

PGIS 1238 B-15
M.Com. Ist Semester (CBCS) Degree Examination
Commerce
(Management Theory and Organisational Behaviour)
Paper : H.C 1.1
(New)

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

Attempt **All** sections.

Section-A

Answer all sub-questions. Each sub question carries 2 marks.

(10×2=20)

1. a) What is Human Skill?
- b) Define Decision-Making.
- c) What is Tactical Planning?
- d) What is Heredity?
- e) What do you mean by Cognitive Learning?
- f) What is meant by Negotiating Skill?
- g) What do you mean by Authoritarianism?
- h) What is Bounded Rationality?
- i) What does it mean by Reinforcement?
- j) What is Inter-Personal Conflict?

Section-B

Answer any Three questions. Each question carries 5 marks.

(3×5=15)

2. Explain the skills required by Managers.
3. Discuss the guide lines for Effective Decision-Making.
4. Explain the Determinants of Personality.
5. Discuss the Life Positions in brief.
6. Explain Ivan Pavlov's Classical Conditioning Theory of Learning.

Section-C

Answer any Three questions. Each question carries 15 marks.

(3×15=45)

7. Explain the 14 Principles of Management.
 8. What is planning? Explain the Steps in the Planning Process.
 9. Describe the Perceptual Mechanism Process in detail.
 10. Discuss the Transactional Analysis with examples.
 11. What are the Conflict Management Styles? Explain.
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PGIS 1240 B - 15
M.Com. Ist Semester (CBCS) Degree Examination
Commerce
(Managerial Economics)
Paper : HC 1.2

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. (10×2=20)
- a) What is normative economics?
 - b) Define opportunity cost
 - c) What do you mean by shift in demand curve?
 - d) What is meant by advertising elasticity of demand?
 - e) Distinguish between fixed and variable cost
 - f) What is the law of variable proportions?
 - g) What is monopolistic competition?
 - h) What is administered pricing?
 - i) Define dumping
 - j) What do you mean by fiscal policies?

SECTION-B

- Answer any Three questions. Each question carries 5 marks. (3×5=15)
2. Briefly describe the functions of managerial economist
 3. Enumerate the factors involved in demand forecasting.

4. Explain the properties of iso-quants.
5. What are the factors involved in pricing of the products? Explain.
6. Briefly explain the objectives and instruments of Monetary policies.

SECTION-C

Answer any three questions. Each questions carries 15 marks.

(3×15=45)

7. Discuss the various principles of economics which are basic to the entire gamut of managerial economics.
8. Explain the production function with two variable inputs with suitable graphs. What are its business uses?
9. How equilibrium of the firm is determined under monopolistic competition? How does it differ from perfect competition?
10. What is business cycle? Explain what steps a businessman may take to safeguard himself against the evil effects of business cycles?
11. A company manufacturing edible oil had the following sales record. Find out sales for the next five years:

Year	2010	2011	2012	2013	2014
Sales Rs. in crores	120	140	160	130	180

PGIS 1242 B-15
M.Com. Ist Semester Degree Examination
Commerce
(Financial Management)
Paper : HC - 1.3
(New)

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

Attempt all sections.

Section-A

Answer **all** the sub-questions. Each sub-question carries **2** marks.

(10×2=20)

1. a) What is meant by operating cycle?
- b) What is sustainable growth rate of earnings?
- c) What is present value of money?
- d) What is the difference between value and price?
- e) What is market value of the firm as per NOL theory?
- f) Why do company hold cash?
- g) What is IRR?
- h) What is Bad debt?
- i) What is Grouching Firm?
- j) What is meant by cash cycle?

Section-B

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

(3×5=15)

2. What are the function of Finance manager? Explain.
3. What are the differences between operating cycle and Debtors cycle? Explain.
4. The average rate of dividend paid on equity shares of 200 each by sita Ltd for the last 5 years 25%. The earnings of the company have recorded a growth rate of 4% per year. The market price of equity share is estimated be Rs. 125. Determine the cost of equity capital.
5. 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 100000, total fixed costs 0.5 lakh and sales Rs.10,00,000.
6. What are the costs of receivables? Explain.

Section-C

Answer any **Three** questions. Each question carries **15** marks.

(3×15=45)

7. "The goal of profit maximization does not provide us with an operationally useful criterion." Explain.
8. "Trading on Equity magnifies both profits as well as losses? Explain.
9. What should be the considerations in framing a dividend policy? Explain.
10. A Ltd has equity capital of Rs. 500000 divided into shares of Rs. 100 each. It wishes to raise further Rs. 300000 for expansion cum modernization plan. The company has following financing schemes.
 - a) All common stock
 - b) Rs. 100000 common stock and Rs. 200000 debt at 10% p.a.
 - c) All debt at 10% p.a.
 - d) Rs. 100000 common stock and Rs. 200000 preference capital with rate of dividend at 8%.

The company's EBIT are Rs. 150000. The corporate tax rate is 50%. Determine the EPS in each plan and comment on the implication of financial leverage.

11. A company is considering to purchase a machine. Two machine are available A and B, each costing Rs. 50000. Earnings after taxation are expected to be in follows.

Year	Cash Flows	
	Machine A	Machine B
1	15000	5000
2	20000	15000
3	25000	20000
4	15000	30000
5	10000	20000

Evaluate the two alternatives according to

- The payback method
- Return on investment method
- Net present value method.

PGIS 1244 B - 15
M.Com. Ist Semester (CBCS) Degree Examination
Commerce
(Marketing Management)
Paper : HC-1.4
(New)

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

- 1) Attempt all Sections.

SECTION-A

1. Answer all sub-questions. Each sub-question carries 2 marks. (10×2=20)
- a) Distinguish between market and marketing.
 - b) What do you mean by cognitive dissonance?
 - c) What is a product?
 - d) What do you mean by product line?
 - e) What is marginal pricing?
 - f) What is product mix pricing?
 - g) What is personal selling?
 - h) What is a distribution channel?
 - i) What do you mean by ethics in marketing?
 - j) State the objectives of marketing audit?

SECTION-B

- Answer any Three questions. Each question carries 5 marks. (3×5=15)
- 2. Explain the various concepts of marketing
 - 3. Explain the important factors influencing consumer behaviour.
 - 4. Explain the stages in new product development.

5. Describe the factors governing the channel choice.
6. Define marketing control and describe its process.

SECTION-C

Answer any three questions. Each questions carries 15 marks.

(3×15=45)

7. Describe the consumer buying process. Distinguish consumer behaviour from buyer behaviour and consumption behaviour
 8. Explain the process of new product development.
 9. What are the alternatives available for manufacturers while pricing new products? Explain their advantages and limitations.
 10. Describe the scope and role of marketing planning and control in an organisation.
 11. Discuss the different channel of distributions available for a manufacturer and their advantages and limitations.
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PGIS 1247 B-15
M.Com. Ist Semester Degree Examination
Commerce
(Financial Derivatives)
Paper - SC 1.5B

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:Attempt **all** sections.**SECTION - A**

Answer ALL the sub questions in one or two sentences. Each question carries 2 marks.

(10×2=20)

1. a) What is meant by derivative instrument?
- b) What is forward contract?
- c) What is option premium?
- d) What is Bull spread?
- e) What is interest rate Risk?
- f) What is Beta?
- g) What is risk free investment?
- h) What is vegha?
- i) What is dividend yield?
- j) What is option break even price?

SECTION - BAnswer any **Three** questions. Each Question carries 15 marks.

(3×5=15)

2. What are the reasons for the popularity of stock Index futures?
3. What are the types of risks in derivatives? Explain.
4. What are the features of future contracts? Explain.
5. What are the option available to call option holders?
6. What is marking to market? What are the types of margin in futures trading?

SECTION - C

Answer any **Three** questions. Each question carries **15** marks.

(3×15=45)

7. What are the advantages and disadvantages of derivatives? Explain.
8. What do you mean by options? What are the factors that determine the value of options? Explain.
9. What are the orders prevalent in F & O market? Explain.
10. The settlement price of sensex futures contract on a particular day was Rs. 4600 The initial margin was set at Rs. 10000, While the maintenance margin was fixed at Rs. 8000. The multiple of each contract is 50.

The Settlement price on the following days were on follows :

Day	Settlement price (Rs.)
1	4700
2	4500
3	4650
4	4750
5	4700

Calculate the mark to market cash flows and the daily closing balances in the account of are

- a) Investor who has gone long, and
- b) Investor who has gone short at 4600

Calculate Net profit/ Loss on each of the contracts.

11. The equity shares of Endal CoLtd. are currently selling at a price of Rs. 500 each. An investor is interested in purchasing the shares of endal CoLtd .The investor expects that there is 80% chance that the price will go up to Rs. 650 or a 20% chance it will go down to Rs. 450 three months from now. There is call option on the shares of Endal co Ltd that can be exercised only at the end of three months at an exercise price of Rs. 550 The risk free rate is 12% per annum.
 - i) If the investor wants a perfect hedge what combination of the share and option should be selected?
 - ii) Explain how the investor will be able to maintain identical position regardless of the share price?
 - iii) How much the investor should pay for buying this case option today?
 - iv) What is the expected return on the option?

PGIS 1246 B-15
M.Com. Ist Semester Degree Examination
Commerce
(Marketing Research)
Paper - SC1.5C
(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 meant by marketing intelligence?
 - b) Define the concept of test marketing.
 - c) What is meant by market information?
 - d) What is cluster analysis?
 - e) Define the concept of viral marketing research.
 - f) What is decoding of data? Give an example.
 - g) What is brand value?
 - h) What is product positioning?
 - i) What is customer orientation?
 - j) What do you mean by marketing segmentation?

SECTION - BAnswer any Three questions. Each question carries 5 marks. (3×5=15)

2. What is MIS ? Give various techniques of MIS
3. Briefly discuss the steps involved in the process of hypothesis testing.
4. What is market segmentation? On what basis a market is segmented?

- Briefly discuss the concept - desk research and field research. Explain their comparative merits and demerits.
- Explain the marketing research process with an example.

SECTION - C

Answer any **Three** questions. Each question carries **15** marks.

(3×15=45)

- What do you understand by marketing research? How does marketing research help managers in making decisions? Explain.
 - Describe various sources of secondary data. Also discuss the advantages and disadvantages of secondary data.
 - Write short notes on the following:
 - Cross tabulation & Chi square test
 - Depth interviews & Telephonic Interview
 - A company launched a Fairness Cream in the market with a brand name 'Fairy Tale' The brand initially did well in the market. But it was observed that the sale of the brand has suddenly dropped down. Develop a research project to investigate reasons.
 - What is a research project? Explain the purpose, objectives and limitations of a research project.
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PGIS 1249 B-15
M.Com. Ist Semester (CBCS) Degree Examination
Commerce
(Bank Financial Management)
Paper : SC 1.5 D

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

Attempt all section.

SECTION - A

1. Answer ALL the sub questions. Each sub question carries 2 marks. (10×2=20)
- a) Define credit risk
 - b) What do you mean by static liquidity?
 - c) What do you mean by intrinsic value of a security?
 - d) Expand SRFAESI Act?
 - e) What is MVA?
 - f) State the components of Tier - I capital.
 - g) Define profit planning?
 - h) State the assumptions of Gordon model?
 - i) What do you mean by scenario analysis?
 - j) What do you mean by held to maturity?

SECTION - BAnswer any **Three** of the following. Each question carries 5 marks. (3×5=15)

2. What is dynamic liquidity Gap Analysis? How it is conducted?
3. What are the new types of risks for bank customers and banks? Explain.
4. What are the capital adequacy requirements of foreign banks? Explain.

5. What are performance parameters of Indian Banks? Explain.
6. Write a note on dividend policy in banks?

SECTION - C

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

7. Explain in detail the prudential norms relating to the income recognition asset classification and provisioning.
 8. Critically examine the various methods of stocks valuation.
 9. Discuss in detail the effects of NPAs on profitability of banks. How do you eliminate the ill effects of it on profitability?
 10. Laxmi Glass works has an investment of Rs. 30 crores divided in to 30 lakh ordinary shares. The profitability rate of the firm is 20% and the capitalisation rate is 12.5% What is the optimum dividend payout for the firm if Walter's Model is used? What shall be the price of the share at optimum payout? Shall your answer changes if the profitability rate is assumed to be 15% What would happen if profitability is 10%? Show your computations.
 11. XYZ Bank Ltd is expected to grow at 14% for the first four years in future and at 12% for next 5 years and at 7% indefinitely. The required rate of return on the equity share at 12%. Bank has paid dividend at Rs. 20 per share during the last year(D_0). Determine the present value of the share (P_0).
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