

Roll No.
Total No. of Questions : 17

Total No. of Pages : 02

M.Com. (2018 Batch) (Sem.-2)

INDIAN FINANCIAL SYSTEM

Subject Code : MCOP-201-18

M.Code : 75931

Date of Examination : 04-07-22

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 following :

1. What is the need of organized financial system?
2. What are the limitations of credit rating agencies?
3. How capital market differs from money market?
4. Discuss in detail about stock brokerage.
5. What do you mean by forward?
6. What do you mean by mutual funds?
7. Define credit rating.
8. How derivatives differ from other financial instrument?

SECTION-B

UNIT-I

9. What do you mean by financial system? Discuss in detail the structure, growth problems and importance of financial market in India in the era of globalization.
10. What do you mean by secondary market? Discuss in detail the innovation and drivers of change in the management of secondary market. Discuss in detail the SEBI guidelines of secondary market

UNIT-II

11. What do you mean by co-operative banks? Discuss in detail the origin, scope and advantage of co-operative banks. How the co-operative banks useful as a source of relief to rural areas?
12. What do you mean by commercial banks? Discuss in detail the origin, scope, advantage and functioning of commercial banks in India.

UNIT-III

13. a) Explain with the help of example that how Forward Rate agreement can be used by any Institution, When it is exposed to a single period interest rate risk.
b) How forward is different from future? What is the philosophy of using future as derivative for risk and return protection by the investor? Explain with the help of example.
14. Explain with the help of example that how efficiency and effectiveness can be achieved in the derivative market by arbitrage, hedger and speculator. How financial engineer customized innovation in debt instrument in the current scenario? Discuss in detail.

UNIT-IV

15. Discuss in detail legal, tax, types of leasing, and accounting treatment of leasing in current scenario in India.
16. What do you mean by merchant banking? Discuss in detail origin, scope and advantage of merchant banking. How the merchant bankers useful as a source of relief to sick industries?

SECTION-C

17. a) Discuss in detail on the basis of following information how interest rate swaps are used to reduce Cost of Financing. How this is beneficial to each party involved in the process. Suppose that party A is in need of 10 years debt financing desire fixed rate obligation. A can borrow at a floating rate of six month LIBOR + 50bps or at a semiannual fixed rate of 11.25%. Party B also in need of 10 year debt financing desire floating rate obligation. Party B can borrow fixed rate of semiannual rate of 10.25% and can borrow floating rate as six months. The SWAP dealer stands ready to enter a SWAP. In both the cases the dealer's floating rate is six month LIBOR. If dealer is to be the fixed rate payer it will pay a SWAP Coupon of 10.40% and it requires a swap coupon of 10.50% semiannually
b) Discuss in detail history, economic, rational and basic structure of swap.

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M.Com. (Sem.-2)

MANAGEMENT AND COST ACCOUNTING

Subject Code : MCOP-202-18

M.Code : 75932

Date of Examination : 06-07-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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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 following :

1. Explain three limitations of financial accounting.
2. What is break-even-point?
3. How standard costing differ from budgetary control?
4. Define P/V ratio.
5. Discuss in detail benefits of standard costing.
6. Define trend analysis.
7. Discuss the significance of debt equity ratio.
8. What do you mean by cash flow statement?



SECTION-B

UNIT-I

9. Define cost accounting. Discuss in detail the objectives, advantages and disadvantages of cost accounting. Discuss in detail classification of cost accounting on various basis. Explain with the help of example how to prepare cost sheet?
10. Discuss in detail with the help of example methods of wage payment.

UNIT-II

11. Define the concept of budgetary control. Discuss in detail objectives of budgetary control and essentials of an effective budgetary control system. How to prepare sales budget explain with the help of example. Describe the advantages and disadvantages of budgetary control. Discuss in detail the zero base budgeting.
12. The following data is obtained from the books of manufacturing concern :

	Men	Women
Number in the standard gang	24	14
Standard rate per hour	Rs. 8	Rs. 7
Number in the actual gang	18	16
Actual rate per hour	Rs. 9	Rs. 6

During a week, 2 hour were lost due to power failure and work was actually done for 40 hours. Calculate labour mix variance and idle time variance.

UNIT-III

13. Define the modern concept of management accounting. Discuss in detail the nature, scope and importance of management accounting. How Management Accounting differ from cost accounting?
14. Discuss in detail conflict in profit verses value maximization principle. Describe the advantages and disadvantages of profit verses value maximization. Discuss in detail the role of management accountant in decision making.

UNIT-IV

15. What is the purpose of ratio analysis? Explain with the help of example, how to calculate activity, current and growth ratios?
16. Discuss in detail advantage and limitations of cash flow statement and fund flow statement. What is the purpose of preparing a cash flow statement? How it is prepared? Explain with the help of example.

SECTION-C

17. A Company producing two products X and Y faces the problem of labour shortage. Maximum labour hours available in a month are 10,000 hours. The following other information is available :

	Product X (Rs)	Product Y(Rs)
Material Cost	6.00	6.00
Direct Labour Cost		
10 hours @Re 1.00	10.00	
5 hours @ Re 1.00		5.00
Variable Overheads	4.00	2.00
Fixed overheads	5,000	5,000
Selling price	30.00	20.00

Show which product is more profitable. Give proof in support of your answer.

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M.Com. (Sem.-2)

BUSINESS RESEARCH METHODS

Subject Code : MCOP-203-18

M.Code : 75933

Date of Examination : 08-07-22

Time : 3 Hrs.

Max. Marks : 60

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3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Give two examples of descriptive research.
2. What are the advantages of secondary data collection?
3. What is a nominal scale?
4. What are the benefits of tabulation of data?
5. What is trend analysis?
6. What is deflation?
7. What is heteroscedasticity?
8. What is regression analysis?

SECTION-B

UNIT-I

9. Discuss the importance of research in business organizations. Explain by citing examples.
10. What are the different types of questionnaires? Explain the rules of framing a relevant questionnaire.

UNIT-II

11. What are different measurement scales? Discuss the applications of each measurement scale.
12. Discuss the benefits and limitations of probability and non-probability sampling techniques.

UNIT-III

13. Write notes on :
 - a. Applications of the central limit theorem.
 - b. Applications of the least square method.
14. Write notes on :
 - a. Confidence interval for mean and proportions.
 - b. Application of index numbers in research.

UNIT-IV

15. Write notes on :
 - a. Application of Z-test and F-test.
 - b. Errors in the testing of hypothesis and how to control these errors.
16. Discuss the difference between partial and multiple correlations. Explain the applications of correlation in research.

SECTION-C

17. Case Study

Mercedes-Benz entered the United States market in the late 1950s and dominated the foreign luxury car scene during the 1970s and 1980s until other luxury cars like Lexus and Infiniti appeared on stage. Their sales then began to drop substantially; other car companies could offer comparable products for lesser prices. At this point, Mercedes knew it faced a real challenge.

Robert Wilshaw, market manager of the Chicago Region of Mercedes-Benz of North America, affirms that the company met this challenge squarely. New company strategies led to the development of a customer-value triad that highlights perceived goods quality, perceived service quality, and value based prices.

Mercedes was always regarded as the leader in engineering and design, but their engineers were given two new guidelines, Rule 1 states, *"Build the best car in the world"* and Rule 2 adds, *"Build a more affordable car without breaking rule number one"*.

Dealerships are a key element in Mercedes' quest to provide quality service. Black Forest Motors in northern Michigan is the premier dealership in this geographic area. Robert S. Chan, the principal, sums up his dealership's relationship with his customer base : *"To our customers, We are Mercedes-Benz"*. This means offering customers *"a no-excuses product, (a car) that is as perfect as man can make a machine"*. But it also means offering high-quality, reliably consistent service that keeps customers coming back. When interviewed, Chan's customers confirm the organization's commitment to *"world-class service."* Noting that, in today's market, economics can be as important as engineering, Wilshaw says that Mercedes has proved that it can now build a premier product that can be priced lower than those of their competitors, and they have driven this message into the marketplace. He adds that the company's price-sensitive strategies have maximized perceived customer value and led to successful new product introductions, which, in turn, have continued to increase overall customer satisfaction.

Question

- a. What market research should be done to develop a program that could persuade more customers in the luxury car market to buy Mercedes-Benz? Define the problem and explain the types of research that would be necessary to develop such a program.

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M.Com. (Sem.-2)

MARKETING MANAGEMENT

Subject Code : MCOP-204-18

M.Code : 75934

Date of Examination : 12-07-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

Write briefly :

- 1) Pricing Strategies
- 2) E-Commerce
- 3) Managing Sales forces
- 4) Services Marketing
- 5) Brand Equity
- 6) Corporate strategic planning
- 7) MIS
- 8) Labelling decision

SECTION-B

UNIT-I

- 9) What is marketing and how it's different from selling? What are the strategic marketing decisions with respect to marketing mix?
- 10) Why corporate strategic planning is important for competitive marketing? Describe the marketing environment affecting marketing decisions.

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UNIT-II

- 11) "Consumer behavior evaluation is important for marketing managers" comment on this statement. What are the factors affecting the consumer behavior?
- 12) What is the role of market segmentation and targeting? Discuss the marketing strategies for branding the product.

UNIT-III

- 13) Define pricing and what are the methods for deciding the price of product? Explain the pricing strategies.
- 14) What are the different elements of promotion mix and what are the important decisions under each element?

UNIT-IV

- 15) Critical comment on the Green Marketing, Event Marketing and Network Marketing.
- 16) What is rural marketing? Why E-commerce is required for rural marketing?

SECTION-C

17) Case Study :

It has been a long journey for Maruti Udyog Limited (MUL) in India. MUL was re-christened as Maruti Suzuki India Limited in 2007. It was the first company in India to sell 1 crore cars. It continues to be a market leader in the Indian automobile India. Maruti 800 was the first car launched by MUL. It was a major success in Indian market and continued to be the largest selling car in India till 2004. MUL had a few other offering in its initial years. It offered two variants of Maruti Omni van and Maruti Gypsy jeep-styled vehicle in India. One variant of Omni was targeting large families and second variant was devoid of seats in the back and was targeting cargo carriers. Gypsy targeted adventurers and driving enthusiasts who would travel in difficult terrain or off - roading. However, Gypsy became very popular with law enforcement agencies. Both Omni van and Gypsy were highly successful in their respective market segments. In 1995, MUL launched Zen. Zen became very popular because it had low noise engine and bigger capacity compared to Maruti.

Subsequently MUL introduced Alto, Wagon R, Swift, Esteem, among others. MUL continued to provide reliable, robust and economical vehicles.

Liberation era began in 1991; however, the flowers of liberation started to blossom in mid to late 1990s. The second wave of liberation from late 1990s to middle of 2000s created a new class of upper middle class with significantly large disposable income. Recent reports indicate that passenger vehicles segment grew over 25% in India 2010, miles ahead of Japan, Brazil and in the USA. Passenger vehicle market is expected to continue to grow at a fast rate for the next decade. Particularly, there has been a huge growth in the luxury car segment in India. This segment is over Rs 5000 crore and is

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expected to grow 40 percent annually. According to a report by McKinsey and Co, there are over 20 lakh households in India with an income of over Rs 1.5 lakhs per month and it expected that by 2015 there will be over 80 lakh household with income of over Rs. 1.5 lakhs.

In an attempt to enter and capture this segment, MUL offered new line vehicles that were in semi-luxury to luxury segment. MUL launched Baleno, Grand Vitara, Swift DZire, Verna among others. However, MUL faced challenges capturing this segment. The semi-luxury and luxury segment is an attractive segment as it offers higher profitability.

Despite several operational and marketing attempts to position its vehicle in non-economy segment, MUL did not achieve significant success. Swift and Swift Dzire were successful in diesel variants but did not have similar success in petrol version. MUL has a strong brand equity and loyalty in the economy segment. MUL today offers a car in almost all categories of consumer price-range with varied success. It has become a challenge for MUL to offer good experience to consumers in all segments.

Discussion Questions :

- a) What does brand Maruti mean to you? Do you think Maruti can successfully customize its offerings to match consumer desires and preferences?
- b) Are you willing to buy an MUL product priced at Rs. 25,00,000? Why and why not? Discuss.
- c) Should MUL try to be everything to everybody by offering on variants at almost all price points? Or should it consolidate and expand its market share in economy segment?

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