

**N-0492**

**Sub. Code**

**205311**

**M.Com. DEGREE EXAMINATION, DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATIONS**

**First Year – First Semester**

**MANAGEMENT CONCEPTS**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

Answer **all** questions.

1. Who is considered as the father of scientific management?
  - (a) Frederic F.W. Taylor
  - (b) Henry Fayol
  - (c) George R Terry
  - (d) Peter Drucker
  
2. Which of the following is the oldest model of organization?
  - (a) Committee organization
  - (b) Functional organization
  - (c) Line organization
  - (d) Line and staff organization
  
3. Which one of the following is not concerned with the nature of ethics?
  - (a) Focus on human values
  - (b) Social work
  - (c) Branch of philosophy
  - (d) Applies floral principles

4. The broad and long-range goals set by top managers is called as \_\_\_\_\_.
  - (a) Strategic planning
  - (b) Tactical planning
  - (c) Operational planning
  - (d) Contingency planning
  
5. At what levels of management, the operational decisions are taken?
  - (a) Top management
  - (b) Middle management
  - (c) Bottom level management
  - (d) All levels of management
  
6. Which one of the following statements about formal organization is not correct?
  - (a) The job of each member is clearly defined in the formal organization.
  - (b) The formal organization is created deliberately by the top management.
  - (c) The life of the formal organization is temporary in nature.
  - (d) Formal organization follows official communication.
  
7. Which of the following principles of management insists the employees to know the hierarchy system in the organization?
  - (a) Unity of command
  - (b) Unity of direction
  - (c) Order
  - (d) Scalar chain

8. Which of the following decisions are taken by top management in an organization?
- (a) Programmed decision
  - (b) Operational decision
  - (c) Strategic decision
  - (d) Both (a) and (b)
9. Which of the following statements about informal organization is incorrect?
- (a) Informal organization is created due to social interaction of employees.
  - (b) Information organization the grapevine method of communication
  - (c) The leader of informal organization is appointed by the management
  - (d) Informal organization have their own norms for regulating their activities.
10. The process of grouping activities into units for the purpose of administration is called as:
- (a) Staffing                      (b) Delegation
  - (c) Departmentation      (d) Both (a) and (b)
11. Placing the right person at the right job is very much related
- (a) Planning function
  - (b) Staffing function
  - (c) Coordination function
  - (d) Controlling function

12. Which of the following types of departmentation is suitable when the organization is large, geographically dispersed and carrying out similar function?
- (a) Functional based departmentation
  - (b) Customer based departmentation
  - (c) Process based departmentation
  - (d) Territory based departmentation
13. Which of the following is main objective of departmentation:
- (a) To promote the attainment of overall organizational objectives
  - (b) To simplify coordination
  - (c) To assist in executive development
  - (d) All the above
14. Exercising authority directly over his/her subordinate is called as:
- (a) Line function
  - (b) Staffing function
  - (c) Controlling function
  - (d) Line and staffing function
15. Delegation involves:
- (a) Assignment of responsibility
  - (b) Grant of authority
  - (c) Creation of accountability
  - (d) All of the above

16. Who is known as 'the father of modern theory of management'?
- (a) Harold Koontz. (b) Henry Fayol  
(c) F.W. Taylor (d) Max Weber
17. Use of gestures, tone of voice, body language and facial expression are taking place in the \_\_\_\_\_ type of communication.
- (a) Visual (b) Verbal  
(c) Nonverbal (d) Both (a) and (b)
18. Which one of the following is an internal source of recruitment?
- (a) Transfer  
(b) Employee recommendations  
(c) Campus recruitment  
(d) Personal contacts
19. Who propounded the two Factors theory of motivation?
- (a) Abraham Maslow (b) Douglas McGregor  
(c) Vroom (d) Koontz
20. Controlling is \_\_\_\_\_.
- (a) Forward looking  
(b) Backward looking  
(c) Continuous process  
(d) All of these

21. Which of the following techniques are used in controlling function?
- (a) Budgetary control
  - (b) Standard costing
  - (c) Financial ratio analysis
  - (d) All of the above
22. Which of the following statements about direction is false?
- (a) Directing initiates action
  - (b) Directing is a continuous process
  - (c) Directing flows from bottom to top
  - (d) Directing is goal oriented
23. The leader who takes decision without seeking input from anyone who reports to him/her is called as \_\_\_\_\_.
- (a) Autocratic leader
  - (b) Democratic leader
  - (c) Laissez-faire leader
  - (d) Coaching leader
24. Contracting out some of its activities to a third party which were earlier performed by the organization is called as \_\_\_\_\_.
- (a) Delegation
  - (b) E-Commerce
  - (c) Outsourcing
  - (d) Both (a) and (b)
25. The process of exchanging information and understanding between two or more persons is called as \_\_\_\_\_.
- (a) Directing
  - (b) Leadership
  - (c) Communication
  - (d) Motivation

26. The systematic examination of decisions and actions of the management to analyze its performance is called as \_\_\_\_\_.
- (a) Cost audit            (b) Financial audit  
(c) Business audit        (d) Management audit
27. Which of the following factors affect the business ethics?
- (a) Personal code of ethics  
(b) Leadership  
(c) Social pressure  
(d) All the above
28. Which one of the following does not follow scalar chain?
- (a) Informal organization  
(b) Small organization  
(c) Formal organization  
(d) Multinational corporation
29. Which of the following is concerned with Management Information System?
- (a) Data capturing  
(b) Data storage and retrieval  
(c) Information presentation  
(d) All the above
30. C.K. Prahalad and Gary Hamel are associated with \_\_\_\_\_.
- (a) MBO                    (b) SWOT Analysis  
(c) Core competence    (d) PERT

31. The strategy adopted as a measure for overcoming the problem of industrial sickness is called as \_\_\_\_\_.
- (a) Turnaround strategy
  - (b) Retrenchment strategy
  - (c) Grand strategy
  - (d) Growth strategy
32. Which of the following correctly represents the four cells of BGC Matrix?
- (a) Star, Question mark, Cash Cow, Cat
  - (b) Star, Question mark, Cash Cow, Dog
  - (c) Star, Moon, Cash Cow, Dog
  - (d) Cash Cow, Dog, Tiger, Star
33. The concept Quality Trilogy was propounded by \_\_\_\_\_.
- (a) Dr. Edward Deming
  - (b) Philip Crosby
  - (c) Dr. Joseph Juran
  - (d) Dr. Kaoru Ishikawa

**Part B**

(7 × 6 = 42)

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

34. (a) Define Management. Explain the applications of management in Hotel industry.

Or

- (b) What is planning? How does planning helps in the controlling Function of management.



35. (a) Explain the processes involved in decision making.  
List out the principles of effective decision making.

Or

- (b) State the important principles and theories of organization.

36. (a) Discuss the merits and demerits of Centralization and Decentralization.

Or

- (b) Do you think that delegation always benefit the organization? Explain the problems associated with delegation.

37. (a) Narrate the functions of staffing.

Or

- (b) Explain the relevance of Abraham Maslow's needs hierarchy theory of motivation.

38. (a) Explain the processes involved in communication.  
List out the features of effective communication.

Or

- (b) State the objectives of controlling function.  
Highlight the special controlling techniques used by modern organizations.

39. (a) Explain the important functions of supervisor in the industrial organization.

Or

- (b) Describe the need and advantages of management audit.

40. (a) What are the objectives of MIS? Enumerate the major processes involved in MIS.

Or

(b) Write a short notes on Core Competence and TQM.

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**N-0493**

**Sub. Code**

**205312**

**M.Com. DEGREE EXAMINATION, DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATIONS**

**First Year – First Semester**

**MANAGERIAL ECONOMICS**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part – A**

(33 × 1 = 33)

Answer **all** questions.

1. Business Economics is also known as
  - (a) Managerial Economics
  - (b) Economics for Executives
  - (c) Economic analysis for business decisions
  - (d) All the above
  
2. An input should be so allocated that the value added by the last unit is the same in all Cases
  - (a) Opportunity Cost Principle
  - (b) Equi-Marginal Principle
  - (c) Incremental Principle
  - (d) Discounting Principle

3. The principle reasons behind economic problems
- (a) Unlimited wants
  - (b) Limited or Scarce of Means
  - (c) Alternatives Uses of Means
  - (d) All of the above
4. Managerial utility function is expressed as
- (a)  $U = S(S, M, I)$       (b)  $U = S(S, M)$
  - (c)  $U = f(S, M, I)$       (d)  $U = F(S, M, I)$
5. The value of an entrepreneur's resources that she uses in production is known as
- (a) Explicit costs
  - (b) Sunk costs
  - (c) Operating expenses
  - (d) Implicit costs
6. Inflation is \_\_\_\_\_
- (a) A decrease in the overall level of economic activity
  - (b) An increase in the overall level of economic activity
  - (c) An increase in the overall price level.
  - (d) A decrease in the overall price level.
7. A recession is
- (a) A period of declining unemployment
  - (b) A period of declining prices
  - (c) A period during which aggregate output declines
  - (d) A period of very rapidly declining prices

8. Opportunity cost means
- (a) The accounting cost minus the marginal benefit
  - (b) The highest-valued alternative forgone
  - (c) The monetary costs of an activity
  - (d) The accounting cost minus the marginal cost
9. \_\_\_\_\_ is economic theory used in business whereas \_\_\_\_\_ is economics theory used in business and non-business organization.
- (a) Micro economics, macro economics
  - (b) Business economics, managerial economics
  - (c) Positive economics and normative economics
  - (d) None of these
10. Managerial economics is also called
- (a) Micro economics
  - (b) Theory of the firm
  - (c) Economics of the firm
  - (d) All of the above
11. Want satisfying power of commodity is called
- (a) Demand                      (b) Utility
  - (c) Satisfaction              (d) Consumption
12. In economics, desire backed by purchasing power is known as
- (a) Utility                      (b) Demand
  - (c) Consumption              (d) Scarcity
13. The demand has three essentials - Desire. Purchasing power and \_\_\_\_\_
- (a) Quantity                      (b) Cash
  - (c) Supply                      (d) Willingness to purchase

14. \_\_\_\_\_ means an attempt to determine the factors affecting the demand of a Commodity or service and to measure such factors and their influences.
- (a) Demand planning
  - (b) Demand forecasting
  - (c) Demand analysis
  - (d) Demand estimation
15. \_\_\_\_\_ is known as the ‘first law in market’.
- (a) Law of supply      (b) Law of consumption
  - (c) Law of demand    (d) Law of production
16. Demand = Desires + \_\_\_\_\_ + Willingness to pay.
- (a) Supply              (b) Utility
  - (c) Want                (d) Purchasing power
17. Law of demand shows the functional relationship between \_\_\_\_\_ and quantity Demanded.
- (a) Supply              (b) Cost
  - (c) Price                (d) Requirements
18. Basic assumptions of law of demand include \_\_\_\_\_
- (a) Prices of other goods should change
  - (b) There should be substitute for the commodity
  - (c) The commodity should not confer any distinction
  - (d) The demand for the commodity should not be continuous
19. Generally demand curve have \_\_\_\_\_
- (a) Negative slope    (b) Positive slope
  - (c) Horizontal line    (d) Vertical line

20. The change in demand due to change in price only, where other factors remaining Constant, it is called \_\_\_\_\_
- (a) Shift in demand
  - (b) Extension of demand
  - (c) Contraction of demand
  - (d) Both extension and contraction
21. When the quantity demanded of a commodity rises due to a fall in price, it is called \_\_\_\_\_
- (a) Extension                      (b) Upward shift
  - (c) Downward shift      (d) Contraction
22. When the quantity demanded falls due to a rise in price. it is called \_\_\_\_\_ ?
- (a) Extension                      (b) Upward shift
  - (c) Downward shift      (d) Contraction
23. The Giffen goods are \_\_\_\_\_ Goods.
- (a) Inferior goods      (b) Superior goods
  - (c) Related goods      (d) Same goods
24. Higher the price of certain luxurious articles, higher will be the demand, this concept is Called \_\_\_\_\_
- (a) Giffen effects
  - (b) Veblen effects
  - (c) Demonstration effects
  - (d) Both (b) and (c) above
25. Demand for milk, sugar, tea for making tea, is an example of \_\_\_\_\_
- (a) Composite demand
  - (b) Derivative demand
  - (c) Joint demand
  - (d) Direct demand

26. In business cycle concept, the period of “long wave” is of \_\_\_\_\_
- (a) 25 years                      (b) 50 years  
(c) 100 years                      (d) 200 years
27. Perfect elasticity is known as \_\_\_\_\_
- (a) Finite elastic              (b) Infinite elastic  
(c) Unitary elastic              (d) Zero elastic
28. In the case of perfect elasticity, the demand curve is \_\_\_\_\_
- (a) Vertical                      (b) Horizontal  
(c) Flat                              (d) Steep
29. In a perfectly competitive market, individual firm \_\_\_\_\_
- (a) Cannot influence the price of its product  
(b) Can influence the price of its product  
(c) Can fix the price of its product  
(d) Can influence the market force
30. Perfect competition is characterized by \_\_\_\_\_
- (a) Large number of buyers and sellers  
(b) Homogeneous product  
(c) Free entry and exit of firms  
(d) All the above
31. The market with a single producer \_\_\_\_\_
- (a) Perfect competition  
(b) Monopolistic competition  
(c) Oligopoly  
(d) Monopoly



32. Selling cost is the feature of the market form —————

- (a) Monopoly
- (b) Monopolistic competition
- (c) Oligopoly
- (d) None of these

33. The product under monopolistic competition are —————

- (a) Differentiated with close substitute
- (b) Perfect substitute
- (c) Differentiated without close substitute
- (d) Homogeneous

**Part – B**

(7 × 6 = 42)

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

34. (a) Briefly explain the Value of enterprises.

Or

(b) Describe the factors influencing Elasticity of Demand.

35. (a) Explain the Pricing and Output decisions in different market situations.

Or

(b) State the Business Cycles in brief.

36. (a) Explain the Planning and Forecasting in brief terms.

Or

(b) What are the Theories of Decision? Explain.

37. (a) Explain the features of Industrial Policy.  
Or  
(b) Describe the Assumption of Consumer Surplus in detail.
38. (a) Explain the Characteristics of Inflation.  
Or  
(b) Explain the Factors determining the scope of product line.
39. (a) Explain the Domination of Markets.  
Or  
(b) Describe the Growth of Large Industrial houses.
40. (a) Explain the Government and business in brief.  
Or  
(b) Explain the Significance of Pricing.
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**M.Com. DEGREE EXAMINATION, DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATIONS**

**First Year – First Semester**

**ADVANCED ACCOUNTING**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

Answer **all** questions.

1. Single entry constitutes incomplete records rather single entry \_\_\_\_\_.  
(a) Credit                      (b) Profit  
(c) Accounting                (d) Net profit
2. Most of the farming transactions are transacted on \_\_\_\_\_ basis.  
(a) Double entry              (b) Creditors  
(c) Surplus                      (d) Cash
3. If the closing capital is more than the opening capital it's shows an increase in capital which means a \_\_\_\_\_.  
(a) Profit                        (b) Shares  
(c) Account                      (d) Operating Capital

4. Cash payments are recorded on the \_\_\_\_\_ of the cash Book.
- (a) Debit side            (b) Credit side  
(c) Both sides            (d) Any one side
5. Revenue expenditure is recorded in the \_\_\_\_\_.
- (a) Trading account    (b) Profit and loss account  
(c) Balance sheet      (d) None of the above
6. Profit and loss account is also known as \_\_\_\_\_.
- (a) Statement of earnings  
(b) Statement of income  
(c) Statement of operations  
(d) None of the above
7. Net loss in a profit and loss account should be \_\_\_\_\_ in the balance sheet.
- (a) Added to liabilities  
(b) Deducted from liabilities  
(c) Added to capital  
(d) Deducted from capital
8. The term financial statement covers \_\_\_\_\_.
- (a) Balance sheet      (b) Posting  
(c) Entry                (d) None of the above
9. Capital expenditure is a part of \_\_\_\_\_.
- (a) Balance sheet  
(b) Trading account  
(c) Profit and loss account  
(d) Trial balance

10. A returns inward book is kept to record \_\_\_\_\_.
- (a) Return of anything sold
  - (b) Return of anything purchased
  - (c) Return of goods sold
  - (d) Return of goods purchased
11. Cost and financial accounts are required to be reconciled under \_\_\_\_\_.
- (a) Integral system
  - (b) Cost control accounts system
  - (c) Under both (a) and (b)
  - (d) Single entry system
12. The customs duty will show in \_\_\_\_\_.
- (a) Profit and loss Dr. (b) Trading Cr.
  - (c) Trading Dr. (d) Profit and loss Cr.
13. Expenditure of recurring nature are \_\_\_\_\_.
- (a) Preliminary (b) Revenue
  - (c) Capital (d) Deferred revenue
14. Capital expenses and capital receipts are moved to \_\_\_\_\_.
- (a) Trading Account
  - (b) Balance sheet
  - (c) Profit and loss account
  - (d) Trial balance
15. Balance of petty cash is \_\_\_\_\_.
- (a) Expenses (b) Income
  - (c) Liability (d) Asset

16. The purpose of preparing final accounts is to ascertain \_\_\_\_\_.
- (a) Profit or loss
  - (b) Capital
  - (c) The values of assets
  - (d) Profit or loss and financial position
17. How many parties are involved in case of discounting of bill?
- (a) Two
  - (b) Three
  - (c) Four
  - (d) Unlimited
18. It is a period or time after which a bill becomes payable?
- (a) Grace days
  - (b) Maturity
  - (c) Usance
  - (d) Tenor
19. A person who is ordered to pay a bill of exchange is called?
- (a) Drawer
  - (b) Drawee
  - (c) Creditor
  - (d) Endorsee
20. Fee paid in cash to Notary public is charged by \_\_\_\_\_.
- (a) Holder of bill of exchange
  - (b) Drawee
  - (c) Drawer
  - (d) None
21. Bank reconciliation statement compares a bank statement with \_\_\_\_\_.
- (a) Cash payment journal
  - (b) Cash receipt journal
  - (c) Financial statements
  - (d) Cashbook

22. Income and expenditure Account records transactions of \_\_\_\_\_.
- (a) Revenue nature only
  - (b) Capital nature only
  - (c) Both revenue and capital nature
  - (d) Income of only revenue nature and expenditure of revenue and capital nature
23. The record of cash kept by the non-trading concerns is shown by \_\_\_\_\_.
- (a) Receipt and payment account
  - (b) Income and loss account
  - (c) Profit and loss account
  - (d) Manufacturing account
24. The item which is not shown in the receipts and payments account of an institution is \_\_\_\_\_.
- (a) Payment of the last year's outstanding salary
  - (b) Advance receipts of subscription for next year
  - (c) Prepaid rent for the next year
  - (d) Outstanding salary for the current year
25. In a balance sheet, the total of common stock and retained earnings are denoted as \_\_\_\_\_.
- (a) Common equity    (b) Due equity
  - (c) Preferred equity    (d) Common perpetuity
26. The main objective of depreciation is \_\_\_\_\_.
- (a) To show the previous profit
  - (b) To calculate net profit
  - (c) To reduce tax
  - (d) To satisfy the tax department

27. According to fixed instalment method, the depreciation is calculated on \_\_\_\_\_.
- (a) Balance amount (b) Original cost  
(c) Scrap value (d) None of them
28. Decrease in the value of fixed assets is \_\_\_\_\_.
- (a) Depletion (b) Amortization  
(c) Depreciation (d) None of the above
29. What is the cause of depreciation?
- (a) Rot and Rust  
(b) Out of date  
(c) Extraction of oil from oil well  
(d) All the above
30. Diminishing method of depreciation provides
- (a) More depreciation in initial years  
(b) Equal amount of depreciation every year  
(c) More depreciation in later years  
(d) Depreciation amount changes in every 2 year
31. The concept of conservatism takes into account: \_\_\_\_\_
- (a) All future profits and all future losses  
(b) All future profits but leaves all future losses  
(c) All future losses but Leaves future profits  
(d) All the above



32. Purchase book is a part of \_\_\_\_\_.

- (a) Ledger
- (b) Journal
- (c) Profit and loss account
- (d) Trading account

33. A Goodwill account is a \_\_\_\_\_.

- (a) Current account
- (b) Wasting account
- (c) Intangible account
- (d) Fictitious account

**Part B**

(7 × 6 = 42)

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

34. (a) Explain the principles of accounting.

Or

(b) Enter the following transaction in a two column cash book :

- (i) Commenced business with cash Rs. 50,000
- (ii) Deposited in bank 40,000
- (iii) Received cash from Mohan Rs. 950 in full settlement of a debt of Rs. 1,000
- (iv) Bought goods for cash Rs. 10,000
- (v) Bought goods for cheque Rs. 15,000
- (vi) Sold goods for cheque for Rs 20,000 and deposited in bank on same day
- (vii) Paid to Arun by cheque Rs. 1,900 in full settlement of his account of Rs. 20,000
- (viii) Drew from bank office use Rs. 10,000

35. (a) Mrs. Vanitha keeps her books on single entry basis find out the profit or loss made for the period ending 31.3.2004.

Assets and liabilities	1.4.2003 Rs.	31.3.2003 Rs.
Bank balance	(Cr) 3,500	(Dr) 4,500
Cash on hand	200	300
Stock	3,000	4,000
Sundry debtors	8,500	7,600
Plant	20,000	20,000
Furniture	10,000	10,000
Sundry creditors	15,000	18,000

Mrs. Vanitha had withdrawn Rs. 10,000 for her personal use and had introduced fresh capital of Rs. 4,000. A provision of 5% on debtors is necessary write of depreciation on plant at 10% and furniture at 15%.

Or

- (b) How do you prepare a profit or loss account?

36. (a) Explain the types of errors.

Or

- (b) What are the options available to the drawer in using the bill of exchange?

37. (a) Explain the advantages of account current.

Or

(b) Prepare bank reconciliation statements :

	Rs.
Balance as per pass book (Cr) (31.12.17)	9,000
Cheque issued but not presented	15,000
Cheque received but not credited	1,500
Bank has given credit for interest	150

38. (a) From the following receipts and payment of account Trichy recreation club, prepare income and expenditure account for the year ended 31.03.2008.

Receipt	Rs.	Payment	Rs.
To opening balance		By furniture purchased	10,000
Cash in hand	11,000	By rent	2,800
To dividend received	27,600	By secretary's honorarium	15,000
To sales of old new paper	3,000	By postage	1,700
To members subscription	31,000	By general expenses	4,350
To locker rent	8,000	By printing and stationery	45,000
To interest on investments	1,250	By audit fees	5,000
To sale of furniture (Book value Rs 4400)	5,000	By closing balance	
	86,850	Cash in hand	3,000
			86,850

Or

(b) Discuss the method of providing depreciation.

39. (a) Bring out the difference between consignment and joint venture.

Or

(b) Explain the variable income securities.

40. (a) Discuss about the apportionment of common expenses.

Or

- (b) Mr. Mehta purchased a mobile of Rs. 30,000 on hire purchases the down payment is Rs. 5,000 and the rate of interest is 3% quarterly. In one year he has to pay Rs 7,000 in each quarter. Find out the total cash value and interest charged in each quarter.
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**M.Com. DEGREE EXAMINATION, DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATIONS**

**First Year – First Semester**

**Commerce**

**BUSINESS ENVIRONMENT**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part – A**

**(33 × 1 = 33)**

Answer **all** questions.

1. \_\_\_\_\_ environment relates to values systems, beliefs, social customs, practices, norms, languages spoken, festivals celebrated, food consumed etc.
  - (a) Demographic
  - (b) Economic
  - (c) Socio-cultural
  - (d) Natural
  
2. Files and documents of the company, internal reports, databases, employees, management information systems are \_\_\_\_\_ sources for monitoring the environment.
  - (a) Media
  - (b) Internal
  - (c) Research
  - (d) External

3. \_\_\_\_\_ is the way of life of a group of people and include their shared values, beliefs, customs, and accepted behaviours.
- (a) Society
  - (b) Social groups
  - (c) Social stratification
  - (d) Culture
4. \_\_\_\_\_ is an individual's or group's like or dislike towards objects, people, communities, cultures, ideas or traits.
- (a) Social organisation
  - (b) Social attitude
  - (c) Social norms
  - (d) Social stratification
5. \_\_\_\_\_ is an economic system in which the government owns and controls all the factors of production.
- (a) Socialism                      (b) Capitalism
  - (c) Mixed economic      (d) None of the above
6. In the \_\_\_\_\_ system, the private and public sector co-exist and jointly contribute to economic growth.
- (a) Capitalism                      (b) Socialism
  - (c) Mixed economic      (d) None of these
7. India's First Five year plan laid the foundation for a \_\_\_\_\_ pattern of society.
- (a) Capitalist                      (b) Socialist
  - (c) Anarchist                      (d) Democratic

8. \_\_\_\_\_ are economic shock absorbers and smoothen the impact of business cycles.
- (a) Automatic stabilisers
  - (b) Direct controls
  - (c) Fiscal policy
  - (d) Monetary policy
9. The Industrial Policy \_\_\_\_\_ focussed on deregulation, delicensing and encouraged private sector and foreign capital investment.
- (a) 1956                      (b) 1970
  - (c) 1980                      (d) 1991
10. Co-operative movement was introduced in the world in the form of \_\_\_\_\_
- (a) Democracy              (b) Co-operative
  - (c) Consumer                (d) Consumer Co-operative
11. \_\_\_\_\_ means transfer of ownership or management of a public enterprise to the private sector.
- (a) Liberalisation          (b) Globalisation
  - (c) Privatisation          (d) LPG
12. Economic reforms was widely implemented from the year \_\_\_\_\_
- (a) 1990                      (b) 1991
  - (c) 1992                      (d) 2001
13. \_\_\_\_\_ refers to applying managerial skills for discovering, developing and optimally using technology.
- (a) Technology transfer
  - (b) Technology management
  - (c) Technology
  - (d) None of these

14. \_\_\_\_\_ is the transfer of rights of scientific research to another party to use if for new invention or innovation.
- (a) Technology transfer
  - (b) Technology management
  - (c) Technology
  - (d) None of these
15. \_\_\_\_\_ promotes free trade among countries by removing tariff and non tariff barriers.
- (a) IMF
  - (b) UNO
  - (c) WTO
  - (d) World bank
16. The \_\_\_\_\_ policy is the blue print of the government relating to foreign trade.
- (a) Foreign exchange
  - (b) EXIM
  - (c) Monetary
  - (d) Fiscal
17. \_\_\_\_\_ refers to the government's action to cover the gap between its receipts and expenditure.
- (a) Monetary policy
  - (b) Moral suasion
  - (c) Transfer payments
  - (d) Deficit financing
18. \_\_\_\_\_ provide a platform for buyers and sellers of securities to transact.
- (a) Merchant bankers
  - (b) Mutual funds
  - (c) Stock exchanges
  - (d) Banks



19. The \_\_\_\_\_ bank supervises, controls and regulates the activities of commercial banks and other financial institutions.
- (a) Scheduled            (b) Central  
(c) Commercial        (d) Rural
20. \_\_\_\_\_ bank aid industrial development by providing long-term credit to industry as well as support and advisory services.
- (a) Development        (b) Co-operative  
(c) Exchange            (d) Rural
21. \_\_\_\_\_ is the process of integrating national economies into a single global economy by removing trade and business barriers.
- (a) Liberalisation        (b) Globalisation  
(c) Privatisation        (d) LPG
22. Decisions regarding FDI are taken by the Indian Government with association with
- (a) FDI  
(b) IMF  
(c) GATT  
(d) Foreign Investment Promotion Board
23. The \_\_\_\_\_ route is the most preferred entry route for FDI.
- (a) FDI                    (b) Automatic  
(c) ECB                    (d) Green
24. FDI can be categorised as \_\_\_\_\_ investment.
- (a) Green field        (b) Automatic  
(c) ECB                    (d) FDI

25. \_\_\_\_\_ is a specifically delineated duty free enclave and shall be deemed to be foreign territory for the purposes of trade operations and duties and tariffs.
- (a) SEZ (b) AEZ  
(c) IEZ (d) CEZ
26. EXIM policy of \_\_\_\_\_ freed the trade account transactions from the control of exchanges.
- (a) 1951-1956 (b) 1956-1961  
(c) 1992-1997 (d) 1997-2002
27. Special centres established by the government for promotion of farming exports are \_\_\_\_\_
- (a) SEZ (b) AEZ  
(c) IEZ (d) CEZ
28. \_\_\_\_\_ cooperates with the International Monetary Fund, the World Bank and other multilateral institutions to achieve greater coherence in global economic policy-making.
- (a) IMF (b) UNO  
(c) World bank (d) WTO
29. \_\_\_\_\_ allows for special assistance and trade concessions for developing countries.
- (a) GATT (b) UNO  
(c) IMF (d) WTO
30. The WTO \_\_\_\_\_ Agreement is an attempt to narrow the gap in the way rights are protected around the world, and to bring them under common international rules.
- (a) UNO (b) GATT  
(c) IMF (d) TRIPS

31. \_\_\_\_\_ means selling the product at below the on-going market price and/or at the price below the cost of production.
- (a) Dumping                      (b) Excise  
(c) Customs                      (d) GST
32. The \_\_\_\_\_ acts on behalf of the Ministerial Conference on all WTO affairs.
- (a) Central council      (b) State council  
(c) General Council      (d) Board of Directors
33. Opening up of multi-million, BPO industry is a part of \_\_\_\_\_ production practice.
- (a) Food                      (b) Rationalised  
(c) Service                      (d) Goods

**Part – B**                      (7 × 6 = 42)

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

34. (a) Discuss the inter relationship between Economic and Non-Economic environment.

Or

- (b) Explain the impact of environment on business and strategic decisions.

35. (a) What is Economic system? Give characteristics of economic system.

Or

- (b) State the nature and scope of economic planning in India.

36. (a) Discuss the industrial policy 2014 regarding public, private and joint sector.

Or

(b) Briefly explain the ways of privatisation.

37. (a) What are the factors governing technological environment?

Or

(b) Discuss the Indian Companies Act, 1956.

38. (a) What type of corporate securities to support the industries?

Or

(b) State the concept of Industrial Development Bank of India.

39. (a) What is Globalisation? Give its dimensions.

Or

(b) What are the advantages and disadvantages of Foreign Direct Investment?

40. (a) Discuss the role of GATT and WTO in international environment.

Or

(b) Briefly discuss the current issues in business environment and business management.

**N-0500**

**Sub. Code**

**205331**

**M.Com. DEGREE EXAMINATION, DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATIONS**

**Second Year – Third Semester**

**INVESTMENT ANALYSIS AND PORTFOLIO  
MANAGEMENT**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

Answer **all** questions.

1. \_\_\_\_\_ is a non-diversifiable risk.
  - (a) Unsystematic Risk
  - (b) Total Risk
  - (c) Normal Risk
  - (d) Systematic Risk
2. Rising of prices and falling of standard of living is arises at the time of \_\_\_\_\_.
  - (a) Inflation                      (b) Normal Period
  - (c) Boom Period                  (d) Deflation
3. \_\_\_\_\_ risks cover the risk of market, interest risk and purchasing power risk.
  - (a) UnSystematic Risk
  - (b) Systematic Risk
  - (c) Normal Risk
  - (d) Abnormal Risk

4. Amount of money paid to a company's shareholders on a regular basis of \_\_\_\_\_.
- (a) Bonds                      (b) Profit  
(c) Cashback                  (d) Dividend
5. Treasury bills are traded in the \_\_\_\_\_.
- (a) Money market  
(b) Capital market  
(c) Government market  
(d) Regulated market
6. A \_\_\_\_\_ represents part ownership in a public firm.
- (a) Cumulative preferred stock  
(b) Preference share  
(c) Call option  
(d) Common stock
7. Variance calculation and measuring the Standard deviation is one way of measuring the \_\_\_\_\_
- (a) Risk                          (b) Return  
(c) Speculation                (d) Gambling
8. The return component that gives periodic cash flows to the investor is known as the \_\_\_\_\_.
- (a) Capital gain                (b) Interest rate  
(c) Yield                         (d) Profit
9. The process of holding an investment in shares in electronic form is \_\_\_\_\_.
- (a) Dematerialisation  
(b) Demutualisation  
(c) Speculation  
(d) Demonetization

10. Where are the headquarters of SEBI located?  
(a) Mumbai (b) Delhi  
(c) Pune (d) Chennai
11. The risk-free security has a beta equal to \_\_\_\_\_, while the market portfolio's beta is equal to \_\_\_\_\_  
(a) One; more than one  
(b) One; less than one  
(c) Zero; one  
(d) Less than zero; more than zero
12. The Yield to Maturity of a bond is the same as \_\_\_\_\_  
(a) The present value of the bond  
(b) The bonds internal rate of return  
(c) The future value of the bond  
(d) None of these
13. A bond is a \_\_\_\_\_ instruments.  
(a) Equity (b) Debt  
(c) Hybrid (d) Commodity
14. The value of bond depends on \_\_\_\_\_.  
(a) The coupon rate  
(b) Years to maturity  
(c) Expected yield to maturity  
(d) All the above
15. The largest single institutional owner of common stocks is \_\_\_\_\_.  
(a) Mutual funds (b) Insurance companies  
(c) Pension funds (d) Commercial banks

16. NAV in Mutual funds stands for
- (a) Newly Acquired Value
  - (b) Net Asset Visibility
  - (c) Net amount Valuation
  - (d) Net Asset Value
17. This is stock valuation method that uses financial data to predict price movement
- (a) Company analysis
  - (b) Fundamental analysis
  - (c) Technical analysis
  - (d) None of these
18. Fundamental analysis is \_\_\_\_\_
- (a) Time consuming    (b) Time saving
  - (c) Expensive            (d) None of these
19. Choosing stocks by searching for predictable patterns in stock prices is called \_\_\_\_\_
- (a) Fundamental Analysis
  - (b) Technical Analysis
  - (c) Index Management
  - (d) Random Walk Investment
20. Which of the following terms represents an upper price limit for a stock, based on the quantity of willing sellers?
- (a) Support                (b) Trendline
  - (c) Channel                (d) Resistance
21. Speculators in the futures markets \_\_\_\_\_.
- (a) Make the market more volatile
  - (b) Contribute liquidity to the market
  - (c) Engage mainly in short sales
  - (d) Serve no real economic function



22. Which of the following is NOT a type of financial derivative?
- (a) Futures                      (b) Options  
(c) Swaps                        (d) Stocks
23. Which of the following is an example of a forward contract?
- (a) Buying a stock option  
(b) Purchasing a government bond  
(c) Selling a currency at a future date  
(d) Investing in a real estate property
24. The Markowitz model assumes most investors are \_\_\_\_\_
- (a) Risk averse                  (b) Risk neutral  
(c) Risk seekers                (d) Risk moderators
25. A portfolio which lies below the efficient frontier is described as \_\_\_\_\_
- (a) Optimal                        (b) Unattainable  
(c) Dominant                      (d) Dominated
26. Sharpe ratio and Treynor ratio measures which of the following:
- (a) Standard Deviation  
(b) Risk adjusted returns  
(c) Beta  
(d) Alpha factor

27. The process of addition of more assets in an existing portfolio or changing the ratio of funds invested is called as \_\_\_\_\_.
- (a) Portfolio selection
  - (b) Portfolio Revision
  - (c) Portfolio diversification
  - (d) None of these
28. In the context of the Capital Asset Pricing Model (CAPM) the relevant measure of risk is
- (a) Unique risk
  - (b) Beta
  - (c) Standard deviation of returns
  - (d) Variance of returns
29. The beta of the market portfolio is: \_\_\_\_\_.
- (a) 0.5                      (b) -1.0
  - (c) 0                         (d) 1.0
30. The efficient - market hypothesis was developed by \_\_\_\_\_.
- (a) Dow – Jones            (b) Eugebe Fama
  - (c) R.N. Elliott             (d) Markowitz
31. If you believe in the \_\_\_\_\_ form of the EMH, you believe that stock prices reflect all publicly available information but not information that is available only to insiders.
- (a) Semi strong            (b) Strong
  - (c) Weak                     (d) Perfect

32. According to the Capital Asset Pricing Model (CAPM), a well-diversified portfolio's rate of return is a function of \_\_\_\_\_.
- (a) Market risk            (b) Unsystematic risk  
(c) Unique Risk            (d) Systematic risk
33. In a well-diversified portfolio
- (a) Market risk is negligible  
(b) Systematic risk is negligible  
(c) Unsystematic risk is negligible  
(d) Non diversifiable risk is negligible

**Part B**

(7 × 6 = 42)

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

34. (a) What are difference between Investment and Gambling?

Or

- (b) Explain the various investment avenues / alternatives to investors.

35. (a) Elucidate if there will be a trade-off between Risk and Return in Investments.

Or

- (b) What are the objectives and functions of SEBI?

36. (a) Explain the various valuation models for bonds.

Or

- (b) Explain different types bonds available for various types of investors.

37. (a) What is mutual funds and explain how it works?

Or

(b) Write a short note on Economic, Industry and Company Analysis.

38. (a) Technical Analysis is useful to predicting individual share price as well as the direction of the market as a whole – Justify.

Or

(b) Differentiate Futures with options.

39. (a) Explain the traditional approach to portfolio construction.

Or

(b) Bring out the distinction between Sharpe and Treynor indexes of Portfolio performance.

40. (a) How can securities be evaluated with the help of the CAPM theory? Explain.

Or

(b) Explain random walk theory and what are the criticisms of Random Walk Theory.

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**N-0501**

**Sub. Code**

**205332**

**M.Com. DEGREE EXAMINATION, DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATIONS**

**Second Year – Third Semester**

**FINANCIAL MANAGEMENT**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

Answer **all** the questions.

1. Basic objective of Financial Management is \_\_\_\_\_.
  - (a) Maximization of profit
  - (b) Maximization of shareholder's wealth
  - (c) Ensuring Financial discipline in the firm
  - (d) All of these
  
2. The \_\_\_\_\_ approach of financial management fully ignores the internal decision-making.
  - (a) Business finance    (b) Traditional
  - (c) Modern                (d) Two sided
  
3. For maximizing the profit, the costs should be \_\_\_\_\_.
  - (a) Minimized            (b) Ignored
  - (c) Maximized            (d) Upgraded

4. \_\_\_\_\_ is the organisations, institutions that provide long term funds.
- (a) Capital market (b) Money market  
(c) Primary market (d) Secondary market
5. The financial Market where debt and stocks are traded and maturity period is more than a year is classified as: \_\_\_\_\_.
- (a) Shorter term Markets  
(b) Capital Markets  
(c) Counter Markets  
(d) Long-term Markets
6. Which of the following is not related with Money Market?
- (a) Treasury Bills  
(b) Commercial Bills  
(c) Certificates of Deposit  
(d) Shares
7. \_\_\_\_\_ Security is known as variable income security.
- (a) Debentures (b) Preference shares  
(c) Equity shares (d) None of these
8. Long term finance is required for \_\_\_\_\_.
- (a) Current assets (b) Fixed assets  
(c) Intangible assets (d) None of these

9. \_\_\_\_\_ is a situation in which actual profits of a company are not sufficient enough to pay interest on debentures, on loans and pay dividends on shares over a period of time.
- (a) Overcapitalization
  - (b) Undercapitalization
  - (c) Normal
  - (d) None of these
10. Capitalization excludes \_\_\_\_\_.
- (a) Debentures            (b) Equity Shares
  - (c) Long term loans    (d) Free reserves
11. \_\_\_\_\_ is a specific risk factor.
- (a) Market risk            (b) Inflation risk
  - (c) Interest rate risk    (d) Financial risk
12. The major benefit of diversification is to \_\_\_\_\_
- (a) Increase the expected return
  - (b) Increase the size of the investment portfolio
  - (c) Reduce the expected risk
  - (d) Reduce brokerage commission
13. A simultaneous purchase and sale of foreign exchange for two different dates is called \_\_\_\_\_.
- (a) Currency Devalue
  - (b) Currency Swap
  - (c) Currency Valuation
  - (d) Currency Exchange

14. Debenture qualified the owner towards
- (a) Company's voting rights
  - (b) Firm's profits share
  - (c) Fixed-rate interest
  - (d) Fixed dividend
15. A company who issues bonds or stocks in result raised funds which finally \_\_\_\_\_.
- (a) Increases liabilities
  - (b) Increases equity
  - (c) Increases cash
  - (d) Decreases cash
16. \_\_\_\_\_ bonds are again superior to ordinary bonds in terms of sale ability.
- (a) Redeemable            (b) Irredeemable
  - (c) Convertible            (d) Non-convertible
17. Working capital is also known as \_\_\_\_\_ capital.
- (a) Current asset        (b) Operating
  - (c) Projecting            (d) Operation capital
18. \_\_\_\_\_ working Capital refers to the firm's investment in current assets.
- (a) Zero                    (b) Net
  - (c) Gross                  (d) Distinctive
19. \_\_\_\_\_ refers to make-up of a firm's capitalization.
- (a) Capital structure    (b) Capital budgeting
  - (c) Equity shares        (d) Dividend policy



20. The price at which a bond gets traded at a stock exchange is known as: \_\_\_\_\_.
- (a) Maturity Value (b) Market Value  
(c) Face Value (d) Redemption Value
21. Financial risk perception is an influencing factor of \_\_\_\_\_.
- (a) Equity structure (b) Preference structure  
(c) Debt structure (d) Capital structure
22. Cost of capital is \_\_\_\_\_.
- (a) Lesser than the cost of debt capital  
(b) Equal to the last dividend paid to the equity shareholders  
(c) Equal to the dividend expectations of equity shareholders for the coming year  
(d) None of the above
23. The mix of debt and equity in a firm is referred to as the firm's \_\_\_\_\_.
- (a) Primary capital (b) Capital composition  
(c) Cost of capital (d) Capital structure
24. \_\_\_\_\_ is a long term planning for financing proposed capital outlay.
- (a) Capital Budgeting (b) Budgeting  
(c) Cash Budget (d) Sales Budget
25. The term \_\_\_\_\_ refers to the period in which the project will generate the necessary cash flow to recoup the initial investment.
- (a) Internal return  
(b) Payback period  
(c) Discounting return  
(d) Accounting return

26. A project whose cash flows are more than capital invested for rate of return then net present value will be \_\_\_\_\_.
- (a) Positive                      (b) Independent  
(c) Negative                      (d) Zero
27. \_\_\_\_\_ is the employment of an asset is sources of fund for which the firm has to pay a fixed cost or fixed return.
- (a) Financial management  
(b) Profit maximization  
(c) Asset management  
(d) Leverage
28. \_\_\_\_\_ is a payment of additional shares to shareholders in lieu of cash.
- (a) Stock split                  (b) Stock dividend  
(c) Extra dividend              (d) Regular dividend
29. MM Model of Dividend irrelevance uses arbitrage between \_\_\_\_\_.
- (a) Dividend and Bonus  
(b) Dividend and Capital Issue  
(c) Profit and Investment  
(d) None of the above
30. India's foreign exchange rate system is \_\_\_\_\_.
- (a) Fixed target of band  
(b) Free float  
(c) Fixed system  
(d) Managed float

31. Who determines foreign exchange rates in India?
- (a) RBI
  - (b) FEDAI
  - (c) Market forces of demand and supply
  - (d) Finance ministry of India
32. In the foreign exchange market, the \_\_\_\_\_ of one country is traded for the \_\_\_\_\_ of another country.
- (a) Currency; Currency
  - (b) Currency; Financial instruments
  - (c) Currency; Goods
  - (d) Goods; Goods
33. The date of settlement for a foreign exchange transaction is referred to as: \_\_\_\_\_.
- (a) Clearing date      (b) Swap date
  - (c) Maturity date      (d) Value date

**Part B** (7 × 6 = 42)

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

34. (a) State the scope and importance of financial management.

Or

- (b) In what ways is the wealth maximization objective superior to the profit maximization objective? Explain.

35. (a) Discuss the important functions of Capital markets.

Or

- (b) State the effects of under capitalization.

36. (a) Explain the sources of long term finance.

Or

(b) Distinguish between Preference and ordinary shares.

37. (a) Write a short note on:

(i) Non-convertible debentures.

(ii) Fully convertible debentures.

(iii) Partly convertible debentures.

Or

(b) What is the importance of working capital in a business? Discuss.

38. (a) What is meant by capital structure? What are the major determinants of capital structure?

Or

(b) Mention the importance of cost of capital.

39. (a) What is capital budgeting? Explain its needs and importance.

Or

(b) What is meant by financial leverage? How it magnify the revenue available to equity shareholders?

40. (a) What do you understand by dividend policy? What are the various factors affecting dividend policies?

Or

(b) Explain the various methods of international payment.

**N-0502**

**Sub. Code**

**205333**

**M.Com. DEGREE EXAMINATION, DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATIONS**

**Second Year — Third Semester**

**PRINCIPLES OF PERSONNEL MANAGEMENT**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

Answer **all** questions.

1. Personnel Management is also called as \_\_\_\_\_.
  - (a) Personnel Administration
  - (b) Manpower Management
  - (c) Both (a) & (b)
  - (d) None of these
  
2. Personnel Management specifically deals with human resources in respect of \_\_\_\_\_.
  - (a) Their procurement (b) Their development
  - (c) Their motivation (d) All of these
  
3. Job evaluation tries to make a systematic comparison between \_\_\_\_\_.
  - (a) Workers (b) Jobs
  - (c) Machines (d) Departments

4. The ranking method is best suited for \_\_\_\_\_ organizations.
- (a) Complex                      (b) Large  
(c) Small                          (d) All of these
5. Which of the following factors state the importance of the Human Resource Planning?
- (a) Creating highly talented personnel  
(b) International strategies  
(c) Resistance to change and move  
(d) All of these
6. Which of the following option is not the factor that hinders with the human resource planning process?
- (a) Types and quality of forecasting information  
(b) Time horizons  
(c) Environmental uncertainties  
(d) Unite the perspectives of line and staff managers
7. Organizing does not include \_\_\_\_\_ will be done
- (a) By whom                      (b) How  
(c) What                            (d) When
8. Who reports to whom is made clear by \_\_\_\_\_ process.
- (a) Organizing                    (b) Management  
(c) Planning                        (d) Managerial
9. Which of these is a job in the context of placement problems and employee works?
- (a) Group health                (b) Early departure  
(c) Independent                (d) All of these

10. \_\_\_\_\_ method of training is connected to real life problem.
- (a) Conference
  - (b) Case study
  - (c) Management game
  - (d) Sensitivity training
11. How performance appraisal can contribute to a firm's competitive advantage?
- (a) Ensures legal compliance
  - (b) Minimizing job dissatisfaction and turnover
  - (c) Improves performance
  - (d) All of these
12. Field of Human Relations
- (a) Applies specific techniques for dealing with all employees in the same way
  - (b) Get information about people's private lives
  - (c) Get information about people's social life
  - (d) Shows personal interest
13. While formulating a wage structure, a Wage Board should consider
- (a) Requirements of social justice
  - (b) Capacity of the industry to pay
  - (c) Both (a) and (b)
  - (d) Possibility of reduction in workforce
14. Fringe benefit given to employees due to
- (a) Trade union demand
  - (b) Social security
  - (c) To improve human relations
  - (d) All of these

15. Motivation means the process of to work hard.
- (a) Creating willingness
  - (b) Induce
  - (c) To inspire
  - (d) All of these
16. Motivation is defined as the level and persistence of
- (a) Effort
  - (b) Performance
  - (c) Need satisfaction
  - (d) Performance instrumentalities
17. The \_\_\_\_\_ leadership style is an expression of the leader's trust in the abilities of his subordinates.
- (a) Dictatorship      (b) Participative
  - (c) Authoritarian      (d) Autocratic
18. Which among the following is not a leadership style?
- (a) Transactional leadership
  - (b) Transformational leadership
  - (c) Transmission leadership
  - (d) Paternalistic leadership
19. Which of the following is not an important aspect of employee involvement?
- (a) Keeping employee morale down
  - (b) Employee motivation
  - (c) Employee empowerment
  - (d) Team and Teamwork



20. Which of the following is concerned with an individual's general attitude towards his/her job?
- (a) Organizational commitment
  - (b) Job satisfaction
  - (c) Job involvement
  - (d) Organizational behaviour
21. Discipline is necessary in all efficient organizations for following factors except
- (a) Encourages employees to behave sensibly at work
  - (b) Effectively realize or attain the objectives of the organization
  - (c) Help employees to learn the requirements of their jobs
  - (d) Wealth creation and expansion of plant
22. In which of the following methods, grievances are ascertained at the time of employees quitting the organization
- (a) The exit interview method
  - (b) The gripe-box system
  - (c) The open-door policy
  - (d) Opinion
23. More accidents are caused by \_\_\_\_\_.
- (a) Bad weather
  - (b) People
  - (c) Equipment
  - (d) Poor directions
24. Which of the following three factors affects an employee's motivation?
- (a) Attitude, interests and needs
  - (b) Attitude, interests and salary
  - (c) Attitude, interests and working conditions
  - (d) Attitude, needs and salary

25. Which of the following law is related to Industrial Relations?
- (a) Factories Act, 1948
  - (b) Industrial Disputes Act, 1947
  - (c) Minimum Wages Act, 1948
  - (d) Workmen Compensation Act, 1923
26. Which of the following is not a mode of Workers' Participation in Management?
- (a) Works Committee
  - (b) Joint Management Council
  - (c) Employee Stock Option plan
  - (d) Joint Committee for Policy Foundation
27. \_\_\_\_\_ research can be defined as a systematized investigation into the matters of employees with an objective to solve their problems
- (a) Personnel                      (b) Marketing
  - (c) Consumer                      (d) Sales
28. Following are the types of audits in personnel department
- (a) Audit of Managerial compliance
  - (b) Audit of employee satisfaction
  - (c) Audit of corporate strategy
  - (d) All of these
29. Personnel policies are the \_\_\_\_\_ of the organization.
- (a) Constitution                      (b) Epic
  - (c) Foundation                      (d) None of the above

30. \_\_\_\_\_ method is not a job evaluation method.
- (a) Factor comparison
  - (b) Point
  - (c) Ranking
  - (d) Assessment
31. Name the type of organization that is deliberately designed by top management to achieve a common organizational objective.
- (a) Corporate organization
  - (b) Divisional organization
  - (c) Formal organization
  - (d) Informal Organization
32. Following are the reasons for demotion except \_\_\_\_\_
- (a) Administrative convenience
  - (b) Inefficiency
  - (c) Indiscipline
  - (d) Tool of punishment
33. Motivation is related to \_\_\_\_\_.
- (a) Planning
  - (b) Controlling
  - (c) Reading
  - (d) Tactical decisions

**Part B**

(7 × 6 = 42)

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

34. (a) Outline the objectives of Personnel Management.

Or

- (b) List out the disadvantages of job Evaluation.

35. (a) Identify the steps involved in the Human Resource Planning Process.

Or

(b) Elaborate the Process of Organization.

36. (a) Name and explain the various types of employee promotions.

Or

(b) What are the basics of Human Relations?

37. (a) Spell out the principles that should be followed for an effective wage and salary administration.

Or

(b) Explain any one theory of Motivation.

38. (a) Bring out the important qualities of a good leader.

Or

(b) What are the characteristics of Morale?

39. (a) Summarize the causes of absenteeism.

Or

(b) Describe the concept of 'Employee Maintenance and integration'.

40. (a) Analyze the factors that affect the Quality of work life.

Or

(b) Enumerate the types of Personnel Records.

**N-0503**

**Sub. Code**

**205334**

**M.Com. DEGREE EXAMINATION, DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATIONS**

**Second Year – Third Semester**

**CORPORATE ACCOUNTING**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

Answer **all** questions.

1. If a share of 10 issued at 10, then it is said to be issued at \_\_\_\_\_.  
(a) Par (b) Discount  
(c) Premium (d) None of the above
2. \_\_\_\_\_ means issuing shares at price above its par value i.e., face value.  
(a) Issue of share at par  
(b) Issue of share at premium  
(c) Issue of share at discount  
(d) None of the above
3. Which shareholders are returned their capital after some specified time?  
(a) Redeemable Preference Shares  
(b) Irredeemable Preference Shares  
(c) Cumulative Preference Shares  
(d) Participating Preference Shares

4. When a company is wound-up, first preference in respect to payment is made to \_\_\_\_\_.
- (a) Equity shareholders
  - (b) Preference shareholders
  - (c) Debenture holders
  - (d) Unsecured creditors
5. Profit and loss account shows the \_\_\_\_\_.
- (a) Profit earned or loss suffered by the business
  - (b) Total capital employed
  - (c) Profit and loss through the sale of assets
  - (d) None
6. Balance sheet is also known as \_\_\_\_\_.
- (a) Statement of Finance
  - (b) Statement of Operations
  - (c) Statement of financial position
  - (d) Statement of operational position
7. Goodwill is referred to \_\_\_\_\_.
- (a) A fixed asset
  - (b) Realizable assets
  - (c) An intangible asset
  - (d) All of these
8. Which of the following variables has no impact on a company's goodwill?
- (a) The managerial effectiveness of corporation
  - (b) Nature of business
  - (c) Customers' locations are determined by a company's customers
  - (d) None

9. Capital of a company is divided in units, which is called as \_\_\_\_\_.
- (a) Debenture                      (b) Share  
(c) Stock                              (d) Bond
10. Net asset value per share is also known as \_\_\_\_\_ value per share.
- (a) Intrinsic                      (b) Economic  
(c) Internal                      (d) Recoverable
11. When liquidation expenses is paid and borne by seller company then it is debited to \_\_\_\_\_ account.
- (a) Bank                              (b) Goodwill  
(c) Realization                      (d) Capital Reserve
12. The deficiency shown by deficiency account will be equal to the deficiency revealed by \_\_\_\_\_.
- (a) Liquidator final statement of account  
(b) Statement of affairs  
(c) Liquidator report  
(d) None
13. Maximum managerial remuneration permissible under the Companies Act, 1956 for public limited company is \_\_\_\_\_ of the net profit.
- (a) 10%                              (b) 5%  
(c) 11%                              (d) 8%
14. Expenses related to the sale of goods are shown in the \_\_\_\_\_.
- (a) Trading account  
(b) Trading profit and loss account  
(c) Balance sheet  
(d) Profit and loss account

15. When two or more existing companies are liquidated and a new company is formed to take over business, it is termed as \_\_\_\_\_.
- (a) Absorption (b) Amalgamation  
(c) Reconstruction (d) Liquidation
16. When one existing company acquires the business of two or more similar companies, it is termed as \_\_\_\_\_.
- (a) Absorption  
(b) Amalgamation  
(c) Internal Reconstruction  
(d) External Reconstruction
17. In case of Internal reconstruction \_\_\_\_\_.
- (a) Only one company is liquidated  
(b) Two or more companies are liquidated  
(c) No company is liquidated  
(d) None
18. For reduction of the share capital, the permission has to be sought from \_\_\_\_\_.
- (a) Court (b) Controller  
(c) State Government (d) Central Government
19. Claim of holding company in subsidiary is known as \_\_\_\_\_.
- (a) Capital reserve (b) Cost of Investment  
(c) Minority Interest (d) Cost of control
20. Holding Company share in capital profits of subsidiary company is adjusted in \_\_\_\_\_.
- (a) Capital reserve (b) Cost of Investment  
(c) Minority Interest (d) Cost of control



21. The first item in order of payment to be made liquidator is \_\_\_\_\_.
- (a) Secured creditors
  - (b) Preferential creditors
  - (c) Liquidation expenses
  - (d) Unsecured creditors
22. Liquidator's statement of receipts and payments is known as
- (a) Cash Book
  - (b) Cash Flow Statement
  - (c) Liquidator's final statement of account
  - (d) Deficiency account
23. Banks prepare the accounts for \_\_\_\_\_ year.
- (a) Calendar                      (b) Financial
  - (c) Cooperative                  (d) Diwali
24. The unfavourable balance of Profit and Loss account should be
- (a) Subtracted from capital
  - (b) Subtracted from liabilities
  - (c) Subtracted from current assets
  - (d) Added in liabilities
25. When measuring the fair value of a liability, an entity shall value of a liability, an entity shall take into account the effect of which of the following risk?
- (a) Non-performance risk
  - (b) Credit risk
  - (c) Market risk
  - (d) All of these

26. Accounting Standard 25 relates to
- (a) Intangible Assets
  - (b) Valuation of Goodwill
  - (c) Valuation of Inventory
  - (d) Interim Financial reporting
27. Human Resource Accounting provides cost values information about acquiring, developing, \_\_\_\_\_ and maintaining human resources.
- (a) Monitoring            (b) Planning
  - (c) Allocating            (d) Organizing
28. Which of the following is the responsibility center?
- (a) Expense center    (b) Profit center
  - (c) Investment center (d) All of these
29. \_\_\_\_\_ accounting refers to accounting relating to corporate bodies or joint stock companies.
- (a) Financial            (b) Management
  - (c) Cost                (d) Corporate
30. \_\_\_\_\_ means accepting a price which is less than the face value of share.
- (a) Issue of share at par
  - (b) Issue of share at discount
  - (c) Issue of share at premium
  - (d) None
31. A company may issue \_\_\_\_\_.
- (a) Equity shares
  - (b) Preference shares
  - (c) Equity and preference both shares
  - (d) None

32. The following is the amount of goodwill paid by the new partner:
- (a) For the capital payment
  - (b) In exchange for a profit split
  - (c) For asset acquisition
  - (d) None
33. Which of the following option is an example of business liability?
- (a) Creditors
  - (b) Cash
  - (c) Land
  - (d) Building

**Part B**

(7 × 6 = 42)

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

34. (a) Elaborate the stages of Underwriting.
- Or
- (b) What are the provisions of the Companies Act, 1956 regarding allotment of shares?
35. (a) What do you mean by Managerial Remuneration? Give its types.
- Or
- (b) Describe some of the methods of Valuation of Goodwill.
36. (a) Name and explain any two methods of Valuation of Shares.
- Or
- (b) Enumerate the types of Liquidation.

37. (a) How do you differentiate Profit and Loss account from Balance Sheet?

Or

(b) Write down the advantages of Amalgamation.

38. (a) What are the different alternations of share capital?

Or

(b) How do you calculate revaluation of assets?

39. (a) Asses the reasons for Winding up of a company.

Or

(b) State the final accounts of insurance companies.

40. (a) List out the advantages of International Financial Reporting Standards (IFRS).

Or

(b) State the principles of Responsibility Accounting.

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**N-0504**

**Sub. Code**

**205341**

**M.Com. DEGREE EXAMINATION, DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATIONS**

**Second Year — Fourth Semester**

**MANAGEMENT ACCOUNTING**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

Answer **all** questions.

1. What is considered the language of business used to communicate financial information?
  - (a) Marketing
  - (b) Profit
  - (c) Pricing
  - (d) Accounting
2. When was the term Management Accounting coined?
  - (a) 1970
  - (b) 1950
  - (c) 1940
  - (d) 1931
3. What is the main objective of management accounting?
  - (a) To identify and analyse the result of business operations
  - (b) To study business transactions
  - (c) To check and maintain accounting records
  - (d) To remind the amount due to customers

4. What are the instruments / tools related to management accounting?
  - (a) Marginal costing
  - (b) Standard costing
  - (c) Budget control
  - (d) All of the above
5. From financial statement analysis, the creditors are interested to know
  - (a) Liquidity
  - (b) Profit
  - (c) Efficiencies
  - (d) Share Capital
6. Who among the following is not an external user of the financial statement analysis?
  - (a) Shareholders
  - (b) Debenture holders
  - (c) Creditors
  - (d) Management
7. Which analysis is based only on one year's data:
  - (a) Cashflow statement
  - (b) Dividend Analysis
  - (c) Vertical Analysis
  - (d) Horizontal Analysis
8. Analysis of financial statement of an enterprise over a period of time is known as:
  - (a) Cross-sectional Analysis
  - (b) Time Series Analysis
  - (c) Static Analysis
  - (d) External Analysis
9. The area of interest for lenders while analyzing financial statements will be
  - (a) Liquidity alone
  - (b) Profitability and Liquidity
  - (c) Solvency, Profitability and Liquidity
  - (d) None of these

10. Feature of financial analysis is to present the data contained in financial statements in
- (a) Easy form
  - (b) Convenient and rational groups
  - (c) Comparable form
  - (d) All of the Above
11. Main limitation of analysis of financial statements is
- (a) Affected by window dressing
  - (b) Difficulty in forecasting
  - (c) Do not reflect changes in price level
  - (d) All of the Above
12. Management accounting can be viewed as \_\_\_\_\_.
- (a) Marketing-oriented Accounting
  - (b) Management-oriented Accounting
  - (c) Accounting oriented Management
  - (d) Manager-oriented Accounting
13. \_\_\_\_\_ the sub-field of accounting.
- (a) Management accounting
  - (b) Cost accounting
  - (c) Financial accounting
  - (d) All of the above
14. The term Management Accounting was coined by \_\_\_\_\_
- (a) F.W. Taylor
  - (b) James H Bliss
  - (c) R. N. Carter
  - (d) Philip Kotler

15. The purpose of management accounting is to help \_\_\_\_\_ make decisions.
- (a) Managers                      (b) Investors  
(c) Marketers                      (d) Banks
16. \_\_\_\_\_ play a key role in management accounting
- (a) Investors                      (b) Managers  
(c) Customers                      (d) Suppliers
17. The primary task of management accounting is, therefore, to redesign the entire accounting system so that it may serve the \_\_\_\_\_ needs of the firm.
- (a) Marketing                      (b) Operational  
(c) Human resource                      (d) Production
18. Management accounting provides information to management so that planning organizing directing and controlling of business operations can be done in an orderly manner.
- (a) Organising controlling planning and directing  
(b) Planning controlling organising directing /  
(c) Planning organising directing controlling  
(d) Organising planning directing controlling
19. Which is the main characteristic of Management accounting?
- (a) Cause and effect analysis  
(b) Providing accounting information  
(c) Helping to achieve organisational goals  
(d) All of the above



20. Management accounting is generally applied to \_\_\_\_\_
- (a) Large industrial and trading organizations
  - (b) Cooperative societies
  - (c) Non Profit Organisations
  - (d) Small trading organisations
21. Management accounting assists the management in \_\_\_\_\_.
- (a) Planning                      (b) Directing
  - (c) Controlling                  (d) All of the above
22. Which is NOT a limitation of Management accounting?
- (a) Management accounting is only a tool
  - (b) Personal prejudice and bias
  - (c) Evaluation and control of performance
  - (d) Psychological resistance /
23. Which is NOT an advantage of Management accounting?
- (a) Economic appraisal
  - (b) Helps in decision making
  - (c) Influenced by personal bias
  - (d) Facilitates communication
24. Goodwill is one of the \_\_\_\_\_
- (a) Current assets
  - (b) Tangible assets
  - (c) Intangible assets
  - (d) Liquid assets

25. Salary is one of the \_\_\_\_\_
- (a) Direct expenses
  - (b) Non cash expenses
  - (c) Capital expenses
  - (d) Revenue expenses
26. Wealth maximization is a \_\_\_\_\_
- (a) Short term concept
  - (b) Temporary concept
  - (c) Long term concept
  - (d) Outdated concept
27. In order to maximise profits a firm endeavours to
- (a) increase its revenue
  - (b) lower its cost
  - (c) both (a) and (b)
  - (b) increase its capital
28. \_\_\_\_\_ are defined as the change in overall costs that result from particular decisions being made.
- (a) Incremental costs
  - (b) Book costs
  - (c) Sunk costs
  - (d) None of the above
29. Incremental costs are also known as
- (a) Avoidable costs
  - (b) Escapable costs
  - (c) Differential costs
  - (d) All of the above
30. Which of the following is an example of an “explicit cost”?
- (a) The wages a proprietor could have made by working else where
  - (b) The income that could have been earned in alternative uses by the resources owned by the firm
  - (c) The payment of wages by the firm
  - (d) None of these

31. A promoter running his business takes out Rs.30,000 per year as his salary from the total receipts of his firm. The implicit cost of this promoter.
- (a) less than 15,000
  - (b) more than 10,000
  - (c) Rs.30,000 a year
  - (d) Zero
32. Alternative costs are called
- (a) Opportunity cost
  - (b) Fixed cost
  - (c) Social cost
  - (d) External cost
33. If the total cost of 1000 units is Rs.60,000 and that of 1001 units is Rs.60,400, then the increase of Rs.400 in the total cost is \_\_\_\_\_
- (a) Prime cost
  - (b) All variable overheads
  - (c) Marginal cost
  - (d) None of the above

**Part B**

(7 × 6 = 42)

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

34. (a) What are the scope of Management accounting?

Or

- (b) Explain the Installation of Management accounting system.

35. (a) Explain the Nature and Limitations of Financial Statements.

Or

(b) Difference Between Cost Accounting and Financial Accounting.

36. (a) From the following particulars found in the Trading, Profit and Loss Account of A Company Ltd, work out the operation ratio of the business concern :

TRADING ACCOUNT OF A COMPANY LTD  
for the period ending December 31

Dr		Cr	
Expenses	Rs.	Incomes	Rs.
To opening stock	1,400	By Net Sales	10,000
To purchases	6,400	By closing stock	600
To direct expenses	300		
To gross profit	2,500		
	10,600		10,600

PROFIT AND LOSS ACCOUNT OF A COMPANY LTD  
For the period ending December 31

Dr		Cr	
Expenses	Rs.	Incomes	Rs.
To operating expenses :		By gross profit	2,500
(a) Administrative expenses	1,600		
(b) Selling and distribution expenses	300		
To financial expenses	100		
To net profit	500		
	2,500		2,500

Or

(b) Explain the types of Ratios.

37. (a) Write the uses of Ratio Analysis.

Or

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

Profit and loss account			
	Rs.		Rs.
To operation expenses		By gross profit	2,00,000
To depreciation	1,00,000	By gain on sale of plant	20,000
To loss on sale of building	40,000		
To Advertisement suspense account	10,000		
To discount allowed	5,000		
To discount on issue of shares written off	500		
To goodwill written off	500		
To net profit	12,000		
	<u>52,000</u>		
	<u>2,20,000</u>		<u>2,20,000</u>

38. (a) Difference between cash flow and fund flow analysis.

Or

(b) What are the limitations of budgeting?

39. (a) Explain zero - based budgeting.

Or

- (b) From the following particulars, calculate :
- (i) Break-even point in terms of sales value and in units.
  - (ii) Number of units that must be sold to earn a profit of Rs.90,000

	₹
Fixed factory overheads cost	60,000
Fixed selling overheads cost	12,000
Variable manufacturing cost per unit	12
Variable selling cost per unit	3
Selling price per unit	24

40. (a) What are objectives of marginal costing?

Or

- (b) Explain the limitations of BEA.
-

**N-0505**

**Sub. Code**

**205342**

**M.Com. DEGREE EXAMINATION, DECEMBER 2023**

**ONLINE PROGRAMME EXAMINATION**

**Second Year – Fourth Semester**

**PRINCIPLES AND PRACTICE OF SERVICES  
MARKETING**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

Answer **all** questions.

1. The core benefit in service marketing refers to
  - (a) The physical features of a product
  - (b) The unique selling proposition of a service
  - (c) The primary value provided to customers
  - (d) The additional features or add-ons offered with a product
  
2. Which of the following is an example of a pure service?
  - (a) Laptop computer (b) Haircut at a salon
  - (c) Bottle of shampoo (d) Electronic gadget

3. Which of the following is an example of a hybrid offering in service marketing?
  - (a) Restaurant meal
  - (b) Hotel accommodation
  - (c) Insurance policy
  - (d) Fitness training session
  
4. Demand management in service businesses refers to
  - (a) Reducing the availability of services to create scarcity
  - (b) Increasing prices to match high demand
  - (c) Shifting customer demand to off-peak periods
  - (d) Expanding service offerings to meet high demand
  
5. Surplus management in service businesses involves
  - (a) Reducing service capacity to match demand
  - (b) Lowering prices to attract more customers
  - (c) Adjusting service offerings based on customer preferences
  - (d) Offering incentives to encourage customers to choose less popular services
  
6. Which of the following is a tool used for demand forecasting in service businesses?
  - (a) Customer feedback surveys
  - (b) Competitive analysis reports
  - (c) Inventory management systems
  - (d) Statistical models and data analysis
  
7. What is service mapping in service marketing?
  - (a) A visual representation of customer journeys and service interactions
  - (b) Creating a map of physical service locations and facilities
  - (c) Identifying target customer segments for service offerings
  - (d) Analyzing competitor's service offerings and positioning



8. Service mapping helps organizations understand
- (a) Customer demographics and psychographics
  - (b) Pricing strategies and revenue streams
  - (c) Service delivery processes and touch points
  - (d) Market trends and competitive landscape
9. Which of the following is a step in service mapping?
- (a) Conducting market research to identify customer needs
  - (b) Developing marketing campaigns to promote services
  - (c) Designing physical layouts of service facilities
  - (d) Mapping customer interactions and touch points
10. Physical evidence in service marketing refers to
- (a) Tangible products offered by a service provider
  - (b) The physical appearance and environment of service facilities
  - (c) Promotional materials used to advertise services
  - (d) The physical location of service delivery
11. The purpose of physical evidence in service marketing is to
- (a) Attract customers through advertising campaigns
  - (b) Create a positive and memorable customer experience
  - (c) Showcase the features and benefits of a service
  - (d) Differentiate a service from its competitors

12. Which of the following is an example of physical evidence in service marketing?
- (a) Brochures and pamphlets promoting a service
  - (b) Customer testimonials and reviews
  - (c) The design and layout of a retail store
  - (d) Online advertisements for a service
13. Quality management in service marketing refers to
- (a) Ensuring the physical appearance of service facilities
  - (b) Meeting customer expectations and service standards
  - (c) Maximizing service capacity and utilization
  - (d) Implementing effective marketing strategies
14. Which of the following is a key component of quality management in service marketing?
- (a) Designing service processes for efficiency
  - (b) Maximizing profit margins and revenue
  - (c) Conducting market research and analysis
  - (d) Enhancing employee training and development
15. The “reliability” dimension of service quality refers to
- (a) The speed and efficiency of service delivery
  - (b) The ability to perform services accurately and dependably
  - (c) The availability of service facilities and resources
  - (d) The consistency of service offerings and experiences

16. Which of the following factors influences demand-based pricing in service marketing?
- (a) Production capacity
  - (b) Technological advancements
  - (c) Consumer preferences
  - (d) Labor costs
17. Demand-based pricing involves setting prices based on \_\_\_\_\_
- (a) Cost-plus pricing
  - (b) Value perceived by customers
  - (c) Competitor prices
  - (d) Government regulations
18. Which of the following pricing strategies is commonly used in demand-based pricing?
- (a) Skimming pricing (b) Penetration pricing
  - (c) Cost-based pricing (d) Dynamic pricing
19. The first step in the advertising process is
- (a) Media selection
  - (b) Message creation
  - (c) Target audience identification
  - (d) Budget allocation
20. The advertising budget is allocated based on
- (a) Competitive pricing
  - (b) Industry benchmarks
  - (c) Target audience preferences
  - (d) Company's financial resources

21. The process of campaign evaluation involves
- (a) Identifying the target audience
  - (b) Choosing the appropriate advertising channels
  - (c) Analyzing campaign metrics and feedback
  - (d) Setting advertising objectives
22. During the message creation step, advertisers focus on \_\_\_\_\_
- (a) Determining the advertising budget
  - (b) Identifying the target audience
  - (c) Creating compelling and persuasive messages
  - (d) Selecting appropriate advertising channels
23. Customer segmentation is the process of \_\_\_\_\_
- (a) Identifying and targeting specific groups of customers
  - (b) Analyzing competitors' customer base
  - (c) Determining the overall market size
  - (d) Conducting market research
24. Market segmentation helps companies to \_\_\_\_\_
- (a) Ignore customer preferences and needs
  - (b) Treat all customers the same way
  - (c) Develop more effective marketing strategies
  - (d) Reduce the overall customer base
25. Service culture refers to \_\_\_\_\_
- (a) The physical environment of a service organization
  - (b) The attitudes and behaviors of employees towards customer service
  - (c) The pricing strategy of a service organization
  - (d) The advertising campaigns of a service organization

26. Service culture is primarily influenced by \_\_\_\_\_
- (a) Employee training and development programs
  - (b) Marketing campaigns
  - (c) Government regulations
  - (d) Competitor actions
27. Equipment as physical evidence refers to \_\_\_\_\_
- (a) The technology used in service delivery
  - (b) The pricing options available to customers
  - (c) The physical appearance of employees
  - (d) The customer service processes and procedures
28. CRM enables organizations to \_\_\_\_\_
- (a) Personalize customer interactions
  - (b) Standardize customer interactions
  - (c) Minimize customer interactions
  - (d) Eliminate customer interactions
29. One of the objectives of CRM is to \_\_\_\_\_
- (a) Increase employee turnover
  - (b) Reduce customer engagement
  - (c) Enhance customer loyalty
  - (d) Lower customer satisfaction
30. Electricity marketing involves
- (a) Generating electricity from renewable sources
  - (b) Selling electricity to end consumers
  - (c) Developing power plants and transmission infrastructure
  - (d) Regulating electricity tariffs

31. The role of government in electricity marketing is to
- (a) Control all aspects of electricity generation and distribution
  - (b) Set electricity prices and tariffs
  - (c) Promote competition and regulate the market
  - (d) Guarantee electricity supply to all consumers for free
32. The goal of electricity marketing is to ————
- (a) Increase greenhouse gas emissions
  - (b) Promote energy conservation and efficiency
  - (c) Limit consumer choice in the electricity market
  - (d) Decrease competition among electricity providers
33. The principles of service quality are based on ————
- (a) The physical attributes of the service
  - (b) Customer perceptions and expectations
  - (c) Pricing strategies of the service provider
  - (d) Employee qualifications and expertise

**Part B**

(7 × 6 = 42)

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

34. (a) How do you differentiate goods and services with examples?

Or

- (b) State the role of demand and supply in service marketing.

35. (a) What is service mapping in marketing?

Or

(b) Narrate the types of physical evidence in marketing.

36. (a) What is quality management in service marketing?

Or

(b) What are the types of demand based pricing method?

37. (a) What are the steps in advertising process?

Or

(b) What do you mean by Customer segmentation and explain its types?

38. (a) Summarize the components of service culture.

Or

(b) Bring out the guidelines for development of physical evidence strategy.

39. (a) Enlight the objectives of CRM.

Or

(b) Write a short notes on Electricity Marketing.

40. (a) Why Market segmentation is important in service marketing?

Or

(b) Examine the principles of service quality.

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**N-0506**

**Sub. Code**

**205343**

**M.Com. DEGREE EXAMINATION, DECEMBER 2023.**

**ONLINE PROGRAMME EXAMINATIONS**

**Second Year - Fourth Semester**

**ORGANIZATIONAL BEHAVIOUR**

**(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

Answer **all** questions.

1. Organization structure primarily refers to
  - (a) How activities are coordinated and controlled
  - (b) How resources are allocated
  - (c) The location of departments and office space
  - (d) The policy statements developed by the firm
2. The purpose of job enrichment is to \_\_\_\_\_
  - (a) Expand the number of tasks an individual can do
  - (b) Increase job efficiency
  - (c) Increase job effectiveness
  - (d) Increase job satisfaction of middle management
3. Strategic planning as a broad concept consists of \_\_\_\_\_
  - (a) Corporate strategy and business strategy
  - (b) Strategy formulation and strategy implementation
  - (c) Inputs and outputs
  - (d) Environmental analysis and internal analysis

4. According to Herzberg, which of the following is a maintenance factor?
- (a) Salary                      (b) Work itself  
(c) Responsibility              (d) Recognition
5. A major problem with a task force type of management is \_\_\_\_\_
- (a) There is no logical basis for task force information  
(b) Its status is too inflexible  
(c) Accountability  
(d) Lack of planning
6. Individuals such as Albert Einstein, Edwin Land and Steven Jobs lead through which type of power?
- (a) Legitimate                  (b) Reward  
(c) Expert                        (d) Charismatic
7. Communication begins with \_\_\_\_\_
- (a) Encoding                    (b) Idea origination  
(c) Decoding                    (d) Channel selection
8. Functional managers are responsible
- (a) For a single area of activity  
(b) To the upper level of management and staff  
(c) For complex organizational sub-units  
(d) For obtaining copyrights and patents for newly developed processes and equipment
9. Policies are sometimes defined as a(n)
- (a) Shortcut for thinking  
(b) Action plan  
(c) Substitute for strategy  
(d) Substitute for management authority
10. The problem-solving process begins with
- (a) Clarification of the situation  
(b) Establishment of alternatives  
(c) Identification of the difficulty  
(d) Isolation of the cause

11. A study of the culture and practices indifferent societies is called
- (a) Personality (b) Anthropology  
(c) Perception (d) Attitudes
12. \_\_\_\_\_ is known as “the father of scientific management.”
- (a) Fredrick W. Taylor  
(b) Henry  
(c) Robert Owen  
(d) None of these
13. \_\_\_\_\_ a young Welsh factory owner was one of the first to emphasis the human needs of employees: He refused to employ young children
- (a) Andrew Ure (b) J.N. Tata  
(c) Robert Owen (d) None of these
14. \_\_\_\_\_ embodies a team concept, is based on the principle of mutual contribution by employer and employees
- (a) Autocratic model (b) Custodial model  
(c) Supportive Model (d) Collegial Model
15. Contribution/s of human relations movement is/are
- (a) Great Depression  
(b) Labour Movement  
(c) Hawthorne Studies  
(d) All of these
16. Forces affecting organizational behaviour are
- (a) People (b) Environment  
(c) Technology (d) All of the above

17. Hawthorne Studies is related to which stage of the organizational behaviour evolution
- (a) Industrial revolution
  - (b) Scientific management
  - (c) Organizational behavior
  - (d) Human relations movement
18. In present context, challenges for OB are \_\_\_\_\_
- (a) Employee expectation
  - (b) Workforce diversity
  - (c) Globalization
  - (d) All of the above
19. Meso organization behaviour is related with
- (a) Individual Behaviour
  - (b) Group behaviour
  - (c) Organizational behaviour
  - (d) None of these
20. "Leadership motivates the people to work and not the power of money". this concept is related to \_\_\_\_\_
- (a) Autocratic model (b) Custodial model
  - (c) Supportive Model (d) Collegial Model
21. Organizational behaviour is a field of study backed by a body of associated with growing concern for people at workplace
- (a) Theory (b) Research
  - (c) Application (d) All of the above
22. Organizational behavior is
- (a) A science
  - (b) An art
  - (c) A science as well as an art
  - (d) None of the above

23. The field of organizational behavior examines such questions as the nature of leadership, effective team development, and
- (a) Interpersonal conflict resolution; motivation of individuals
  - (b) Organizational control; conflict management
  - (c) Motivation of individuals; planning
  - (d) Planning; development
24. The term 'psychology' is derived from the word 'psyche', which means 'soul' or 'spirit'
- (a) Latin
  - (b) French
  - (c) Greek
  - (d) None of these
25. The field of organizational behavior is primarily concerned with
- (a) The behaviour of individual and groups
  - (b) How resources are effectively managed
  - (c) Control processes and interactions between organizations, external context
  - (d) Both (a) and (c)
26. The study of organizational behavior has certain basic assumptions. They are \_\_\_\_\_
- (a) An individual enterprise is an
  - (b) These people must be motivated organization of people to work effectively
  - (c) The goals of the employee and the employer
  - (d) All of the above
27. Which of the following represents the correct sequencing of historical developments of Organizational Behavior?
- (a) Industrial revolution → Scientific management → Human relations movement → OB
  - (b) Industrial revolution → Human relations movement → Scientific management → OB
  - (c) Scientific management → Human relations movement → Industrial revolution → OB
  - (d) None of these

28. Which of the following frameworks is used in the development of the overall model of OB?
- (a) The cognitive framework
  - (b) The behavioristic framework
  - (c) The social learning framework
  - (d) All of the above
29. Which of the following frameworks is based on the expectancy, demand and incentive concepts \_\_\_\_\_
- (a) The cognitive framework
  - (b) The behavioristic framework
  - (c) The social learning framework
  - (d) The supportive frame work
30. Which of the following forms the basis for the autocratic model of OB?
- (a) Obedience                      (b) Authority
  - (c) Power                              (d) Dependence on boss
31. "Might is right" is the motto of \_\_\_\_\_
- (a) Autocratic Model   (b) Custodial Model
  - (c) Supportive Model   (d) Collegial Model
32. Which one of the following is the definition given by Fred Luthans?
- (a) "Organizational behavior is to understand, predicting and controlling human behavior at work"
  - (b) Organizational behavior is subset of management activities concerned to human behavior"
  - (c) Organizational behavior is a branch of social sciences that seeks to build theories"
  - (d) "Organizational behavior is a field of study that investigates the impact on behaviour"

33. Which of the following is not correct for the organizational behavior?
- (a) Organizational behaviour is an integral part of management
  - (b) Organizational behavior is disciplinary approach
  - (c) Organizational behavior helps in analysis of behavior
  - (d) Organizational behavior is goal-oriented

**Part B** (7 × 6 = 42)

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

34. (a) Discuss the role of Organizational Behavior in Today's business environment.

Or

- (b) Describe the Models of organizational behavior.

35. (a) Write the impact and consequences of stress on behavior.

Or

- (b) Define Motivation and its types and importance.

36. (a) Explain any five theories of leadership.

Or

- (b) Define Groups and explain the types of Group.

37. (a) Explain the Factors influencing political behavior.

Or

- (b) Explain the Bases of Power.

38. (a) Define organization culture and also explain the main characteristics of culture.

Or

- (b) Explain the meaning and nature of Organizational change.

39. (a) Define Power. What can be done to prevent the misuse of power.

Or

(b) Explain the concept of political behavior and organizational politics.

40. (a) How can the Organizational Culture be improved?

Or

(b) What are the major factors that influence individual behavior?

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**N-0507**

**Sub. Code**

**205344**

**M.Com. DEGREE EXAMINATION,  
DECEMBER 2023  
ONLINE PROGRAMME EXAMINATIONS  
Second Year Fourth Semester  
RETAIL AND DISTRIBUTION MANAGEMENT  
(CBCS – 2020 onwards)**

Time : 2 Hours

Maximum : 75 Marks

**Part A**

(33 × 1 = 33)

Answer **all** questions.

1. The first and foremost method of retail is
  - (a) Counter service
  - (b) Self-service
  - (c) Online shops
  - (d) Cost-plus pricing
2. In a———— retailer sells to consumers through multiple retail formats, such as website, physical stores.
  - (a) Multi-channel retailing
  - (b) Retail management
  - (c) Counter selling
  - (d) Retail strategy
3. Retail business generates an enormous amount of information that would be very valuable if one could:
  - (a) Collect it quickly, reliably, and efficiently
  - (b) Analyze it to make sense of the past and plan future decisions
  - (c) Distribute it to the right people in your organization so they can act on it
  - (d) All of the above

4. The planning system prioritizes according to \_\_\_\_\_ since that is the best way to ensure the lowest possible inventory.
- (a) Packaging date      (b) Delivery date  
(c) Shipment date      (d) Distribution date
5. \_\_\_\_\_ represent anticipated demand.
- (a) Forecast              (b) Blanket order  
(c) Both (a) and (b)      (d) None of the above
6. The word Retail is derived from the \_\_\_\_\_ word.
- (a) Latin                  (b) French  
(c) English                (d) German
7. What is a direct relationship between a retailer and its customers?
- (a) A relationship mediated by a third-party platform  
(b) A relationship established through social media interactions  
(c) A relationship based on offline advertising  
(d) A relationship without intermediaries
8. Which of the following is a characteristic of retailing?
- (a) It involves the sale of goods or services to end consumers  
(b) It primarily focuses on business-to-business transactions  
(c) It excludes the use of technology and online platforms  
(d) It is not influenced by consumer preferences or trends.

9. Which of the following is a function of retailing?
- (a) Production of goods
  - (b) Advertising and promotion
  - (c) Wholesale distribution
  - (d) Research and development
10. Which of the following is a type of retail unit?
- (a) Manufacturing plant
  - (b) Warehouse
  - (c) Restaurant
  - (d) Hospital
11. Which of the following is a characteristic of traditional retail formats?
- (a) Heavy reliance on e-commerce
  - (b) Limited customer interaction
  - (c) Focus on personalized shopping experience
  - (d) Dominated by online marketplaces
12. Which of the following is a characteristic of traditional retail formats in terms of payment methods?
- (a) Exclusive use of cash payments
  - (b) Limited payment option
  - (c) Emphasis on digital payment methods
  - (d) Integration of cryptocurrency payments
13. Which of the following is a basis for retail market segmentation?
- (a) Product pricing
  - (b) Geographic location
  - (c) Customer age
  - (d) Random selection

14. Which of the following is a benefit of effective retail market segmentation?
  - (a) Decreased competition
  - (b) Reduced marketing costs
  - (c) Limited customer reach
  - (d) Increased pricing flexibility
  
15. Which of the following is a key element of brand management?
  - (a) Pricing strategy
  - (b) Customer service
  - (c) Supply chain management
  - (d) Logo design
  
16. Which of the following is a key responsibility of product management?
  - (a) Sales forecasting
  - (b) Customer service
  - (c) Advertising campaigns
  - (d) Supply chain management
  
17. Which of the following is an objective of product management?
  - (a) Reducing production costs
  - (b) Maximizing shareholder value
  - (c) Increasing employee morale
  - (d) Improving customer service satisfaction
  
18. What is the goal of penetration pricing in retail?
  - (a) Maximizing profit margins
  - (b) Creating a perception of high-quality products
  - (c) Attracting new customers and gaining market share
  - (d) Maintaining premium pricing for luxury items

19. What is the purpose of price skimming in retail?
- (a) Maximizing profit margins in the long term
  - (b) Matching competitors' prices
  - (c) Creating price stability in the market
  - (d) Targeting early adopters and capturing high initial profits.
20. Which of the following is a purpose of retail sales promotion?
- (a) Building long-term Customer relationships
  - (b) Increasing product prices
  - (c) Reducing product demand
  - (d) Encouraging impulse buying
21. Which of the following is an example of a retail sales promotion technique?
- (a) Public relations campaigns
  - (b) Market research surveys
  - (c) Loyalty programs
  - (d) Employee training programs
22. What is the primary objective of designing market channel distribution?
- (a) Maximizing production efficiency
  - (b) Minimizing marketing costs
  - (c) Maximizing customer reach and satisfaction
  - (d) Minimizing competition

23. Which of the following factors should be considered when designing market channel distribution?
- (a) Competitor pricing strategies
  - (b) Government regulations
  - (c) Employee training programs
  - (d) Social media marketing campaigns
24. Which of the following is a characteristic of industrial goods?
- (a) Purchased for personal use
  - (b) Generally low-priced
  - (c) Derived demand
  - (d) Distributed through retail channels
25. Which of the following is an example of an industrial service?
- (a) Fast food restaurant
  - (b) Hotel accommodation
  - (c) Advertising Agency
  - (d) Waste management company
26. Which of the following is a key characteristic of industrial buying behavior?
- (a) Emotional decision-making
  - (b) Short decision-making process
  - (c) High level of buyer-seller relationship
  - (d) Limited information search

27. What is the primary goal of material handling?
- (a) Maximizing warehouse space utilization
  - (b) Reducing labor costs
  - (c) Minimizing product damage
  - (d) Increasing production speed
28. What is the initial step in the franchising process?
- (a) Signing the franchise agreement
  - (b) Conducting market research
  - (c) Identifying potential franchisees
  - (d) Developing the franchise business model
29. Which of the following is the first step in the marketing information system process?
- (a) Data Collection
  - (b) Data analysis
  - (c) Marketing decision-making
  - (d) Information dissemination
30. Which component of the marketing information system involves transforming data into meaningful insights?
- (a) Data Storage
  - (b) Data analysis
  - (c) Data collection
  - (d) Data dissemination

31. Which party typically provides the initial investment to establish a franchise business?
- (a) Franchisee
  - (b) Franchisor
  - (c) Both franchisee and franchisor jointly
  - (d) Bank or financial institution
32. Which party is responsible for providing ongoing training, support, and guidance to the franchisee?
- (a) Franchisee
  - (b) Franchisor
  - (c) Third-party consultants
  - (d) Business partners
33. Who owns the intellectual property rights and trademarks associated with the franchise business?
- (a) Franchisee
  - (b) Franchisor
  - (c) Joint ownership between franchisee and franchisor
  - (d) Regulatory authorities

**Part B**

(7 × 6 = 42)

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

34. (a) State the main characteristics of retailing and explain its functions.

Or

- (b) What do you mean by retail unit and what are the classification of retail units?



35. (a) What are the major challenges retail business in India and explain the factors affecting retail business in India?

Or

(b) What are the stages of consumer decision making process and explain its importance?

36. (a) Narrate the three theories of retail development?

Or

(b) Explain the retail market segment and its advantages.

37. (a) What are the key characteristics of a product management?

Or

(b) What are the objectives of retail pricing?

38. (a) Explain the concept of personal selling and its advantages.

Or

(b) What are the strategies of relationship marketing and explain its types?

39. (a) What is marketing channels and explain its types?

Or

(b) What do you mean by channel conflict and give some techniques to overcome it?

40. (a) Write a short notes on Marketing information system and explain the types of marketing information systems.

Or

- (b) Describe the relationship between the franchisee and franchisor?
-