

Roll No.

Total No. of Pages : 03

Total No. of Questions : 10

M.Com. (Sem.-3)

ENTREPRENEURSHIP AND PROJECT MANAGEMENT

Subject Code : MCOPGE 301-18

M.Code : 76835

Date of Examination : 17-12-2024

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 briefly:
- a) Functions of an entrepreneur
 - b) Differentiate between entrepreneur and manager.
 - c) Rural entrepreneurship
 - d) Succession of business
 - e) Trademarks and Trade secrets
 - f) Venture capital
 - g) Features of CPM
 - h) Project planning and control

SECTION-B

UNIT-I

2. Define entrepreneur. What are the prominent characteristics of an entrepreneur? Briefly explain various types of entrepreneurs with examples.
3. Define Corporate Entrepreneurship. What steps, need to be followed to establish and develop Corporate Entrepreneurship?

UNIT-II

4. Elaborate various sources of ideas for new business ventures. Critically analyse different methods to obtain new ideas for business.
5. Explain the importance of risk reduction strategies. Discuss in detail various risk reduction strategies for new entry exploitation with the help of suitable illustrations.

UNIT-III

6. What is a business plan? What are the features of a good business plan? Also discuss reasons of failure of a business plan.
7. What do you understand by patents? Discuss in detail different types of patents. Also explain the process of filing a patent.

UNIT-IV

8. What is the importance of Market and Demand Analysis? Illustrate various steps involved in Market and demand analysis of a project.
9. What do you understand by project financing? Discuss in detail various sources of financing entrepreneurial projects with their pros and cons.

SECTION-C

10. Case study :

Have you ever tried to describe an item you want to a salesperson in a clothing store, and then watched that person shake his or her head and shrug his or her shoulders? Maybe you should be shopping at Zara. This Spanish chain is now one of the world's fastest-growing retailers of affordable fashion clothing for women, men, and children, and a big reason behind their success is the fact that they listen to what their customers want. Zara uses point-of-sale terminals to track every purchase in each of their 900 stores, and then uses that data to determine what kind of clothes to make and ship to their stores in the

future. In other words, Zara doesn't decide in advance whether to push short skirts or long skirts this season; they wait to see what the customer is buying. The company describes their approach by saying that Zara "is in step with society, dressing the ideas, trends and tastes that society itself has developed." Store managers also use a personal digital assistant to see what designs are available, and then place weekly orders for the items, they think will sell best in their store.

While other retailers claim to be responsive to customer demands, Zara adds some oomph to their boast. Most retailers have to order their inventory months in advance, but Zara is able to manufacture and ship replacement garments in two weeks, and create and deliver new garments with a fresh design in just five weeks. The company does this by employing 200 designers, including many recent graduates of top design schools, at their head office in northern Spain. Almost all of their merchandise is produced by several hundred sewing cooperatives in the home office area. When the garments are done, they are returned to Zara's huge warehouses where they are checked, ironed, packaged; and sorted for immediate delivery by either truck or air. Even when an item is a hot seller, Zara produces its slightly updated replacements in relatively small lots. Veteran shoppers know that when they see something they like at Zara they'd better grab it and they also know that only a limited number of shoppers will be able to buy an identical garment. Small batches means that Zara's inventory always looks new and fresh; the chain introduces about 11,000 different items each year, as compared to the 2,000 to 4,000 items annually introduced by competitors like Gap or H&M. Their lean and mean approach also means that Zara is rarely forced to discount garments, unlike other retailers at the end of a season. While Zara's approach is based on technology, it is actually the efficient use of relatively simple technology, the company also spends less than 0.3 percent of sales on advertising, while many of its competitors generally spend more than 3 percent. This containment of expenses also contributes to Zara's success. In 2005, the Inditex group, which operates Zara and seven other similar concept soft-good chain stores (including Pull and Bear, Massimo Dutti, Bershka, Stardivarius, Oysho, Zara Home and Kiddy's Class), posted sales of 6.7 billion euros, equal to 8.6 billion dollars, an increase of 21 percent over its 2004 figures. Since opening its first Zara store in 1975, Inditex has grown to more than 2,800 stores in 64 countries, and the company hopes to expand to more than 4,000 stores over the next three years.

Questions :

- a) "*Zara is different from other companies*". What do you think are the most important factors affecting Zara's success?
- b) How will you conduct technical analysis for Zara's expansion plan in other countries?
- c) What can Zara do to make sure it maintains its competitive advantage(s) in the future?

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Total No. of Pages : 02

STRATEGIC FINANCIAL MANAGEMENT

M.Code : 76829

Max. Marks : 60

Time : 3 Hrs.

INSTRUCTIONS TO CANDIDATES :

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

SECTION-A

1. Short notes on the following :

- a) Shareholder's Value Drivers
- b) Swaps
- c) Free Cash Flow for Firm
- d) Modified IRR
- e) Operating Leverage
- f) Bonus Shares
- g) Fluctuating Working Capital
- h) Internal Restructuring.

SECTION-B

UNIT-I

2. Define corporate risk management. Describe various factors driving corporate risk. Briefly discuss the various tools that can be used for corporate risk management.
3. What do you mean by financial modeling? Discuss in detail the various factors that are considered in financial modeling. Give suitable examples in support of your answer.

UNIT-II

4. What do you mean by Shareholder's value creation? Briefly discuss the EVA and MVA approaches of value creation. Also discuss the managerial implications of the concept of Shareholder's value creation.
5. 'Capital budgeting decision involves investing current funds most efficiently in the long-term assets in anticipation of an expected flow of benefits over a series of years'. Elucidate with suitable examples. Also discuss the role of using risk-adjusted discount rates for evaluating capital budgeting decisions.

UNIT-III

6. 'The leverage irrelevance theorem of M & M is valid if the assumptions underlying their analysis are satisfied. However, in the real world, the presence of taxes has an impact on the capital structure'. Discuss the assumptions of MM Hypothesis and examine the implications of corporate and personal taxes on capital structure.
7. 'After dividends, buy-back shares have been the most popular form of cash distribution to shareholders'. What are the different methods of buy-back? Also discuss what is the signaling effect of a share buy-back?

UNIT-IV

8. Discuss in detail the various factors affecting working capital of a company in India.
9. Define corporate restructuring. Discuss in detail various organic and inorganic methods of corporate restructuring.

SECTION-C

- ## 10. Case Study

Aniket Ltd. presently has 2 million outstanding equity shares (Rs. 10 par) selling at Rs. 20 per share. It needs Rs. 7.5 million of additional funds, which can be raised in 2 ways.

- Issue of 0.5 million shares @ Rs. 15 each.
- Issue of debt capital carrying 14% interest.

The expected EBIT after the new funds are raised will be Rs. 10 million per year with a standard deviation of Rs. 4 million. The company tax rate is 30%. What is the probability that the debt alternative is better than the equity alternative with respect to earnings for share?

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M.Com. (Sem.-3)

CORPORATE GOVERNANCE, ETHICS AND SOCIAL RESPONSIBILITY OF BUSINESS

Subject Code : MCOP303-18

M.Code : 76830

Date of Examination: 05-12-2024

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

SECTION-A

1. Answer the following in brief :
- a) Give any two arguments against Corporate Social Responsibility.
 - b) Any three recommendations made by the Hampel Report.
 - c) Discuss in brief the concept of Corporate Legitimacy.
 - d) What do you mean by Agency issues in Corporate Governance?
 - e) Ethical responsibilities towards competitors and business partners.
 - f) Any three characteristics of an ethical leader.
 - g) Any two noteworthy CSR initiatives in India.
 - h) What do you mean by CSR through Triple Bottom Line (TBL)?

SECTION-B

UNIT-I

2. What do you mean by Whistle-blower? Outline the features and significance of Whistle blowing.
3. Discuss in brief the main features of any two global Corporate Governance models. Also discuss their implications for the Indian Corporate Sector.

UNIT-II

4. Discuss the major recommendations of the Narayanamurthy Committee and Naresh Chandra Committee on Corporate Governance.
5. What are the basic principles of Business Ethics? Also, describe in detail the relevance of Business Ethics in today's business environment.

UNIT-III

6. *"In today's globalized market, ethics in accounting and finance have become even more important and accountants need to act in a fair and transparent manner."* Do you agree? In the light of the above statement, discuss in detail various ethical issues in Accounting and Finance.
7. **Write short notes on:**
 - a) Ethical issues at the top management.
 - b) Ethics in Global Business.

UNIT-IV

8. What do you mean by Corporate Social Responsibility? Also, discuss in brief the relationship between Corporate Social Responsibility and Business Ethics.
9. Describe in detail the main provisions of Corporate Social Responsibility as per Companies Act 2013. Please state in brief which modification, in your view, is still needed.

SECTION-C

10. Solve the following Case Study :

Mr. Justin, manager of his Company's Mid-Cities Plant, had just had a discussion with a group of local citizens. The group called the Mid-Cities Council for Environmental Action Demanded an immediate reduction of the pollutants thrown into the air by the plant's operation. Mr. Justin had explained the company's policy of gradually reducing the pollutants, but promised to study the matter further. The group asked for another meeting with Mr. Justin in a week. Mr. Justin reluctantly agreed.

Shortly after the group left, Mr. Justin went to New York to talk to Charles Young, Vice President of production, 'Charles', said Mr. Justin, "this local group is very strong on getting the pollutants stopped immediately. They represent a lot of people and are threatening to take legal action if we don't do something right away".

"Look, Mr. Justin", said Young, "we are reducing the pollutants. But if we were to do it the way they want us to, it would mean a massive overnight investment in new equipment. That would mean scrapping a lot of current equipment that's still good. I don't think the President or the Board of Directors would go along with it. We're already in a profit pinch this year. If the group takes legal action against us, we might even have to shut down the Mid-Cities plant, and a lot of people would lose their jobs. I'll talk to the President about it, but I don't think he'll move on this one. Try to explain this to the local group".

"I'll try", said Mr. Justin but I am not sure they'll go along with us".

Questions:

- a) Analyze the case and assume you are the company's president, what would be the most socially responsible decision here? Explain your decision.
- b) Do you think that the company might have avoided this confrontation with the community group? If yes, explain how?

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M.Com. (Sem.-3)

PRINCIPLES AND PRACTICES OF BANKING

Subject Code : MCOPBI 321-18

M.Code : 76833

Date of Examination : 13-12-2024

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

SECTION-A

1. Write short notes on the following :

- What is NPA?
- What is Credit Risk?
- Define Banker.
- What is a Cheque?
- Who is a Minor?
- What is Endorsement?
- What is NEFT?
- What is Audit?

SECTION-B

UNIT-I

2. Explain the structure of Banking in India.

3. What is the role and functions of CIBIL?

UNIT-II

4. Write a detailed note on Banker-Customer Relationship in detail.
5. Discuss the basic provisions of dishonour of a Negotiable Instrument in detail.

UNIT-III

6. Discuss the role of Basel Accord in Risk Management of banks.
7. Write a note on Financial Inclusion in India.

UNIT-IV

8. Discuss the impact of IT on the working of Indian banks.
9. Discuss the major features of IT Act.

SECTION-C

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

Financial 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 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 Pages : 02

PRINCIPLES AND PRACTICES OF INSURANCE

M.Code : 76834

Date of Examination: 10-12-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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

SECTION-A

1. **Write briefly:**
 - a. Define Insurance.
 - b. What is Insurable Interest?
 - c. Define Indemnity.
 - d. What is Life Insurance?
 - e. What is Loss?
 - f. What is Claim?
 - g. What is Subrogation?
 - h. Types of natural disasters.

SECTION-B

UNIT-I

2. What is Risk? Discuss the major types of Risks in detail.
3. Discuss the nature of the Insurance business in detail.

UNIT-II

4. What is Life Insurance? Discuss the major features of Life insurance policies.
5. Write a detailed note on the working of LIC.

UNIT-III

6. Write a detailed note on the working of GIC.
7. Discuss different types of Fire Insurance Policies.

UNIT-IV

8. Explain the principles of health insurance in detail.
9. Discuss recent trends in Indian Insurance sector.

SECTION-C

10. Read the following case and answer the questions :

The insurance sector in India has been facing several challenges, leading to a significant number of consumer complaints and a high pendency of cases. The government, along with the Insurance Regulatory and Development Authority of India (IRDAI), has taken notice of this issue and is working towards finding a solution. In a recent roundtable conference, six major issues were flagged and discussed. These issues are among key stakeholders, including ambiguity in insurance contracts, inflexible policy terms, lack of decision making power for insurance representatives, and more. The government has raised the concern of ambiguity in insurance contracts. It is one of the key reasons behind the huge pendency of consumer cases in the insurance sector. The consumer affairs secretary has stated that consumer cases can be reduced if the insurance policy terms and conditions are made simpler, clear, and in an understandable language. Another issue raised by the government is the inflexible policy terms. The consumer affairs secretary has emphasized that it is important to create awareness among consumers that they should not sign the policy document without properly understanding the terms and conditions of the policy. The government has also pointed out the lack of powers delegated to representatives of insurance companies to take decisions during out-of-court settlements. This has been identified as another reason for the pendency of consumer cases in the insurance sector.

Answer the following questions:

- What is the central theme of the case study?
- What are the major challenges faced by the Indian Insurance Industry?

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