

Exam. Code : 217602

Subject Code: 5255

M.Com. 2nd Semester (Batch 2022-24)

MARKETING MANAGEMENT

Paper : MC-204

Time Allowed—3 Hours]

[Maximum Marks—100

Note :— Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The fifth question may be attempted from any section. All questions carry equal marks.

SECTION—A

1. Define marketing management. State and explain the importance of marketing management in Indian economy.
2. What do you mean by marketing environment ? Describe the forces affecting the marketing environment.

SECTION—B

3. What are the basic elements that influence in selecting the strategy for market segmentation ?
4. Describe Market Targeting and Positioning with suitable examples.

SECTION—C

5. Discuss the various stages of a new product development process by taking the example of an electric car as a new product concept.
6. Why is pricing important for the consumers in the process of decision making ?

SECTION—D

7. What is the importance of online marketing ? Explain the process of online marketing promotion.
8. Write notes on :—
 - (a) Distribution Management
 - (b) Social Marketing.

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M.Com. 2nd Semester (Batch 2022-24)

RESEARCH METHODOLOGY

Paper : MC-203

Time Allowed—3 Hours]

[Maximum Marks—60

Note :— Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The fifth question may be attempted from any section. All questions carry equal marks.

SECTION—A

1. What is Research Methodology ? Define the scope of research methodology in different fields of management.
2. “The problem definition stage is perhaps more critical in the research process than the problem solution stage”. Discuss the statement.

SECTION—B

3. What do you mean by Literature Review ? Explain various sources of research literature.
4. “Majority of the research designs are exploratory cum descriptive in nature in business research”. How ?

SECTION—C

5. Define Measurement. Explain various levels of measurement. Also discuss their relevance for business studies.
6. What is Tabulation of data ? How does tabulation help in data analysis ? Give examples to illustrate your answer.

SECTION—D

7. How can discriminant analysis be used for prediction and structural interpretation ? Explain with the help of an example.
8. Discuss the various steps of data preparation process. What are the precautions a researcher has to keep in mind while entering data ?

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Subject Code: 5253

M.Com. 2nd Semester (Batch 2022-24)

FINANCIAL MANAGEMENT

Paper : MC-202

Time Allowed—3 Hours] [Maximum Marks—100

Note :— Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The fifth question may be attempted from any section. All questions carry equal marks.

SECTION—A

1. What are the decision making areas of financial management ? How is the goal of wealth maximization a better operative criterion than profit maximization ?
2. Critically explain the MM approach to capital structure. Explain with suitable examples the arbitrage process of MM approach on capital structure.

SECTION—B

3. How dividend may be considered as irrelevant for the value of the firm ? In practice, how and in what forms the profit can be distributed by a firm ?

4. What is capital budgeting and what are its important steps ? Compare and contrast NPV vs. IRR as methods of appraising capital investments ? Which method is better and why ?

SECTION—C

5. What is working capital cycle ? Explain the factors considered while determining the needs for working capital.
6. Explain the concept of leverage. How the business risk and financial risk can be measured through leverage ?

SECTION—D

7. What are the various credit terms of receivables management ? Illustrate the impact of these terms on the assets and liabilities of the firm.
8. What are the factors affecting cash needs ? Briefly explain the various models for optimal cash balance.

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Subject Code : 5252

M.Com. 2nd Semester (Batch 2022-24)

**CORPORATE FINANCIAL ACCOUNTING AND
AUDITING**

Paper : MC-201

Time Allowed—3 Hours] [Maximum Marks—100

Note :—Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The fifth question may be attempted from any section. All questions carry equal marks.

SECTION—A

1. What are divisible profits ? Discuss important provisions regarding divisible profits.
2. (a) Explain form and content of Balance Sheet as per requirements of Companies Act, 2013.
(b) Statement of Profit and Loss Account of IFCI Ltd. as on 31st March, 2014 as per the latest provisions of Companies Act, 2013 from the following Trial Balance :

	Rs.		Rs.
Opening Stock	1,00,000	12% Preference Share	
Building	2,80,000	Capital of Rs. 100	
Purchases	1,97,000	each	1,80,000

	Rs.		Rs.
Wages	60,000	Equity Share Capital	
Salaries	22,000	of Rs. 100 each	3,80,000
Postage and		6% Debentures	1,00,000
Insurance	14,800	Transfer Fees	3,400
Interest on		Rent	3,120
Debentures	3,000	Sales	3,57,000
Goodwill	50,000	Sundry Creditors	39,000
Commission	20,000	Bad debts reserve	1,500
Carriage	8,900	Discount	280
Bad debts	1,000		
General Expenses	11,200		
Repairs	3,000		
Contribution to			
Provident Fund	8,000		
Income Tax	5,000		
Excise Duty	6,000		
Depreciation	4,400		
Machinery	1,60,000		
Sundry Debtors	1,10,000		
	10,64,300		10,64,300

Closing Stock as on 31st March, 2014 =
Rs. 1,20,000.

SECTION—B

3. Discuss various approaches of valuation of shares along with suitable practical examples.
4. What is Goodwill ? Explain its types. What factors affect Goodwill ?

SECTION—C

5. Explain duties and liabilities of statutory auditor.
6. Discuss code of conduct and ethics governing the statutory auditor.

SECTION—D

7. Write scope and objectives of management audit. How is management auditor appointed ? What qualifications does he need to possess ?
8. Write notes on :
 - (i) Duties and liabilities of cost auditor.
 - (ii) Audit of management functions.