

R0348

Sub. Code

611101

M.Com. DEGREE EXAMINATION, NOVEMBER – 2023

First Semester

Commerce

ADVANCED FINANCIAL ACCOUNTING

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by choosing the correct option.

1. Financial accounts are prepared with the help of (CO1, K2)
(a) Journal entries (b) Cash book
(c) Trial balance (d) None of these
2. Balance sheet is a statement of (CO1, K2)
(a) Financial Position of the organization
(b) Profit
(c) Liabilities
(d) None of above
3. Disclosure of accounting policies is dealt in : (CO2, K3)
(a) AS-2 (b) AS-1
(c) AS-5 (d) AS-19

4. Inventories should be valued at (CO2, K3)
- (a) Cost
 - (b) Net realizable value
 - (c) Investment in property
 - (d) Cost or net realizable value whichever is lower
5. Sinking fund method is also known as (CO3, K2)
- (a) Depletion method
 - (b) Annuity method
 - (c) Depreciation fund method
 - (d) None of the above
6. Which of the following best describes the higher of an asset's net selling price and its value in use? (CO3, K2)
- (a) Recoverable amount
 - (b) Revalued amount
 - (c) Carrying value
 - (d) Depreciable amount
7. The interest on partners capital account is to be credited to (CO4, K4)
- (a) Partners' capital account
 - (b) Profit and loss account
 - (c) Interest account
 - (d) Credited to excess

8. On the retirement of a partner. the goodwill share is to be credited to the account of (CO4, K4)
- (a) Only retirement partner
 - (b) All partners including retiring partner
 - (c) Only remaining partners
 - (d) The continuing partners
9. Depreciation on assets should be divided among the different department on the basis of (CO5, K4)
- (a) Floor space
 - (b) Sales price
 - (c) Purchase ratio
 - (d) Assets value of each department
10. In case of hire purchase, asset account is debited with (CO5, K4)
- (a) Hire purchase price
 - (b) Cash price
 - (c) Cost price to the seller
 - (d) Advance payment

Part B (5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) What is the purpose of preparation of final accounts? (CO1, K2)

Or

- (b) List out the significance of financial accounting. (CO1, K2)

12. (a) How are inventories defined in AS-2, valuation inventories? (CO2, K3)

Or

- (b) Distinguish between basis EPS and Diluted EPS. (CO2, K2)

13. (a) A company purchased a plant for Rs.5,000. The useful life of the plant is 10 years and the residual value is Rs.10, 000. Find out the rate of depreciation under the straight line method. (CO3, K2)

Or

- (b) On 1.1.2022 X Ltd., has a stock bottles valued at Rs.16,000. On 1.7.2022 they purchased additional bottles which amounted to Rs.10,000. On 31.12.2022 the entire stock of bottles were revalued at Rs.21,000. Show the bottles a/c for the year 2022. (CO3, K2)

14. (a) Following is balance sheet of Mohan and Madan on 31st Dec 2021, after adjustment of profit for 2021 and drawings : (CO4, K4)

Particulars	Rs.	Particulars	Rs.
Capitals :	88,000	Land	16,000
Mohan	40,000		
Madan	48,000		
Creditors	32,000	Buildings	72,000
P and L		Other assets	48,000
Appropriation A/c	24,000	Madan's drawings	8,000
	<u>1,44,000</u>		<u>1,44,000</u>

During the year 2021

- (i) Profits were Rs.40,000
(ii) Drawings of Mohan were Rs.12,000.
(iii) Interest is to be charged at 5% p.a on opening capitals.

Calculate interest on capitals of Mohan and Madan.

Or

- (b) S, B and K were partners sharing profits in the proportion of 5:3:2. Goodwill does not appear in the books, but it is agreed to be worth Rs.1,50,000. S retires from the firm and B and K decide to share future profits in their old ratio of 3:2. Pass journal entry for goodwill. (CO4, K4)

15. (a) From the following details, prepare departmental trading accounts. (CO5, K4)

Particulars	Department A	Department B
	Rs.	Rs.
Opening Stock	9,000	8,400
Total purchases	27,000	21,600
Total Sales	42,000	36,000
Closing stock	10,800	4,800
Credit purchase	17,000	10,600
Credit sales	5,000	6,000

Or

- (b) On 01-01-2021. Mr. Yokesh purchased machinery on hire purchase system, the payment is to be made Rs.4,000 down (on signing of the contract and Rs.4,000 annually for three years. The cash price of the machinery is Rs.14,900 and the rate of interest is 5% Calculate the interest in each years installment. (CO5, K4)

Part C

(5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Discuss the Scope of financial accounting. (CO1, K2)

Or

- (b) Difference between Trial between balance sheet. (CO1, K2)

17. (a) What are the accounting standards? Explain their objectives. (CO2, K3)

Or

- (b) Explain accounting for taxes on income under AS-22. (CO2, K3)

18. (a) A machine was purchased on 1st Jan 2018 at a cost of Rs.50,000 and Rs.2,000 were spent for its installation. It is expected that its total working life would be Rs.50,000 hours and its scrap value would be Rs.2,000 at the end of its life time. Show the machinery A/c from 2018 to 2021 assuming that the machine was used as under : (CO3, K2)

hours

During	2018-2,000
During	2019-4,000
During	2020-4,400
During	2021-4,800.

Or

- (b) A firm purchases a 5 year's lease for Rs.80,000 on 1st January. It decides to write off depreciation on the Annuity method, presuming the rate of interest to be 5% per annum. The annuity tables show that a sum of Rs. 18,478 should be written off every year. Show the lease account for five years. Calculations are to be made to the nearest rupee. (CO3, K2)

19. (a) X commenced his business with a capital of Rs.2,50,000 on 1st April 2016 During the five years ended 31st March 2011. the results of his business were: (CO4, K4)

Particulars	Rs.
2016-17	5,000 (loss)
2017-18	13,000 (profit)
2018-19	17,000 (profit)
2019-20	20,000 (profit)
2020-21	25,000 (profit)

During the period. he withdrew Rs.40,000 for his personal use. On 1st April 2021. he admitted Y into partnership on the following terms :

- (i) Goodwill is to be valued at 3 times the average profits of last five years.
- (ii) Y will have $\frac{1}{2}$ share of the future profits.
- (iii) He will bring in his share of goodwill in cash.
- (iv) He will bring in capital in cash equal to that of X after admission. Find the amount to be brought in by Y and pass entries to record the transactions pertaining to admission.

Or

- (b) X, Y and Z started business on 1.4.2020 with capitals of Rs.3,00,000, Rs.2,40,000, and Rs.1,80,000. Profits and losses were shared in the ratio of 4:3:3. Capitals carried interest at 10% p.a. During 2020-21 and 2021-22. they made profits of Rs.2,10,000 and Rs.2,70,000 (before allowing interest on capitals). Drawings of each partner were Rs.72,000 per year. On 31.3.22. the firm was dissolved. Creditors on that date were Rs.1,14,000. The assets realized Rs.7,80,000. Give the necessary account to close the books of the firm. (CO4, K4)

20. (a) Nanda purchased a machine under hire purchase system. According to the terms of the agreement Rs.40,000 was to be paid on signing of the contract. The balance was to be paid in four annual installments of Rs.25,000 each plus interest. The cash price was Rs.1,40,000. interest is chargeable on outstanding balance at 20% per annum. Calculate interest for each year and the installment amount.
(CO5, K4)

Or

- (b) From the following particulars ascertain the profit or loss from the branch : (CO5, K4)

Particulars	Amount
	Rs.
Opening stock at the branch	45,000
Goods sent to the branch	1,35,000
Sales at the branch	1,80,000
Expenses : Salaries	15,000
Other expenses	6,000

The branch manager is entitled to a commission of 5% before charging such commission. Closing stock could not be ascertained, but it is known that the branch usually sells at cost plus 20 percent.

R0349

Sub. Code

611102

M.Com. DEGREE EXAMINATION, NOVEMBER – 2023

First Semester

Commerce

EXPORT – IMPORT DOCUMENTATION

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by choosing the correct option.

1. What is an Export Procedure? (CO1, K2)
 - (a) Importing goods from other countries
 - (b) Sending goods to other countries
 - (c) Buying goods from other countries
 - (d) None of the above

2. Which document serves as proof of the contract between the exporter and the importer? (CO1, K2)
 - (a) Invoice
 - (b) Bill of Lading
 - (c) Certificate of Origin
 - (d) Export License

3. What is the primary document that serves as a contract of carriage for export cargo? (CO2, K2)
- (a) Commercial Invoice
 - (b) Bill of Lading
 - (c) Certificate of Origin
 - (d) Packing List
4. Which party is responsible for arranging export cargo transportation to the port of loading? (CO2, K2)
- (a) Importer
 - (b) Customs Broker
 - (c) Exporter
 - (d) Shipping Line
5. What is the primary objective of a country's foreign trade policy? (CO3, K4)
- (a) To maximize imports
 - (b) To restrict exports
 - (c) To promote economic growth and development
 - (d) To increase trade deficits
6. Which organization in the United States is responsible for formulating foreign trade policy? (CO3, K4)
- (a) Department of Defense
 - (b) Department of Agriculture
 - (c) Office of the U.S. Trade Representative
 - (d) Federal Reserve
7. What does EOUC stand for in the context of foreign trade schemes? (CO4, K3)
- (a) Export Oriented Units Committee
 - (b) Exclusive Ownership Unit Clearance
 - (c) Export Oriented Unit Conversion
 - (d) Electronic Overseas Unit Clearance

8. EHTP is a scheme related to: (CO4, K3)
- (a) Export-Oriented Units
 - (b) Special Economic Zones
 - (c) Electronics Hardware Technology Park
 - (d) Service Tax Payment
9. What is the primary role of special institutions in society? (CO5, K5)
- (a) Providing general education
 - (b) Addressing specific needs or issues
 - (c) Promoting sports and recreation
 - (d) Offering medical services
10. Special institutions are often established to serve: (CO5, K5)
- (a) The entire population
 - (b) A niche or specific group
 - (c) Only the wealthy
 - (d) International communities

Part B

(5 × 5 = 25)

Answer **all** the questions
(Not More Than 500 words Each).

11. (a) What are the key steps involved in the export procedure? (CO1, K2)
- Or
- (b) What is an Export License, and why is it important in the export procedure? (CO1, K2)

12. (a) What is the primary purpose of a Bill of Lading in the shipment of export cargo? (CO2, K2)

Or

- (b) What are the key responsibilities of an exporter when preparing export cargo for shipment? (CO2, K2)

13. (a) What is the primary objective of a country's foreign trade policy? (CO3, K4)

Or

- (b) What is the significance of the World Trade Organization (WTO) in the context of foreign trade policy? (CO3, K4)

14. (a) What is a Special Economic Zone (SEZ), and how does it promote foreign trade in India? (CO4, K3)

Or

- (b) What are the key features and objectives of the Software Technology Park (STP) scheme in India? (CO4, K3)

15. (a) What are some examples of special institutions, and what populations or needs do they typically address? (CO5, K5)

Or

- (b) What functions do special institutions fulfill within a community or society? (CO5, K5)

Part C

(5 × 8 = 40)

Answer **all** the questions.
(Not More Than 1000 Words Each)

16. (a) Discuss the role does INCO Terms play in international trade, and how do they impact export procedures? (CO1, K2)

Or

- (b) Describe the significance of export licenses in international trade and provide an example of a situation where an export license might be required. (CO1, K2)

17. (a) Explain the concept of export cargo and its significance in international trade. (CO2, K2)

Or

- (b) Describe the key steps involved in preparing export cargo for shipment. (CO2, K2)

18. (a) Explain the concept of a trade deficit and its implications for a country's foreign trade policy. (CO3, K4)

Or

- (b) Discuss the role of tariffs in foreign trade policy and provide examples of different types of tariffs. (CO3, K4)

19. (a) Explain the concept of Export Oriented Units (EOUs) in foreign trade, highlighting their objectives and benefits. (CO4, K3)

Or

- (b) Examine the significance of Electronic Hardware Technology Parks (EHTP) in the context of foreign trade? Explain the key features and advantages of EHTPs. (CO4, K3)
20. (a) Explain the primary role of special institutions in society, and how do they differ from mainstream institutions? (CO5, K5)

Or

- (b) Discuss the functions of healthcare institutions specializing in mental health. (CO5, K5)
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R0350

Sub. Code

611103

M.Com. DEGREE EXAMINATION, NOVEMBER – 2023

First Semester

Commerce

PRINCIPLES AND PRACTICE OF MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by choosing the correct option.

1. Management is what a manager does (CO1, K2)
 - (a) Peter F. Drucker
 - (b) Terry
 - (c) Louis Allan
 - (d) Henry Fayol

2. Who is the Father of Scientific Management? (CO1, K2)
 - (a) Peter F Drucker
 - (b) F.W.Taylor
 - (c) Harold Koontz
 - (d) Henry Fayol

3. Thinking for the future output is known as (CO2, K4)
- (a) Setting planning premises
 - (b) Making derivative plans
 - (c) Making policy
 - (d) All of the options are correct
4. What is the core of making a plan (CO2, K4)
- (a) Organizing
 - (b) Thinking in Advance
 - (c) Directing
 - (d) All of the above
5. Line organization is popularly known as (CO3, K4)
- (a) Military organization
 - (b) Functional organization
 - (c) Committee organization
 - (d) Informal organization
6. The process of grouping similar activities together and creating departments (CO3, K4)
- (a) Division of work
 - (b) Departmentalization
 - (c) Delegation
 - (d) Centralization

7. Democratic leadership style is also called as (CO4, K4)
- (a) Participative style
 - (b) Leader-centered style
 - (c) Authoritarian style
 - (d) Laissez- Faire Style
8. Communication flows between individuals at the same operational level is called (CO4, K4)
- (a) Horizontal communication
 - (b) Downward communication
 - (c) Formal communication
 - (d) Informal communication
9. The process of evaluating the individual and organizational performance is (CO5, K4)
- (a) Co-ordination
 - (b) Control
 - (c) Direction
 - (d) Planning
10. The co-ordination between the organization and the outsiders refers to (CO5, K4)
- (a) External Co-ordination
 - (b) Internal Co-ordination
 - (c) Vertical Co-ordination
 - (d) Horizontal Co-ordination

Part B

(5 × 5 = 25)

Answer **all** the questions not more than 500 words each

11. (a) What is MBO? State its benefits. (CO1, K2)

Or

- (b) Explain the system based approach towards the management. (CO1, K2)

12. (a) What are the objectives of planning? (CO2, K4)

Or

- (b) What is decision making? How can improve the process of decision Making? (CO2, K4)

13. (a) Distinguish between formal and informal organization. (CO3, K4)

Or

- (b) What are the advantages of decentralization? (CO3, K4)

14. (a) Explain the various types of communication. (CO4, K4)

Or

- (b) Describe the general principles of staffing. (CO4, K4)

15. (a) What is co-ordination? Explain the importance of coordination. (CO5, K4)

Or

- (b) What are the processes involved in organizational control? (CO5, K4)

Part C

(5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Describe the general principles of management as laid down by Henry Fayol. (CO1, K2)

Or

- (b) Explain the various functions of Management. (CO1, K2)

17. (a) What is planning? What are the steps involved in planning? (CO2, K4)

Or

- (b) Discuss the various factors affecting the decision making process. (CO2, K4)

18. (a) Explain the various types of Organizational structures. (CO3, K4)

Or

- (b) Discuss the merits and demerits of line organization. (CO3, K4)

19. (a) Explain the various types of leadership with its different styles. (CO4, K4)

Or

- (b) Explain Maslow's hierarchy of needs. (CO4, K4)

20. (a) What are the techniques of achieving effective coordination? (CO5, K4)

Or

- (b) Explain the various steps involved in the process of controlling. (CO5, K4)
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R0351

Sub. Code

611104

M.Com DEGREE EXAMINATION, NOVEMBER – 2023

First Semester

Commerce

FINANCIAL MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by choosing the correct option.

1. Which of the following is the main objective of financial management? (CO1, K2)
 - (a) Revenue Maximisation
 - (b) Profit Maximisation
 - (c) Wealth Maximisation
 - (d) Cost Minimisation
2. Discounting techniques used to find out (CO1, K2)
 - (a) Terminal Value (b) Compound Value
 - (c) Present Value (d) Future Value
3. Which of the following is not a feature of preference share in India (CO2, K3)
 - (a) Redemption
 - (b) Fixed Rate of Dividend
 - (c) Face Value
 - (d) Irredeemability

4. Maximum redemption period for preference share in India: (CO2, K3)
- (a) 10 years
 - (b) 15 years
 - (c) 20 years
 - (d) None of the above
5. Financial Leverage is Zero if: (CO3, K5)
- (a) $EBIT = \text{Interest}$
 - (b) $EBIT = \text{Zero}$
 - (c) $EBIT = \text{Fixed Cost}$
 - (d) $EBIT = \text{Pref. Dividend}$
6. Dividend irrelevance argument of the MM Model is based on (CO3, K5)
- (a) Issue of Debentures
 - (b) Issue of Bonus Shares
 - (c) Arbitrage
 - (d) Hedging
7. If the IRR of a project is equal to the opportunity cost of capital, then (CO4, K4)
- (a) Project should be repeated
 - (b) NPV will be zero
 - (c) Project has no cash flows
 - (d) NPV will be positive
8. If the PI of a project is equal to 1, then (CO4, K4)
- (a) $NPV = 0$
 - (b) $IRR = \text{Hurdle Rate}$
 - (c) Both (a) and (b)
 - (d) Project should be rejected

9. If $k_e = r$, then under Walter's Model, which of the following is irrelevant? (CO5, K4)
- (a) Earning Per Share
 - (b) Dividend Per Share
 - (c) DP Ratio
 - (d) None of the above
10. Cost of Capital for Government Securities is also known as (CO5, K4)
- (a) Risk-Free Rate of Interest
 - (b) Maximum Rate of Return
 - (c) Rate of Return on Fixed Deposits
 - (d) None of the above

Part B (5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) Explain 'Profit Maximisation' and 'Wealth Maximisation' objectives of financial management. (CO1, K2)

Or

- (b) The following are the cash inflow and outflow of a certain project

Year	Outflow	Inflow
0	1,75,000	
1	5,50,000	35,000
2		45,000
3		65,000
4		85,000
5		50,000

The salvage value at the end of 5 years is Rs. 50,000. Taking the cutoff rate as 10%, calculate net present value. (CO1, K2)

Year	0	1	2	3	4
P.V.	0.909	0.826	0.751	0.683	0.621

12. (a) Discuss the features of equity shares. (CO2, K3)

Or

- (b) Explain the various types of risk and return. (CO2, K3)

13. (a) (i) A Ltd. issues Rs. 10,00,000, 8% debentures at par. The tax rate applicable to the company is 50%. Compute the cost of debt capital.
- (ii) B Ltd. issues Rs. 1,00,000, 8% debentures at a premium of 10%. The tax rate applicable to the company is 60%. Compute the cost of debt capital.
- (iii) A Ltd. issues Rs. 1,00,000, 8% debentures at a discount of 5%. The tax rate is 60%, compute the cost of debt capital.
- (iv) B Ltd. issues Rs. 10,00,000, 9% debentures at a premium of 10%. The cost of flotation is 2%. The tax rate applicable is 50%. Compute the cost of debt-capital.

In all cases, we have computed the after-tax cost of debt as the firm saves on account of tax by using debt as a source of finance. (CO3, K5)

Or

(b) A Company expects a net income of Rs. 1,00,000. It has Rs. 2,50,000, 8% debentures. The equality capitalization rate of the company is 10%. Calculate the value of the firm and overall capitalization rate according to the net income approach (ignoring income tax). (CO3, K5)

14. (a) A project costs Rs. 16,000 and is expected to generate cash inflows of Rs. 4,000 each 5 years. Calculate the Interest Rate of Return. (CO4, K4)

Or

(b) Explain the needs and importance of capital budgeting. (CO4, K4)

15. (a) From the following data, calculate the MP of a share of ABC Ltd., under

(i) Walter's formula; and

(ii) Dividend growth model.

EPS = Rs.10 DPS = Rs.6 $K_e = 18\%$ $r = 25\%$
retention ratio (b) = 45%. (CO5, K4)

Or

(b) Explain the factors affecting the dividend policy. (CO5, K4)

Part C (5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Explain the principles and functions of financial management. (CO1, K2)

Or

(b) "Time Value of Money does not exist in the absence of inflation" Do you agree. Give reasons. (CO1, K2)

17. (a) Evaluate the overall view of debentures. (CO2, K3)

Or

(b) Describe the risk return trade off. (CO2, K3)

18. (a) Compute the market value of the firm, value of shares and the average cost of capital from the following information.

Net operating income Rs. 1,00,000
Total investment Rs. 5,00,000

Equity capitalization Rate:

(i) If the firm uses no debt 10%

(ii) If the firm uses Rs. 25,000 debentures 11%

(iii) If the firm uses Rs. 4,00,000 debentures 13%

Assume that Rs. 5,00,000 debentures can be raised at a 6% rate of interest whereas Rs. 4,00,000 debentures can be raised at 7% rate of interest.

(CO3, K5)

Or

(b) (i) A company expects a net income of Rs. 1,00,000. It has Rs. 2,50,000, 8% debentures. The equality capitalization rate of the company is 10%. Calculate the value of the firm and overall capitalization rate according to the net income approach (ignoring income tax).

(ii) If the debenture debts are increased to Rs. 4,00,000. What shall be the value of the firm and the overall capitalization rate?

(CO3, K5)

19. (a) A company has to select one of the following two projects:

	Project A	Project B
Cost	Rs.22,000	Rs.22,000
Cash inflow		
Year 1	12,000	2,000
Year 2	4,000	2,000
Year 3	2,000	4,000
Year 4	10,000	20,000

Using the Internal Rate of Return method, suggest which is preferable. (CO4, K4)

Or

- (b) A company has two alternative proposal: The details are as follows:

	Proposal I Automatic Machine	Proposal II Ordinary Machine
Cost of Machine	Rs. 2,20,000	Rs.60,000
Estimated Life	5½ years	8 years
Estimates Sales p.a	Rs. 1,50,000	Rs. 1,50,000
Cost: Material	50,000	50,000
Labour	12,000	60,000
Variable Overheads	24,000	20,000

Compute the profitability of the proposals under the return on investment method. (CO4, K4)

20. (a) From the following information supplied to you, ascertain whether the firm is following an optional dividend policy as per Walter's Model?

Total Earnings = Rs. 2,00,000

No. of equity shares (of Rs. 100 each 20,000)

Dividend paid = Rs. 1,00,000

P/E Ratio = 10

Return Investment = 15%

The firm is expected to maintain its rate on return on fresh investments. Also find out what should be the E/P ratio at which the dividend policy will have no effect on the value of the share? Will your decision change if the P/E ratio is 7.25 and interest of 10 %? (CO5, K5)

Or

- (b) Raja company earns a rate of 12% on its total investment of Rs. 6,00,000 in assets. It has 6,00,000 outstanding common shares at Rs. 10 per share. The discount rate of the firm is 10% and it has a policy of retaining 40% of the earnings. Determine the price of its share using Gordon's Model. What shall happen to the price of the share if the company has payout of 60% (or) 20%? (CO5, K4)

R0352

Sub. Code

611701

M.Com. DEGREE EXAMINATION, NOVEMBER – 2023

First Semester

Commerce

BUSINESS ENVIRONMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by
choosing the correct option.

1. Business Environment is _____ in nature.
(CO1, K3)
(a) Slow (b) Static
(c) Stable (d) Dynamic
2. _____ environment relates to value systems, beliefs, social customs, practices, norms, languages spoken festival celebrated etc.
(CO1, K3)
(a) Demographic (b) Economic
(c) Socio-cultural (d) Natural
3. Political Environment determines _____ (CO2, K2)
(a) Social class distribution
(b) The policies and trade relations of any country
(c) Media availability
(d) Political party

4. _____ is responsible for settling legal disputes and judicial review. (CO2, K2)
(a) Judiciary (b) Assembly
(c) Corporation (d) Collectorate
5. The _____ bank acts as a lender of last resort. (CO3, K4)
(a) Scheduled (b) Central
(c) Rural (d) Commercial
6. More expansion of foreign direct investment can boost _____ (CO3, K4)
(a) Money circulation (b) Demand
(c) Employment (d) Unemployment
7. _____ is a web of social relationships which is always changing. (CO4, K5)
(a) Culture (b) Caste
(c) Religion (d) Society
8. Technological environment consist of _____ (CO4, K5)
(a) proves cause and effect relationship
(b) creation of knowledge and application
(c) finding facts and maintenance
(d) management of technology
9. The _____ Act contains provisions relating to the health, welfare and safety of workers. (CO5, K4)
(a) Legal (b) Indian Contract
(c) Company (d) Factories
10. Which section empowers the central government to make rules relating to standards of quality in relation to air, water and soil? (CO5, K4)
(a) Section 6 (b) Section 5
(c) Section 4 (d) Section 9

Part B

(5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) Explain the importance of scanning the environment. (CO1, K3)

Or

- (b) Compare opportunities and treats of LPG. (CO1, K3)

12. (a) Interpret the Government Policy and MSME. (CO2, K2)

Or

- (b) Examine the Regulative functions of Government on Business. (CO2, K2)

13. (a) Classify the different types of FDI. (CO3, K4)

Or

- (b) Categorily and discuss the Export-Import Policy. (CO3, K4)

14. (a) Illustrate the various social and cultural factors affecting business. (CO4, K5)

Or

- (b) Express the technology trends in India. (CO4, K5)

15. (a) Evaluate the need for clean energy and reduction of carbon footprint. (CO5, K4)

Or

- (b) Assess the legal aspects of Entering Primary Capital Markets. (CO5, K4)

Part C

(5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Outline the various Internal and External environmental factors affecting the Business. (CO1, K3)
- Or
- (b) Express the strength and weakness of LPG. (CO1, K3)
17. (a) Simplify the practical role of Government in Business. (CO2, K2)
- Or
- (b) Distinguish between the concepts of political stability and political maturity. (CO2, K2)
18. (a) Interpret the role of Central Bank in development of economic conditions of a nation. (CO3, K4)
- Or
- (b) Generate the Good Fiscal System of a Nation. (CO3, K4)
19. (a) Summarise the various types of entrepreneurs society in India and the implications for business. (CO4, K5)
- Or
- (b) Outline the role of Information Technology in development of Indian Industries. (CO4, K5)
20. (a) Explain the legal procedure to start a business in India. (CO5, K4)
- Or
- (b) Determine the importance of environmental protection needed for development of safe society in India. (CO5, K4)

R0353

Sub. Code

611502

M.Com. DEGREE EXAMINATION, NOVEMBER – 2023

First Semester

Commerce

Elective : ENTREPRENEURSHIP DEVELOPMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions
by choosing the correct option.

1. What is entrepreneurship? (CO1, K1)
 - (a) A corporate job
 - (b) Starting and managing a business venture
 - (c) Investing in the stock market
 - (d) Writing a business plan

2. Which of the following is NOT a characteristic of successful entrepreneurs? (CO1, K1)
 - (a) Risk-taking
 - (b) Persistence
 - (c) Avoiding innovation
 - (d) Vision

3. What is the primary characteristic of an entrepreneurial environment? (CO2, K2)
- (a) Strict hierarchy
 - (b) Risk aversion
 - (c) Innovation and risk-taking
 - (d) Bureaucracy
4. Which of the following is NOT a component of the external entrepreneurial environment? (CO2, K2)
- (a) Economic factors
 - (b) Government regulations
 - (c) Organizational culture
 - (d) Market demand
5. What is the primary function of institutional agencies in entrepreneurship development? (CO3, K1)
- (a) Providing venture capital
 - (b) Promoting tax evasion
 - (c) Offering free business ideas
 - (d) Conducting market research
6. Which of the following is NOT a role of institutional agencies in entrepreneurship development? (CO3, K1)
- (a) Offering training and mentoring
 - (b) Providing financial assistance
 - (c) Regulating business operations
 - (d) Facilitating networking opportunities

7. What does TRFAD stand for in the context of government schemes for entrepreneurship? (CO4, K3)
- (a) Training and Research for Entrepreneurship and Development
 - (b) Trade and Export Development for Rural Entrepreneurs
 - (c) Tribal Entrepreneurship Assistance and Development
 - (d) Technological Research and Entrepreneurship Assistance Division
8. Which government scheme focuses on the development of micro and small enterprises (MSEs) through various initiatives? (CO4, K3)
- (a) TREAD
 - (b) MSE-CDP
 - (c) KVIC
 - (d) THADCO
9. What is the first step in the process of formulating and launching an entrepreneurial venture? (CO5, K2)
- (a) Raising capital
 - (b) Identifying a business idea
 - (c) Hiring employees
 - (d) Conducting market research
10. Which of the following is a key characteristic of successful entrepreneurs? (CO5, K2)
- (a) Risk-averse
 - (b) Resistance to change
 - (c) Innovation
 - (d) Strict adherence to plans

Part B

(5 × 5 = 25)

Answer **all** the questions, not more than 500 words Each.

11. (a) What is entrepreneurship, and how does it differ from traditional employment? (CO1, K1)

Or

- (b) What role does market research play in the success of an entrepreneurial venture? (CO1, K1)

12. (a) How does government policy influence the entrepreneurial environment? (CO2, K2)

Or

- (b) What is the significance of the entrepreneurial environment for startups? (CO2, K2)

13. (a) What is the significance of capacity building in entrepreneurship development, and how do institutional agencies contribute to it? (CO3, K1)

Or

- (b) How do institutional agencies promote entrepreneurship at the grassroots level. (CO3, K1)

14. (a) What are the key components of the TREAD scheme, and how do they facilitate entrepreneurship among women? (CO4, K3)

Or

- (b) What is the MSE-CDP, and how does it support entrepreneurship in the Micro and Small Enterprises (MSE) sector under government schemes? (CO4, K3)

15. (a) What are the key financial considerations that entrepreneurs must address when launching a new venture? (CO5, K2)

Or

- (b) How can entrepreneurs effectively manage the risks associated with starting a new business? (CO5, K2)

Part C (5 × 8 = 40)

Answer **all** the questions, not more than 1000 words each

16. (a) Discuss the importance of market research in the entrepreneurial process. (CO1, K1)

Or

- (b) Explain the difference between entrepreneurship and small business ownership. (CO1, K1)

17. (a) Explain the concept of the entrepreneurial environment and its significance in the context of starting a new business. (CO2, K2)

Or

- (b) Describe the role of market research in assessing the entrepreneurial environment. How can entrepreneurs use market research effectively to identify opportunities and mitigate risks? (CO2, K2)

18. (a) Discuss the significance of institutional agencies in promoting entrepreneurship. (CO3, K1)

Or

- (b) Examine the services provided by institutional agencies to support entrepreneurial ventures. (CO3, K1)

19. (a) Explain the key objectives and features of the TREAD (Trade-Related Entrepreneurship Assistance and Development) scheme for promoting entrepreneurship. (CO4, K3)

Or

- (b) Describe the role of the Khadi and Village Industries Commission (KVIC) in promoting entrepreneurship in rural areas. (CO4, K3)
20. (a) Discuss the key components of a well-crafted business plan for a startup. (CO5, K2)

Or

- (b) Explain the importance of networking and building partnerships in the entrepreneurial ecosystem. (CO5, K2)
-

R0354

Sub. Code

611301

M.Com. DEGREE EXAMINATION, NOVEMBER – 2023

Third Semester

Commerce

ADVANCED CORPORATE ACCOUNTING

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by choosing the correct option.

1. Right shares are those shares which are (CO1, K2)
 - (a) Issued by a newly formed company
 - (b) First offered to the existing shareholders
 - (c) Issued to the directors of the company
 - (d) Issued to holders of convertible debentures

2. Interest on Debenture is normally payable: (CO1, K2)
 - (a) Half yearly
 - (b) Quarterly
 - (c) Annually
 - (d) Monthly

3. The salary paid to manager, for a period before acquisition of business, should be (CO2, K2)
- (a) Divided in time ratio
 - (b) Posted in pre Incorporation period
 - (c) Posted in Post incorporation period
 - (d) Divided in adjusted time ratio
4. A non banking asset is (CO2, K2)
- (a) An investment
 - (b) An item of office appliances
 - (c) Any asset acquired from the debtors in satisfaction of claim
 - (d) Money at call and short notice
5. Excess purchase consideration paid to the transferor company and debited to goodwill account under the purchase method of accounting for amalgamation should be written off within a period of (CO3, K5)
- (a) 2 Years
 - (b) 8 Years
 - (c) 20 Years
 - (d) 5 Years
6. Under net asset method, the value of a share depends on the amount that would be available to: (CO3, K4)
- (a) Preference shareholders
 - (b) Equity shareholders
 - (c) Creditors
 - (d) Debenture holders

7. Any loss or profit on revaluation of assets and outside liabilities is (CO4, K4)
- (a) Treated as Revenue profit/loss
 - (b) Ignored in consolidated balance sheet
 - (c) Treated as capital profit/ loss and adjusted in the respective assets/liabilities in combined balance sheet
 - (d) Shown separately in liabilities side of consolidated balance sheet
8. Profit made by a subsidiary company after the date of purchase of shares by the holding, company known as (CO4, K4)
- (a) Revaluation Profit
 - (b) Realisation Profits
 - (c) Capital Profits
 - (d) Revenue Profits
9. The prominent among the value based models is the (CO5, K3)
- (a) Flamholtz model
 - (b) Lev and Schwarz model
 - (c) Lee and Rosenbloom model
 - (d) Rensis Likert model
10. Cash flow statements are discussed under which accounting standard? (CO5, K3)
- (a) AS-8
 - (b) AS-4
 - (c) AS-5
 - (d) AS-3

Part B

(5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) In January 1998 Green Ltd. Issued 2,000 shares of Rs. 100 each at a discount of 5%. The issue was fully subscribed by paying Rs.20 per share on application. The balance was payable as to Rs.25 on allotment (with adjustment of discount) Rs.20 on first call and Rs. 30 on final call. All the details were made and received with an exception of final call on 200 shares held by one Mr. Zahir. Pass journal entries. (CO1, K2)

Or

- (b) Explain forfeiture and Reissue of shares and give the journal entries are passed in the book of a company. (CO1, K2)
12. (a) Give the format of statement of profit and loss as per Revised schedule VI. (CO2, K2)

Or

- (b) From the following information relating to Life Assurance Company for the year ended 31-3-2015, prepare a revenue account. (CO2, K2)

	in '000		in '000
Claims by death	3,30,000	Life Assurance fund	
Claims by maturity	2,15,000 (1.4.2014)		63,31,000
Agents and canvasser allowance	26,500	Premiums	20,65,000
Salaries	44,200	Bonus in reduction of Premiums	1,000
Travelling expenses	1,200	Income tax on interest	
Director's fee	8,700	and dividends	5,700
Auditor's fee	1,000	Printing & stationery	13,900
Medical fees	52,000	Postage and telegrams	14,300

Commission	2,18,000	Receipt stamps	2,300
Rent	2,800	Reinsurance premiums	40,950
Law charges	200	Interest &	
Advertising	4,300	Dividend(Gross)	2,72,000
Bank charges	1,500	Policy renewal fees	9,600
General charges	2,000	Assignment fees	540
Surrenders	47,500	Endowment fees	690
		Transfer fees	1,400

Provide Rs.1,500 thousands for depreciation of furniture and Rs.2,20,000 thousands for depreciation on investments.

13. (a) Discuss the need for valuation of shares. (CO3, K4)

Or

- (b) Mr. Ram has invested a sum of Rs. 4,00,000 in his own business which is a very profitable one. The annual profit earned from his business is Rs. 96,000 which includes a sum of Rs. 15,000 received as compensation for acquisition of a part of his business premises. The money could have been invested in deposits for a period of five years and over at 12% interest and himself could earn Rs. 12,000 per annum in alternative employment.

Considering 3% as fair compensation for the risk involved in the business, calculate the value of goodwill of his business on capitalization of super profits at the normal rate of return. (CO3, K4)

14. (a) Explain the following terms
- (i) Minority Interest
 - (ii) Cost of Control
 - (iii) Revenue Profit (CO4, K4)

Or

- (b) From the balance sheets as on 31-12-16 and information given below, prepare consolidated balance sheet. (CO4, K4)

Liabilities	H Ltd.	S Ltd	Assets	H Ltd.	S Ltd
Share capital			Fixed assets	4,00,000	60,000
Rs.10 each)	5,00,000	1,00,000	Stock	3,00,000	1,20,000
P & L a/c	2,00,000	60,000	Debtors	75,000	85,000
Reserves	60,000	30,000	Bills receivable	20,000	–
Bills payable	–	15,000	7,500 shares in		
Creditors	1,10,000	60,000	S Ltd	75,000	–
	<u>8,70,000</u>	<u>2,65,000</u>		<u>8,70,000</u>	<u>2,65,000</u>

Additional information :

- (i) The Bills accepted by S Ltd are all in favour of H Ltd.
- (ii) The stock of H Ltd includes Rs.25,000 bought from S Ltd at a profit to latter of 20% on sales
- (iii) All the profit of S Ltd has been earned since the shares were acquired by H Ltd but there was already the reserve of Rs.30,000 at that date.

15. (a) State the Objectives of HRA. (CO5, K3)

Or

- (b) Explain briefly any Five accounting standards. (CO5, K3)

Part C

(5 × 8 = 40)

Answer **all** the questions not more than 1000 words each..

16. (a) X co. Ltd. Issued 4,000 shares of Rs.10 each at a premium of Rs. 2 per share. The amount was payable as under: (CO1, K2)
- | | |
|----------------|-----------------|
| On application | Rs. 3 per share |
| On allotment | Rs. 4 per share |
| On first call | Rs. 3 per share |
| On second call | Rs. 2 per share |

The company received applications for 5,000 shares and the allotment was made as under:

- (i) Applicants for 200 shares — Nil
- (ii) Applicants for 800 shares — Nil
- (iii) Applicants for 4,000 shares — 3,200 shares

All money were duly received except the first call on 200 shares and final call on 300 shares. Pass journal entries and prepare Balance sheet of X co Ltd.

Or

- (b) Bharat Co Ltd. has Rs. 3,00,000 12% debentures on 1-4-98. There is no sinking fund for redemption of debentures. Interest is payable on 31st March each year. (CO1, K2)
- (i) On 1.5.98, Rs.20,000 own debentures are purchased at Rs.94 by the company and immediately cancelled
 - (ii) On 1.8.98, Rs.50,000 own debentures are purchased Rs.95 and held as investment (Ex-interest)

(iii) On 1.12.98 Rs.60,000 own debentures are purchased at Rs.96 and held as investment (Cum — Interest)

(iv) On 31.3.99, own debentures kept as investment are cancelled.

Show journal entries in the books of the company.
Date of closing is 31st March.

17. (a) Amal Ltd. acquired the business of Macmillan agencies, whose debtors and creditors were taken over by the company for collection and payment for a commission of 10% on all amount collected and 2% on amount paid. The debtors amounted to Rs. 90,000 and creditors Rs. 44,000. There was a contingent liability of Rs.12,000.

The company collected one-third of debtors in full, 50% of debtors at 4% discount, 2/3rd of the balance at 6% discount and the remaining proved bad. A debt of Rs.6,000 written off by the vendor in the past was collected at 80% but court expenses for that amounted to Rs.1,200 of which Rs.400 only could be recovered from the debtor.

Rs. 4,000 of creditors were paid in full and the balance was paid at 97%. The contingent Liability came up for payment at Rs. 8,000. The company settled its account with the vendor in cash. Pass journal entries in the books of Amal Ltd. (CO2, K2)

Or

- (b) A ltd and B ltd agreed to amalgamate and form a new company, C ltd which takes over all assets and liabilities of the two companies.

In the case of A ltd the assets and liabilities are to be taken over at book values for share in C ltd. at the rate of 5 shares in C ltd. at 10% premium (Rs. 11 per share) For every four shares of A ltd.

In the B ltd:

- (i) The debentures of B Ltd would be paid off by the issue of an equal number of 4% debentures in C ltd at a discount of 10%.
- (ii) The holders of 6% preference shares of B ltd. would be allotted four 7% preference shares of Rs. 100 each in C Ltd. for every five preference shares in B Ltd.
- (iii) The equity shareholders would be allotted sufficient shares in C ltd to cover the balance on their accounts after adjusting asset values by reducing plant and machinery by 10% and providing 5% on sundry debtors.

The summarized balance sheet of the two companies just prior to amalgamation were as follows

Liabilities	A Ltd Rs.	B Ltd Rs.	Assets	A Ltd Rs.	B Ltd Rs.
Equity capital:			Plant and machinery	8,00,000	8,00,000
of Rs. 10 each	4,00,000	5,00,000	Stock	65,000	60,000
6% Pref. capital :			Debtors	95,000	50,000
shares of			P & L a/c	–	1,40,000
Rs. 100 each	–	3,00,000			
4% debentures	–	2,00,000	Bank	65,000	40,000
P & L a/c	5,00,000	–			
Contingency reserve	50,000	–			
Creditors	75,000	90,000			
	<u>10,25,000</u>	<u>10,90,000</u>		<u>10,25,000</u>	<u>10,90,000</u>

You are required to

- (i) Calculate the purchase consideration for A ltd. and B ltd
- (ii) Show journal entries in the books of B ltd
- (iii) Prepare Balance sheet of C ltd (CO2, K2)

18. (a) The following is the Trial Balance of Shri Nidhi Bank Ltd., as on 1.1.1986. (CO3, K4)

	Debit (Rs.)	Credit (Rs.)
Authorized capital	-	5,00,000
Unissued capital	2,00,000	-
Uncalled capital	1,50,000	-
Reserve fund	-	3,00,000
Investment fluctuation fund	-	20,000
Bank over draft, loans and cash credit	4,00,000	-
Bank premises	60,000	-
Government bonds	3,00,000	-
Other government securities	2,00,000	-
Current accounts	-	6,00,000
Profit and loss accounts on 1-1-1986	-	25,000
Money at call and short notice	70,000	-
Bills discounted	73,000	-
Shares	17,000	-
Cash in hand	1,10,000	-

Cash at bank	3,00,000	-
Income tax paid	9,000	-
Salaries and other expenses	73,500	-
Interest discounts etc.	-	1,70,000
Interim dividend paid	7,500	-
Deposits and savings bank accounts	-	3,55,000
	<u>19,70,000</u>	<u>19,70,000</u>

Additional information

- (i) The bills discounted mature at an average date of Feb.19, 1987 (incl. days of grace). All bills are discounted at 10% per annum
- (ii) The market value of investments in government securities was Rs.4,75,000. Increase investment fluctuation fund with the necessary amount.
- (iii) Bank added premises during the year for Rs.10,000. Provide 5% depreciation on the opening balance.
- (iv) Interest accrued on investment was Rs.750
- (v) Provision for taxation 1-1-1986 was Rs.10,000. It is to be increased to Rs.30,000.

Prepare final accounts in the statutory form.

Or

- (b) Kaveri Ltd. was incorporated on 1.5.96 to take over the running business of M/S saveri Bros. with effect from 1.1.96. From the following details for the year ended 31.12.96, Prepare a statement showing P& L made during Pre and Post Incorporation periods.

(CO3, K4)

Particulars	Rs.
Gross profit	3,00,000
Salaries	48,000
Advertising	6,000
Commission to partners	8,000
Carriage outwards	16,000
Depreciation	18,000
Provision for doubtful debts	6,000
Underwriting commission	20,000
Insurance premium paid for the year ending 31.3.97	12,000
Interest on loan taken (Including Rs. 2,000 on loan taken after incorporation)	14,000

The following additional data is also available

- (i) Average monthly sales during the first four months of the year was twice the average monthly sales during each of the remaining eight months.
- (ii) 20% of the underwriting commission is to be written off.
- (iii) Commission to partners was paid for their work before incorporation
- (iv) Salaries includes salary paid to a director of the company Rs. 6,000

19. (a) A ltd acquired 1,600 ordinary shares of Rs.100 each in B ltd. On 31st December 2000. Their summarized balance sheets as on that date were as under

Liabilities	H Ltd. Rs.	S Ltd. Rs.	Assets	H Ltd. Rs.	S Ltd. Rs.
5,000 ordinary shares of Rs. 100 each	5,00,000		Land and Buildings	1,50,000	1,80,000
2,000 ordinary shares of Rs. 100 each		--- 2,00,000	Plant and Machinery	2,40,000	1,09,400

Capital reserve	---	1,20,000	Investment		
General reserve	2,40,000	---	in B Ltd.		
Profit and Loss a/c	57,200	36,000	at cost	3,40,000	---
Bank overdraft	80,000	---	Stock	1,20,000	36,000
Bills payable			Debtors	44,000	40,000
(including Rs. 4,000			Bills		
to A Ltd)	---	8,400	Receivable		
Creditors	47,100	9,000	(including		
			Rs. 3,000		
			from B Ltd)	15,800	---
			Cash and		
			bank	14,500	8,000
	<u>9,24,300</u>	<u>3,73,400</u>		<u>9,24,300</u>	<u>3,73,400</u>

You are supplied the following information

- (i) 'B' Ltd had made a bonus issue on 31st December 2000 of one ordinary share for every two shares held by its shareholders. Effect has yet to be given in the accounts for the issue.
- (ii) The directors are advised that land and Buildings of B Ltd are undervalued by Rs. 20,000 and Plant & Machinery of B Ltd over valued by Rs. 10,000. These assets have to be adjusted accordingly.
- (iii) Sundry creditors of 'A' Ltd include Rs. 12,000 due to 'B' Ltd.

You are required to prepare the consolidated balance sheet as on 31st December 2000. (CO4, K4)

Or

(b) From the Balance Sheets and information given below, prepare a consolidated Balance Sheet of H and S.

Liabilities	H	S	Assets	H	S
Share capital (of Rs. 10 each)	10,00,000	2,00,000	15000 shares in S Ltd. at cost	1,50,000	—
Creditors	2,00,000	1,20,000	Sundry assets	8,00,000	1,20,000
P/L A/c	4,00,000	1,20,000	Stock	6,10,000	2,40,000
Reserves	1,00,000	60,000			
Bills payable	-	30,000	Debtors	1,30,000	1,70,000
			Bills receivable	10,000	-
	<u>17,00,000</u>	<u>5,30,000</u>		<u>17,00,000</u>	<u>5,30,000</u>

Other informations :

- (i) All profits of S Ltd have been earned since the shares were acquired by H Ltd; but there was already a reserve of Rs. 60,000 on that date.
- (ii) All the bills accepted by S Ltd are infavour of H Ltd; and H Ltd; had discounted Rs. 20,000 of them
- (iii) Sundry assets of S Ltd., are undervalued by Rs. 20,000
- (iv) The stock of H Ltd., includes Rs. 50,000 purchased from S Ltd at a profit to latter at 25% on cost. (CO4, K4)

20. (a) Explain the merits and demerits of HRA. (CO5, K3)

Or

(b) Sing Co., Ltd finalized its accounts for the year ended 31-03-2006 and found the following items as part of their accounts. (CO5, K3)

(i) Settlement received from I.T department relating to a case pending for the past 9 years Rs. 6 crore

(ii) Previous year's closing stock was under stated by Rs. 4,00,000 due to error of under casting in stock sheets

How do you deal with these items as per AS-5?

R0355

Sub. Code

611302

M.Com. DEGREE EXAMINATION, NOVEMBER – 2023

Third Semester

Commerce

MODERN MARKETING MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objectives questions by
Choosing the Correct Option.

1. _____ concept is based on the principle that marketing is not a department but it is pervasive throughout the company (CO1, K2)
 - (a) Production
 - (b) Holistic
 - (c) Modern
 - (d) Selling

2. Who is associated with the statement that marketing is the process of creation and delivery of standard of Living? (CO1, K2)
 - (a) Mc Nair
 - (b) Mazur
 - (c) Kotler
 - (d) Peter Drucker

3. Black box model in marketing relates to _____
(CO2, K4)
- (a) Marketing planning
 - (b) Marketing mix
 - (c) Consumer behaviour
 - (d) Marketing control
4. _____ is the out of designing the company's offering and image to occupy a distinctive plan in the target customers.
(CO2, K4)
- (a) Positioning
 - (b) Image Differentiation
 - (c) Product Differentiation
 - (d) Market Segmentation
5. Which of the following is not a product mix strategy?
(CO3, K5)
- (a) Trading up
 - (b) Alteration
 - (c) Simplification
 - (d) Value addition
6. _____ are the products that a customer purchases, when he is faced with sudden problem.
(CO3, K5)
- (a) Industrial products
 - (b) Convenience products
 - (c) Unsought products
 - (d) Potential product

7. Under_____ marketers launch the product at a higher price and higher promotional level to skim the market rapidly. (CO4, K3)
- (a) Slow skimming
 - (b) Rapid skimming
 - (c) Maturity skimming
 - (d) Slow and rapid skimming
8. A type of merchant wholesaler typically used, where prompter of delivery or fresheners is an important factor is known as _____ (CO4, K3)
- (a) Rack jobbers
 - (b) Cash and carry wholesaler
 - (c) Truck wholesaler
 - (d) selling agent
9. When competing firms in the same industry unit promote their product as a whole, their advertising is best described as (CO5, K2)
- (a) Primary demand advertising
 - (b) Institutional advertising
 - (c) Trade advertising
 - (d) Indirect demand advertising

10. Road blocking advertisement is _____ (CO5, K2)
- (a) Advertising a product by blocking a road
 - (b) Putting an advertisement on a blocked road
 - (c) A technique of gathering potential customers on the road
 - (d) Advertising a product on all similar TV/Radio channels at the same time

Part B

(5 × 5 = 25)

Answer **all** the questions not more than 500 word each

11. (a) Show the differences between marketing and selling. (CO1, K2)

Or

- (b) Explain how changes in demographic environment affect marketing decisions. (CO1, K2)

12. (a) What are the types of decisions making consumers? (CO2, K4)

Or

- (b) Elucidate the various stages through which marketing research is organized. (CO2, K4)

13. (a) Point out the features of a product. (CO3, K5)

Or

- (b) Explicate the objectives of concept testing in developing a new product. (CO3, K5)

14. (a) List out the objectives of pricing? (CO4, K3)

Or

- (b) Give an account of the different types of wholesalers. (CO4, K3)

15. (a) Bring out the importance of sales promotion in marketing of industrial products. (CO5, K2)

Or

- (b) Mention the qualities required for a salesman. (CO5, K2)

Part C (5 × 8 = 40)

Answer **all** the questions not more than 1000 words Each

16. (a) Classify markets on suitable bases. (CO1, K2)

Or

- (b) Clarify the micro environmental forces of a firm. (CO1, K2)

17. (a) Briefly explain the Maslow's hierarchy of needs. (CO2, K4)

Or

- (b) Explicate the various bases for market segmentation. (CO2, K4)

18. (a) Briefly describe the various classification of products. (CO3, K5)

Or

- (b) Suggest the appropriate marketing strategies for each of the stages of the product life cycle. (CO3, K5)

19. (a) Enlighten the various kinds of pricing. (CO4, K3)

Or

- (b) Explain the factors determining the choice of a suitable channel of distribution. (CO4, K3)

20. (a) Analyse the distinctive features of the various elements of promotion mix. (CO5, K2)

Or

- (b) Describe the different ways of measuring effectiveness of advertising. (CO5, K2)
-

R0356

Sub. Code

611303

M.Com. DEGREE EXAMINATION, NOVEMBER – 2023

Third Semester

Commerce

BUSINESS RESEARCH METHODS

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. _____ is the characteristic of research. (CO1, K1)
 - (a) Direct experience or observation
 - (b) Cyclical
 - (c) Precise judgment
 - (d) All of the above

2. Which is one of the most common tasks of a researcher? (CO1, K1)
 - (a) Creating specific problem
 - (b) Starting business using research data
 - (c) Solving specific problems
 - (d) Using research for marketing

3. The investigation of problems to further and develop existing knowledge. (CO2, K2)
- (a) basic research (b) applied research
- (c) future research (d) assumptions
4. A _____ is the specification of methods and procedures for acquiring the information needed to structure or solve problems. (CO2, K2)
- (a) Research Problem (b) Research Hypothesis
- (c) Research Design (d) Research Data
5. After collecting research data, it is necessary and interprets them. (CO3, K4)
- (a) conclude (b) analyse
- (c) write findings (d) observe
6. What is the first step in starting the research process? (CO3, K4)
- (a) Searching online or offline
- (b) Identification of problem
- (c) Idea screening and concept development
- (d) Data collection
7. It calculates the relationship between two variable and how one would change in response to change in the other. (CO4, K5)
- (a) Correlation
- (b) Covariance
- (c) Comparison
- (d) Causality

8. The process of constructing a mathematical model or function that can be used to predictor or determine one variable by another variable is called (CO4, K5)
- (a) Regression (b) Correlation
- (c) Residual (d) Outlier plot
9. A research paper is a brief report of research work based on (CO5, K5)
- (a) Secondary data
- (b) Primary Data
- (c) Researchers behavior
- (d) Both (a) and (b)
10. The carefully constructed sets of rating scales designed to measure one or more aspects of an individual's or group's attitude toward some object. (CO5, K5)
- (a) Rating Scales (b) Attitude Scales
- (c) Discrete scales (d) Graphic scales

Part B (5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) Explain meaning and Importance of Research. (CO1, K1)

Or

- (b) Intrusive the deductive approach - Briefly Explain. (CO1, K1)

12. (a) A tablet given to 10 patients and the increments in their blood pressure were recorded to be 3,6,-2,4,-3,4,6,0,0,2. Is it reasonable to believe that the tablet has no effect on changes of blood pressure?
(CO2, K2)

Or

- (b) Define hypothesis and explain its Characteristics.
(CO2, K2)

13. (a) Distinguish between questionnaire and schedule.
(CO3, K4)

Or

- (b) Explain the process of data cleaning. (CO3, K4)

14. (a) From the following data obtain the two regression equations using the method of least squares.
(CO4, K5)

X	2	4	6	8	10
Y	5	7	9	8	11

Or

- (b) What are all the statistical packages available for performing data analysis for social sciences?
(CO4, K5)

15. (a) The results of a certain survey shows that out of 50 ordinary shops of small size. 35 are managed by men of which 17 are in cities. 12 shops in villages are run by women. Can it be inferred that shops run by women are relatively more in villages than in cities, Use X^2 test.
(CO5, K5)

Or

- (b) Explain the importance of checking plagiarism.
(CO5, K5)

Part C

(5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Enumerate in ingredients of a good Research design. (CO1, K1)

Or

- (b) Discuss the step by step process of Review of literature. (CO1, K1)

17. (a) What are the steps involved in Sampling design and process? (CO2, K2)

Or

- (b) Discuss the importance and methods of testing reliability and validity. (CO2, K2)

18. (a) Explain the methods of Primary data collection. (CO3, K4)

Or

- (b) What are all the strategy to be followed in validation of field if work? (CO3, K4)

19. (a) Discuss multi dimensional scaling techniques. (CO4, K5)

Or

- (b) Calculate co-efficient of correlation between advertisement and sales. (CO4, K5)

Advertisement 5 10 15 20 25 30 35
Rs.

Sales in Rs. 10 20 30 40 50 60 70

20. (a) The following table gives the number of refrigerators sold by 4 sales man in four months May, June, July and August. Is there is a significance in the sales made by the four salesmen and different months? (CO5, K5)

Months	Salesman				
	1	2	3	4	5
May	10	9	8	12	10
June	11	8	11	14	11
July	13	10	9	10	11
August	14	9	8	12	12
Total	48	36	36	48	44

Or

- (b) Illustrate the layout of Research report. (CO5, K5)
-

R0357

Sub. Code

611304

M.Com. DEGREE EXAMINATION, NOVEMBER – 2023

Third Semester

Commerce

INCOME TAX LAW AND TAX PLANNING

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section A

(10 × 1 = 10)

Answer **all** the questions following objective by choosing the correct option.

1. Residential status is determined for (CO1, K2)
(a) Accounting year (b) Financial year
(c) Previous year (d) Assessment year
2. Income tax rates are fixed in (CO1, K2)
(a) Income tax Act (b) Finance Act
(c) Income tax rules (d) Finance rules
3. If the assessee is living in own house HRA is (CO2, K4)
(a) Fully taxable (b) Partly taxable
(c) Fully exempted (d) Partly exempted
4. The Gross annual value of the property is depends upon the (CO2, K4)
(a) Municipal valuation
(b) Standard rent
(c) Fair rent
(d) All of the above

5. Income from illegal business are (CO3, K3)
(a) Exempted (b) Fully taxable
(c) Partly taxable (d) All of the above
6. Long term capital gain is taxed (CO3, K3)
(a) 30% (b) 25%
(c) 20% (d) 10%
7. Concealment of income or false claims to reduce tax liability are cases of (CO4, K4)
(a) Tax evasion (b) Tax planning
(c) Tax avoidance (d) Tax management
8. Which of the following donations is eligible for 100% deduction? (CO4, K4)
(a) Help to poor
(b) National Defence Fund
(c) Rajive Gandhi Foundation
(d) Any notified temple
9. An appeal to the commissioner of income tax (appeals) shall be filled in form no. (CO5, K3)
(a) 35 (b) 36
(c) 34 C (d) 35 B
10. The highest Administrative Authority for Income Tax in India is (CO5, K3)
(a) President of India
(b) Finance Minister
(c) CBDT
(d) Commissioner

Section B

(5 × 5 = 25)

Answer **all** the questions, not more than 500 words each.

11. (a) Mr. Peter, a foreigner, came to India from Poland for the first time on 1st April 2016. He stayed here continuously for three years and went to France on 1st April 2019. He, however, returned to India on 1st July 2019 and went to Poland on 1st December 2020. He again came back to India on 25th January 2023 on a service in India. (CO1, K2)

What is his residential status for the A.Y. 2023-24.

Or

- (b) Give five examples of income which are totally exempt from income tax. (CO1, K2)
12. (a) Mr. Jitender is in receipt of annual salary of Rs.2,00,000. He is provided with a furnished accommodation of at Gurgaon (Population is 11 lakhs) for which his employer pays a rent of Rs.4,000 p.m. and deducts Rs.1,000 p.m. from employee's salary. The cost of furnishing of the residence amounts to Rs.30,000. Calculate the value of perquisite if house is occupied for 9 months only. (CO2, K4)

Or

- (b) State the items of incomes from house property which are not liable to tax. (CO2, K4)
13. (a) S, an owner of three houses, sells a residential house in Chennai for Rs. 8,00,000 on May 23, 2022. This house was purchased by him on 1-4-2002 for Rs. 2,00,000, On May 30, 2022, he purchased a flat in Mumbai for Rs. 8,70,000 for the purpose of the residence of his son-in-law. On March 1, 2023, S sells the above flat in Mumbai for Rs. 12,10,000.

Compute the Capital gain arising on the two transactions. Is S eligible for exemption u/s 54 in respect of the second sale?

Cost Inflation Index for the financial year 2002-03 and 2022-23 are 105 and 331. (CO3, K3)

Or

(b) What are the expenses allowable from Business and Profession Income? (CO3, K3)

14. (a) Mr. Ankit received the following gifts during P.Y. 2022-23:

(i) He received a gift in cash of Rs. 20,000 from his uncle on 30-06-2022.

(ii) He received a cheque of Rs. 30,000 as a gift from his brother on 10-11-2022.

(iii) He received a gift of Rs. 21,000 on his wedding from Mr. X on 1-12-2022.

(iv) He received Rs. 25,000 as gift from his non-resident friend Mr. Y on 30-12-2022.

(v) He received a gift of Rs. 51,000 from his brother-in-law on 31-1-2023.

(vi) He received Rs. 5,000 from Mr. Z, his resident friend on 15-2-2023.

Calculate the amount of taxable gifts chargeable under the head other sources. (CO4, K4)

Or

(b) Explain the provisions regarding Set off of losses. (CO4, K4)

15. (a) Bring out the main objectives of TDS? (CO5, K3)

Or

(b) What is advance tax and how is it calculated. (CO5, K3)

Section C**(5 × 8 = 40)**Answer **all** the questions not more than 1000 words.

16. (a) How will you determine the residential status of an individual? (CO1, K2)

Or

- (b) The following are the incomes of Shree Deepak for the previous year 2022-23:

(i)	Dividend from Indian company	10,000
(ii)	Profit from business in Japan received in India	1,20,000
(iii)	Profit from business in Pakistan deposited in a bank there. This business is controlled from India	2,00,000
(iv)	Profit from business in Indore (Controlled by London Head Office)	1,10,000
(v)	Interest received from a non-resident Mr.Abdul, on the loan provided to him for a business carried on in India	50,000
(vi)	Income was earned in America and received there, but brought in India	80,000
(vii)	Share of income from Indian partnership firm	1,50,000
(viii)	Income from house property in India received in America (Computed)	62,000
(ix)	Interest on debentures of an Indian company received in Dubai	25,000
(x)	Capital Gain on sale of agricultural land situated at Ajmer	48,000

Compute his taxable income, if he is:

- (1) Resident, (2) Not-ordinary resident,
(3) Non-resident. (CO1, K2)

17. (a) Mr.X an employee of Ranchi [Population 15 lakhs] based company provides the following particulars of his salary income:

- (i) Basic Salary Rs.12,000 p.m
- (ii) Profit Bonus Rs. 12,000
- (iii) Commission on turnover achieved by Mr.X Rs. 42,000
- (iv) Entertainment allowance Rs. 2,000 p.m
- (v) Club facility Rs.6000
- (vi) Transport allowance Rs. 1,800 p.m
- (vii) Free use of car of more than 1.6 lt. capacity for both personal and employment purposes; expenses are met by employer
- (viii) Rent free house provided by employer. Lease rent paid by employer Rs. 6,000 p.m
- (ix) Free education facility for three children of the employee: Rs. 22,500 (Bill issued in the name of employer)
- (x) Gas, water and electricity bills issued in the name of employee but paid by employer Rs.16,800

Compute income under the head salary for the assessment year 2023-2024. (CO2, K4)

Or

(b) A house was completed on April 1 2022 and following information is available about this house:

Municipal Value of the House	30,000 p.a
Fair Rental Value of the House	32,000 p.a
Actual Rent	4,000 p.m
Municipal Taxes	6,000 p.a

Let out for the period 01.04.2022 to 31.12.2022 and self occupied from 01.01.2023 onwards

Fire Insurance Premium	3,600
Land Revenue	6,000
Interest on Loan for the period	
(i) 01.04.2019 to 31.03.2022	45,000
(ii) 01.04.2022 to 31.03.2023	15,000

Calculate income from house property for the previous year ending on 31.03.2023 (CO2, K4)

18. (a) From the following profit and Loss account of a manufacturer, calculate the income under the head Profits and Gains of Business or Profession for the year ending on 31st March. (CO3, K3)

	Rs.		Rs.
Salaries to employees	1,95,000	Gross profit	5,80,000
Advertisement expenses (in cash)	24,000	Interest on securities	14,000
General expenses	16,000	Income from house property	25,000
Entertainment expenses	22,000	Bad debts recovered (allowed earlier)	12,000
Bad debts	1,500		
Drawings by the proprietor	24,000		
GST (due and paid on 1.7.2023)	6,000		

	Rs.	Rs.
Interest on Proprietor's capital	7,000	
Repairs	2,500	
Rent	21,000	
Legal expenses	5,000	
Depreciation	15,000	
Bonus (due)	6,000	
Bonus to the proprietor	4,000	
Car purchased	72,000	
Expenses on car during the year	12,000	
Donations	2,000	
Provisions for bad debts	6,000	
Net profit	1,90,000	
	<u>6,31,000</u>	<u>6,31,000</u>

From the examination of books of accounts, the following other information are available:

- (i) Advertisement expenses were spent on insertions in news papers.
- (ii) Rs. 3,000 were spent on purchase of land and are included in legal expenses.
- (iii) Half of the repair expenses were on let-out building.
- (iv) Depreciation allowable on all assets including car is Rs.14,400.
- (v) Bonus was paid to employees on 30.6.2023 and date of filing of return is 31.7.2023.

Or

- (b) Mr. X owns a residential house at Bangalore. From the following information, Compute the amount of capital gain (CO3, K3)

	Rs.
Cost of construction (during 2004 - 05)	6,00,000
Cost of Additions and improvements (during 2007- 08)	2,20,000
Sale consideration (sale made on 10.10.2020)	31,00,000
Expenses on transfer	20,000
Cost of new house purchase in Hyderabad (on 15.1.2023) (House is half finished)	4,00,000
Amount deposited in Capital gain deposit scheme in SBI on 25/7/2023	3,00,000

An amount of Rs. 2,00,000 withdrawn from capital gain deposit scheme on 12th May 2025 and utilized for the completion of the house.

Cost inflation index for 2004-05 is 113, for 2007-08 is 129 and for 2022-23 is 331.

19. (a) Describe the E-filing of Income Tax Return.

(CO4, K4)

Or

- (b) From the particulars given below, compute the total income and tax payable [Ignore section 115BAC] of Mr. Deb, a central Govt. employee working at Chandigarh:

- (i) (1) Salary Rs.25,000 p.m
(2) D.A @ 50% of salary
(3) T.A.Bill Rs.5,000 p.a

Actual Expenditure Rs. 6,000 p.a

- (4) Bonus Rs. 35,000
 - (5) His contribution to statutory provident fund 2,500 p.m
 - (6) Employer's contribution to S.P.F. 10% of salary
 - (7) Interest on accumulated balance of S.P.F. @ 13% Rs.12,000
 - (8) Entertainment allowance 1,000 p.m
- (ii) He owns two houses, one of which is let out at a rent of Rs.4, 000 p.m and other (whose annual value is Rs. 10,000) remained vacant throughout the year on account of his employment at Ambala where he has taken a house on rent. The two houses are subject to municipal taxes of Rs.5,000 and Rs.1,000 respectively.
- (iii) During the year he sold shares of Hero Honda Ltd. and earned a short-term capital gain of Rs.50, 000.(STT paid)
- (iv) He earned Rs.11,500 as interest from the Government securities and bank interest on SBI fixed deposits Rs.11,000 and on a saving account Rs.20,600. He pays Life Insurance premium of Rs.25,000 on his life policy of Rs.4,00,000. He deposited Rs.10,000 in home deposit Account. (CO4, K4)

20. (a) What are the functions of income tax authorities?
(CO5, K3)

Or

(b) Explain the types of Assessment under Income Tax Act?
(CO5, K3)

R0358

Sub. Code

611507

M.Com. DEGREE EXAMINATION, NOVEMBER – 2023

Third Semester

Commerce

Elective – STRATEGIC MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the Following Objectives Questions by Choosing the Correct Option.

1. Who is called the Father of Strategic Management?
(CO1, K2)
 - (a) Chandler
 - (b) Igor Ansoff
 - (c) Micheal Porter
 - (d) John Nash

2. Which of the following is not a major element of the strategic management process?
(CO1, K2)
 - (a) A. formulation strategy
 - (b) Implementation strategy
 - (c) Evaluating strategy
 - (d) Assigning administrative tasks

3. What does question mark symbolize in BGC matrix?
(CO2, K1)
- (a) Remain diversified
 - (b) Invest
 - (c) Stable
 - (d) Liquidate
4. Bargaining power of customers is high if _____
(CO2, K1)
- (a) Differentiation of competitors product is low
 - (b) The buyer has little information about the market
 - (c) Switching costs are low for substitute products
 - (d) The buyer requires a high-quality product for own production
5. _____ is a type of merger that takes place when there is a combination of two or more companies that are NOT in the same business but in related businesses or products.
(CO3, K2)
- (a) Horizontal merger
 - (b) Vertical merger
 - (c) Synergic merger
 - (d) Concentric merger
6. The basic objective behind all strategic alliances is to _____ secure competitive advantage in the market
(CO3, K2)
- (a) increase sales
 - (b) increase market share
 - (c) secure competitive advantage in the market
 - (d) improves operational processes

7. _____ is the unique capability that helps an organization in capitalizing upon a particular opportunity.
(CO4, K3)

- (a) Core competence
- (b) Distinctive competence
- (c) Strategic competence
- (d) Threshold competence

8. Gary Hamel believes that _____ (CO4, K3)

- (a) Senior management hammers out the strategy and hands it down
- (b) Imaginative ideas on strategy exist in many places within a company
- (c) The strategy comes from outside the Organisation
- (d) Imaginative ideas on strategy exist in many places outside a company

9. Which group would be classified as a stakeholder?
(CO5, K4)

- (a) Communities
- (b) Banks
- (c) Suppliers
- (d) All of these

10. Micheal porter and Mark Kramer said that (CO5, K4)
- (a) Social responsibility does not matter for firm strategies
 - (b) Socially responsible firms act against the interests of shareholders
 - (c) Social responsibility can help firms to discover future business opportunities
 - (d) Social responsibility is a long-term investment in a company's advertising and public relations.

Part B (5 × 5 = 25)

Answer **all** the questions not more than 500 words each

11. (a) Explain the components of mission statement in detail. (CO1, K2)

Or

- (b) List out the benefits of strategic management. (CO1, K2)

12. (a) What are the strategies of Diversified Companies? (CO2, K1)

Or

- (b) Explain "Balanced Score Card". (CO2, K1)

13. (a) Elucidate the three types of stability strategies. (CO3, K2)

Or

- (b) Explain clearly the term 'Corporate Restructuring'. (CO3, K2)

14. (a) Explain are the core competencies. (CO4, K3)

Or

- (b) Give the contributions of Joseph Juran to quality management? (CO4, K3)

15. (a) Explicate the nature of the two-way stakeholder-organisation relationship. (CO5, K4)

Or

- (b) Why 'purity of mind' is so essential to create an ethical system of strategic management within an organisation? (CO5, K4)

Part C (5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Discuss the various levels of strategic management. (CO1, K2)

Or

- (b) Briefly explain the steps in SWOT analysis. (CO1, K2)

17. (a) Enlighten Mckinsey matrix and market evolution matrix with diagram. (CO2, K1)

Or

- (b) Deliberate the porter's five force model of industry analysis with suitable illustration. (CO2, K1)

18. (a) Describe the different entry strategies for international expansion. (CO3, K2)

Or

- (b) Discuss how combination strategies can be adopted sequentially? (CO3, K2)

19. (a) Examine the Gray Hamel and C.K. Prahalad strategic intent in detail. (CO4, K3)

Or

- (b) Enumerate the 14 key principles offered by Edwards Deming for effectiveness. (CO4, K3)
20. (a) “Corporate in India fail to shoulder the social responsibility”. Do you agree? Justify your stand. (CO5, K4)

Or

- (b) What is corporate Governance? State the concept, need and principles of corporate governance. (CO5, K4)
-