PERIYAR UNIVERSITY
SALEM – 636 011

PERIYAR INSTITUTE OF DISTANCE EDUCATION (PRIDE)

MASTER OF COMMERCE
REGULATIONS / SYLLABUS
(From the Academic Year 2008-2009)
M.Com Regulations

1. **Objectives of the Course**
   1. To impart knowledge in advanced concepts and applications in various fields of Commerce.
   2. To teach the recent developments in the various areas of Commerce.
   3. To orient the students in the applied aspects of different advanced business practices.
   4. To provide the students the avenues of studies in parallel professional Courses.
   5. To equip the students to occupy the important positions in business, industries and related organizations.
   6. To inspire the students to apply the knowledge gained for the development of society in general.

2. **Eligibility for Admission**
   Candidates seeking admission to the first year of the Master of Commerce degree course shall possess
   (a) B.Com / B.Com (CA) or
   (b) Any other degree with one paper in Accountancy.

3. **Duration of the Course**
   The course shall extend over a period of two academic years.
   The subjects of study shall be in accordance with the syllabus prescribed from time to time.

4. **Subjects of Study**
   The total number of subjects of study will be 10 including one project work for 100 marks as an elective.
   The Project Report must be submitted through the supervisor at the end of the Second year.

5. **Classification of the successful Candidates**
   Successful candidates passing the examinations and securing marks
   50% and above Pass-Second Class
   60% and above Pass-I Class
   Above 75% in the aggregate –I Class with Distinction provided that they pass the examination in the first appearance.
6. **Scheme of Examinations**

**M.Com**

**I YEAR**

<table>
<thead>
<tr>
<th>S. No</th>
<th>Paper Code</th>
<th>Title of the Paper</th>
<th>Duration</th>
<th>Max. Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>Marketing and Strategic Management</td>
<td>3 Hours</td>
<td>100</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>Cost and Management Accounting</td>
<td>3 Hours</td>
<td>100</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td>Statistical Analysis and Quantitative Techniques</td>
<td>3 Hours</td>
<td>100</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>Corporate Legal Framework and Security Analysis</td>
<td>3 Hours</td>
<td>100</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>Financial Management and Project Finance</td>
<td>3 Hours</td>
<td>100</td>
</tr>
</tbody>
</table>

**II YEAR**

<table>
<thead>
<tr>
<th>S. No</th>
<th>Paper Code</th>
<th>Title of the Paper</th>
<th>Duration</th>
<th>Max. Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td></td>
<td>Research Methodology and E-Commerce</td>
<td>3 Hours</td>
<td>100</td>
</tr>
<tr>
<td>7</td>
<td></td>
<td>Taxation</td>
<td>3 Hours</td>
<td>100</td>
</tr>
<tr>
<td>8</td>
<td></td>
<td>Global Marketing and Financial Services</td>
<td>3 Hours</td>
<td>100</td>
</tr>
<tr>
<td>9</td>
<td></td>
<td>Advanced Corporate Accounting</td>
<td>3 Hours</td>
<td>100</td>
</tr>
<tr>
<td>10</td>
<td></td>
<td>Elective (a) Human</td>
<td>3 Hours</td>
<td>100</td>
</tr>
</tbody>
</table>
7. **Commencement of this Regulation:**

These regulations shall take effect from the academic year 2008-09, i.e., for students who are to be admitted to the first year of the course during the academic year 2007-08 and thereafter.

**MARKETING AND STRATEGIC MANAGEMENT**

**Section - A : MARKETING MANAGEMENT**

**Unit: I**


**Unit: II**


**Unit: III**


**Unit: IV**


**Unit: V**

Promotional Decisions – Communication Process – Promotional Mix – Advertising – Other Tools and Techniques – Marketing Research and Information.

**Reference:**

1. Doyle – Marketing and Strategy
2. Phillip Kotler – Principles of Marketing
3. Ramasamy and Namanakumari – Marketing Management
Section - B : STRATEGIC MANAGEMENT

Unit: I


Unit: II


Unit: III


Unit: IV


Unit: V


Note: i) At least One Question In Part-B Should be a Case Study.

ii) Each question should have one question from Section - A and one from Section - B.
M.Com
MARKETING AND STRATEGIC MANAGEMENT

Model Question Paper

Time: 3 Hours  Max Marks: 100

PART-A
(Answer All Questions)
(All Questions Carry equal Marks)  5x5=25

1. a) Explain the factors affecting Marketing Mix.
(Or)

b) Enumerate the dynamics of internal environment.

2. a) Enumerate the stages in the development of a new product.
(Or)

b) Write short notes on bench marking

3. a) Explain the types of buying Behaviour.
(Or)

b) Briefly explain information and systems strategies.

4. a) Discuss the pricing objectives.
(Or)

b) In procedural implementation, what is the role of the requirements of capital issue control?

5. a) What are the kinds of sales promotion?
(Or)

b) Write short notes on strategic information system.

PART-B
(Answer All Questions)
(All Questions Carry equal Marks)  5x15=75

6. a) Discuss the facilitating functions of marketing
(Or)

b) Explain the organizational capability factors.

7. a) Explain the factors to be considered before introducing a new product.
(Or)

b) Discuss the techniques used in strategic choice.

8. a) Discuss the factors influencing consumer behaviour.
(Or)
b) What are the various purchasing strategies? Examine the strategy to be adopted while purchasing raw materials at the time of sliding demand for the product.

9. a) Explain the pricing strategies.

(Or)

b) Resource allocation- explain.

10. a) Advertisement Copy – Explain

(Or)

b) What are the guidelines for proper control?
COST AND MANAGEMENT ACCOUNTING

Section-A : COST ACCOUNTING

Unit: I


Unit: II


Unit: III

Overheads – Meaning Classification According To Functions and Variability – Apportionment and Reapportionment of Overheads – Absorption of Overheads – Machine Hour Rate – Reconciliation of Cost and Financial Profits.

Unit: IV

Job Costing – Contract Costing – Process Costing – Losses and Gains – Inter Process Profit – Equivalent Production – Joint and By Products – Activity Based Costing

Unit: V

Marginal Costing – meaning and concept – advantage and limitations – application of marginal costing techniques – make or buy, import or make, own or lease – key factor – break even analysis.

Note: Distribution of marks between theory and problems shall be 20% and 80% respectively, as per the model question paper.

Reference Books:

Section-B : MANAGEMENT ACCOUNTING

Unit: I

Accounting for Managerial decisions (Management Accounting) – Meaning, Scope and importance - Distinction between Financial Accounting and Management Accounting – Management Accounting and Cost Accounting.

Unit: II


Unit: III


Unit: IV


Unit: V


Note:

i) Distribution of Marks between theory and problem shall be 20% and 80% respectively, as per the model question paper.

ii) Each question should have one question from Section - A and one from Section - B.

Reference Books:


M.Com
COST AND MANAGEMENT ACCOUNTING
Model Question Paper
Time: 3 Hours Max. Marks: 100

PART-A
(Answer All Questions)
(All Questions Carry equal Marks) 5x5=25

1. a) Prepare cost sheet from the following data
   Materials Rs.30000
   Direct wages Rs.19600
   Machine hours Rs.2000
   Machine hours rate Rs0.50
   Administration overheads 10% on works cost
   Selling overheads 0.50 per unit sold
   Units produced 20000
   Units sold at Rs5 per unit 18000

(Or)
   a) Explain the scope of Management Accounting

2. a) From the following data given by the personnel department, calculate
   labour turnover rate by applying.
   (i) Separation method
   (ii) Replacement method
   (iii) Flux method

   No. of workers on the payroll
   At the beginning of the month 900
   At the end of the month 1,100

   During the month, 10 workers left, 40 persons were discharged and 150
   workers are recruited. Of these 25 workers are recruited in the vacancies
   of those leaving, while the rest were engaged for an expansion scheme.

(Or)
   b) From the following figures calculate the creditors turnover ratio and
   the average payment period of accounts payable:

   **Particulars** | **Amount (Rs.)**
   ---------------|------------------
   Credit Purchase in 1999 | 10,00,000
   Creditors on 01.01.1999 | 2,00,000
Creditors on 31.12.1999 1,00,000
Bills Payable on 01.01.1999 40,000
Bills Payable on 31.12.1999 60,000

3. a) From the following information, workout the machine hour rate.
   Cost of the machine  Rs. 90,000
   Installation charges  Rs.10,000
   Life of the machine - 10 years of 2,000 working hours each. Repairing charges-
   50% of depreciation. Machine consumes 10 Units of power per hour at Rs 1 per Unit:
   Oil expenses - Rs.20 per day of 8 hours.
   Consumable stores Rs.100 per day of 8 hours
   One operator is engaged on the machine at Rs.40 per day of 8 hours.
   (Or)

   b) Ramco Cements Presents the following information and you are required to calculate funds from operations:

<table>
<thead>
<tr>
<th>Profit and Loss Account</th>
</tr>
</thead>
<tbody>
<tr>
<td>To Operational Expenses 1,00,000</td>
</tr>
<tr>
<td>To Depreciation 40,000</td>
</tr>
<tr>
<td>To Loss on Sale of Building 10,000</td>
</tr>
<tr>
<td>To Advertisement suspense account 5,000</td>
</tr>
<tr>
<td>To Discount Allowed 500</td>
</tr>
<tr>
<td>To Discount on issue of Shares Written off 500</td>
</tr>
<tr>
<td>To Goodwill written off 12,000</td>
</tr>
<tr>
<td>To Net Profit 52,000</td>
</tr>
</tbody>
</table>

   2,20,000 2,20,000

4. a) From the following information prepare process II account:
   Transfer from process I 1,000 Units at Rs.4p.u
   Labour cost Rs.1,000
   Materials Rs.3,500
   Production overheads Rs.700
Normal process loss has been estimated at 10% of the input. Which can be sold for Rs.2p.u. actual production realized were 850 Unit:s.

(Or)

b) From the following figures prepare raw material purchase budget for January 2002:

<table>
<thead>
<tr>
<th>Materials (Unit:s)</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>Estimated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stock 1st January</td>
<td>16,000</td>
<td>6,000</td>
<td>24,000</td>
<td>2,000</td>
<td>14,000</td>
<td>28,000</td>
<td></td>
</tr>
<tr>
<td>Estimated Stock 31st January</td>
<td>20,000</td>
<td>8,000</td>
<td>28,000</td>
<td>4,000</td>
<td>16,000</td>
<td>32,000</td>
<td></td>
</tr>
<tr>
<td>Estimated Consumption</td>
<td>1,20,000</td>
<td>44,000</td>
<td>1,32,000</td>
<td>36,000</td>
<td>88,000</td>
<td>1,72,000</td>
<td></td>
</tr>
<tr>
<td>Standard Price Per Unit:</td>
<td>25 paise</td>
<td>5 paise</td>
<td>15 paise</td>
<td>10 paise</td>
<td>20 paise</td>
<td>30 paise</td>
<td></td>
</tr>
</tbody>
</table>

5.a) From the following data, which product would you recommend to be manufactured in a factory, time being the key factor?

<table>
<thead>
<tr>
<th>Per unit of Product A Rs.</th>
<th>Per unit of product B Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct material 24</td>
<td>14</td>
</tr>
<tr>
<td>Direct <a href="mailto:labour@Rs.1perhour">labour@Rs.1perhour</a> 2</td>
<td>3</td>
</tr>
<tr>
<td>Variable overhead @2perhour 4</td>
<td>6</td>
</tr>
<tr>
<td>Selling price 100</td>
<td>100</td>
</tr>
<tr>
<td>Standard time produce 2hours</td>
<td>3hours</td>
</tr>
</tbody>
</table>

(Or)

b) A Manufacturing concern, which has adopted standard costing, furnished the following information:

Standard:

Material for 70 Kg. Finished Products: 100 Kg.

Price of Materials: Rs. 1 per Kg.

Actual:

Output : 2,10,000 Kg.

Material Used : 2,80,000 Kg

Cost of Material : Rs. 2,52,000
Calculate

i. Material Usage Variance
ii. Material Price Variance
iii. Material Cost Variance

PART-B
(Answer All Questions)
(All Questions Carry equal Marks) 5x15=75

6. a) From the following data, prepare a cost sheet for the month of April 2004:-

<table>
<thead>
<tr>
<th>Description</th>
<th>Rs</th>
<th>Description</th>
<th>Rs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stock (1-4-2004)</td>
<td>2,50,000</td>
<td>W.I.P 1-4-2004</td>
<td>82,000</td>
</tr>
<tr>
<td>Raw material</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Finished goods</td>
<td>17,300</td>
<td>W.I.P 30-4-2004</td>
<td>91,000</td>
</tr>
<tr>
<td>Stock 30-4-2004</td>
<td>2,62,000</td>
<td>Direct wages</td>
<td>1,91,000</td>
</tr>
<tr>
<td>Raw material</td>
<td></td>
<td>Non productive</td>
<td></td>
</tr>
<tr>
<td>Finished goods</td>
<td>1,57,000</td>
<td>wages</td>
<td>8,000</td>
</tr>
<tr>
<td>Purchases of raw material</td>
<td>2,19,000</td>
<td>Direct expenses</td>
<td>12,000</td>
</tr>
<tr>
<td>Carriage on purchases</td>
<td>11,000</td>
<td>Factory overheads</td>
<td>83,000</td>
</tr>
<tr>
<td>Sale of finished goods</td>
<td>7,23,000</td>
<td>Administration</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>overheads</td>
<td>32,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Selling and distribution</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Overheads</td>
<td>42,000</td>
</tr>
</tbody>
</table>

(Or)

b) Define Management Accounting. What are its merits and demerits?

7. a) Describe the procedure for purchasing raw materials for a large manufacturing concern.

(Or)

b) From the following information presented by a firm for the year ended 31st December, Prepare Balance Sheet.

Sales to Net worth – 5 Times

Current Liabilities to Net worth – 50%

Total Debts to Net worth – 60%
Current Ratio – 2
Sales to Stock – 10 Times
Debtors Velocity – 9 Times
Annual Sales – Rs. 15,00,000
Cash Sales – 40% of Sales

8. a) Following is the summarized Trading and Profit & loss a/c of XY Ltd., for the year ended 31.03.2002

<table>
<thead>
<tr>
<th>Description</th>
<th>1999</th>
<th>2000</th>
</tr>
</thead>
<tbody>
<tr>
<td>To Materials purchased</td>
<td>48,000</td>
<td>96,000</td>
</tr>
<tr>
<td>To Wages</td>
<td>36,000</td>
<td>By Closing stock of finished Goods 20,400</td>
</tr>
<tr>
<td>To Works expenses</td>
<td>24,000</td>
<td>By Work in progress Mat. 3,000</td>
</tr>
<tr>
<td>To Gross profit</td>
<td>14,400</td>
<td>Wages 1,800</td>
</tr>
<tr>
<td>Work exp.</td>
<td>1,200</td>
<td>6,000</td>
</tr>
<tr>
<td></td>
<td>1,22,400</td>
<td>1,22,400</td>
</tr>
<tr>
<td>To Administrative expenses</td>
<td>6,000</td>
<td>By Sales 14,400</td>
</tr>
<tr>
<td>To Net profit</td>
<td>8,400</td>
<td></td>
</tr>
<tr>
<td></td>
<td>14,400</td>
<td>14,400</td>
</tr>
</tbody>
</table>

During the year, 6,000 Units were manufactured and 4,800 of these were sold. The costing records show that works overheads were Rs.3 per unit produced and administrative overheads Rs.1.50 per unit produced. The costing book shows a profit of Rs.11,040.

Prepare a statement of cost and profit and reconcile them.

(Or)

b) From the following balance sheet of X Ltd. Make out.
   i. Statement of Changes in working capital
   ii. Fund flow Statement

**Balance Sheets**

Liabilities 1999 (Rs.) 2000 (Rs.)
Assets 1999 (Rs.) 2000 (Rs.)

<table>
<thead>
<tr>
<th>Description</th>
<th>1999</th>
<th>2000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equity Share</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Capital</td>
<td>3,00,000</td>
<td>4,00,000</td>
</tr>
<tr>
<td>Goodwill</td>
<td>1,15,000</td>
<td>90,000</td>
</tr>
<tr>
<td>8%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Redeemable Land & Preference Buildings

<table>
<thead>
<tr>
<th></th>
<th>Share Capital</th>
<th>Plant</th>
<th>General Reserve</th>
<th>Debtor</th>
<th>Stock</th>
<th>Profit and Proposed Bills</th>
</tr>
</thead>
<tbody>
<tr>
<td>Redeemable</td>
<td>1,50,000</td>
<td>2,00,000</td>
<td>40,000</td>
<td>80,000</td>
<td>1,60,000</td>
<td>1,70,000</td>
</tr>
<tr>
<td>Preference</td>
<td>1,00,000</td>
<td>1,70,000</td>
<td>70,000</td>
<td>2,00,000</td>
<td>2,00,000</td>
<td>2,00,000</td>
</tr>
</tbody>
</table>

### Additional Information

1. Depreciation of Rs. 10,000 and Rs. 20,000 have been charged on plant and land and buildings respectively in 2,000.
2. A dividend of Rs. 20,000 has been paid in 2,000.
3. Income – Tax of Rs. 35,000 has been paid during 2,000

#### Operating work-in-progress

- 200 Units @ 5p.u. stage of completion.
- Material 100%
- Labour 40%
- Overheads 40%
- Units introduced 1,050 Units
- Transfer to next process 1,100 Units
- Closing work – in – progress 150 Units
- Materials 100%
- Labour 70%
- Overheads 70%

Other information:
- Material Cost Rs. 2,100
- Labour Rs. 4,500
- Overheads Rs. 2,250

(Or)
b) A Company expects to have Rs. 37,500 cash in hand on 1st April and requires you to prepare an estimate of cash position during the three months, April, May and June. The following information is supplied to you:

<table>
<thead>
<tr>
<th></th>
<th>Sales (Rs.)</th>
<th>Purchase (Rs.)</th>
<th>Wages (Rs.)</th>
<th>Factory Expenses (Rs.)</th>
<th>Office Expenses (Rs.)</th>
<th>Selling Expenses (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>75,000</td>
<td>45,000</td>
<td>9,000</td>
<td>7,500</td>
<td>6,000</td>
<td>4,500</td>
</tr>
<tr>
<td></td>
<td>48,000</td>
<td>9,750</td>
<td>8,250</td>
<td>6,000</td>
<td>4,500</td>
<td></td>
</tr>
<tr>
<td></td>
<td>10,500</td>
<td>9,000</td>
<td>6,000</td>
<td>5,250</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>11,250</td>
<td>6,000</td>
<td>6,570</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>7,000</td>
<td>7,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>84,000</td>
<td>48,000</td>
<td>9,750</td>
<td>8,250</td>
<td>6,000</td>
<td>4,500</td>
</tr>
<tr>
<td>April</td>
<td>90,000</td>
<td>9,750</td>
<td>8,250</td>
<td>6,000</td>
<td>4,500</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>1,20,000</td>
<td>60,000</td>
<td>13,500</td>
<td>11,250</td>
<td>6,000</td>
<td>6,570</td>
</tr>
<tr>
<td>June</td>
<td>1,35,000</td>
<td>60,000</td>
<td>14,250</td>
<td>14,000</td>
<td>7,000</td>
<td>7,000</td>
</tr>
</tbody>
</table>

**Other Information**

i. Period of credit allowed by suppliers 2 months

ii. 20% of sales is for cash and period of credit allowed to customers for credit is one month.

iii. Delay in payment of all expenses – 1 month

iv. Income Tax of Rs. 57,500 is due to be paid on June 15\(^{th}\).

v. The company is to pay dividends to shareholders and bonus to workers of Rs. 15,000 and Rs. 22,500 respectively in the month of April.

vi. Plant has been ordered to be received and paid in May. It will cost Rs. 1,20,000

10. (a) S.V.Ltd., a multi product company furnishes you the following data relating to the year 1999:

<table>
<thead>
<tr>
<th></th>
<th>First half of the year</th>
<th>Second half of the year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales (Rs.)</td>
<td>45,000</td>
<td>50,000</td>
</tr>
<tr>
<td>Total cost (Rs.)</td>
<td>40,000</td>
<td>43,000</td>
</tr>
</tbody>
</table>

Assuming that there is no change in prices and variable cost and that the fixed expenses are incurred equally in the two half year periods:

Calculate for the year 1999:

(i) The profit volume ratio.

(ii) Fixed expenses

(iii) Break even sales

(iv) Percentage of margin of safety.

(Or)

b) The Standard Material cost of 100 kg of Chemical D is made up of:

- Chemical – A – 30 kg @ Rs. 4 per kg
- Chemical – B – 40 kg @ Rs. 5 per kg
- Chemical – C – 80 kg @ Rs. 6 per kg
In a batch, 500 kg of Chemical D were produced from a mix of

Chemical – A – 140 kg @ a cost of Rs. 588
Chemical – B – 220 kg @ a cost of Rs. 1,056
Chemical – C – 440 kg @ a cost of Rs. 2,860

How do the yield, mix and the price factor contribute to the variance in the actual per 100 kg of Chemical D over the standard cost?
STATISTICAL ANALYSIS AND QUANTATIVE TECHNIQUES

Section-A : STATISTICAL ANALYSIS

Unit: I


Unit: II

Probability distributions- Binomial, Poisson and normal distributions – Characteristics and Applications.

Unit: III


Unit: IV


Unit: V

Multivariate Analysis – Partial and Multiple correlation and Regression- Factor Analysis – Cluster Analysis – Conjoint analysis - Automatic Interaction Detector.

Note:

1. The distribution of marks between theory and problem shall be 20 percent and 80 percent respectively, as per the model question paper.

Reference Books:

Unit: I


Unit: II

Unit: III


Unit: IV

Unit: V

Note:-

i) The distribution of marks for problem and theory shall be 80 percent and 20 percent respectively, as per the model question paper

ii) Each question should have one question from Section - A and one from Section - B.

References Books:


M.Com

STATISTICAL ANALYSIS AND QUANTATIVE TECHNIQUES

Model Question Paper

Time: 3 Hours Max. Marks: 100

PART-A

(Answer All Questions)

(All Questions Carry equal Marks) 5x5=25

1. a) What are the advantages of diagrammatic and graphic representation of data?

(Or)

b) A manufacturer wishes to produce two commodities A and B. He can sell any quantity of them that he makes. He has two machines M1 and M2. M1 is available for 200 minutes per day and M2 is available for 300 minutes per day. Product A requires 4 minutes of the first machine’s time and 3 minutes of the second machine’s time. Product B requires 2 minutes of the first machine’s time and 5 minutes of the second machine’s time. The profit contribution (Sale Price – Variable Cost) is Rs.3 for each unit of A and Rs. 2 for each unit of B. How many Units of A and how many Units of B he should produce in order to maximize his profit?

2. a) Five coins are tossed 96 times:
   i. Construct the theoretical frequency table for 0, 1,...5 heads.
   ii. Find the expected no of times of getting at least 3 heads

(Or)

b) Distinguish between a deterministic and probabilistic decision problem.
3. a) 250 Oranges are taken at random from a basket and 25 are found to be bad. Estimate the proportion of bad Oranges in the basket and assign limits within which the percentage most probably lies.

(Or)

b) A Physician purchases a particular vaccine on Monday of each week. The vaccine must be used within the week following, otherwise it becomes worthless. The vaccine costs Rs.2 per dose and physician charges Rs.5 per dose. In the past 50 weeks, the physician has administered vaccine in the following quantities.

<table>
<thead>
<tr>
<th>Dose per week</th>
<th>20</th>
<th>25</th>
<th>40</th>
<th>60</th>
</tr>
</thead>
<tbody>
<tr>
<td>No of weeks</td>
<td>5</td>
<td>15</td>
<td>25</td>
<td>5</td>
</tr>
</tbody>
</table>

Obtain a regret matrix

4. a) The distribution of typing mistakes committed by a typist is given below. Would you say that typing mistakes are subject to Poisson model at 5% level of significance?

<table>
<thead>
<tr>
<th>Mistakes Per Page</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of Pages</td>
<td>142</td>
<td>136</td>
<td>69</td>
<td>27</td>
<td>5</td>
<td>1</td>
</tr>
</tbody>
</table>

(Or)

b) Assuming the trend is absent; determine if there is any seasonality in the data given below:

<table>
<thead>
<tr>
<th>Year</th>
<th>1st quarter</th>
<th>2nd quarter</th>
<th>3rd quarter</th>
<th>4th quarter</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>3.7</td>
<td>4.1</td>
<td>3.3</td>
<td>3.5</td>
</tr>
<tr>
<td>2001</td>
<td>3.7</td>
<td>3.9</td>
<td>3.6</td>
<td>3.6</td>
</tr>
<tr>
<td>2002</td>
<td>4.0</td>
<td>4.1</td>
<td>3.3</td>
<td>3.1</td>
</tr>
<tr>
<td>2003</td>
<td>3.3</td>
<td>4.4</td>
<td>4.0</td>
<td>4.0</td>
</tr>
</tbody>
</table>

What are the seasonal indices for various quarters?

5. a) Is it possible to get the following from a set of experimental data?

\[ r_{12} = 0.6 \quad r_{23} = 0.8 \quad r_{13} = -0.5 \]

(Or)

b) Using the following cost matrix determine optimal job assignment

<table>
<thead>
<tr>
<th>Job</th>
<th>Machinist</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>10</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>9</td>
<td>7</td>
<td>8</td>
<td>2</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>7</td>
<td>5</td>
<td>6</td>
<td>2</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>
PART-B

(Answer All Questions)
(All Questions Carry equal Marks) 5x15=75

6. a) In two sets of variables X and Y with 50 observations each, the following data were observed. Mean of X = 10; S.D. of X = 3; Mean of Y = 6; S.D. of Y = 2

Co-efficient of correlation between X and Y is 0.3. However, on subsequent verification it was found that one value of X (= 10) and one value of Y (=6) were inaccurate and weeded out. With remaining 49 pairs of values, how is the original value of correlation co-efficient affected?

(Or)

b) Maximize Z = 8x₁+16x₂

Subject to
x₁+x₂ ≤ 200
x₂ ≤ 125
3x₁+6x₂ ≤ 900 and x₁, x₂ ≥ 0

7. a) In an intelligence test administered to 1000 students the average score was 42 and standard deviation 24. Find (a) The number of students exceeding a score 50, (b) the no of students lying between 30 and 54, (c) The value of score exceeded by the top 100 students.

(Or)

b) Apply (i) Maxmin (ii) Minmax and (iii) Minimax regret to the following pay off matrix:

<table>
<thead>
<tr>
<th>Statcs of Nature</th>
<th>A</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>X</td>
<td>-10</td>
<td>3</td>
</tr>
<tr>
<td>Y</td>
<td>5</td>
<td>-1</td>
</tr>
<tr>
<td>Z</td>
<td>8</td>
<td>-5</td>
</tr>
</tbody>
</table>

8. a) 10 persons were appointed in a clerical position in an office. Their performance was noted by giving a test and the means recorded out of 50. They were given 6 months training and again they were given a test and marks were recorded out of 50.
Employees: A B C D E F G H I J

Before Training: 25 20 35 15 42 28 26 44 35 48

After Training: 26 20 34 13 43 40 29 41 36 46

By applying the t-test can we conclude that employees have benefited by the training? (you are given for V = 9, \(t_{0.05}=2.262\))

(Or)

b) Describe the steps involved in the Process of decision making.

9. a) Perform a Two – Way ANOVA for the data given below:

<table>
<thead>
<tr>
<th>Plot of Land</th>
<th>Treatment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>A</td>
</tr>
<tr>
<td>I</td>
<td>38</td>
</tr>
<tr>
<td>II</td>
<td>45</td>
</tr>
<tr>
<td>III</td>
<td>40</td>
</tr>
</tbody>
</table>

(Or)

b) Calculate seasonal indices by the “ratio moving average method” from the following data:

<table>
<thead>
<tr>
<th>Year</th>
<th>1st Quarter</th>
<th>2nd Quarter</th>
<th>3rd Quarter</th>
<th>4th Quarter</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>68</td>
<td>62</td>
<td>61</td>
<td>63</td>
</tr>
<tr>
<td>2002</td>
<td>65</td>
<td>58</td>
<td>66</td>
<td>61</td>
</tr>
<tr>
<td>2003</td>
<td>68</td>
<td>63</td>
<td>63</td>
<td>67</td>
</tr>
</tbody>
</table>

10. a) Write Notes on:

i. Factor Analysis

ii. Cluster Analysis

iii. Conjoint Analysis

(Or)

b) ABC Airline operating 7 days a week has given the following time table. Crews must have a minimum day over of 5 hours between flights. Obtain the pairing flights that minimizes day over time away from home. For any given pairing the crew will be based at the city that results the smallest day over.

Hyderabad – Delhi
Delhi – Hyderabad
Flight No. | Departure | Arrival | Flight No. | Departure | Arrival
---|---|---|---|---|---
A1 | 6 a.m. | 8 a.m. | B1 | 8 a.m. | 10 a.m.
A2 | 8 a.m. | 10 a.m. | B2 | 9 a.m. | 11 a.m.
A3 | 2 p.m. | 4 p.m. | B3 | 2 p.m. | 4 p.m.
A4 | 8 p.m. | 10 p.m. | B4 | 7 p.m. | 9 p.m.

CORPORATE LEGAL FRAMEWORK AND SECURITY ANALYSIS

Section-A : CORPORATE LEGAL FRAMEWORK

Unit: I

Companies Act, 1956-Definition-Features-Kinds of Companies – Memorandum of Association-Articles of Association-Prospectus-Share Capital and Membership.

Unit: II


Unit: III


Unit: IV


Unit: V

Corporate Responsibilities Towards Environment: The Environment (Protection) Act, 1986-Definition of Environment- Functions – Powers Of The
Central Government To Make Rules To Regulate Pollution- To Inspect Units-Prevention And Control Of Pollution- Abatement Of Environmental Pollution

**Reference Books:**

1. Kapoor.N.D- Elements Of Company Law
2. Avadhani.V.D.- SEBI Guidelines and Listing
3. Kapoor.N.D- Elements of Industrial Law
4. Francis Cherunilam – Business Environment-Text and Cases

**Section-B : SECURITY ANALYSIS**

**Unit: I**


**Unit: II**


**Unit: III**


**Unit: IV**


**Unit: V**


**Note:**

i. Only Theory Questions

ii. Each question should have one question from Section - A and one from Section - B.

**Reference:**

2. Dr. Bhalla.V.K, Investment Management.


**M.Com**

**CORPORATE LEGAL FRAMEWORK AND SECURITY ANALYSIS**

**Model Question Paper**

Time: 3 Hours

Max. Marks: 100

**PART-A**

(Answer All Questions)

(All Questions Carry equal Marks) 5x5=25

1. a) “The Memorandum of Association is the fundamental law or a Charter defining the objects and limiting the powers of a company” Explain.

   (Or)

   b) What are the methods of risk management?

2. a) Discuss the powers of a Director of a company under the Companies Act, 1956.

   (Or)

   b) What is MACD?

3. a) What are the objects of SEBI?

   (Or)

   b) How do you value preference shares?

4. a) What is Consumerism?

   (Or)

   b) Differentiate between certainty and uncertainty risk?


   (Or)

   b) Under the CAPM, at what common point to the characteristic lines of individual’s securities interact?

**PART-B**

(Answer All Questions)
6. a) What is a private company? When does it become a deemed public company?
   (Or)
   b) Explain various approaches for management of business returns

7. a) What are the different types of resolutions which may be passed in a meeting of shareholders?
   (Or)
   b) “Fundamental analyst’s estimate of intrinsic value is different from the present value of all income”. Is this statement true, false or uncertain? Explain

8. a) Examine the role of SEBI in controlling securities market.
   (Or)
   b) Write about Yield To Maturity (YTM)

9. a) Discuss the salient provisions of the consumer protection Act, 1986
   (Or)
   b) Explain how the efficient frontier is determined using the Morkowitz approach

10. a) What are the powers of the Central Government to prevent pollution and for pollution control?
    (Or)
    b) Identify the relationship between the Security Market Line and the Characteristic Line
FINANCIAL MANAGEMENT AND PROJECT FINANCE

Section-A : FINANCIAL MANAGEMENT

Unit: I


Role of Finance Manager; Interface of the finance function with other areas (Theory Only).

Unit: II

Financing Decisions: Cost of Capital: Meaning and significance of cost of capital; Calculation of cost of debt; preference shares, equity capital and retained earnings; Overall cost of capital (Weighted) (Problem and Theory).

Leverages: Concept, measurement, importance and implications of Operating, Financial and Combined leverages (Problem and Theory).

Unit: III


Unit: IV

Capital Budgeting Evaluation Techniques: Discounted Cash Flow criteria – Net Present Value, Internal Rate of Return and Profitability Index and Non-Discounted cash flows – payback period, Accounting Rate of Return (Problem and Theory).

Unit: V


Reference Books:

Section-B : PROJECT FINANCE

Unit: I


Sources of Project Financing: Conventional financing and non-conventional financing.

Unit: II


Unit: III


Unit: IV


Unit: V


Industrial Sickness: Role of the Board for Industrial Financial Reconstruction (BIFR).

Note:-Each question should have one question from Section - A and one from Section - B.

Reference Books:
1. a) Define: Financial Management. What are its objectives?
   (Or)
   b) What is Venture Capital? State its relevance to project finance.

2. a) Radiant Ltd. has disbursed a dividend of Rs.30 on each Equity Shares of Rs.10. The current market price of share is Rs. 80. Calculate the cost of equity as per dividend yield method.
   (Or)
   b) What is pre-sanction appraisal? State its significance.

3. a) State the basic factors on which investment decisions are taken.
   (Or)
   b) How will you forecast the demand of a product?

4. a) What is optimum capital structure? Briefly explain.
   (Or)
   b) State the objectives of social cost benefit analysis.

5. a) Define: Working Capital, State its importance
   (Or)
   b) Suggest measures to rehabilitate the sick industrial Units.

6. a) Describe the functions of modern finance manager.
   (Or)
   b) Compare the features of different sources of finance for a project to identify the best one.
7. a) Explain the different approaches to the calculation of the Cost of Equity, with an example of your own.

(Or)

b) Elucidate how you would appraise the managerial aspects of a project before funding.

8. a) Two Projects Moon and Stars which are mutually exclusive are being under consideration. Both of them require an investment of Rs.2,00,000 each. The net cash inflows are estimated as under:

<table>
<thead>
<tr>
<th>Year</th>
<th>Moon Rs.</th>
<th>Star Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>20,000</td>
<td>60,000</td>
</tr>
<tr>
<td>2</td>
<td>80,000</td>
<td>1,00,000</td>
</tr>
<tr>
<td>3</td>
<td>60,000</td>
<td>1,60,000</td>
</tr>
<tr>
<td>4</td>
<td>1,20,000</td>
<td>80,000</td>
</tr>
<tr>
<td>5</td>
<td>1,80,000</td>
<td>1,20,000</td>
</tr>
</tbody>
</table>

The company’s targeted rate of return on investments is 12%. You are required to assess the projects on the basis of their present values, using (i) Net present value and (ii) profitability index method.

(Or)

b) As a banker, how would you estimate the demand and supply gap to gauge the strength of the project to be financed?

9. a) Summer Ltd. And Winter Ltd. are identical in all respects including risk factors except for debt/equity mix. Summer Ltd. having issued 12% debentures of Rs. 30 lakhs, while Winter Ltd. issued only equity capital. Both the companies earn 24% before interest and taxes on their total assets Rs. 50 lakhs. Assuming the corporate effective tax rate 40% and capitalization rate 18% for an all-equity company. Compute the value of Summer Ltd. and Winter Ltd. using Net Income approach.

(Or)

b) Illustrate the social-cost benefit appraisal of a project with suitable example.

10. a) What factors determine the working capital requirements of a firm?

(Or)

b) Enumerate the causes of industrial sickness? How can sickness be predicted?
RESEARCH METHODOLOGY AND E-COMMERCE

Section-A: RESEARCH METHODOLOGY

Unit: I

Unit: II

Unit: III
Collection of Data, Primary And Secondary Data – Tools of Collection of Data – Questionnaire – Personal Interview – Interview Schedule – Observation – Precautions to be Taken While Applying Tools – Pilot Study and Pretesting.

Unit: IV

Unit: V

Note: Theory only

References:
1. Kothari.C.R: Research Methodology: Wiley Eastern Ltd., New Delhi:
Section-B : E-COMMERCE

Unit: I

E-Commerce – Meaning and Concept - E-Commerce Vs Traditional Commerce – Features of E-Commerce – Need for E- Commerce – Channels of E-Commerce


Unit: II


Unit: III


Unit: IV


Unit: V


Note:-

i. Each question should have one question from Section - A and one from Section - B.

Books for reference:

3. Schneider, Gray D, Electronic Commerce, Course Technology, Delhi
M.Com

RESEARCH METHODOLOGY AND E-COMMERCE

Model Question Paper

Time: 3 Hours
Max. Marks: 100

PART-A

(Answer All Questions)

(All Questions Carry equal Marks) 5x5=25

1. a) What are the objectives of Social Research?
   (Or)
   b) Explain the features of E-Commerce

2. a) Define sampling and explain its elements/
   (Or)
   b) What do you mean by electronic cataloguing?

3. a) What are the merits of interview method in data collection?
   (Or)
   b) Define B2C E-Commerce

4. a) Explain the functions of hypothesis.
   (Or)
   b) What do you mean by mass customerization?

5. a) What is the significance of report writing?
   (Or)
   b) What are the features of Cyber Laws?

PART-B

(Answer All Questions)

(All Questions Carry equal Marks) 5x15=75

6. a) Explain the types of Research.
   (Or)
   b) Write Notes on:
      i. Global Publishing Concept
      ii. Universal Reader Concept
      iii. Client Server Concept

7. a) Explain the methods of probability sampling methods.
   (Or)
   b) Write Notes on
i. Cost Estimation and Pricing
ii. Order Selection
iii. Order Finalization

8. a) Explain the tools for collection of data.
   (Or)
   b) Explain the significance of Various E-Payments

9. a) What are the different types of hypothesis?
   (Or)
   b) Write Note on:
      i. Logistics Management
      ii. Knowledge Management
      iii. Work Flow Management

10. a) Explain the types of Research Reports.
    (Or)
    b) Write Note on:
       i. Desk Top Video Conferencing
       ii. Broad Band Networks
       iii. VISA Cards
TAXATION

Section-A : DIRECT TAXES

Unit: I


Unit: II


Unit: III

Capital Gains – Income from other sources – Deductions From Gross Total Income.

Unit: IV


Unit: V


Note:

i. Distribution of Marks between Theory and Problems shall be 20% and 80% respectively, as per the Model Question Paper.

ii. Each question should have one question from Section - A and one from Section - B.

Reference Books:

2. Dr.Vinod Singharia, Direct Taxes, Taxman Publications.
Section-B : INDIRECT TAXES

Unit: I

Basic Principles of Taxation – Direct and Indirect Taxes – Significance of Indirect Taxes and Limitations.

Unit: II


Unit: III


Unit: IV


Unit: V

VAT Implementation in India - White paper on VAT - Differences between General Sales Tax and VAT - Registration of Dealers - TIN - Rates of VAT - Exempted goods under VAT.

Note:
1. Question paper must contain theory Questions Only.
2. Each question should have one question from Section - A and one from Section - B.

Reference Books:
4. Dinakar Pagare, Business Taxation, Sultan Chand
M.Com

TAXATION

Model Question Paper

Time: 3 Hrs. Max. Marks: 100

PART-A

(Answer All Questions)

(All Questions Carry equal Marks) 5x5=25

1. a) Define Previous Year and Assessment year

(Or)

b) What are the differences between Direct and Indirect Taxes?

2. a) X, an employee of ABC (P) Ltd., posted at Ajmer, draws Rs. 3,00,000 as basic salary, Rs.10,000 as dearness allowance (forming part of salary) and Rs.5,000 as commission. Besides, the company provides a rent free unfurnished accommodation in Ajmer. The company owns the house; Fair rent of the accommodation is Rs.50,000 per annum. Determine the taxable value of the perquisite for the assessment year 2006-07.

(Or)

b) What is Compounded Levy Scheme?

3. a) Mr. Rajendran owned a residential a house at Trichy which acquired in 1996 and the original cost of which was Rs. 15,00,000. He disposed the house in 2001 for Rs. 20,00,000 and purchased another house for Rs. 10,00,000. He sold the second house at Trichy at Rs. 12,00,000 on 15-06-2004. Calculate Capital Gain and the exemption availed by Mr.Rajendran.

(Or)

b) What is the Clearance Procedure for Import by Post?

4. a) Mr. Ramkumar is a Professor in a reputed Govt. College at Chennai and draws the following emoluments

<table>
<thead>
<tr>
<th>Emolument</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Pay</td>
<td>Rs. 16,400</td>
</tr>
<tr>
<td>Dearness Allowance</td>
<td>71% of Basic Pay</td>
</tr>
<tr>
<td>House Rent Allowance</td>
<td>30% of Basic Pay</td>
</tr>
<tr>
<td>City Compensatory Allowance</td>
<td>15% of Basic Pay</td>
</tr>
</tbody>
</table>
Medical Allowance  Rs. 100 Per Month

He received Rs. 20,000 for valuation and question paper settings of various universities (Expenses Rs. 2000).

Calculate his Gross Total income.

(Or)

b) What are Declared Goods?

5. a) What is Net wealth?

(Or)

b) Write a note on TIN.

**PART-B**

(Answer All Questions)

(All Questions Carry equal Marks)  5x15=75

6. a) “Incidence of Taxation depends on residential status of an Assessee” Discuss.

(Or)

b) Give a brief outline of Direct and Indirect Taxes levied in India

7. a) X gives the under noted particulars of his income for the year ending March 31, 2005:

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salary after deduction of income-tax at source and own contribution to the office provident fund which is recognized</td>
<td>2,00,000</td>
</tr>
<tr>
<td>Income-tax deducted at source</td>
<td>23,400</td>
</tr>
<tr>
<td>Own contribution to the recognized provident fund</td>
<td>35,000</td>
</tr>
<tr>
<td>Employer’s contribution to the provident fund</td>
<td>31,408</td>
</tr>
<tr>
<td>Interest Credited to the provident fund calculated at the rate of 14% per annum on December 31, 2004</td>
<td>5,000</td>
</tr>
<tr>
<td>Holiday home facility provided by the employer</td>
<td>12,500</td>
</tr>
<tr>
<td>House rent allowance (actual rent paid by X for the house in Delhi was Rs. 6,000)</td>
<td>11,800</td>
</tr>
</tbody>
</table>

His employer gives X free use of 1200cc car for domestic official purpose (with effect from November 5, 2004) all the expenses including salary of driver being met by the latter. A sum of Rs. 1,200 is, however, recovered form X.
X is also provided free service of a watchman (with effect from May 10, 2005) and a sweeper (with effect from December 1, 2004). Salary (Rs.300 per month per person) is paid by employer.

X pays life insurance premium of Rs. 7,860 on his own life (sum assured: Rs. 2 lakh). Income of X from other source is Rs. 1,18,000 which includes income-tax refund of Rs. 3,000 and Rs. 600, being interest thereon.

Calculate the taxable income for the relevant assessment year.

(Or)

b) Write an outline of VAT implementation in India.

8. a) Mr. Surinder furnishes the following particulars for the previous year ending 31.03.2005 and requests you to compute the taxable capital gain:

He had a residential house, inherited from father in 1993, the fair market value of which on 01.04.1991 is Rs. 5 lakhs. In the year 1995-96, further construction and improvements costed Rs. 6 lakhs.

On 10.05.2004, the house was sold for Rs. 50 lakhs. Expenditure in connection with transfer is Rs. 50,000.

On 20.12.2004 he purchased a residential house for Rs. 15 lakhs.

(Or)

b) What are prohibited exports under customs Duty? What are Dutiable Goods?

9. a) Compute the taxable income of Mr. Ramesh for the Assessment year 2006-07:

Rs.

Net Income from tyre Business 30,000
Interest on Post Office Savings Bank 900
Share of Profit from a partnership Concern 22,000
Short-term capital gains on sale of Land 24,000
Long-term capital gain on House Property 1,20,000
Share of income from HUF in which he is a member 8,200
Winning form camel Race 10,000
Interest on Bank Deposits
- Deposit in his own name 4,000
- In the name of minor son 1,300
Expenditure incurred for the medical treatment of his handicapped 67 years old brother (Dependant of Mr. Ramesh) 42,000

Repayment of loan taken for part-time studies for graduate course in Management 10,000 Donation to Prime Minister's National Relief Fund 20,000

(Or)

b) Define Under Sales Tax Act 1956:
   i. Sale
   ii. Turnover
   iii. Appropriate Authority

10. a) What do you mean by a company in which public are substantially interested? Describe the concessions that are available to such companies under the income-tax act 1961.

   (Or)

b) Explain the procedure of Registration of Dealers under VAT.
GLOBAL MARKETING AND FINANCIAL SERVICES

Section-A : GLOBAL MARKETING

Unit: I

Introduction To Global Marketing: Definition, Scope, And Significance – Global Marketing Versus Domestic Marketing – Factors Responsible For Transition From Domestic To Transnational Marketing – Barriers To Global Marketing – Need For Effective Global Marketing.

Unit: II


Unit: III


Unit: IV


Unit: V

Institutional Infrastructure: Export Promotion Councils – Indian Institute Of Foreign Trade (IIFT)- Indian Trade Promotion Organization (IIPO) – National Centre For Trade Information (NCTI) –Export Credit Guarantee Corporation (ECGC) –State Trading Corporation(STC)- Minerals And Metal Trading Corporation (MMTC)- World Trade Organization (WTO)

Reference Books:

Section-B: FINANCIAL SERVICES

Unit: I

Marketing Concept in Financial Services Market: Marketing Concept – Scope – Characteristic Features of Services – Causes for Financial Innovations – Challenges Facing the Financial Service Sectors – Financial Products and Services – Emerging Scenario

Unit: II


Unit: III


Unit: IV


Unit: V


Note:-

i. Each question should have one question from Section - A and one from Section - B.

References:


3. Avadhani V.A.–Marketing Of Financial Services And Markets Himalaya Publishing House Mumbai-4


5. William J. Stanton – Marketing Management, Tata Magraw Hill, New Delhi


M.Com
GLOBAL MARKETING AND FINANCIAL SERVICES
Model Question Paper

Time: 3 Hours Max Marks: 100

PART-A
(Answer All Questions)
(All Questions Carry equal Marks) 5x5=25

1. a) Define “Global Marketing”.
(Or)

b) What are the causes for financial innovation?

2. a) “The success of marketing operations abroad depends upon an understanding of the differences between the cultures”-explain.
(Or)

b) Motivation is an internal factor which energizes the consumer Behaviour – explain.

3. a) Distinguish between “product adoption” and “ product standardization”.
(Or)

b) What is “Corporate Image?”

4. a) How far “trade fairs and exhibitions” will be useful in transnational marketing?
(Or)

b) What is “Depository System”?

5. a) “Export Promotion Councils” have been established in India to promote and strengthen commodity specialization – explain.
(Or)

b) Write a note on SIDBI.

PART-B
(Answer All Questions)
(All Questions Carry equal Marks) 5x15=75

6. a) Explain the factors governing transition from domestic to international business.
(Or)
b) Define a financial service industry and discuss the various products and services rendered by it.

7. a) “Global marketers are facing a diversity of marketing environment in which they have to operate their business” – Discuss

(Or)

b) “Human behaviour is goal directed and revolves around the desire to satisfy needs”. Discuss.

8. a) State the need for product planning for exports. Enumerate the various factors to be considered while designing a product for the international marketing.

(Or)

b) What are the various factors which are responsible for customer loyalty?

9. a) Explain various product promotional methods in international market.

(Or)

b) “Depository system in India has not been unqualified success” Discuss.

10. a) What are the functions of WTO? How is WTO different from GATT?

(Or)

b) Examine the services rendered by the ICICI bank in the banking sector.
ADVANCED CORPORATE ACCOUNTING

Unit: I


Unit: II

Final Accounts of Joint – Stock Companies – Consolidated Balance Sheet (Excluding Inter – Company Holdings)

Unit: III

Absorption, Amalgamation and Reconstruction (Internal and External) Of Joint – Stock Companies.

Unit: IV

Liquidator’s Final Statement of Accounts – Valuation of Shares and Goodwill.

Unit: V

Final Accounts of Banking Companies, Life Insurance and General Insurance (Fire and Marine) Companies.

Note

1. Distribution of marks for problem and theory shall be 80 percent and 20 percent respectively, as per the model question paper.

Reference Books:

M.Com
ADVANCED CORPORATE ACCOUNTING
Model Question Paper

Time: 3 Hours  Max. Marks: 100

PART-A
(Answer All Questions)
(All Questions Carry equal Marks)  5x5=25

1. a) What are the legal provisions regarding the redemption of preference shares?

(Or)

b) ABC Ltd. was incorporated with a share capital of Rs 10,00,000 in Rs10 per share. The company purchased plant and machinery for Rs 3,00,000 payable in fully paid shares of the company. The directors also decided to allot 1,500 shares as fully paid shares to the promoters for their services. The remaining shares were issued for cash and were taken up by the public and fully paid for. Give journal entries and show the balance sheet.

2. a) The Wee Ltd has issued 20,000 equity shares of Rs.20,00,000 paid up; at Rs. 6,60,000 10% preference share fully paid. For the year ending 31-12-2004 it earned a profit of Rs. 6,00,000 which is appropriated as follows:

(i) A transfer of Rs60,000 towards debenture redemption fund.

(ii) A 10% preference dividend for preference share holders.

(iii) 10% ordinary dividend

(iv) Rs.75,000 to general reserve

(v) Balances to be carried forward Prepare profit and loss appropriation account.

(Or)

b) H Ltd acquires ¾ of share capital of S Ltd. On 31-12-1997, when the Balance Sheets of the two companies are as under. Balance sheets as on 31-12-1997

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>H Ltd</th>
<th>S Ltd</th>
<th>Assets</th>
<th>H Ltd</th>
<th>S Ltd</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rs</td>
<td>Rs</td>
<td>Rs</td>
<td>Rs</td>
<td>Rs</td>
<td></td>
</tr>
<tr>
<td>Share capital 20,00010,000</td>
<td>Fixed Assets 20,00010,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Rs 10 each)
General reserve 5,000 3,000  
Current Assets 13,000 12,000  
P&L a/c 3,000 2,000  Shares in S Ltd 10,000 -  
10% Debentures 10,000 5,000  
Creditors 5,000 2,000  

43,002,000 43,002,000

You are required to prepare the consolidated balance sheet as on 31-12-1997

3. a) What is Absorption? How does it differ from Amalgamation?

(Or)

b) The EGC Ltd

Balance sheet as on 31-12-2004

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>Rs</th>
<th>Assets</th>
<th>Rs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share capital 2000</td>
<td>2,00,000</td>
<td>Land &amp; Building</td>
<td>75,000</td>
</tr>
<tr>
<td>shares of Rs100 each fully paid-up</td>
<td>Plant &amp; Machinery</td>
<td>1,00,000</td>
<td></td>
</tr>
<tr>
<td>Sundry Creditors</td>
<td>30,000</td>
<td>Stock</td>
<td>45,000</td>
</tr>
<tr>
<td>Reserve Fund</td>
<td>50,000</td>
<td>Debtors</td>
<td>35,000</td>
</tr>
<tr>
<td>Profit &amp; Loss a/c</td>
<td>10,000</td>
<td>Cash at bank</td>
<td>35,000</td>
</tr>
</tbody>
</table>

2,90,000 2,90,000

The SPG Ltd agreed to take over the assets and liabilities of EGC Ltd and pay the purchase consideration in fully paid shares of Rs.100 each. Calculate the number of shares to be given to EGC Ltd towards purchase consideration.

4 a) Govinda Ltd decided to sell its business to another company and has earned an average past profit of Rs1,60,000 p.a and the same amount of profit is likely to be earned in future also except that.

(i) Directors fees of Rs 12,000 p.a charged against such profits will not be payable by the purchasing company whose existing board can manage the new business also.

(ii) Rent at Rs.28,000 p.a. charged against such profit will not be payable by the purchasing company as it owns its premises and the necessary accommodation can be provided.

The net assets, other than goodwill, were Rs. 18,00,000 and it was considered that a reasonable return on investment in this type of business would be 10%

Calculate the goodwill under capitalization of average profit method.

(Or)

b) A Ltd went into voluntary liquidation. The following are the details:

Assets realized Rs. 40,000
Liquidator’s remuneration Rs. 5,000
Unsecured creditors Rs. 20,000
Preference share capital is Rs 20,000
(2,000 shares of Rs10 each).

Equity share capital consists of:
1000 shares of Rs 10 each, Rs 9 called and paid up Rs 9,000
2000 shares of Rs 10 each, Rs 5 called and paid up Rs 10,000

Prepare the liquidator's final statement of account.

5. a) The trial balance of Hindu Bank Ltd. As on 31-12-2000 shows the following balances:
   (i) Interest and discount Rs 45,40,600
   (ii) Rebate on bills discounted (1-1-2000) Rs 4,750
   (iii) Bills discounted and purchased Rs 3,37,400

   The unexpired discount as on 31-12-2000 estimated to be Rs 5,560.
   Draft necessary adjusting journal entries and calculate the amount of interest and discount to be credited to Profit & Loss account.

   (Or)

b) The revenue account of a Life Insurance Company showed the Life Fund at Rs 73,17,000 on 31-12-2000 before taking into account the following items
   (i) Claims intimated but not admitted Rs 98,250
   (ii) Bonus utilized in reduction of premium Rs 13,500
   (iii) Interest accrued on investments Rs 29,750
   (iv) Outstanding premiums Rs 27,000
   (v) Claims covered under reinsurance Rs 40,500
   (vi) Provision for taxation Rs 31,500

   **PART-B**

   (Answer All Question)

   (All Questions Carry equal Marks) 5x15=75

6. a) Epic Ltd invited applications for 10,000 shares of Rs 100 each at a discount of 5% payable as follows:
   On application Rs 25
   On allotment Rs 34
   On 1st and final call Rs 36

   Applications were received for 9000 shares and all the shares were accepted. And moneys due were received except 1st & final call on 100
shares which were forfeited. Of the forfeited shares, 50 shares were re-issued at the rate of Rs90 as fully Paid.

Show necessary journal entries in the books of Epic Ltd.

(Or)

b) On 1-1-2001 Good Ltd issues 2000 6% debentures of Rs100 each repayable at the end of four years at a premium of 5% It has been decided to institute a Sinking fund for the purpose, the investment being expected to realize 4% net Sinking fund table shows that 0.235490 annually amounts to one @ 4% in 4 years. Investments were made in multiples of hundred only. On 31-12-2004 the balance at bank was Rs.59,000 and the investments realized Rs.1,56,800. The debentures were paid off. Prepare Sinking Fund Account and Sinking Fund Investment Account.

7. a) Big Co. Ltd with an authorized capital of Rs 5,00,000 divided into 5,000 equity of Rs100 each. On 31-12-2000, 2500 shares were fully called up. The following are the balances taken from the ledger of the company as on 31-12-2000

<table>
<thead>
<tr>
<th>Description</th>
<th>Rs.</th>
<th>Description</th>
<th>Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stock</td>
<td>50,000</td>
<td>Advertising</td>
<td>3,800</td>
</tr>
<tr>
<td>Sales</td>
<td>4,25,000</td>
<td>Bonus</td>
<td>10,500</td>
</tr>
<tr>
<td>Purchases</td>
<td>3,00,000</td>
<td>Debtors</td>
<td>38,700</td>
</tr>
<tr>
<td>Wages</td>
<td>70,000</td>
<td>Creditors</td>
<td>35,200</td>
</tr>
<tr>
<td>Discount (Dr)</td>
<td>4,200</td>
<td>Plant &amp; machinery</td>
<td>80,500</td>
</tr>
<tr>
<td>Discount (Cr)</td>
<td>3,150</td>
<td>Furniture</td>
<td>17,100</td>
</tr>
<tr>
<td>Insurance upto 31-3-2001</td>
<td>6,720</td>
<td>Cash in hand</td>
<td>34,700</td>
</tr>
<tr>
<td>Salaries</td>
<td>18,500</td>
<td>Reserves</td>
<td>25,000</td>
</tr>
<tr>
<td>Rent</td>
<td>6,000</td>
<td>Loan from MD</td>
<td>15,700</td>
</tr>
<tr>
<td>General expenses</td>
<td>8,950</td>
<td>Bad debts</td>
<td>3,200</td>
</tr>
<tr>
<td>Profit &amp; loss a/c</td>
<td>6,220</td>
<td>Calls in Arrears</td>
<td>5,000</td>
</tr>
<tr>
<td>Printing and stationery</td>
<td>2,400</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Additional information**
1. Closing stock Rs. 91,500
2. Depreciation on plant & machinery and furniture was 15% and 10% respectively.
3. Outstanding liabilities: Wages Rs. 5200, Salary Rs. 1200 and Rent Rs. 600
4. Dividend @ 5% on paid up share capital to be provided

Prepare final accounts of the company for the year 2000

(Or)
b) The Balance Sheets of H Ltd and S Ltd on 31-12-2003 were as under:

 Shares were acquired by H Ltd on 1-7-2003. Bills Receivables held by S Ltd are all accepted by H Ltd. Included in debtors of S Ltd is Rs6000 owing by H Ltd in respect of goods supplied.
 Prepare the consolidated Balance Sheet.

8. a) The following is the Balance Sheet of ABC Ltd as on 31-12-2003

2,80,100 The company is absorbed by XYZ Ltd on the above date. The consideration for the absorption in the discharge of debentures at a premium of 5% taking over the liability in respect of creditors and a payment of Rs7 in cash and one share of Rs5 in XYZ Ltd at the market value of Rs8 per share in exchange for one share in ABC Ltd. The cost of liquidation of Rs5,000 is to be met by the purchasing company. Give journal entries in the books of ABC Ltd.

(Or)

b) Balance sheet of Lgo Ltd as on 31-12-2000

On the above date, the company adopted the following scheme of reconstruction:

(i) The equity shares are to be reduced to shares or Rs 40 each fully paid and the preference shares to be reduced to fully paid shares of Rs75 each

(ii) The debenture holders took over stock and debtors in full satisfaction of their claims

(iii) The land and building is to be appreciated by 30% and plant and machinery to be depreciated by 30%

(iv) The fictitious and intangible assets are to be eliminated.


(Or)

b) Balance sheet of A Ltd as on 31-3-1993

The company went into liquidation on 1-4-1993. The assets were realized as follows:

<table>
<thead>
<tr>
<th>Rs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Machinery</td>
</tr>
<tr>
<td>Furniture</td>
</tr>
</tbody>
</table>
The liquidators are entitled to a commission at 2% on amount paid to unsecured creditors excluding preferential creditors. Calls on partly paid shares were made but the amounts due on 200 shares were found to be irrecoverable.

Prepare liquidator’s statement of account.

Expenses of reconstruction amounted to Rs. 5,000

Give journal entries and reconstructed balance sheet.

10. a) From the following Balances of safe Insurance co Ltd as on 31-12-2004, prepare revenue accounts of fire and marine business and Profit and Loss A/c

<table>
<thead>
<tr>
<th>Provision for unexpired risk on 1-1-2004</th>
<th>Fire</th>
<th>5,00,000</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Marine</td>
<td>16,40,000</td>
</tr>
<tr>
<td>Additional reserve 1-1-2004</td>
<td>Fire</td>
<td>1,00,000</td>
</tr>
<tr>
<td></td>
<td>Marine</td>
<td>2,400</td>
</tr>
<tr>
<td>Bad debts</td>
<td>Fire</td>
<td>10,000</td>
</tr>
<tr>
<td></td>
<td>Marine</td>
<td>24,000</td>
</tr>
<tr>
<td>Auditors Fees</td>
<td>2,400</td>
<td></td>
</tr>
<tr>
<td>Directors Fees</td>
<td>10,000</td>
<td></td>
</tr>
<tr>
<td>Share Transfer Fees</td>
<td>1,600</td>
<td></td>
</tr>
<tr>
<td>Bad Debts Recovered</td>
<td>2,400</td>
<td></td>
</tr>
<tr>
<td>Claims Paid</td>
<td>Fire</td>
<td>3,80,000</td>
</tr>
<tr>
<td></td>
<td>Marine</td>
<td>7,60,000</td>
</tr>
<tr>
<td>Commission Paid</td>
<td>Fire</td>
<td>1,80,000</td>
</tr>
<tr>
<td></td>
<td>Marine</td>
<td>2,16,000</td>
</tr>
<tr>
<td>Depreciation</td>
<td>70,000</td>
<td></td>
</tr>
<tr>
<td>Interest and Dividend Received</td>
<td>28,000</td>
<td></td>
</tr>
<tr>
<td>Difference in Exchange (Cr)</td>
<td>600</td>
<td></td>
</tr>
<tr>
<td>Other Receipts</td>
<td>10,000</td>
<td></td>
</tr>
<tr>
<td>Profit on Sale of Land</td>
<td>1,20,000</td>
<td></td>
</tr>
<tr>
<td>Premium Received</td>
<td>Fire</td>
<td>12,00,000</td>
</tr>
<tr>
<td></td>
<td>Marine</td>
<td>21,60,000</td>
</tr>
<tr>
<td>Management Expenses</td>
<td>Fire</td>
<td>2,90,000</td>
</tr>
<tr>
<td></td>
<td>Marine</td>
<td>8,00,000</td>
</tr>
<tr>
<td>Commission on Re-Insurance Ceded</td>
<td>Fire</td>
<td>60,000</td>
</tr>
</tbody>
</table>
Provision For Unexpired Risk Is To Be Kept At 50% Of The Premium Received For Fire And At 100% For Marine Business. The Additional Reserve For Fire Business Is To Be Increased By 5% Of The Net Premium.

(Or)

b) Explain the legal provisions relating to the final accounts of a banking company.
HUMAN RESOURCES MANAGEMENT

Unit: I


Unit: II


Unit: III


Unit: IV

Personality – Performance Appraisal – Group Dynamics.

Unit: V

Organizational conflicts – human engineering – QWL.

References

1. Memoria, C.B. - Personnel Management
2. Keith Davis - Human Behaviour At Work
3. Tripathi,P.C., - Personnel Management And Industrial Relations
4. Ahuja,K.K - Human Resources Management
5. Subba Rao, P. - HRM 2000
7. Biswajeet Ghosh - Personnel Management And Industrial Relations.
M.Com
HUMAN RESOURCES MANAGEMENT
Model Question Paper

Time: 3 Hours  Max Marks: 100

PART-A
(Answer All Questions)
(All Questions Carry equal Marks)  5x5=25

1. a) Why HRM is essential for a business enterprise?

(Or)

b) Enumerate the qualities of a personnel manager.

2. a) Explain the importance of HR planning.

(Or)

b) Write the meaning and objectives of job evaluation

3. a) Examine the meaning and types of motivation

(Or)

b) What do you understand by leadership styles? Explain any two styles.

4. a) What are the benefits of successful performance appraisal system?

(Or)

b) How does personality relate to organizational behaviour?

5. a) Identify the structural (external) and personal (internal) factors that contribute to conflict.

(Or)

b) What do you mean by QWL? What constitutes QWL?

PART-B
(Answer All Questions)
(All Questions Carry equal Marks)  5x15=75

6. a) “HRM is an integral part of the total management”- comment.

(Or)

b) Discuss in detail the role to be played by HR manager.

7. a) What is the meaning of training and explain different methods of training.

(Or)

b) Examine the various stages of selection of personnel.

(Or)

b) Define leadership and explain the qualities necessary to become a leader in a business organization.

9. a) Discuss the various methods of performance appraisal

(Or)

b) What is group behaviour? Explain the major elements of work group behaviour.

10. a) How can goal conflicts be reduced in the organization? Does goal conflict reduction solve the problem of conflict?

(Or)

b) What is human engineering? Briefly explain human engineering process.

PROJECT REPORT AND VIVA VOCE

Marks Allotted

Dissertation 75
Viva Voce 25
Total 100

Guidelines for Project Work:

(a) Topic:

The topic of the Project work shall be assigned to the candidate before the end of first year.

(b) No. of copies of the Project Report:

The students should prepare two copies of the project report and submit the same for the evaluation by Examiners. After evaluation one copy is to be retained in the college library and one copy can be returned to the student.

(c) Format to be followed:

The formats / certificate for project report to be submitted by the students are given below:

Format for the preparation of project report:

(a) Title page
(b) Bona fide Certificate
(c) Acknowledgement
(d) Table of contents
(e) List of Charts
(f) Table of Tables
Format of the Title Page:

TITLE OF THE PROJECT REPORT

Project Report Submitted in part fulfillment of the requirement for the Award of the Degree of Master of Commerce to Periyar University, Salem-636 011.

By

Name of the Student:

Register Number:

Name of the Supervisor:

University Department: Commerce

Year:

Format of the Certificate:

CERTIFICATE

This is to certify that the Project Report entitled ________________ ________________ submitted in part fulfillment of the requirement for the award ________________ of the degree of Master of Commerce to the Periyar University, Salem is a record of bonafide project work carried out by ________________ under my supervision and guidance that no part of the project report has been submitted for the award of any degree, diploma, fellowship or other similar titles or prizes and that the work has not been published in part or full in any scientific or popular journals or magazines.

Date:

Place:

Signature of the Supervisor