

Roll No.

Total No. of Pages : 03

Total No. of Questions : 10

M.Com. (Sem.-2)
INDIAN FINANCIAL SYSTEM
Subject Code : MCOP/201/18
M.Code : 75931
Date of Examination : 11-05-2024

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. Write short notes on the following :

- a) What is a Financial Institution?
- b) What is SEBI?
- c) What is Private Placement?
- d) What is a Financial Lease?
- e) What is a Primary Market?
- f) Who is a Merchant Banker?
- g) What is an Open Ended Fund?
- h) What is Seed Capital?

SECTION-B

UNIT-I

2. What is Financial System? How does it help in the economic development of a nation?

3. Write a detailed note on the Indian Financial Sector Reforms.

UNIT-II

4. What is a Financial Institution? How does it help in the economic development of a nation? Discuss.
5. Explain the recent developments in the Indian Banking Sector.

UNIT-III

6. Explain the process of raising capital in the capital market for a new company incorporated in India.
7. Discuss the structure of Financial Markets in India.

UNIT-IV

8. Write a note on the working of a credit rating agency in detail.
9. Explain the major financial services provided by Indian FIs.

SECTION-C

10. Read the following case study in detail and answer the questions:

The investments are divided into two groups: operations with foreign securities (operations with financial assets) and domestic securities transactions (transactions with financial liabilities). Depending on the type of financial instrument, transactions with portfolio investments are divided into : 1) securities transactions, confirming participation in capital (transactions with shares, certificates of participation, ADR); 2) transactions with debt securities, confirming the right of the creditor to collect the debt from the creditor: a) bonds and other long-term or perpetual debt, b) in foreign exchange market instruments, i.e. treasury bills, promissory notes, banker's acceptances, short-term certificates of deposit, and c) financial derivatives (options, futures, swaps). The category of —Other investments includes trade and bank credits and loans, including credits and loans from the IMF and the international-financial institutions, financial leasing agreements, cash currency and deposits and other short-term assets/liabilities. During considering the capital account it is necessary to pay attention to the fact that usually crediting abroad is called — the export of capital and foreign loans —the import of capital. However, crediting of foreigners is import, as investments in other countries (capital outflows) mean expenditure of foreign currency reserves decrease, and thus reflects on the debit side. Getting credit (capital inflow) is an export operation, as foreign investment increased reserves of foreign currency, and therefore reflects on the credit side. So, if export of goods increased and import reduces reserves of foreign currency, the outflow (removal) of capital, i.e. investment in other countries, means spending, reducing

foreign currency reserves and inflow (import) of capital, i.e. investment from other countries increases the reserves of foreign currency.

Questions :

- a. Summarize the whole case in your own words.
- b. Why the Portfolio investments are divided into groups? Explain.
- c. What is import and export of capital? Why they are called import or export? Discuss.



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Total No. of Questions : 17

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M.Com. (Sem.-2)

MANAGEMENT AND COST ACCOUNTING

Subject Code : MCOP/202/18

M.Code : 75932

Date of Examination : 15-05-2024

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

1. What is contract costing?
2. What is Break-even point?
3. What is Budgetary control?
4. What is Investment cash flow?
5. What is Debt Equity ratio?
6. What is Fixed cost?
7. What is process costing?
8. What is standard costing?

SECTION-B

UNIT-I

9. What are the different classification and elements of cost?
10. What are the features and types of process costing?



UNIT-II

11. What is marginal costing and explain the applications of marginal costing?
12. What are the limitations of budgetary control?

UNIT-III

13. What are the objectives of Management Accounting?
14. What is the conflict between profit and value maximization principle?

UNIT-IV

15. What are the objectives of financial statements?
16. Explain different classification of ratios.

SECTION-C

- ### 17. Case Study :

AB Ltd. is a small restaurant that is considering adding a new menu item to its offerings. The restaurant has determined that the cost of producing the new item is Rs. 4 per unit, and it plans to sell the item for Rs. 8 each. The restaurant's fixed costs (such as rent, salaries, and utilities) are Rs. 5,000 per month, and it currently sells an average of 1,000 meals per month.

Answer the followings:

- What is the Break- Even point for this restaurant?
- What are some examples of businesses or industries where CVP analysis can be particularly useful? How does CVP analysis vary depending on the type of business or industry?
- What are some of the challenges and risks associated with CVP analysis? How can businesses mitigate these risks and ensure that their decisions are based on accurate and reliable data?

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M.Com. (Sem.-2)

BUSINESS RESEARCH METHODS

Subject Code : MCOP/203/18

M.Code : 75933

Date of Examination : 18-05-2024

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. Write brief notes on the following:
 - i. Explain the importance of Review of Literature in research.
 - ii. What are the objectives of research?
 - iii. What do you mean by multidimensional scales?
 - iv. **Explain the term :** Tabulation of data.
 - v. How to determine sample size for a mean?
 - vi. Explain the concept of sampling distribution.
 - vii. What are the errors involved in testing of hypothesis?
 - viii. What do you mean by multiple correlation?



SECTION-B

UNIT-I

2. Explain the different types of research design used in methodology.
3. What are the types of a questionnaire? What is the procedure for developing a questionnaire?

UNIT-II

4. Explain the various types of measurement scales. Also provide examples.
5. What are different techniques used for sampling the data? Elaborate.

UNIT-III

6. What are index numbers? Explain the significance of index numbers in managerial decision making. Also explain the tests of consistency.
7. Explain the different methods used in time series analysis. What are the applications of time series in business decision making?

UNIT-III

8. Differentiate between the tests of significance for large and for small samples. Elaborate with examples.
9. What do you mean by correlation? What are its various types? Explain.

SECTION-C

10. Study the following case and answer the question(s) that follow:

The Amrit Vanaspati Company of Nainital (Uttarakhand) wishes to test whether its three salesmen A, B and C tend to make sales of the same size or whether they differ in their selling ability as measured by the average size of their sales. During the last week of October, 2004, there have been 14 sales calls - A made 5 calls, B made 4 calls and C made 5 calls.

Following are the weekly sales record of the three salesmen:

A (Rs.)	300	400	300	500	0
B (Rs.)	600	300	300	400	—
C (Rs.)	700	300	400	600	500

Perform the analysis of variance and draw your conclusions.

[Given: $F_{.05}(2,11) = 3.98$; $F_{.05}(2,13) = 3.82$]



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M.Com (Sem.-2)

MARKETING MANAGEMENT

Subject Code : MCOP/204/18

M.Code : 75934

Date of Examination : 22-05-2024

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

1. Explain briefly the following terms :
 - a. *Customer value is the key to brand loyalty.* Discuss
 - b. How has e-commerce changed the retail industry?
 - c. What is viral marketing and how can businesses leverage it?
 - d. How can businesses build and maintain a strong network marketing team?
 - e. How can businesses determine their target market?
 - f. You are the marketing manager of a large discount store. How would you position your store in the market? Discuss your positioning strategies.
 - g. Explain the consumer adoption process.
 - h. Do you think changing status of women has brought changes in family decision process?



SECTION-B

UNIT-I

2. What is Marketing Information System? Explain its components.
3. Explain the various concepts of marketing evolved over the time.

UNIT-II

4. *It important to consider the behaviour of consumer while deciding on the marketing mix of the company. Explain with suitable examples.*
5. What are the unique challenges of marketing services as opposed to physical products? Explain the 7P's of service marketing. What role does customer experience play in service marketing?

UNIT-III

6. How is price of a product related to the customer value? State important factors should a marketer consider before setting a product's price
7. *Marketing channels are critical in nature and influence all other marketing mix decisions.* Elaborate. Describe the major functions of marketing channels.

UNIT-IV

8. What is Customer Relationship Management? Discuss its importance.
9. Explain the following :
 - a. Rural marketing
 - b. Viral marketing

SECTION-C

- ### 10. Case Study: A Local Coffee Shop's Marketing Campaign

Background : A small coffee shop located in a busy neighborhood in a mid-sized city wants to increase foot traffic and sales. The owner decides to launch a marketing campaign to attract new customers and retain existing ones.

Objectives :

- a. Increase foot traffic by 20% within the next three months.
- b. Increase sales by 15% within the next three months.
- c. Build brand awareness in the community.

Case question :

What could be the possible strategies to achieve above objectives.



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M.Com. (Sem.-2)

HUMAN RESOURCE MANAGEMENT

Subject Code : MCOP/205/18

M.Code : 75935

Date of Examination : 25-05-2024

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 consists of ONE Case Study carrying TWELVE marks.

SECTION-A

Write briefly :

1. Write a note on HRIS. How can HRIS improve productivity of a firm?
2. What is difference between job description and job specification?
3. HR Audit.
4. Write a detailed note on quality circles.
5. What is the difference between HRM and SHRM?
6. Explain simulation training and sensitivity training.
7. Explain the line and staff role of HR manager?
8. What are the reasons for fluctuation in supply of human resources? How is future demand forecasted?

SECTION-B

UNIT-I

9. What do you mean by Human Resource Planning? Discuss various techniques used in manpower planning. State its drawbacks.
10. Trace the evolution of Human Resource Management. Also, elaborate critically on the challenges associated with HRM in India.



UNIT-II

11. What is recruitment? Explain various internal mobility techniques. What are the various internal and external sources of recruitment?
12. Explain various steps in selection procedure. What are the different kinds of tests in selection process?

UNIT-III

13. What do you understand by performance appraisal? State the major issues in performance appraisal.
14. Suppose you are HR manager, what factors would you take into consideration while determining the compensation structure of a newly established service firm?

UNIT-IV

15. What is collective bargaining? What are the different stages of collective bargaining?
16. Explain the grievance redressal methods as well as grievance handling procedure.

SECTION-C

17. **Case Study :**

You are a 'General Manager' of a well-known and established firm of Lahore. One day, Mr. Jawed Ikram (Regional Sales Manager, Lahore East), comes to you with a request that Mr. Gul Mohammad (Assistant Sales Manager, Project X) should be posted out of his area. He gave you the following reasons: "Mr. Gul Mohammad is known to frequently fight with his colleagues. He is conscientious and dedicated worker, only when he is doing his own job. He is friendly with seniors, but refuses to work with colleagues in a team. He is unable to take criticism, generally feels hostile and rejected. He is overbearing and is generally a bad influence on the team." You called your 'Area Manager, Lahore' and sought more information about Mr. Gul Mohammad. You also remember that Mr. Inam-ur-Rahman (Ex Assistant Manager, Project X) had left with you a notebook, containing his personal impression about all the employees working under him. He had described Mr. Gul Mohammad as follows: "Educationally unqualified for further promotion, total work experience 8 ½ years. Has all along been in the same area. Got a lot of problems, 1 a sick wife and a mother who is not prepared to accept his ailing wife. Too authoritative to work under anyone."

Question :

As an Assistant Manager, what problem does Mr. Gul Mohammad have? How would you deal with Regional Sales Manager's request? How can you influence a change in Mr. Gul Mohammad's behavior?

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