

**M.COM. DEGREE ASSIGNMENT' 2017**

**PART II- FINAL**  
**PAPER : I - FINANCIAL MANAGEMENT**  
*(DDE Students)*  
*(w.e.f. 2007-2008)*

Max. Marks: 20

**SECTION-A**

1. a) What are the goals of financial management?
- b) Define operating leverage.
- c) Explain the Net operating Income Approach of capital structure.
- d) What is the importance of capital budgeting?
- e) Describe the kinds of working capital.
- f) State the objectives of cash management.
- g) Explain selective inventory control.
- h) Write the functions of finance.

**SECTION-B**

2. Define financial management. Explain the role of financial manager in an organization.

**OR**

3. Calculate operating leverage, financial leverage and combined leverage for the following terms.

(1)

[P.T.O.]

	Firm	Firm	Firm
	A	B	C
i) Output (units)	60,000	15,000	1,00,000
ii) Fixed cost (Rs)	7,000	14,000	1,500
iii) Variable cost per unit (Rs)	0.20	1.50	0.02
iv) Interest on borrowed funds (Rs)	4,000	8,000	-
v) Selling price per unit (Rs)	0.60	5.00	0.10

4. Ram & Co. Ltd. is considering two mutually exclusive projects - A and B each involving a cost of Rs. 24,000, the expected life of the project is 5 years for which the Cash Flows After Tax (CFAT) are given below.

Year	Project - A	Project - B
1	8000	4000
2	8000	6000
3	8000	8000
4	8000	10000
5	8000	12000

Decide which project should be selected by using

- Average Rate of Return method
- Internal Rate of Return

The required rate of return of the company is 12%

OR

- Define capital structure. Explain the factors influencing capital structure.
- Following are the details regarding the capital structure of a company.

[Tot:

**M.COM. DEGREE ASSIGNMENT' 2017**  
**PART II- FINAL**  
**PAPER: II - MARKETING MANAGEMENT**  
*(DDE Students)*  
*(w.e.f. 2007-2008)*

Max. Marks: 20

**SECTION-A**

(MARKS : 20)

1. a) Societal marketing
- b) Motivation
- c) New product committee
- d) Chain stores
- e) CRM
- f) Bench marking
- g) Service Economy
- h) Four level distribution channel

**SECTION-B**

2. "Marketing in a complex process and is to be performed very strategically". Discuss.

**OR**

3. What are the various psychological factors determining consumer behaviour?

(1)

[P.T.O.]

4. What are the various factors influencing the product mix?

**OR**

5. List out the various sales promotion tools used by business organizations.

6. How do you manage co-operation and conflicts in distribution channels?

**OR**

7. Give an overview on the marketing research in India.

8. Explain the various components of services marketing mix.

**OR**

9. Define 'Marketing organization'. Explain various types of marketing organizations.

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**PART II- FINAL**

**PAPER: III - HUMAN RESOURCE MANAGEMENT**

*(DDE Students)*

*(w.e.f. 2007-2008)*

Max. Marks: 20

**SECTION-A**

1. a) Concept of HRM
- b) Manpower development
- c) Supplemental compensation
- d) Staff relation ship
- e) Horizontal promotion
- f) HR Demand forecast
- g) Wage Survey
- h) Conciliation

**SECTION-B**

2. Listout the various strategies of HRM

OR

3. Distinguish between the job description and job specification.

(1)

[P.T.O.]

4. Explain the various problems faced during induction of an employee.

OR

5. What are the objectives and limitations of performance appraisal?

6. Discuss the concept and features of collective bargaining.

OR

7. Suggest a best method of your choice for effective control of absenteeism.

8. Explain the need, importance and functions of a grievances cell in an organization.

OR

9. Briefly explain about the functions and significance of HRIS.

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PART - II : FINAL  
PAPER - IV : FINANCIAL MARKETS AND SERVICES

(DDE students) :

(w.e.f 2007-2008)

Max.Marks : 20

SECTION-A

1. a) Non-banking financial intermediaries
- b) Repos
- c) Stock holding corporation
- d) OTCEI
- e) Controller of capital issues
- f) Features of venture capital
- g) Financial evaluation of leasing
- h) Credit rating symbols.

SECTION-B

2. What are the different ways of classifying financial markets?
- OR**
3. How far the bill market has developed in India?

(1)

[P.T.O.]

4. Explain the role of SEBI in regulating capital market?

**OR**

5. Explain the settlement procedure of securities in an exchange.

6. Describe the capital market reforms?

**OR**

7. Discuss the structure and advantages of venture capital in India.

8. Explain the various problems and prospects of leasing in India.

**OR**

9. Explain the different agencies of credit rating in India.



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**PART - II : FINAL  
PAPER - V : COST AND MANAGEMENT ACCOUNTING**

*(DDE Students)*

*(W.e.f 2007-2008)*

**Max.Marks : 20**

**SECTION - A**

1. a) What is cost accounting?
- b) Explain sales value variances.
- c) Write the types of responsibility centers.
- d) Discuss inter-process profit.
- e) What is activity based costing?
- f) Explain the limitations of historical costing.
- g) Define cost volume profit analysis.
- h) What is profit volume ratio?

**SECTION - B**

2. Briefly explain the basic cost concepts.

**OR**

3. Product X is obtained through 3 processes. The information is as under;

Items	Processes			Total Rs.
	A	B	C	
Material	5200	3960	5924	15084
Wages	4000	6000	8000	18000

Production overheads	-	-	-	18000
Output in units	1900	1680	1500	-
Normal loss on input	5%	10%	15%	-
Normal loss sale				
Value per unit	Rs.2	Rs.4	Rs.5	-

2000 Units of material introduced in process A at Rs. 3 each. Production overheads are 100% on wages. Prepare process accounts.

4. Discuss the features and advantages of process costing.

**OR**

5. The following data are obtained from the records of a company.

	First year (Rs.)	Second year (Rs.)
Sales	80,000	90,000
Profit	10,000	14,000

Calculate :

- P/v ratio
  - Break even point
  - Sales required to earn a profit of Rs. 19000.
6. What is variance analysis? Explain the overhead variances.

**OR**

- Define management reporting. Enumerate the reporting system in India.
- What do you mean by cost and management audit? Describe the cost audit rules and appraisal practices.

**OR**

9. Write the following.
- Marginal costing
  - Quality costing
  - Target costing