

M.Com DEGREE ASSIGNMENT  
Part - II - (Final)  
Branch : M.Com  
Paper - I - Financial Management

Max.Marks : 20

**Section - A**

Answer any **four** of the following questions. Each question carries **5** marks.

1. a) Financial Management
- b) Cost of Capital
- c) Operating leverages.
- d) Net operating income.
- e) Profitability index.
- f) Working capital.
- g) Cash Budget.
- h) Irrelevance of dividends.

**Section - B**

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

2. Explain the concept of wealth in the context of wealth maximisation objective.

(OR)

3. ABC Ltd. has the following capital structure.

Equity (expected dividend 12%)	Rs. 10,00,000
10% preference	Rs. 5,00,000
8% Loan	Rs. 15,00,000

You are required to calculate the weighed average cost of capital, assuming 50% as the inco. tax, before and after tax.

4. The capital structure of a company consists of the following securities

10% preference share capital Rs. 10,00,000

Equity share capital (Rs. 10 shares) Rs. 1,00,000

The amount of operating profit is Rs. 60,000. The company is in 50% tax bracket.

You are required to calculate the financial leverage of the company. What would be new financial leverage if the operating profits increase to Rs. 90,000 and interpret your results.

(OR)

5. Explain the factors influencing capital structure.
6. A company is considering two mutually exclusive projects. Both require an initial investment of Rs. 50,000 each and have a life of 5 years. The cost of capital of the company is 10% and tax rate is 50%. The depreciation is charged on straight-line method. The estimated net cash inflows (before depreciation and tax) of the projects are as follows.

Year	Project A	Project B
1	Rs. 20,000	Rs. 30,000
2	Rs. 22,000	Rs. 27,000
3	Rs. 28,000	Rs. 22,000
4	Rs. 25,000	Rs. 25,000
5	Rs. 30,000	Rs. 20,000

Which project should be accepted as per NPV and IRR methods?

(OR)

7. a) The following details are available in respect of a firm.
- i) Annual requirement of inventory. 40,000 units
  - ii) Cost per unit (Other than carrying and order cost) Rs. 16
  - iii) Carrying costs are likely to be 15% per year
  - iv) Cost of placing order. Rs. 480 per order

Determine the economic ordering quantity.

8. Define inventory management and discuss its objectives and importance.

(OR)

9. Explain various factors influencing the dividend policy.

M.Com I DEGREE ASSIGNMENT  
Part - II - (Final)  
Branch : M.Com  
Paper - II - Marketing Management

Max.Marks : 20

**SECTION - A**

Answer any **Four** of the following questions. Each question carries 5 marks.

1. a) Socio-cultural dimension of marketing environment.  
b) Cognitive dissonance.  
c) Advantages of family branding.  
d) Need for media relations/public relations.  
e) Limitations of primary data in marketing resource.  
f) Advantages of physical evidence in services marketing.  
g) Penetration pricing as a strategy.  
h) Need for global value chains in agricultural marketing.

**SECTION - B**

Answer **Four** of the following questions using internal choice questions. Each question carries 15 marks.

2. Examine the factors that could influence global marketing environment including the role of WTO.

(OR)

3. Describe the different types of consumer behaviour and the factors influencing such behaviour patterns.

358-51R

(1)

[P.T.O.]



4. What are the different types of product line and product mix decisions? Explain.

(OR)

5. Explain the different functions of marketing channels and the need for supply chain management.

6. How is CRM different from public relations? Explain from the point of CRM tools used.

(OR)

7. Examine the status of marketing research in India.

8. Bring out the differences between goods and services marketing using the concept of integrated marketing mix.

(OR)

9. Identify the problems of Indian agricultural marketing and suggest ways and means to address those problems.

---

**M.Com DEGREE ASSIGNMENT**  
**Part - II - (Final)**  
**Branch : M.Com**  
**Paper - III - Human Resource Management**

Max.Marks : 20

**SECTION - A**

Answer any **Four** of the following questions. Each question carries **5** marks.

1. a) Define HRM.  
b) Job Design  
c) Induction  
d) Training needs.  
e) Managerial Compensation.  
f) Absenteeism.  
g) Settlement  
h) Quality of work life.

**SECTION - B**

Answer **Four** questions of the following using internal choice. Each question carries **15** marks.

2. What do you mean by the Human Resource Management? Explain its functions.

**(OR)**

3. Define "Job Analysis". Explain its merits and de merits.
4. What do you mean by Recruitment? Explain the internal sources of Recruitment.

**(OR)**

5. Narrate various methods of Performance Appraisal.

358-52R

**(1)**

358-53R

**M.Com Degree Assignment**  
**Part - II - (Final)**  
**Branch : M.Com**  
**Paper -IV - Financial Markets and Services**

**Max.Marks : 20**

**SECTION -A**

**Answer any FOUR of the following questions. Each question carries 5 marks.**

1.
  - a) Economic Development
  - b) Repo
  - c) Primary Market
  - d) Listing
  - e) Merchant Banking
  - f) Venture Capital
  - g) Leasing
  - h) Credit Rating

**SECTION -B**

**Answer any FOUR of the following questions. Each question carries 15 marks.**

2. Discuss the Financial Sector reforms in India.

**(OR)**

**Discuss the features of a Developed Money Market and bring out its importance.**

353R

(1)





4. Narrate the various constituents of Capital Market.

(OR)

5. What do you mean by Listing? Describe the Listing procedure.

6. Distinguish between a Commercial Bank and Merchant Bank.

(OR)

7. Explain the scope and importance of Venture capital.

8. Discuss the advantages and disadvantages of Leasing.

(OR)

9. Explain the Benefits of Credit Rating.

---

**M.Com DEGREE ASSIGNMENT**  
**Part - II - (Final)**  
**Branch : M.Com**  
**Paper -V - Cost and Management Accounting**

Max.Marks : 20

Answer any Four of the following questions. Each question carries 5 marks.

1. a) Management Accounting
- b) Normal loss.
- c) Material overheads
- d) Marginal Costing
- e) Divisional performance
- f) Standard report.
- g) Management Audit.
- h) Quality costing.

**SECTION - B**

Answer any Four of the following questions. Each question carries 15 marks.

2. "Management accounting is a decision-making system" - Explain.

(OR)

3. In a manufacturing unit, raw material passes through four processes I, II, III, IV and the output of each process is the input of the subsequent process. The loss in the four processes I, II, III, IV are respectively 25%, 20%, 20% and  $16 \frac{2}{3}\%$  of the input. If the end product at the end of process IV is 40,000 kgs. What is the quantity of raw material required to be fed at the beginning of process I and the cost of the same at Rs. 5 per kg.

Find out also the effect of increase or decrease in the material cost of the end product for variation of every rupee in the cost of the raw material.



4. How do you compute various sales variances?

(OR)

5. The following figures are extracted from the books of a manufacturing concern for the year 2005-06

	Rs.
Direct Material	2,05,000
Direct Labour	75,000
Fixed overheads	60,000
Variable overheads	1,00,000
Sales	5,00,000

Calculate the break - even point (B.E.P). What will be the effect on B.E.P of an increase of 10% in

- i) Fixed expenses.
- ii) Variable expenses.

6. Enumerate various types of responsibility centres.

(OR)

7. What are various modes of reporting.

8. Discuss the nature and scope of cost Audit.

(OR)

9. Explain value chain analysis,

---