PGIS-N 1265 B- 14
M.Com. Ist Semester (CBCS) Degree Examination
Commerce
(Management Theory and Organisational Behaviour)
Paper : HC 1.1
(New)

Time : 3 Hours   Maximum Marks : 80

Instructions to Candidates:

   Attempt all sections

SECTION - A

1. Answer all sub - questions. Each sub-question carries 2 marks. $(10 \times 2 = 20)$

    a)   What is Conceptual Skill?

    b)   What is a Plan?

    c)   What do you mean by Social - Psychology?

    d)   Define the term Personality

    e)   What is Attitude?

    f)   What is Creativity?

    g)   Define Learning.

    h)   What is Halo Effect?

    i)   Why People join Groups?

    j)   What is Locus of Control?

SECTION - B

Answer any **three** questions. Each question carries **5** marks.

$(3 \times 5 = 15)$

2.   What are the Basics of Scientific Management?

3.   Explain Decision - Making by Consensus.

4.   What is Organisational Behaviour? What is it includes?

5. What are the guide lines for Effective Planning?

6. Explain the Operant Conditioning Theory of Learning.

SECTION - C

Answer any three questions. Each question carries 15 marks.

$$(3 \times 15 = 45)$$

7. Discuss the Modern Management Thought.

8. Explain the Managerial Roles Identified by Mintzberg.

9. Explain the Factors Influencing Perception

10. Define the term 'Group'. What are the types of Groups? What purposes do Groups serve.

11. What is the Concept of Quality of Work Life? Explain the broad realm of Quality of Work Life.

PGIS-N 1267 B- 14
M.Com. Ist Semester (CBCS) Degree Examination
Commerce
(Managerial Economics)
Paper : HC 1.2
(New)

Time : 3 Hours   Maximum Marks : 80

Instructions to Candidates:

   Attempt all sections

SECTION - A

1.   Answer **all** sub - questions. Each question carries 2 marks. $(10 \times 2 = 20)$

   a)   What do you mean by positive economics?

   b)   What is oppoutunity cost pirnciple?

   c) $P_1 = 20,$ $Q_1 = 100$

         $P_2 = 22$ $Q_2 = 75$

         Calculate price elasticity of demand.

   d)   What is meant by demand in economics?

   e)   What is ISO - quant?

   f)   What is meant by economic profit?

   g)   What is marginal cost pricing?

   h)   Define oligopoly

   i)   What is inflation

   j)   What is cross elasticity of demand?

SECTION - B

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

2.   What are the functions of a managerial economist? Explain.

3.   What are the determinants of demand for FMCG? Explain with suitable examples.

4. Why do firms put restrictions on their profits? Explain.

5. Explain the various methods of pricing new products.

6. Explain the objectives and instruments of fiscal policies.

SECTION - C

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

7. Discuss the contributions of economic analysis to business decision - making.

8. Compare and contrast between monopolistic and oligopoly models of market structures.

9. Describe the various phases of business cycle. Discuss the steps of businessman may take to safeguard against the evil of a business cycle.

10. Explain the cost - output relationship in the long - run. Why firms do not operate at the optimum scale?

11. Forecast annual sales for 2016. Project the trends of sales for the next three years.

Year	Sales (Rs. in Crores)
2009	220
2010	240
2011	250
2012	270
2013	290

PGIS - N 1269 B - 14
M.Com. Ist Semester Degree Examination
Commerce
(Financial Management)
Paper : HC 1.3
(New)

Time : 3 Hours   Maximum Marks : 80

Instructions to Candidates:

Answer **all** Sections

Section - A

1. Answer **all** the sub-questions in **one** or **two** sentences. Each sub-questions carries **2** marks.
                                                        (10×2=20)

    a)   How do you find the financial variability of investment activity

    b)   Why cost of equity is not out of pocket cost?

    c)   What is the difference between financial structure and capital structure

    d)   What do you mean by operating risk?

    e)   How do you magnify the EPS?

    f)   What is optimum dividend payout ratio?

    g)   What are the costs of Receivables?

    h)   What is hurdle rate as per CAPM?

    i)   What is the difference between market value and book value?

    j)   What is meant by Future value?

Section - B

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

2. What are the differences between debt capital and equity capital?

3. What are the assumptions of Gordon Theory of dividends?

4. Enlist the factors that influences the capital structure

5. An invertor experts a dividend of Rs. 8 per share for each of 5 years and selling price of Rs. 120 at the end of 5 years. Calculate the present value of share if is required rate of return 15%.

6. If the combined leverage and operating leverage figures of a company are 2.5 and 1.25 respectively. Find the Financial leverage and P/v Ratio, given that the equity dividend per share is Rs. 2, interest payable per year 1,00,000 total fixed costs 0.5 lakh and sales Rs. 10 lakhs

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

7. What do you understand by financial decisions? Discuss the major financial decisions. Explain the interrelationship among them.

8. Critically evaluate the Net income theory of capital structure

9. What should be the considerations in forming a credit policy? Explain

10. You are required to determine the weighted Average cost of capital of ABC Ltd. using market value weights. The following information is available for your Perusal. ABC Ltd's Present Book value capital structure is

Debentures (Rs. 100 per debenture)   8,00,000
Preference shares (Rs. 100 per share)   2,00,000
Equity shares (Rs. 10 per share)   10,00,000
                                       _____
                                       20,00,000

All the securities are traded in capital markets. Recent prices are debentures @ 110, preference shares @ 120 and equity shares Rs. 22. Anticipated external financing Opportunities are :

i) Rs. 100 per debenture redeemable at par : 20 years maturity 8% coupon rate, 4% floatation costs sale price Rs. 100

ii) Rs. 100 preference shares redeemable at par : 15 year maturity, 10% dividend rate, 5% floatation costs, sale price Rs. 100

iii) Equity shares of Rs. 2 per share floatation costs ; sale price Rs. 22 in addition, the dividend expected on the equity share at the end of the year Rs. 2 per share ; the anticipated growth rate in dividends is 5% ; and the company has the practice of paying all its earnings in the form of dividends. The corporate tax rate is 50%

11. A Co. Ltd. has equity capital of Rs. 5,00,000 divided into shares of Rs. 100 each. It wishes to raise further Rs. 3,00,000 for expansion cum modernization plan. The company has following financing schemes.

a) All common stock

b) Rs. 1,00,000 common stock and Rs. 2,00,000 debt at 10% p.a.

c) All debt at 10% p.a.

d) Rs. 1,00,000 common stock and Rs. 2,00,000 preference capital with rate of dividend at 8%

The company earnings before interest & tax are Rs. 150,000. The corporate rate of tax is 50. Determine the EPS in each plan and comment on the implication of financial leverage

PGIS-N 1271 B- 14
M.Com. Ist Semester (CBCS) Degree Examination
Commerce
Marketing Management
Paper : HC 1.4
(New)

Time : 3 Hours   Maximum Marks : 80

Instructions to Candidates:

Attempt all sections

SECTION - A

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

    a)   Define Marketing

    b)   What is Marketing Concept?

    c)   What is Integrated Marketing?

    d)   What are Customer Needs?

    e)   Define Market Segmentation

    f)   What is Consumer Behaviour?

    g)   What do you mean by Market Positioning?

    h)   What is Product - Line Stretching?

    i)   What is Market Penetration Pricing?

    j)   What is meant by Idea Generation?

SECTION - B

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

2.   Write the Importance of Marketing.

3.   Briefly explain the Economic Determinants of Consumer Behaviour.

4.   Explain the major types of Channels.

5. Briefly explain the Value - Based Pricing.

6. What are the Objectives of Marketing Plan?

SECTION - C

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

7. Describe the Four Pillars of Marketing Concept.

8. Discuss the Five Step Model of Marketing Process.

9. Explain the various marketing strategies used at each stage of its life cycle.

10. Explain the Factors to be Considered when Setting Prices.

11. Discuss in detail the steps in Marketing Plan.

PGIS - N 1276 B- 14
M.Com. Ist Semester (CBCS) Degree Examination
Commerce
(Bank Financial Management)
Paper : SC 1.5 (D)
(New)

Time : 3 Hours   Maximum Marks : 80

Instructions to Candidates:

Attempt all sections

SECTION - A

1. Answer **all** sub - questions in one or two sentences. Each question carries **2** marks.

    $(10 \times 2 = 20)$

    a)   What do you mean by universal banking?

    b)   Define risk in banks?

    c)   What is liquidity management?

    d)   Define gap analysis.

    e)   What do you mean by capital adequacy?

    f)   What is Tier I & Tier II capital?

    g)   Distinguish between profit & profitability.

    h)   What do you mean by value maximisation?

    i)   What is non performing asset?

    j)   Define dividend.

SECTION - B

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

2. What are the objectives of Bank Financial Management.

3. Explain the significance of liquidity planning on banks.

4. Briefly outline the procedure involved in computation of capital adequacy.

5. What are the measures involved in improving the profitability at banks? Explain.

6. Explain Graham And Dodda model of valuation of dividend.

SECTION - C

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

7. Elaborate the need and scope of financial management.

8. Explain the capital accord of 1988 and its amendment of 1996.

9. What are the performance parameters in measuring the profitability at banks? Explain.

10. The following information is available in respect of a bank.

    Capitalisation rate (ke) = 10^{-1}

    Earning per shares (EPS) = Rs. 10

    Rate at return on investments (r) = (a) 15% (b) 8% (c) 10%. Show the effect of dividend policy on the market price of shares by using Walter's model if the D/P ratio if (a) zero (b) 25% (c) 50% (d) 75% (e) 100%.

11. ABC Bank Ltd. has been expected to grow at 15% for the first next 6 years, at 13% for the next 7 years and at 6% indefinitely. The required rate of return on the equity shares at 12% Assume the bank has paid dividend at Rs. 20 per share during last year (Do) Determine market value of the shares today.

PGIS-N 1273 B - 14
M.Com. Ist Semester (CBCS) Degree Examination
Commerce
Marketing Research
Paper : SC 1.5 (C)
(New)

Time : 3 Hours   Maximum Marks : 80·

Instructions to Candidates:

  Attempt all sections

SECTION - A

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

   a) What is Customer Orientation?

   b) What is meant by Marketing Research?

   c) Define Marketing Intelligence?

   d) Give two products with target customer?

   e) What are the components of Sample Design?

   f) List out any four unethical marketing research practices.

   g) What is meant by SOP in design of the study?

   h) What is Judgemental Sampling?

   i) What is meant by Marketing Research?

   j) What is Decoding of Data? Give an example.

SECTION - B

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

2. "Acquiring a new customer and retaining the existing customer both are difficult tasks in today's business environment". Explain.

3. Explain the need for marketing intelligence system.

4. Explain the organisational structure of marketing research?

5. State the importance of review of literature in marketing research.

6. Distinguish between empirical and exploratory research design.

SECTION - C

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

7. Explain the various characteristics of a good marketing research report.

8. Prepare a research proposal using various steps for analyzing Faculty and Students perception and attitude towards e-books.

9. Discuss the purpose of using statistical tools in marketing research with four examples.

10. Bring out the ethical practices to be maintained while conducting marketing research with respect to respondents, clients, and researchers.

11. Answer the following:

    i) Procedure for developing good hypothesis.

    ii) Marketing information system.

PGIS-N 1277 B-14
M.Com. Ist Semester (CBCS) Degree Examination
Commerce
(Advanced Cost Accounting)
Paper - Sc-1.5(A)
(New)

Time : 3 Hours   Maximum Marks : 80

Instructions to Candidates:

Attempt **all** sections.

Section - A

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

1.   a)   What is meant by cost?

     b)   What is normal scrap?

     c)   What do you mean by Blanket overhead rate?

     d)   What is Economic Batch quantity?

     e)   What is meant by equivalent production

     f)   Define budget.

     g)   Define online processing.

     h)   Differentiate between idle time and idle capacity.

     i)   Explain Barth incentive plan

     j)   What do you mean by integrated accounting system?

Section - B

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

2.   Explain the objectives of cost accounting

3.   Suggest measures to control the labour turnover.

4.   What is Retention money? Why is it kept by the contractee?

5. M/s Sangameshwar Ltd produces a product which has a monthly demand of 52,000 units. The product requires a component X which is purchased at Rs. 15 per unit. For every finished product, 2 units of component X are required. The ordering cost is Rs. 350 per order and the carrying cost is 12% p.a.

Required.

i) Calculate the EOQ for component X.

ii) If the minimum lot supply to be supplied is 52,000 units, what is the extra cost the company has to incur?

6. Calculate the material turnover ratio for the year 2013 from the following information. and determine which of the two materials is most fast moving.

	Mat X(Rs.)	MatY(Rs.)
Material in hand on 1-1-2013	25,000	87,500
Material in hand on 31.12.2013	15,000	62,500
Material purchased during the year	1,90,000	1,25,000

Section - C

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

7. Outline the steps involved in installing a cost accounting system. What are the essentials of an effective costing system?

8. Define overhead. Describe steps required in accounting overheads.

9. Why is it necessary to reconcile the profit shown by the cost accounts and financial accounts? Explain the main sources of differences which would enter into such a reconciliation.

10. Make out necessary accounts from the following details.

	Process A	Process B
Materials	Rs. 30,000	Rs. 3,000
Labour	Rs. 10,000	Rs. 12,000
Overheads	Rs. 7,000	Rs. 8,600
Input (units)	20,000	17,500
Normal loss	10%	4%
Sale value of wastage per unit	Re.1	Rs.2

There was no opening or closing stock or WIP. Final output from process 'B' was 17,000 units.

11. Prepare a Cash Budget for the three months ending 30th June, 2015 from the information given below:

a)

Month	Sales	Materials	Wages	Overheads
	Rs.	Rs.	Rs.	Rs.
February	14,000	9,600	3,000	1,700
March	15,000	9,000	3,000	1,900
April	16,000	9,200	3,200	2,000
May	17,000	10,000	3,600	2,200
June	18,000	10,400	4,000	2,300

b) Credit terms are:

Sales/Debtor-10% sales are on cash, 50% of the credit sales are collected next month and the balance in the following month:

Creditors:	Material	2 Months
	Wages	$\frac{1}{4}$ Month
	Overheads	$\frac{1}{2}$ month

c) Cash and Bank balance on 1st April, 2015 is expected to be Rs. 6,000.

d) Other relevant informations are:

i) Plant and Machinery will be installed in February, 2015 at a cost of Rs. 96,000. The monthly instalment of Rs. 2,000 is payable from April onward.

ii) Dividend @ 5% on Preference Share Capital of Rs. 2,00,000 will be paid on 1st June.

iii) Advance to be received for sale of vehicles Rs. 9,000 in June.

iv) Dividends from investments amounting to Rs. 1,000 are expected to be received in June

v) Income-tax (advance) to be paid in June is Rs. 2,000

PGIS - N 1274 B - 14
M.Com 1st Semester Degree Examination
COMMERCE
(Financial Derivatives)
Paper - S.C 1.5 (B)
(New)

Time : 3 Hours   Maximum Marks : 80

Instructions to candidates: Attempt **ALL** Questions.

SECTION - A

1)   Answer all the sub-questions in one or two sentences. Each sub-question carries **2** marks.

(10×2=20)

a)   What is continuous compounding?

b)   What are the types of margin?

c)   When do you go long in spot market and short in futures?

d)   What is meant by forward contract?

e)   What is the main difference between futures and options?

f)   What is Theta?

g)   What is dividend yield.

h)   How do you insure risk in options?

i)   What is the difference between speculation and Hedging?

j)   When do you say put option is in-the-money?

SECTION - B

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

2) What are the functions of derivative market?

3) How do you find call value using put-call parity principle?

4) What are the strategies of futures?

5) What are the options available to put option holders?

6) What is meant by stock market index? How do you construct store market index?

SECTION - C

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

7) Explain in detail the valuation of future contracts

8) Critically examine the valuation methods of option contracts

9) What are the types of orders available in futures trading

10) The following data is available. Compute value of call option using Replicating model

		(i)	(ii)	(iii)	(iv)
Upper Price	Rs.	90	90	100	100
Lower Price	Rs.	70	70	80	80
Time		1 year	1 year	1 year	1 year
CMP	Rs.	75	75	90	90
Exercise price	Rs.	65	85	65	90
Treasury Bill Rate		4%pa	4%pa	5%pa	5%pa

You may use either the stock equivalent Approach or option equivalent Approach.

11) You have short sold 500 shares of A Ltd. A Ltd's share has a Beta value of 0.9 with Nifty Each Nifty Contract quotes at Rs. 200 aced the Nifty futures is available at 1350 index points.

i) How many future contracts required to hedge the present holdings?

ii) If there is a fall in price of share by 10% how are you be protected?

iii) If there is a jump in price by 5%, What happens?

_____