

M.Com. DEGREE EXAMINATION - Oct./Nov. - 2014.

Part - II : FINAL

(D.D.E. Students)

Paper - I : FINANCIAL MANAGEMENT

(W.e.f. 2007-2008)

Max. Marks :

Section - A

Answer any **four** of the Questions. Each question carries **5** Marks. Answer **all** questions at **one** place. (Marks :4×5=20)

1. a) Explain the organization of finance function.
- b) What is the significance of cost of capital?
- c) What is meant by EPS analysis.
- d) Define the financial leverage.
- e) Explain the need for working capital
- f) Discuss the project selection under capital rationing.
- g) Distinguish between cash planning and cash budget.
- h) What is management of inventory?

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Part II - Final

Paper - II MARKETING MANAGEMENT

(DDE Students)

(w.e.f. 2007-2008)

Time : Hours

Max. Marks : 50

Section - A

Answer any **FOUR** of the Questions. Each question carries **5** Marks. Answer all questions at one place. **(Marks :4x5=20)**

1. a) Relationship marketing.
- b) social class of a consumer
- c) Post - purchase behavior
- d) Competition validation.
- e) Intermediaries.
- f) consumer retention.
- g) Perishability.
- h) Target consumer.

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PART II - FINAL
Paper III - HUMAN RESOURCE MANAGEMENT
(DDE Students)
(w.e.f. 2007-2008)

Time : Hours

Max. Marks : 60

Section - A

Answer any **FOUR** of the Questions. Each question carries **5** Marks. Answer all questions at one place. (4x5=20)

1. a) Environment of HRM
- b) Rate determination.
- c) Merit ratings.
- d) Organisational structure.
- e) Dry promotions.
- f) Job context.
- g) Mediation.
- h) Living wage