M.Com. 3rd Semester
MC-352 : RETAIL MANAGEMENT
Group—D

Time Allowed—3 Hours]　　　　[Maximum Marks—100

Note :— There are *eight* questions. Candidates are required to attempt any *five* questions. All questions carry equal marks.

SECTION—A

1. Explain the scenario of Indian Retail, focusing on past, present and future prospects.

2. Write a detailed note on various non store based Retail formats discussing its advantages and disadvantages.

SECTION—B

3. What are the main components of Retail Store design ? Explain in detail.

4. What are the various factors that influence the Retail shopper/consumer ?

SECTION—C

5. Discuss the role of the buyer. Discuss the functions of buying under different types of organization.

6. What is Merchandise planning ? What are its benefits ? Discuss the implications/scope of merchandise planning.

SECTION—D

7. Write a detailed note on Retail pricing strategies.

8. Explain the concept of Retail Franchising. What are the various types of Retail Franchising ?

M.Com. 3rd Semester
Group—D
MC-351 : CONSUMER BEHAVIOUR

Time Allowed—3 Hours]   [Maximum Marks—100

Note :— Attempt *five* questions, selecting at least **one** question from each section. The **fifth** question may be attempted from any section. Each question carries **20** marks.

SECTION—A

1. Explain the role of personality in consumer behaviour. Also explain how do personality traits translate into consumption-related behaviours.

2. Describe the Maslow's need hierarchy theory and discuss its applicability to consumer behaviour.

SECTION—B

3. What is learning ? What are the implications of behavioural learning theories ?

4. Describe the various strategies by which attitudes can be changed.

SECTION—C

5. Explain various types of reference groups. Also discuss the influence of reference groups on consumer behaviour.

6. What is culture ? Explain how does the culture impact consumer behaviour.

SECTION—D

7. Discuss the steps in consumer decision making process with the help of an example.

8. Draw and explain the Howard-Sheth model of consumer behaviour. Also explain how the Howard-Sheth model has helped in understanding consumer behaviour.

M.Com. 3rd Semester
MC-311 : SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

Time Allowed—3 Hours]   [Maximum Marks—100

Note :— Attempt *five* questions, selecting at least **one** question from each section. The **fifth** question may be attempted from any section. Each question carries **20** marks.

SECTION—A

1. "Investment is commitment of funds with the aim of earning income involving two attributes namely time and risk." Elucidate in light of objectives of investment using suitable examples. 20

2. What are financial assets ? Critically evaluate different financial assets on the basis of risk and return. 20

SECTION—B

3. Fundamental analysis is a "Top down Approach" involving economy, industry and company analysis. Elaborate. 20

4. "Technical analysis is a process of analyzing the security's historical prices for determining its probable future prices." Discuss this statement in light of various types of patterns, indicators and oscillators that guide an investor for informed decision making. 20

SECTION—C

5. "An efficient capital market is the one in which security prices are equal to their intrinsic value at all times, and where most securities are correctly priced." Elaborate the statement. 20

6. Discuss the Markowitz risk return optimization under portfolio analysis. Illustrate using suitable example. Also elucidate the relevance of portfolio management.

15+5

SECTION—D

7. Write short notes on each of the following :

   (a) Futures

   (b) Interest rate swaps

   (c) Call option

   (d) Margin. 5+5+5+5

8. Critically examine risk adjusted measures of performance evaluation of portfolio. 20

M.Com. 3rd Semester
MC-301 : BANKING & INSURANCE SERVICES

Time Allowed—3 Hours]   [Maximum Marks—100

Note :— Attempt *five* questions, selecting at least **one** question from each section. The **fifth** question may be attempted from any section. Each question carries **20** marks.

SECTION—A

1. What are Commercial Banks ? Discuss the present structure of Commercial Banking in India.

2. Write notes on :
   (a) Liquidity Management
   (b) Asset Liability Management.

SECTION—B

3. Define Risk. Explain the various types and methods of risk management in the banking sector.

4. Discuss the various innovations in banking which have transformed the face of banking in India.

SECTION—C

5. Explain the main provisions of IRDA Act, 1999.

6. Discuss the evolution and liberalization in the Insurance Sector of India.

SECTION—D

7. What is Surrender Value ? Explain the reasons and implications of surrendering an insurance policy.

8. Write briefly on the following :
   (a) Reinsurance
   (b) Paid up value.

M.Com. 3rd Semester
CONTEMPORARY ACCOUNTING
Paper—MC-312

Time Allowed—3 Hours]   [Maximum Marks—100

Note :—There are **EIGHT** questions. Candidates are required to attempt any **FIVE** questions. All questions carry equal marks.

SECTION—A

1. "Accounting is merely a technical exercise and all accountants need to do is follow the rules." Drawing on your understanding of accounting, discuss whether this statement is correct or not.

2. Compare Lev and Schwartz Model with Flamholtz Model of measuring human resources. Discuss their shortcomings also.

SECTION—B

3. What is the main objective of CCA ? Discuss the rationale of various adjustments that are required in determining current cost profit for an accounting period.

4. "Social responsibility is equally important for both the management and the society". How ?

SECTION—C

5. What is Economic Value Added (EVA) ? What does EVA show ? When will EVA increase ?

6. How do we calculate value added statement ? What are procedures for preparation of value added statement ?

SECTION—D

7. Write a detailed note on Accounting standard relating to Intangibles.

8. Write short notes on :—

   (a) Objectives of web reporting

   (b) Accounting standards in India.