders for Star ltd. tax accountant Rahul, who was frustrated by the very long hours that cut into time with his four-year-old daughter. With support of his senior manager and two of Star ltd's partners, Rahul shifted gears and began telecommuting four days each week. Career customization is especially good in meeting the needs of millennials who want more work-life balance, young parents like Rahul who want more time with children, and boomers who are easing into retirement? The key to the success to MCC arrangements is a win-win outcome of positive social exchanges. At the center of the concepts is the employee's life goal(s). What do you want most? The answer to that question is the key to Star ltd's MCC program, as each employee's lattice is nailed together by twice-a -year evaluations that consider career targets and larger life goals. Answering that question is a key to the Star ltd. program, and shows how the firm focuses on and appreciates its people.

Questions :

1. Because of the recession, Star ltd. (and other companies) may not be able to offer significant financial incentives to motivate employees. What kind of non-financial incentives could it offer in order to attract new talent, and to prevent current staff from defecting?

2. How could Star ltd. use the idea of eustress to motivate employees?

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