

N-0032

Sub. Code

205324

**M.Com. DEGREE EXAMINATION,
MAY 2021 & DECEMBER 2021
ONLINE PROGRAMME EXAMINATIONS**

Second Semester

Commerce

FINANCIAL SERVICES

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. _____ includes all activities involved in the transformation of savings into investment.
(a) Financial System (b) Financial Service
(c) Economic System (d) Saving System

2. _____ Services are mainly provided to foreign investors.
(a) Custodial Services
(b) Financial Services
(c) Factoring Services
(d) None of these

3. Term lending institutions are _____ Market intermediaries.
- (a) Money Market
 - (b) Bill Market
 - (c) Capital Market
 - (d) None of these
4. In capital Markets, the major suppliers instruments are
- (a) Government and Corporations
 - (b) Liquid Corporations
 - (c) Instrumental Corporations
 - (d) Manufacturing Corporations
5. _____ is a link between Savers and borrowers, helps to establish a link between Savers and investors
- (a) Marketing
 - (b) Financial Market
 - (c) Money Market
 - (d) none of these
6. Which of the following is the function of financial market?
- (a) Mobilization of Savings
 - (b) Price fixation
 - (c) Provide liquidity to financial assets
 - (d) All of the above
7. Which agency is responsible for regulations of Stock Market in India?
- (a) RERA
 - (b) NABARD
 - (c) IRDA
 - (d) SEBI

8. Bombay stock exchange became the first stock exchange in India to launch commodity derivatives contract in gold and _____
- (a) Diamond (b) Silver
(c) Platinum (d) Equity
9. IDBI was established in _____
- (a) 1948 (b) 1954
(c) 1992 (d) 1964
10. _____ is an apex institution to coordinate, supplement and integrate the activities of all existing specialized financial institutions.
- (a) IFCI (b) IDBI
(c) RBI (d) SEBI
11. What is the full form of IPO?
- (a) Initial Payment Offer
(b) Initial Public Offering
(c) Indian Public Offer
(d) Indian Payment Offer
12. Which of the following acts regulates the underwriting process in India?
- (a) RBI Act 1934
(b) SEBI (underwriters) Regulation 1993
(c) SEBI (underwriters) (Amendment) Regulations, 2006
(d) Both (b) and (c)

13. In _____ leasing the risk of obsolescence is assumed by the leasee.
- (a) Financial lease (b) Operating lease
(c) Both the above (d) None the above
14. _____ is a tripartite lease arrangement
- (a) Financial lease (b) Operating lease
(c) Leverage lease (d) Sale and lease back
15. Hire Purchase System is governed by
- (a) Hire Purchase Act 1972
(b) Sale of Goods Act
(c) Installment Act
(d) Properties Registration Act
16. Under hire purchase system, the agreement can be _____ anyone.
- (a) Renewed (b) Registered
(c) Terminated (d) Endorsed
17. _____ variety of Mutual fund is known as “Nest Eggs”.
- (a) Balanced Funds
(b) Fund of Funds
(c) Money Market Mutual Funds
(d) Growth oriented Funds
18. Generally Mutual funds are
- (a) High risk (b) Risk Free
(c) Low risk (d) Any of the above

19. Full service factoring is often
- (a) Recourse factoring
 - (b) Non-recourse factoring
 - (c) Agency factoring
 - (d) None of these
20. Disclosed factoring is also known as
- (a) Recourse factoring
 - (b) Non-recourse factoring
 - (c) Agency factoring
 - (d) Notified factoring
21. The first Indian Bank to set up Merchant Banking division in India is _____
- (a) UCO Bank (b) SBI
 - (c) ICICI (d) PNB
22. Firms that specialize in helping companies raise capital by selling securities are called _____
- (a) Commercial Banks
 - (b) Merchant Banks
 - (c) Savings Banks
 - (d) Credit Unions
23. A merchant bank is a financial institution conducting money market activities and
- (a) Lending
 - (b) Underwriting
 - (c) Investment Service
 - (d) All of the above

24. Where is the headquarters of National Stock exchange?
(a) Mumbai (b) Surat
(c) New Delhi (d) Kolkata
25. A Derivative is a
(a) Derived assets
(b) Derived financial assets
(c) Derived from Net assets
(d) None of the above
26. Housing advances are _____ in nature.
(a) Short term (b) Medium term
(c) Long term (d) Any of the above
27. In the Private Sector, _____ plays a dominant role in housing finance.
(a) ICICI (b) HDFC
(c) DHFL (d) LICHL
28. Canara Banks housing finance subsidiary is _____
(a) Can HFL
(b) CHFL
(c) Can Fin Homes Ltd
(d) CBHFL
29. Reserve Bank Staff College is situated at
(a) Mumbai (b) New Delhi
(c) Kolkata (d) Chennai
30. In which year was the RBI nationalised.
(a) 1971 (b) 1956
(c) 1949 (d) 1935

31. Which of the following governs Non-Banking Financial Companies?
- (a) Central Government
 - (b) RBI
 - (c) IFCI
 - (d) SEBI
32. NBFC's in India are Companies that are registered under which of the following Act.
- (a) Companies Act 2013
 - (b) RBI Act 1934
 - (c) SEBI Act
 - (d) None of these
33. The small investors gateway to enter into big companies is _____
- (a) Equity shares
 - (b) Debentures
 - (c) Preference shares
 - (d) Mutual Fund

Part B

(7 × 6 = 42)

Answer **all** questions choosing either (a) or (b).

34. (a) Explain the types of financial services any five.

Or

- (b) Discuss the nature of financial services.

35. (a) Explain the functions of Financial Markets.

Or

- (b) Discuss the role and functions of SEBI.

36. (a) Elaborate the classifications of Commercial Banks.

Or

(b) What do you understand by underwriting and explain its types?

37. (a) Describe the features of Lease.

Or

(b) Narrate the advantages and disadvantages of hire purchase.

38. (a) What is Mutual Funds? And explain the types.

Or

(b) What is Credit Card? And explain its features.

39. (a) Explain the credit rating Agencies in India (three).

Or

(b) What do you understand by Merchant banking and explain its functions.

40. (a) Elaborate the objectives of National Housing Bank.

Or

(b) Explain the responsibilities of a central Banking.

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Sub. Code

205312

**M.Com. DEGREE EXAMINATION,
MAY 2021 & DECEMBER 2021**

ONLINE PROGRAMME EXAMINATIONS

First Semester

Commerce

MANAGERIAL ECONOMICS

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Managerial Economics is _____.
 - (a) Dealing only micro aspects
 - (b) Only a normative science
 - (c) Deals with practical aspects
 - (d) All of the above

2. Managerial economics is one of the traditional economics
 - (a) Branch
 - (b) Practical Branch
 - (c) Economic Branch
 - (d) None of these

3. Which of the following is the best definition of managerial economics? Managerial Economics is
- (a) A distinct field of economic theory
 - (b) A field that applies economic theory and the tools of decision science
 - (c) A field that combines economic theory and mathematics
 - (d) None of the above
4. Demand for electricity is elastic because _____.
- (a) It is very expensive
 - (b) It has alternative uses
 - (c) It has a number of close substitutes
 - (d) None of the above
5. Change in the demand of smart phones due to increase in its price is
- (a) Increase of its demand
 - (b) Decrease of its demand
 - (c) Contraction of its demand
 - (d) None of the above
6. Normal demand curve of a commodity has
- (a) has positive slope
 - (b) has negative slope
 - (c) is parallel to the base line
 - (d) none of the above

7. Fixed cost include
- (a) Depreciation of fixed assets
 - (b) Costs of managerial and administrative staff
 - (c) Maintenance of fixed assets
 - (d) All of these
8. The costs that are incurred on the fixed factors are known as _____.
- (a) Long-run costs (b) Short-run costs
 - (c) Marginal costs (d) Average cost
9. Replacement cost refers to the expenditure made for
- (a) Depreciation of fixed assets
 - (b) Replacing an old asset
 - (c) Both (a) and (b)
 - (d) None of these
10. In 'Perfect Competition' selling costs is
- (a) Very high (b) Very less
 - (c) Nothing (d) None of the above
11. In imperfect competition factors of production are
- (a) Perfectly mobile (b) Perfectly immobile
 - (c) Both (a) and (b) (d) None of the above
12. In economics 'Market' means
- (a) A physical place to buy and sell goods/services
 - (b) A mechanism to exchange goods/services for a consideration
 - (c) Local area market only
 - (d) None of the above

13. When wheat produced by farmers are consumed by themselves, it is treated as
- (a) Intermediate product
 - (b) Final product
 - (c) Both (a) and (b)
 - (d) None of these
14. Against repo rate, there is reverse repo rate, the rate at which commercial bank
- (a) Deposit their surplus funds with the central bank
 - (b) The cost of borrowing from the central bank
 - (c) Raise their own discount rates for the public
 - (d) All of these
15. Budgeting deficit is narrowly defined as the sum of only
- (a) Borrowings from RBI through 91 day treasury bills
 - (b) Drawings down of cash balances
 - (c) Both (a) and (b)
 - (d) Neither (a) or (b)
16. External causes of industrial sickness are
- (a) Power cut
 - (b) Management problem
 - (c) Labour problem
 - (d) Financial problem
17. Non-economic products include services rendered
- (a) to self
 - (b) to family
 - (c) to relations and to neighbors
 - (d) all of the above

18. The LIFO method assumes that stocks purchased most recently become the costs of the raw material in the _____.
- (a) Future production
 - (b) Current production
 - (c) Both (a) and (b)
 - (d) None of these
19. The major issues in capital management are
- (a) The choice of investment avenues
 - (b) Assessing the efficiency and productivity of capital investment avenues
 - (c) Making the choice of most efficient investment project
 - (d) All of the above
20. The overall trend in the economy is determined by
- (a) The trend in micro economic factors
 - (b) The trend in macro economic factors
 - (c) Both (a) and (b)
 - (d) Neither (a) or (b)
21. Under this, a manager has far too much information to choose the best alternative
- (a) Decisions under certainty
 - (b) Decisions under conflict
 - (c) Decisions under uncertainty
 - (d) All of the above

22. Macroeconomic theories and analytical methods are applied to
- (a) Product
 - (b) Technology
 - (c) Quantity of product
 - (d) Growth prospects
23. The monopolies and restrictive trade practices act, popularly known as the MRTS act, in
- (a) 1696 (b) 1956
 - (c) 1951 (d) 1950
24. Restrictive trade practices include
- (a) Collusion among firms or formation of cartels
 - (b) Maintaining price at an unreasonably high level
 - (c) Practice reduce both the current and potential competition
 - (d) Limiting capital investment and technical development
25. The MRTP Act, 1969 has objective
- (a) To control and regulate the concentration of economic power
 - (b) To control monopolies and restrictive trade policies
 - (c) To prohibit restrictive trade practices unless it is in public interest
 - (d) All of the above
26. Jawaharlal Nehru was the chairman of the economic planning committee of
- (a) 1947 (b) 1949
 - (c) 1950 (d) 1951

27. _____ means the maximum amount a consumer would be willing to pay to achieve his initial level of satisfaction.
- (a) The quantity — compensating variation
 - (b) The price — compensating variation
 - (c) The quantity — equivalent variation
 - (d) The price — equivalent variation
28. The fluctuations in aggregate economic magnitudes, including
- (a) Total production
 - (b) Investment
 - (c) Employment and prices
 - (d) All of the above
29. The growth rate becomes negatives during the phase of _____.
- (a) Depression and trough
 - (b) Turning point and recession
 - (c) Expansion and peak
 - (d) None of these
30. The prosperity phase is characterized by
- (a) a rise in the national output
 - (b) a rise in consumer and capital expenditure
 - (c) a rise in the prices of raw materials and finished goods
 - (d) all of these

31. In excess of increase in the level of output is the important factor causing
- (a) demand-pull inflation
 - (b) cost push inflation
 - (c) both (a) and (b)
 - (d) none of these
32. The growth of monopoly power has the evils
- (a) it was disadvantages for the weaker sections
 - (b) monopoly after causes inequalities
 - (c) monopoly has the power to corrupt
 - (d) all of these
33. FDI policy on insurance and pension sector has been
- (a) 49% under the automatic route
 - (b) 74% under the automatic route
 - (c) 69% under the automatic route
 - (d) None of these

Part B

(7 × 6 = 42)

Answer **all** questions by choosing either (a) or (b).

34. (a) What are the goals of corporate enterprises?

Or

- (b) What is price elasticity of demand?

35. (a) Write short note on the following

- (i) Replacement Cost
- (ii) Variable cost.

Or

(b) What is Dumping?

36. (a) What is the significance of the fiscal policy?

Or

(b) State the limitations of break even analysis.

37. (a) Briefly mention the decision theory.

Or

(b) Why was the monopoly inquiry commission constituted?

38. (a) List the assumptions of consumers surplus in a market.

Or

(b) List the measures to control deflation.

39. (a) Write a short note on the factors determining the scope of product line.

Or

(b) What are the domination of markets?

40. (a) What are the guidelines for foreign investments in India?

Or

(b) What are control measures of monopoly?

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Sub. Code

205313

**M.Com. DEGREE EXAMINATION,
MAY 2021 & DECEMBER 2021**

ONLINE PROGRAMME EXAMINATIONS

First Semester

Commerce

ADVANCED ACCOUNTING

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

All questions carry equal marks.

1. Contingent liability is shown in the balance sheet because of
 - (a) Convention of consistency
 - (b) Convention of Materiality
 - (c) Convention of full disclosure
 - (d) Convention of Conservatism

2. Revenue is considered as being earned on the date at which it is realised
 - (a) Money measurement concept
 - (b) Realisation concept
 - (c) Dual aspect concept
 - (d) Accounting period concept

3. Which of the financial statement gets prepared first?
 - (a) Statement of cash flows
 - (b) Statement of retained earnings
 - (c) Balance sheet
 - (d) Income statement
4. The debts which are repaid within a year are known as
 - (a) Contingent liabilities (b) Fixed liabilities
 - (c) Current Liabilities (d) None of the above
5. In single entry system it's difficult to exercise control over
 - (a) Asset (b) Management
 - (c) Single entry (d) Pure single entry
6. In single entry system it's difficult to detect
 - (a) Account (b) Fraud
 - (c) Gross profit (d) Profit
7. Statement of assets and liabilities prepared under single entry system is called
 - (a) Balance Sheet (b) Profit and loss account
 - (c) Statement of affairs (d) Income statement
8. Normally single entry system is suitable for
 - (a) Small scale business (b) Large scale business
 - (c) Both of them (d) None of these
9. Business is said to be in a profit when
 - (a) Expenditure exceeds income
 - (b) Income exceeds expenditure
 - (c) Income exceeds liability
 - (d) Assets exceeds expenditure

10. The unfavourable balance of profit and loss account should be
- (a) Subtracted from liabilities
 - (b) Subtracted from capital
 - (c) Subtracted from current assets
 - (d) Added in liabilities
11. If Rams acceptance which was endorsed by us in favour of Saleem is dishonored, then the amount will be debited in to
- (a) Ram
 - (b) Saleem
 - (c) Bills receivable
 - (d) None of the options
12. The Bills receivable book is a part of
- (a) the journal
 - (b) the ledger
 - (c) the profit
 - (d) None of the options
13. If a bill is drawn on 28th February, 2016 for 1 month, it will mature on
- (a) 1st March 2016
 - (b) 2nd March, 2016
 - (c) 3rd March 2016
 - (d) 31st March, 2016
14. An Account current is a statement of mutual transactions
- (a) Between two parties
 - (b) In lien of average due date
 - (c) Prepared for a particular accounting period
 - (d) None of these
15. What is "Deposit in transit" in bank reconciliation?
- (a) Added to bank balance
 - (b) Subtracted from bank balance
 - (c) Subtracted from cash book balance
 - (d) Added to cashbook balance

16. 'NSF' marked in cheque sent back by the bank indicates
- (a) Cheque has been forged
 - (b) A bank couldn't verify the identity
 - (c) Not sufficient funds
 - (d) A cheque cannot be cashed because it's illegal
17. The Record of cash kept by the non-trading concerns is shown in the
- (a) Receipt and payment account
 - (b) Income and loss account
 - (c) Balance sheet
 - (d) None of the above
18. All receipts and payment of capital nature of non-trading concern are shown in the
- (a) Receipt and payment account
 - (b) Income and loss account
 - (c) Balance sheet
 - (d) None of the above
19. According to straight line method of providing depreciation, the depreciation
- (a) Remains constant
 - (b) Increase each year
 - (c) Decrease each year
 - (d) None of them
20. Salvage value means
- (a) Definite sale price of the asset
 - (b) Cash to be received when life of the asset ends
 - (c) Cash to be paid when asset is disposed off
 - (d) None of them

21. Goods sent on consignment should be debited by consignor to
- (a) Consignment account
 - (b) Goods sent on consignment account
 - (c) Consignor's account
 - (d) None of them
22. In the books of consignee the expenses incurred by him on consignment are debited to
- (a) Consignment account
 - (b) Cash account
 - (c) Consignor's account
 - (d) None of them
23. Long-term or non-current investment are valued at
- (a) Cost
 - (b) Fair value
 - (c) Cost or fair value whichever is lower
 - (d) None of them
24. Investments hold for more than one year is known as
- (a) Trade investment (b) Marketable securities
 - (c) Both (a) and (b) (d) None of the above
25. Selling expenses should be divided among the different departments on the basis of
- (a) Sales (b) Purchase
 - (c) Space occupied (d) Salesman
26. Rent and Rates paid are apportioned between the departments on the basis of
- (a) Space occupied (b) Sale
 - (c) Number of workers (d) Purchases

27. The turnover ratio is used for allocation of
- (a) Income tax
 - (b) Bad debts
 - (c) Depreciation
 - (d) Cost
28. When goods are transferred from one department to another?
- (a) Credit the received department
 - (b) Debit the giving department
 - (c) Debit the trading account
 - (d) None of the above
29. Stock at the shop is debited to
- (a) Stock with customer's account
 - (b) Stock in the shop account
 - (c) Installment due account
 - (d) Debtor's account
30. The cost of goods sold on hire purchase is transferred to
- (a) Sales account
 - (b) Purchase account
 - (c) H.P. trading account
 - (d) Debtor's account
31. Hire Purchase price includes
- (a) Cash price + Interest
 - (b) Cash price + down payment
 - (c) Down payment + interest
 - (d) Cash price – interest
32. The last installment paid under hire purchase comprises
- (a) Cost price
 - (b) Interest only
 - (c) Cash price and interest
 - (d) Cash price only

33. The amount of interest is credited by the buyer to
- (a) interest account (b) Vendor account
 - (c) asset account (d) installment account

Part B (7 × 6 = 42)

Answer **all** questions by choosing either (a) or (b).

34. (a) Explain the Accounting conventions.

Or

- (b) Journalise the following transactions
- (i) Purchased goods for cash Rs. 10,000.
 - (ii) Purchased stationery for cash Rs. 500.
 - (iii) Sold goods for cash Rs. 8,000.
 - (iv) Sol goods to James Rs. 8,000.
 - (v) Paid salary of Rs.8,000.
 - (vi) Paid wages Rs. 500.
 - (vii) Received Rs. 800 from Kamal.
 - (viii) Received Rs. 600 from Kamal as interest.

35. (a) Find out profit from the following Data.

	Rs.
Capital at the beginning of the year	– 8,00,000.
Drawings during the year	– 1,80,000.
Capital at the end of the year	– 9,00,000.
Capital introduced during the year	– 50,000.

Or

- (b) Rama commenced business on 1.1.89 with a capital of Rs. 25,000. He immediately bought furniture for Rs. 4,000. During the year, he borrowed Rs. 5,000 from his wife and introduced a further capital of Rs. 3,000. He has withdrawn Rs. 600 at the end of each month for family expenses. From the following particulars obtained from his books, you are required to prepare Trading and P&L a/c and balance sheet as on 31.12.89.

	Rs.
Sales (Including cash sales Rs. 30,000)	1,00,000
Purchased (Including cash purchases Rs. 10,000)	75,000
Carriage	700
Wages	300
Discount allowed to debtors	800
Salaries	6,200
Bad debts written off	1,500
Trade expenses	1,200
Advertisement	2,200

Rama has used goods worth Rs. 1,300 for private purposes and paid Rs. 500 to his son which is not recorded any where. On 31.12.89, his debtors, were worth to Rs. 21,000/ Creditors Rs. 15,000 and stock in trade Rs. 10,000. Furniture to be depreciated at 10% p.a.

36. (a) Difference between trial balance and Balance sheet.

Or

- (b) On 1.1.199, Jayanthi sold goods to Devi on credit for Rs. 2,000 and drew a bill on Devi for Rs. 2,000 for 3 months after date. Devi accepted it on 3.1.199 and returned it to Jayanthi on maturity of the bill was duly honoured by Devi. Pass Journal entries in the books of both the parties.

37. (a) Kannan purchased goods from Raman, the due date for payment in cash being as follows:

Rs.		
March 15	1,000	Due 18 th April
April 21	1,500	Due 24 th July
April 27	500	Due 30 th June
May 15	600	Due 18 th July

Raman Agreed to draw a bill for the total amount on the average due date ascertain that date.

Or

- (b) Explain the method of preparation of bank Reconciliation statement.
38. (a) Find out the amount of salaries to be debited to income and expenditure account for 1999 from the details given below:

Rs.	
Payment made for salaries during 1999	– 48,000
Outstanding salary as on 31.12.1998	– 2,000
Outstanding salary as on 31.12.1999	– 3,200
Prepaid salary as on 31.12.1998	– 1,200
Prepaid salary as on 31.12.1999	– 1,600

Or

- (b) A machine purchased on 1st July 1983 at a cost of Rs. 14,000 and Rs. 1,000 was spent on its installation. The depreciation is written off at 10% on the original cost every year. The books are closed on 31st December each year, the machine was sold for Rs. 9,500 on 31st March 1986. Show the machinery account for all three years.

39. (a) Distinction between sale and consignment.

Or

(b) On 31st Jan 1990 Adil purchased for cash from Bhajan Four 6% Rs. 100 debentures of Manian ltd at Rs. 110.50 cum interest, interest being payable on 1st June and 1st Dec each. Year.

How will you record the transactions in the books of both the parties, if each party had to pay bank commission of 25 paise per Rs. 100?

40. (a) Explain need for departmental accounting.

Or

(b) On 1.1.1986 X purchased machinery on hire purchase system. The payment is to be made Rs. 4,000 down (on signing of the contract) and Rs. 4,000 annually for three years. The cash price of the machinery is Rs. 14,900 and the rate of interest is 5% calculate the interest in each year's instalment.

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205314

**M.Com. DEGREE EXAMINATION,
MAY 2021 & DECEMBER 2021**

ONLINE PROGRAMME EXAMINATIONS

First Semester

Commerce

BUSINESS ENVIRONMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Today business is not characterized by _____.
(a) Diversification (b) Loss
(c) Fight (d) Conflict
2. The industrial policy resolution was passed first in
(a) 1947 (b) 1956
(c) 1931 (d) 1999
3. Globalisation is the term used to describe process of removal of restriction on
(a) Investment (b) Foreign trade
(c) Both (a) and (b) (d) None of the above

4. Business Environment is a group of powers
- (a) Special
 - (b) General
 - (c) Internal
 - (d) Special and General
5. The income and expenditure policy of the government is called
- (a) Fiscal policy (b) Industrial policy
 - (c) Trade policy (d) Monetary reforms
6. Globalisation aims at _____.
- (a) All the options
 - (b) Export promotion
 - (c) Foreign exchange reforms
 - (d) Import liberalisation
7. A possible obstacle to growth of privatisation is
- (a) sale of least profitable enterprises
 - (b) profit earned by public enterprises
 - (c) licensing
 - (d) all the options
8. How many important features of New Economic Policy, 1991
- (a) 3 (b) 2
 - (c) 4 (d) 5

9. For the protection of a consumers right, there is
- (a) Consumer Protection Act 1986
 - (b) Consumer Protection Act 1984
 - (c) Consumer Protection Act 1932
 - (d) Consumer Protection Act 1956
10. _____ reduces the control of government and encourage private participation.
- (a) Liberalization (b) Privatization
 - (c) Globalization (d) All the options
11. Which is not included specific environment?
- (a) Social (b) Investors
 - (c) Customers (d) Competitors
12. What are the features of business environment?
- (a) Dynamic (b) Uncertainty
 - (c) Relativity (d) All the options
13. Economic environment refers to all forces which have a _____ impact on business.
- (a) political (b) natural
 - (c) economic (d) social
14. _____ environment is beyond the control of the business.
- (a) Internal (b) External
 - (c) Micro (d) Macro

15. Micro environment is also called as _____.
- (a) General Environment
 - (b) Operating Environment
 - (c) Economic Environment
 - (d) Political Environment
16. _____ audit implies a report on the social performance of business unit.
- (a) Global (b) Local
 - (c) Natural (d) Social
17. External factors affecting a business environment also be referred to _____ factors.
- (a) Controllable (b) Uncontrollable factors
 - (c) Relevant (d) Global
18. _____ is a part of economic policy of a country.
- (a) Industrial policy (b) Export policy
 - (c) Import policy (d) All the above
19. Who was the predecessor of WTO?
- (a) GATT (b) ITO
 - (c) GAAT (d) UNCTAD
20. _____ refers to the investment in a foreign country where the investor retain control over the investment.
- (a) FDI (b) Port folio investment
 - (c) FII (d) Investment in GDR
21. Multilateral trade negotiation under GAAT is called _____.
- (a) Rounds (b) Council
 - (c) Conference (d) Discussion

22. Companies Act in India is administered by the _____.
- (a) Ministry of corporate affairs
 - (b) Company law board
 - (c) Ministry of finance
 - (d) SEBI
23. The planning commission was set up in India in
- (a) 1950 (b) 1951
 - (c) 1947 (d) 1952
24. _____ is a statement which derives the role that an organization plays in a society.
- (a) Goals (b) Mission
 - (c) Objectives (d) Success
25. Corporate values are the _____ of the corporate sector.
- (a) Shared values
 - (b) Moral beliefs
 - (c) Customer satisfaction
 - (d) Goodwill
26. The economic system in which both public and private sectors co-exist is known as _____ economy.
- (a) Capitalism (b) Socialism
 - (c) Democratic (d) Mixed
27. Coca Cola is a good example of a MNC
- (a) Conglomerage
 - (b) Free-standing
 - (c) Vertically integrated
 - (d) Horizontally integrated

28. National Income estimates in India is prepared by
- (a) Planning commission
 - (b) RBI
 - (c) Finance ministry
 - (d) C.S.O.
29. Income tax is an item of
- (a) Concurrent list (b) State list
 - (c) Union list (d) Residency list
30. The main watchdog of international trade is
- (a) IMF (b) World Bank
 - (c) WTO (d) UNCTAD
31. Banking sector will fall under which of the following sectors
- (a) Agriculture sector
 - (b) Service sector
 - (c) Manufacturing sector
 - (d) Industrial sector
32. Micro environment is also known as _____.
- (a) Direct (b) Indirect
 - (c) Same (d) Fine
33. The techniques of privatization are contract _____ and concession.
- (a) Building (b) Free
 - (c) Leases (d) Hire purchase

Part B

(7 × 6 = 42)

Answer **all** questions by choosing either (a) or (b).

34. (a) What is business Environment? Explain its types of Environment.

Or

- (b) Describe the impact of Environment on business and strategic decisions.

35. (a) Write the various types of economic systems.

Or

- (b) Discuss about the achievements of Economic planning.

36. (a) Give a brief note on co-operative sectors.

Or

- (b) Explain the important role of privatization and disinvestment.

37. (a) Discuss about the factors governing technological environment.

Or

- (b) Explain the important functions of Indian Contract Act 1872.

38. (a) Write short notes on “Industrial Finance”.

Or

- (b) Evaluate the role of commercial banks.

39. (a) Describe the features of current globalization.

Or

(b) Explain the concept of foreign Direct Investment.

40. (a) Discuss about the objectives of International Monetary Fund.

Or

(b) Evaluate the various aspects of the natural environment.

N-0029

Sub. Code

205321

**M.Com. DEGREE EXAMINATION,
MAY 2021 & DECEMBER 2021**

ONLINE PROGRAMME EXAMINATIONS

Second Semester

Commerce

MARKETING MANAGEMENT

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Marketing management is a _____.
 - (a) art
 - (b) science
 - (c) art and science
 - (d) philosophy

2. Which approach is considered as breaking down approach _____.
 - (a) Functional approach
 - (b) Commodity approach
 - (c) Managerial approach
 - (d) Social approach

3. The 4 P's of marketing _____.
- (a) Place, price, product, promotion
 - (b) Price, product, people, process
 - (c) Physical, process, period, perpetual
 - (d) None of these
4. Planning is a systematized way to relating to the _____.
- (a) future (b) present
 - (c) past (d) future and present
5. Consumer show _____ while buying their products on regular basis.
- (a) Dissonance reduction buying behavior
 - (b) Variety seeking buying behavior
 - (c) Complex buying
 - (d) Habitual buying behavior
6. Social class is an element of _____ factor.
- (a) Social (b) Cultural
 - (c) Personal (d) Economic
7. The concept of marketing mix was developed by _____.
- (a) Philip Kotler (b) Stapleten
 - (c) N.H. Borden (d) Albert W. Emery
8. Market where money is lend and borrowed _____.
- (a) Money market (b) Foreign exchange market
 - (c) Stock market (d) None of these

9. Which of the following is not an element of demographic segmentation _____.
- (a) Family size (b) Population density
(c) Income (d) Religion
10. Which of the following are the elements of product positioning
- (a) The product (b) The company
(c) The consumer (d) All of these
11. Products seen as only suitable in one single market
- (a) Local products
(b) Multinational products
(c) International products
(d) Global products
12. Brands owned and developed by producers are known as _____.
- (a) Manufacturer brands
(b) Individual brands
(c) Family brands
(d) Dealer
13. Which of the following is not a limitation of branding
- (a) It is expensive
(b) It reduces selling efforts
(c) It promotes unfair competition
(d) It leads to brand monopoly

14. A sales person who has a customer relationship, selling products is said to be involved in _____.
- (a) Direct selling (b) Customer value selling
(c) Cross selling (d) Link selling
15. This is a hierarchy of effects (or) sequential model used to explain how advertising works
- (a) ADD (b) AIDA
(c) Pestle (d) Swot
16. The _____ is the foundation of any advertising /marketing campaign.
- (a) Research (b) Target segmentation
(c) Creative brief (d) Media planning
17. Summary transaction data, high-volume data, and simple models are information inputs characteristics of _____.
- (a) Decision support system
(b) Management info system
(c) Executive support system
(d) Transaction processing system
18. Prototype is a _____.
- (a) Working model of existing system
(b) Mini model of existing system
(c) Mini model of processed system
(d) None of the above

19. When was the right to information Act passed?
- (a) In Jan 2002 (b) In March 2004
(c) In Oct 2005 (d) In July 2007
20. How many rights does a consumer have under the consumer protection act?
- (a) 8 (b) 6
(c) 4 (d) 5
21. Which one of the following companies is not a major direct selling company in India _____.
- (a) Eureka Forbes (b) Amway India Enterprises
(c) Medicare (d) Hindustan Unilever Ltd.
22. What is the highest advantage of co-operative marketing?
- (a) It reduce costs
(b) Reduce lack of work
(c) It reduce competition
(d) Reduce Information sharing
23. Which of the following is not a type of digital marketing activity?
- (a) Social marketing
(b) E-marketing
(c) Internet marketing
(d) Print -marketing

24. Which of the following is not a standard in online advertising?
- (a) Signal
 - (b) Banner
 - (c) Referrals links
 - (d) Dynamic banners
25. The dendrogram tool is a tool used in CRM in conjunction with which of these methodologies?
- (a) Discriminant analysis
 - (b) Cluster analysis
 - (c) Regression
 - (d) Regarding pareto analysis
26. The value that is obtained from a customer's positive word of mouth through which one can get additional customer is called _____.
- (a) Customer frequency value
 - (b) Customer lifetime value
 - (c) Customer click through value
 - (d) Customer referral value
27. If the actual experience of a customer with goods is more than the _____ the customer will be satisfied.
- (a) Product value
 - (b) Maximum value
 - (c) Minimum value
 - (d) Perceived value
28. Which of the following is not an element of customer services?
- (a) Handling customer's grievances smoothly
 - (b) Effective online communication
 - (c) The art of listening to customers
 - (d) Monitoring and measuring effectiveness

29. The marketing concept is based on the _____ principle.
(a) Oliver (b) Right
(c) Left (d) None of the above
30. Market segmentation is the sub-dividing of market into _____ subsections of customers.
(a) Homogeneous (b) Hetrogeneous
(c) Various (d) None
31. Which of the following is not included in the function of physical supply?
(a) Standardization (b) Storage
(c) Transfrent (d) Packaging
32. Advertising is affected by _____ factors.
(a) Economic (b) Social
(c) Technological (d) All the above
33. The concentration of all marketing efforts on one selected segment within the total market _____.
(a) Undifferentiated marketing
(b) Differentiated marketing
(c) Concentrated marketing
(d) Customized marketing

Part B

(7 × 6 = 42)

Answer **all** questions by choosing either (a) or (b).

34. (a) Concept of Marketing can be divided into how many types - Explain them.

Or

- (b) Explain in detail about types of planning in marketing.

35. (a) How the consumer behavior plays vital role in marketing?

Or

(b) What are the stages in new product development process? Explain them with diagram.

36. (a) What is administered prices? Explain them with example.

Or

(b) Explain the factors affecting physical distribution.

37. (a) Outline the different steps in selling.

Or

(b) Explain the factors influencing selection.

38. (a) List out the role of MR and MIS in current Environment Marketing.

Or

(b) Explain in detail about consumerism and consumer rights.

39. (a) Describe about NAFED.

Or

(b) Is E - Marketing is good or Bad? Explain with valid points.

40. (a) Write the difference between CRM and Marketing.

Or

(b) How important is managing customer relationship?

N-0030

Sub. Code

205322

**M.Com. DEGREE EXAMINATION,
MAY 2021 & DECEMBER 2021**

ONLINE PROGRAMME EXAMINATIONS

Second Semester

Commerce

RESEARCH METHODOLOGY

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. In "RESEARCH R" means
 - (a) Role
 - (b) Retain
 - (c) Rely
 - (d) Round

2. Who defined 'Research' as systematized effort to gain new knowledge?
 - (a) Tom and Jerry
 - (b) Redman and Mory
 - (c) F.W. Taylor
 - (d) Ross Taylor

3. A research problem is not feasible only when
 - (a) it consists of independent and dependent variables
 - (b) it is researchable
 - (c) it has utility and relevance
 - (d) it is new and adds something to knowledge

4. Which of the following is the first step in a research process?
 - (a) selecting a topic
 - (b) formulating research problem
 - (c) development of a hypothesis
 - (d) none of the above

5. Which of the following is/are purposes of the research design?
 - (a) providing answers of research questions
 - (b) controlling the variance
 - (c) both (a) and (b)
 - (d) None of the above

6. The different between the ex-post facto research and experiment research is
 - (a) Expose (b) Control
 - (c) Search (d) None of the above

7. Dramaturgical interviewing is a technique of doing research by
 - (a) Case study (b) Role playing
 - (c) Planning (d) Sampling

8. Which one of the following is not a method of primary data collection?
 - (a) Interview (b) Questionnaire
 - (c) Delphi method (d) Documents

9. Which scale in the simplex form of measurements
 - (a) original (b) interval
 - (c) Ratio (d) Nominal

10. The difference between a sample statistic and the corresponding parameter is known as
- (a) standard error (b) sampling error
(c) systematic error (d) probable error
11. A questionnaire that offers no scope for any respondent's own view is called,
- (a) closed-ended (b) schedule
(c) open ended (d) unstructured
12. If a researcher wants to study the performance of university teacher by students which tool will be most appropriate
- (a) Questionnaire (b) Interview
(c) Rating scale (d) Observation
13. In order to study the relationship of family size to income a researcher classified his population into different income slabs and than takes a random sample from each slab. Which technique of sampling does he adopt?
- (a) cluster sampling
(b) random sampling
(c) stratified random sampling
(d) systematic sampling
14. Which is the design of sampling?
- (a) Probability selection
(b) Purposive methods
(c) Mixed sample
(d) All of the above

15. Data processing involves the following steps?
- (a) Editing (b) Coding
(c) Clarification (d) All of the above
16. Which of the following are source of coupling errors?
- (a) Editing (b) Coding of responses
(c) Data entry (d) Summarising the data
17. Which of the following statistical method may be used for quality control?
- (a) Range (b) Mean
(c) Median (d) Mode
18. The source of hypothesis may be based
- (a) chance-intuition (b) expectation
(c) both (a) and (b) (d) none of these
19. The null hypothesis is
- (a) hypothesis of no difference
(b) hypothesis that assigns value of zero to the variable
(c) hypothesis of zero significance
(d) none of the above
20. What is the mean of a chi-square distribution with 6 degree of freedom?
- (a) 4 (b) 12
(c) 6 (d) 8

21. Which of these distributions is used for a testing hypothesis?
- (a) Normal distribution
 - (b) Chi square distribution
 - (c) Gamma distribution
 - (d) Poisson distribution
22. In a chi-square good of fit test you must have
- (a) expected counts for two samples
 - (b) observed proportions for one categorical variable
 - (c) observed counts for one categorical variable
 - (d) observed proportions for two categorical variable
23. Analysis of variance is a statistical method of comparing the several population
- (a) Mean
 - (b) Variance
 - (c) Standard deviation
 - (d) None of the above
24. The _____ sum of squares measures the variability of the sample treatment means around the overall mean.
- (a) Error
 - (b) Interaction
 - (c) Total
 - (d) Treatment
25. The first page of the research report is
- (a) Appendic
 - (b) Bibliography
 - (c) Index
 - (d) Title page
26. Bibliography means
- (a) Foot note
 - (b) Quotations
 - (c) List of books referred
 - (d) Biography

27. Ethics can be defined as
- (a) A process of reasoning in terms of the right thing to do
 - (b) Rule governing society
 - (c) The basis of the criminal code
 - (d) A list of rights and wrongs
28. Research ethics committee are
- (a) committee of researcher
 - (b) convened by organisation to monitor and police the ethical standard of research projects carried out under their auspices, under their name
 - (c) committee of researchers concerned with ethics
 - (d) concerned only with research conducted in the medical science
29. The research that applies the laws at the time of field study to draw more and more clear ideas about the problem is
- (a) Action research (b) Experimental research
 - (c) Applied research (d) Survey research
30. Which of the following is an way of social science research?
- (a) Case study (b) Game study
 - (c) Plan study (d) Process study
31. Which of the following completes the research process?
- (a) Research note
 - (b) Report writing
 - (c) Summary writing
 - (d) Preface writing

32. In the purposive method of sampling design, items are selected according to
- (a) Law of probability
 - (b) Personal judgement
 - (c) Law of certainty
 - (d) None of the above
33. Type-I error occurs when
- (a) The null hypothesis is rejected even when it is true
 - (b) The null hypothesis is accepted even when it is false
 - (c) The null hypothesis as well as alternative hypothesis both are rejected
 - (d) None of the above

Part B

(7 × 6 = 42)

Answer **all** questions by choosing either (a) or (b).

34. (a) Explain research and discuss the various types of its.

Or

- (b) Define the research problem. Explain the components of research problem.

35. (a) What is research design? Explain the classification of its.

Or

- (b) What is primary data? What are the various tools for collecting primary data?

36. (a) What is scaling techniques? Explain the various types of measurement of scale.

Or

(b) What is questionnaire? Explain the process of questionnaire designing.

37. (a) What is sampling? Explain the various methods of sampling techniques.

Or

(b) Why tabulation is considered essential in a research study? Narrate the characteristics of a good table.

38. (a) Explain the various measure of central tendency.

Or

(b) What is hypothesis? Explain the steps in testing hypothesis.

39. (a) What is chi-square test? Explain its significance in statistical analysis.

Or

(b) Explain the meaning of analysis of variance. Describe briefly the techniques of analysis of variance for one way and two way classification.

40. (a) Describe in brief the layout of a research report covering all relevant points.

Or

(b) What is the meaning of research ethics? Explain the responsibility of ethics in research.

N-0031

Sub. Code

205323

**M.Com. DEGREE EXAMINATION, MAY 2021 &
DECEMBER – 2021**

ONLINE PROGRAMME EXAMINATIONS

Second Semester

Commerce

ADVANCED COST ACCOUNTING

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. Aggregate of all direct costs is known as _____
 - (a) Factory cost
 - (b) Prime cost
 - (c) Cost of production
 - (d) Cost of sales

2. Method of costing used in toy making is
 - (a) Job costing
 - (b) Unit costing
 - (c) Process costing
 - (d) Batch costing

3. _____ is the aggregate of direct labour and manufacturing overhead.
- (a) Conversion cost (b) Contract cost
(c) Budgeted cost (d) Incremental cost
4. The main objective of cost accounting is to provide information to the management for _____.
- (a) Planning (b) Policy-making
(c) Decision making (d) None of these
5. What item is not included in cost accounting?
- (a) Product costing (b) Profit sharing
(c) Planning (d) Controlling
6. What is the basic premise of cost concept?
- (a) Cost ascertainment
(b) Tax compliance
(c) Financial audit
(d) Profit analysis
7. For which kind of firm is process costing appropriate _____
- (a) Brick laying firms
(b) Transport firms
(c) Hospitals
(d) Oil refining firms
8. The type of buying most suitable for strategy of items of inventory is _____
- (a) Forward buying
(b) Tender buying
(c) Blanket order
(d) Systems contract

9. The parameters of vendor rating include
(a) price (b) service
(c) delivery (d) all of these
10. Purchase Budget has an impact on
(a) Profitability of the company
(b) Materials budget of the company
(c) Bill of material
(d) All of these
11. Which of the following is not a function of purchasing management?
(a) Selecting the source
(b) Placement of purchase order
(c) Physical controls of material
(d) None of these
12. The purchase order form is designed by _____
(a) Material Manager
(b) Purchase Manager
(c) Marketing Manager
(d) None of the above
13. The minimum price which can be charged bounded by product cost is also known as _____.
(a) Price floor (b) Price fixation
(c) Price ceiling (d) Basic-price

14. Which of the following is the most common method for pricing?
- (a) Full cost pricing
 - (b) Marginal cost pricing
 - (c) Going rate pricing
 - (d) Promotional pricing
15. Which of the following is also referred to as markup pricing?
- (a) Cost price
 - (b) Cost plus pricing
 - (c) Marginal pricing
 - (d) Discount pricing
16. Under _____ plan two rates are fixed
- (a) Halsey plan
 - (b) Taylor's price rate
 - (c) Rowan plan
 - (d) None of the above
17. _____ plan does not penalise the workers who produces below standard output.
- (a) Taylor's different price rate
 - (b) Merrick differential price rate
 - (c) Rowan plan
 - (d) None of the above
18. Under Halsey premium plan, _____ % of time saved is shared by employer.
- (a) 110
 - (b) 115
 - (c) 50
 - (d) 120
19. Stationery in production dept is _____ material.
- (a) Indirect
 - (b) Direct
 - (c) Fixed
 - (d) None of the above

20. Basic objective of cost accounting _____
- (a) Tax compliance
 - (b) Financial audit
 - (c) Cost ascertainment
 - (d) Profit analysis
21. Process costing is suitable for _____.
- (a) Hospital
 - (b) Oil refined firms
 - (c) Transport firms
 - (d) Brick laying firms
22. Cost classification can be done in _____.
- (a) Two ways
 - (b) Three ways
 - (c) Four ways
 - (d) Several ways
23. Opening inventory Rs. 3,5000; closing inventory Rs. 1,500 cost of goods sold Rs. 22,000. What is the amount of price?
- (a) 20,000
 - (b) 24,000
 - (c) 27,000
 - (d) 17,000
24. The type of process loss that should not be allowed to affect the cost of goods units is
- (a) Normal loss
 - (b) Abnormal loss
 - (c) Standard loss
 - (d) Seasonal loss
25. If total incurred cost in a production process are Rs. 30,000 and number of output unit sale 5,000 units, the units cost will be
- (a) Rs. 26
 - (b) Rs. 6
 - (c) Rs. 60
 - (d) Rs. 16

26. In process industries there is a flow of _____ from one operation to the next operation.
- (a) material (b) labour
(c) overhead (d) expenses
27. The cost of previous department is the part of _____.
- (a) Transferred-in-costs
(b) Transferred-out-costs
(c) FIFO costs
(d) LIFO costs
28. Contract cost is variant of _____ costing.
- (a) job (b) process
(c) unit (d) batch
29. Contract costing is usually applicable in _____.
- (a) Constructional workers
(b) Textile mills
(c) Cement industry
(d) Chemical industry
30. In service cost sheet costs are classified into _____.
- (a) Indirect charges (b) Overheads
(c) Standing charges (d) Fixed expenses
31. In service costing division is an _____.
- (a) operation (b) process
(c) contract (d) department

38. (a) What do you mean by inter-process profit? What are the steps in process costing?

Or

(b) Describe the procedure of contract costing.

39. (a) What is meant by operating costing? What are the objectives of operating costing?

Or

(b) What is batch costing? Describe the applicability of batch costing.

40. (a) What is standard costing? What are the limitations of standard costing?

Or

(b) What are the strategies in cost control?

N-0025

Sub. Code

205311

**M.Com. DEGREE EXAMINATION,
MAY 2021 & DECEMBER 2021**

ONLINE PROGRAMME EXAMINATIONS

First Semester

MANAGEMENT CONCEPTS

(CBCS – 2020 onwards)

Time : 2 Hours

Maximum : 75 Marks

Part A

(33 × 1 = 33)

Answer **all** questions.

1. A marketing manager is responsible for increasing _____ of any organization.
 - (a) The sale of the products
 - (b) The Profit
 - (c) Developing policies
 - (d) All of these

2. The leadership element involves
 - (a) Using the instructions
 - (b) Guiding the subordinates
 - (c) Both (a) and (b)
 - (d) None of these

3. Which of the following best describes the principles of Management?
- (a) They help managers take decision
 - (b) They denotes a cause and effect relationship
 - (c) They are guidelines for further action
 - (d) All of above
4. The top management works on
- (a) Strategic plan
 - (b) Corporate plan
 - (c) Budgeting
 - (d) Both (a) and (b)
5. Planning of the organization with suitable personnel is known as
- (a) Organizing function
 - (b) Directing function
 - (c) Co-ordinating function
 - (d) Staffing function
6. Which is the basic function of management in respect of future management action spring?
- (a) Organizing (b) Directing
 - (c) Planning (d) Controlling
7. Decision making help in the smooth function of the _____
- (a) Business (b) Staffing
 - (c) Organization (d) Planning

8. A decision which is taken to meet unexpected situation
(a) Problem decision (b) Certainty decisions
(c) Crisis decision (d) Organizational decisions
9. The right of a person to give instructions to his subordinates is known as _____.
(a) responsibility (b) authority
(c) accountability (d) line authority
10. Organization is a process of
(a) Identifying and grouping of work to be performed
(b) Defining and delegating the responsibility and authority
(c) Both (a) and (b)
(d) None of the above
11. Organization is more than a chart "Who said it?"
(a) Lounsbury fish (b) Mooney and reiley
(c) Mashall (d) None of the above
12. Command Prerogative in an organization, i.e., with _____.
(a) Line authority
(b) Staff authority
(c) Informal authority
(d) All of the above
13. Authority is of _____ types.
(a) Legal Authority
(b) Chromatic authority
(c) Traditional Authority
(d) All of the above

14. What one of these is not a recognized type of authority?
(a) Executive (b) Functional
(c) Line management (d) Supplier
15. What is the optimal span of control?
(a) 2 (b) 5
(c) 7 (d) None of these
16. Principle of parity of authority and responsibility is related to
(a) Decentralization (b) Delegation
(c) Divisionalisation (d) Autonomy
17. The process of delegation is
(a) Top down (b) Bottom up
(c) Horizontal (d) Circular
18. The number of subordination a superior can effectively handle is called
(a) Co-operation (b) Co-ordination
(c) Span of control (d) Supervision
19. Training is a process by which _____ of employees is increased.
(a) Knowledge
(b) Aptitudes
(c) Skills and abilities
(d) All of these

20. Which source of recruitment is not available to the news organisation?
- (a) Internal
 - (b) External
 - (c) Both internal and external
 - (d) Direct recruitment
21. Sending an inefficient employee to a lower position is called _____.
- (a) Demotion
 - (b) Transfer
 - (c) Promotion
 - (d) Lay off
22. Downward communication flows from
- (a) Upper to lower
 - (b) Lower to upper
 - (c) Horizontal
 - (d) Diagonal
23. Appeals and reparations are used in _____ Communication.
- (a) Horizontal
 - (b) Downward
 - (c) Upward
 - (d) Grapevine
24. Controlling function finds out how far _____ deviates from standards.
- (a) Actual performance
 - (b) Improvement
 - (c) Corrective actions
 - (d) Cost
25. Which of the following is not a limitation of controlling?
- (a) Little control on external factors
 - (b) Costly affair
 - (c) Ensuring order and discipline
 - (d) Difficulty in setting qualitative standards

26. Which of the following is not a characteristics of directing?
- (a) Directing initiate action
 - (b) It is a continuous process
 - (c) Flows from top to bottom
 - (d) Ensuring order and discipline
27. _____ is the process of guiding the efforts of employees to accomplish the desired goal.
- (a) Supervision (b) Directing
 - (c) Controlling (d) Motivating
28. Which of the following is not a technique of verification ?
- (a) Inspection (b) Beyond Budgeting
 - (c) Observation (d) Confirmation
29. Management auditor should have a though knowledge of
- (a) Financial Accounting
 - (b) Production techniques
 - (c) Costing system
 - (d) All of the above
30. Projections and responses to queries are information output characteristics associated with
- (a) Decision Support System (DSS)
 - (b) Management Information System (MIS)
 - (c) Executive Support System (ESS)
 - (d) Transaction Processing System (TPS)

31. Summary transition data, high-volume data and simple models are information inputs characteristic of
- (a) Decision Support System (DSS)
 - (b) Management Information System (MIS)
 - (c) Executive Support System (ESS)
 - (d) Transaction Processing System (TPS)
32. What is the full form of TQM?
- (a) Total Quality Management
 - (b) Total Quantity Management
 - (c) Typical Quality Management
 - (d) Total Quarantine Management
33. A strategic alliance
- (a) Is a collaborative arrangement
 - (b) Involves two or more companies joining forces
 - (c) Is a formal agreement between two or more companies
 - (d) All the above

Part B

(7 × 6 = 42)

Answer **all** questions by choosing either (a) or (b).

34. (a) What are the primary functions of management?

Or

- (b) What is a significant aspect of any formal planning process?

35. (a) What are the various features of an effective vision statement?

Or

(b) State the steps of the process of organizing.

36. (a) List the various factors that affect span of management.

Or

(b) Explain the process of delegation

37. (a) Explain the sources of motivation.

Or

(b) What are the advantages of oral communication?

38. (a) Discuss the various types of co-ordination.

Or

(b) Explain the principles of direction.

39. (a) Describe the scope of management audit.

Or

(b) Explain some key elements and guidelines for an effective MIS.

40. (a) What are the various types of benchmarking?

Or

(b) What are the principles of TQM?
