PGIIIS 1698 B-15
M.Com. IIIrd Semester (CBCS) Degree Examination
Commerce
(Business Research Methods)
Paper - HC-3.1
(New)

Time : 3 Hours   Maximum Marks : 80

Section - A

Answer **all** the sub questions, each sub-question carries **two** marks.   (10×2=20)

1.   a)   Define pure research.

     b)   What is in house research?

     c)   What is relational hypothesis?

     d)   State the meaning of editing.

     e)   What is snow ball sampling?

     f)   What is an interim report?

     g)   What is canonical analysis?

     h)   Define ordinal measurement scale

     i)   Define open-ended questionnaire.

     j)   What do you mean by type II error?

Section - B

Answer any **three** of the following. Each question carries **five** marks.   (3×5=15)

2.   When do you conduct business research? Explain.

3.   What are the sources of conflict between management and research? Explain.

4.   Explain different types of hypothesis.

5.   What is multivariate analysis? How does it differs from bivariate analysis?

6.   Explain the various techniques of data collection point out their merits and demerits.

Section - C

Answer any **three** of the following. Each question carries **fifteen** marks.   (3×15=45)

7. Define research design. Explain various types of research design.

8. What are the sources of research problem? Explain the factors to be considered while selecting the problem.

9. What is probability sampling? Describe the various methods of probability sampling with examples.

10. Discuss in detail statistical analysis and statistical measures.

11. Describe the precautions that a researcher should take for writing the research report.

PGIIIS 1703-A B-15
M.Com. IIIrd Semester Degree Examination
Commerce
(International Marketing)
Paper - SC-3.4(C)

Time : 3 Hours   Maximum Marks : 80

Instructions to Candidates:

　　Answer **all** sections

Section - A

1.　Answer **all** sub-questions. Each sub-question carries **two** marks.　　(10×2=20)

　　a)　What is International marketing?

　　b)　Distinguish between National and International marketing.

　　c)　What do you understand by Polycentric Orientation?

　　d)　What is meant by Marketing saturation?

　　e)　What is Global Economy?

　　f)　What do you mean by business downturn?

　　g)　What is bill of lading?

　　h)　What do you mean by direct exporting?

　　i)　What is meant by functional organisation.

　　j)　What is meant by Aesthetics?

Section - B

Answer any **three** of the following. Each question carries **five** marks.　　(3×5=15)

2.　Discuss the nature and significance of international marketing.

3.　Briefly explain the socio-cultural environment.

4.　What do you mean by foreign subsidiary? Name a few of them.

5. What are the factors to be considered while making market entry decision?

6. Bring out the objectives of Gobal Marketing.

Section - C

Answer any **three** of the following. Each question carries **fifteen** marks. $(3 \times 15 = 45)$

7. Explain the International Market Entry strategies.

8. Discuss in detail the International marketing environment.

9. How can a company safeguard its interest against the political intervention in a country?

10. Discuss the major factors influencing price leadership.

11. Describe the issues to be considered in international marketing planning.

PGIIIS 1699 B-15
M.Com. IIIrd Semester (CBCS) Degree Examination
Commerce
(Financial Systems & Markets)
Paper - HC-3.2

Time : 3 Hours   Maximum Marks : 80

Instructions to Candidates:

Attempt all the sections

Section - A

Answer all the sub questions, each sub-question carries **two** marks.   **(10×2=20)**

1.   a)   What is informal financial system?

    b)   What do you mean by financial intermediary?

    c)   What is financial product?

    d)   Define public issue.

    e)   What do you mean by Demat?

    f)   What is ATM.

    g)   Define NBFC.

    h)   State two functions of IRDA.

    i)   State the difference between life and general insurance

    j)   Define credit card.

Section - B

Answer any **three** of the following. Each question carries **five** marks.   **(3×5=15)**

2.   Explain the role of regulators in financial system.

3.   Explain the functions and benefits of money market.

4.   Explain the types of financial regulations.

5. Describe the distinction between primary market and secondary market.

6. Write a note on reforms in insurance sector.

Section - C

Answer any **three** of the following. Each question carries **fifteen** marks.   (3×15=45)

7. Discuss the role of financial system in economic development.

8. Discuss the merits and limitations of instruments of money market;

9. Critically examine the role of banking sector in efficient functioning of financial system.

10. Discuss the role of SEBI in regulating capital market.

11. Describe the financial sector reforms undertaken in India.

PGIIIS 1700 B-15
M.Com. IIIrd Semester (CBCS) Degree Examination
Commerce
(Computer Applications in Business)
Paper - HC-3.3
(New)

Time : 3 Hours   Maximum Marks : 50

Section - A

Answer **all** the sub questions, each sub-question carries **one** mark.   (5×1=5)

1. a)   Define RAM and ROM.

    b)   Mention the characteristics of computer

    c)   What is operating system?

    d)   Mention any two computer applications in business.

    e)   Define LAN and WAN.

Section - B

Answer any **three** of the following. Each question carries **five** marks.   (3×5=15)

2.   What is software? Explain how do you categories?

3.   Explain the steps required to perform the CUT, COPY and PASTE operations in MS-WORD.

4.   What is Mail-Merge? Explain the procedure for Mail-Merge creation in MS-WORD.

5.   Discuss various tags used in HTML

6.   Mention the features of E-mail.

Section - C

Answer any **three** of the following. Each question carries **ten** marks. $(3\times10=30)$

7. Explain the basic elements of computer with neat diagram.

8. What is spread sheet? Mention the various charts available in spreadsheet and explain the steps for inserting graphs and charts in spread sheet.

9. What are the features of MS-Power point? Explain the steps required for custom animation and inserting header and footers in presentation.

10. What is Network? Explain the different Network technologies.

11. What is MS-Access? Discuss the procedure for creating a database and generating trial balance in Ms-Access.

PGIIIS 1703 B - 15

M.Com. IIIrd Semester (CBCS) Degree Examination

Commerce

(International Financial Management)

Paper - S.C - 3.4 (B)

Time : 3 Hours   Maximum Marks : 80

SECTION - A

1. Answer **ALL** the sub-questions. Each sub-question carries 2 marks.   (10×2=20)

   a) State two reasons behind rupee depreciation.

   b) What is purchasing power parity theory?

   c) Define translation exposure.

   d) What is cross rate? How is it computed?

   e) Mention two arguments against fixed exchange rate system.

   f) Name the major techniques of contractual hedge.

   g) What is leading and lagging?

   h) What do you mean by bond financing?

   i) What is netting and pooling?

   j) Expand APV? What are its components?

SECTION - B

Answer any **three** questions. Each question carries **5 marks.**   (3×5=15)

2. Explain in brief the methods of exchange rate determination.

3. Who are the participants in the foreign exchange market? Explain.

4. Give the differences between centralized and decentralized cash management.

5. Explain the term economic exposure and bring out the methods to measure economic exposure.

6. Explain in brief the international project appraisal system.

SECTION - C

Answer any **three** questions. Each question carries **15** marks. (3×15=45)

7. What do you understand by globalization of financial markets? What factors have facilitated the process of globalization?

8. Write a detailed note on the use of swaps in exchange risk hedging.

9. What are the International financial instruments. Explain them briefly.

10. The firm 'Star' had exported grains worth one million US dollars to USA on 1 January 2014. This amount is to be received in three months i.e., 1 April 2014.

   Firm 'Star' worried about the appreciating rupee against US dollar, decided to cover in the option market. The details are,

   Spot rate on 1 January 2014 is Rs 55.6789/$.

   Exercise price on 1 April, 2014 Rs 54.5432/$. Option premium is 2.5 percent.

   On 1 April 2014, the following spot rates are expected to prevail.

   i) Rs 53.4567/$

   ii) Rs 56.5432/$

   iii) Rs 54.5432/$

   In the light of the above expected rates, how should Firm 'Star' decide i.e. to exercise or not to exercise the option? Give a graphical presentation of the operation.

11. An Indian firm is importing goods from Germany for which the payment is expected to be made after three months. The value of imports of $ 10000 and the current spot rate is Rs. 62.50. The three months forward rate is Rs. 62.80. The anticipated change in the exchange rate is Rs.63?

   i)   What will be the risk level of the firm, if the exchange rate is Rs. 63?

   ii) What will be the risk if the spot rate turns out to be Rs.62.90 on the payment date?

   At the prevailing spot rate, the imports will cost the firm Rs. 625000.