

**Exam. Code : 217602**

**Subject Code : 4995**

**M.Com. 2<sup>nd</sup> Semester**

**HUMAN RESOURCE MANAGEMENT**

**Paper—MC—205**

**Time Allowed—3 Hours]**

**[Maximum Marks—100**

**Note :—** Attempt any **FIVE** questions, selecting at least **ONE** from each section. Each question carries **20** marks.

**SECTION—A**

1. Differentiate between HRM and HRP.
2. What are the different problems associated with job analysis ?

**SECTION—B**

3. What are the different factors governing recruitment ?
4. Explain in detail different methods of training programs.

**SECTION—C**

5. What is performance appraisal write down its various components ?
6. Explain in detail the concept of compensation.

**SECTION—D**

7. Write down in detail about the grievance handling machinery.
8. What are the different methods of job evaluation ?

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M.Com. 2<sup>nd</sup> Semester

**MC-203 : RESEARCH METHODOLOGY**

Time Allowed—3 Hours] [Maximum Marks—60

**Note :—** Attempt any *five* questions, selecting at least *one* from each Section. Each question carries 12 marks.

**SECTION—A**

1. "The task of defining the research problem often follows a sequential pattern." Explain.
2. Write short notes on :
  - (i) Statement of the problem in a general way
  - (ii) Understanding the nature of the problem.

**SECTION—B**

3. "Research design in exploratory studies must be flexible but in descriptive studies, it must minimize bias and minimize reliability." Discuss.
4. What do you mean by literature review ? Discuss various sources of finding review of literature.

**SECTION—C**

5. "Scaling describes the procedures by which numbers are assigned to various degrees of opinion, attitude and other concepts." Also point out the bases for scale classification.
6. Define attitude measurement. Discuss various non-comparative scaling techniques.

**SECTION—D**

7. "Processing of data implies editing, coding, classification and tabulation." Describe.
8. What is multiple regression ? Write its importance and procedure.



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**M.Com. 2<sup>nd</sup> Semester**

**MC-201 : CORPORATE FINANCIAL  
ACCOUNTING AND AUDITING**

Time Allowed—3 Hours] [Maximum Marks—100

**Note :—** Attempt any *five* questions selecting at least *one* question from each Section. **Fifth** question may be selected from any section. Each question carries 20 marks.

**SECTION—A**

1. Discuss provisions of company law regarding managerial remuneration.
2. Draw up a proforma of Balance Sheet as per requirements of Schedule III of Companies Act, 2013.

**SECTION—B**

3. Discuss various methods of valuation of shares. Illustrate your answer.
4. Balance Sheet of S. Ltd. as on 31<sup>st</sup> March 2017 is as follows :

<b>Equity and Liabilities :</b>	<b>Rs.</b>
Share Capital	6,00,000
Reserves and Surplus	50,000
Bank overdraft	10,000
Creditors	60,000
Provision for taxation	1,10,000
Proposed dividend	60,000
<b>Assets :</b>	
Fixed assets	3,70,000
Current assets	5,20,000

The net profits of a company after deducting usual working expenses but before providing for tax were as under :

Year	Rs.
2013-14	2,18,000
2014-15	2,40,000
2015-16	2,12,000

On 31<sup>st</sup> March 2016 fixed assets were valued at Rs. 4,50,000. Sundry debtors on the same date included Rs. 10,000 as irrecoverable. Having regard to the nature of the business a 10% return on net tangible capital employed is considered reasonable. Valuation of goodwill may be based upon 3 years purchase of annual super profits. Also calculate goodwill by capitalisation of average maintainable profits. The rate of income tax is 30%

#### SECTION—C

5. Explain features of :
  - (i) Financial Audit
  - (ii) Cost Audit
  - (iii) Audit by C & G.
6. Explain the clauses of professional misconduct by statutory auditor.

#### SECTION—D

7. What is management audit ? Discuss its scope. Give rules regarding appointment and qualification of management auditor.
8. How is audit of functional areas conducted ? Elaborate your answer.



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**M.Com. 2<sup>nd</sup> Semester**  
**FINANCIAL MANAGEMENT**  
**Paper : MC-202**

**Time Allowed—Three Hours] [Maximum Marks—100**

**Note :—** Candidates are required to 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. (a) "The Financial Manager's primary task is to plan for the acquisition and use of funds so as to maximize the value of firm". Do you agree ?  
Comment. 12
- (b) What are the advantages and drawbacks of having debt component in capital structure ? 8
2. Delhi Services Limited is setting up a project with a capital outlay of Rs. 60,00,000. It has following two alternatives for financing the project cost :  
**Alternative 1 : 100% equity finance;**  
**Alternative 2 : Debt equity ratio 2 : 1.**  
The rate of interest payable on the debt is 18%. The corporate rate of tax is 40%. Calculate the indifference point between two alternative methods of financing. 20

## SECTION—B

3. Explain the Modigliani and Miller's hypothesis of dividend irrelevance and how does it differ from the hypothesis of dividend relevance. Critically examine the assumptions and deficiencies of this model. 20
4. (a) A company is considering an investment proposal which has following cash flows :

Projects	$C_0$	$C_1$	$C_2$	$C_3$
A	-10,000	10,000		
B	-10,000	17,500	7,500	
C	-10,000	2,000	4,000	12,000
D	-10,000	10,000	3,000	13,000

Year	PV (10%)	PV (30%)
1	.909	.769
2	.826	.592
3	.751	.455

Rank the projects according to :

- (i) ARR method;  
(ii) NPV method.

10



- (b) Provide a comparative analysis of the important sources to fund the short term needs of company.

10

### SECTION—C

5. (a) Arun Enterprises Ltd. is setting a project with a cost of Rs. 50,00,000. It is considering the following three options for financing the project :

Capital structure	Option A	Option B	Option C
Equity (Rs.10)	50,00,000	40,00,000	20,00,000
Debt (15%)	—	10,00,000	30,00,000
Total	50,00,000	50,00,000	50,00,000

The company's estimated earnings per year Rs. 20,00,000. The corporate tax is 40%. Calculate the earnings per share in three different options and make suggestion.

10

- (b) Explain the differences between degrees of financial, operating and total leverages.
6. Explain the need and objectives of working capital management. What do you mean by undercapitalization and over capitalization ? Why should these be avoided and suggest remedies for same ?

20

### SECTION—D

7. Why is cash management important ? Critically evaluate the various models of cash management. 20
8. Briefly explain the following :—
- (a) Motives of holding cash
  - (b) Means to accelerate cash collections
  - (c) Credit analysis for effective management of receivables
  - (d) Meaning and effect of cash discount on credit policy. 4×5=20



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M.Com. 2<sup>nd</sup> Semester

**MC-204 : MARKETING 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. Within the rapidly changing global picture, marketers must monitor several major environmental forces. Discuss.
2. “Losing a customer can dramatically affect a firm’s profits.” In light of this statement describe how firms can build customer satisfaction and value to retain them in the organization ?

**SECTION—B**

3. Highlight the importance of Market Segmentation. On what bases are markets usually segmented ?
4. Explain the five stage model in the consumer buying decision process.

### **SECTION—C**

5. What is a product life cycle ? How should marketing strategies change according to the product life cycle stage ? Elaborate with the help of suitable examples.
6. To avoid pricing mistakes, a firm should adopt a procedure for setting the most appropriate price. Discuss.

### **SECTION—D**

7. What are the components of promotion mix ? Explain the factors affecting promotion mix.
8. Write notes on :
  - (1) Internal Marketing
  - (2) Cause Related Marketing.