

ASSIGNMENT – 1
M.Com. DEGREE EXAMINATION, NOV - 2022
SECOND SEMESTER
Paper-I – MANAGEMENT OF INFORMATION SYSTEMS

MAXIMUM MARKS: 30
ANSWER ALL QUESTIONS

1.
 - a) MIS and Data Processing
 - b) Growth of the MIS
 - c) Problems of Real-Time Scheduling
 - d) Precautions In MIS Project Implementation
 - e) Expert systems in decision making
 - f) Information System Development
 - g) Managing Data with Sql
 - h) Relational data model

2.
 - a. Define structured and unstructured decisions. Give four examples of each.
 - b. Evaluation of Management Information System.

3.
 - a. Describe the major phases in MIS design. Can you compare these phases with Research and development projects?
 - b. What are the various stages of a system development life cycle and how are the efforts distributed over these phases?

ASSIGNMENT – 2
M.Com. DEGREE EXAMINATION, NOV - 2022
SECOND SEMESTER
Paper-I – MANAGEMENT OF INFORMATION SYSTEMS

MAXIMUM MARKS: 30
ANSWER ALL QUESTIONS

1.
 - a. Explain the steps in Project implementation?
 - b. Expert the Types of Electronic Signals

2.
 - a. What are the various ways in which serial transmission can be achieved? Explain each way in detail..
 - b. What are the various kinds of network topologies?

3.
 - a. Explain the Traditional approach to application system development.
 - b. Outline the basic sequence of steps to acquiring a DBMS. What steps are the most important?

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M.Com. DEGREE EXAMINATION, NOV - 2022
SECOND SEMESTER
Paper-II – MARKETING MANAGEMENT- II

MAXIMUM MARKS: 30
ANSWER ALL QUESTIONS

1.
 - a. Distinguish between skimming pricing and penetration pricing with examples.
 - b. Channel conflict
 - c. Classify the different advertising objectives and explain DAGMAR method.
 - d. Explain the distinct stages of personal selling evolution
 - e. Essentials of Good Marketing Information System
 - f. Limitations of Marketing Research
 - g. Marketing mix strategies in services sector
 - h. Concepts of organisation, person, place and idea marketing

2.
 - a. What are the factors that should be considered while making pricing decisions?
 - b. "One of the major assets of a firm is its channel of distribution" Discuss.

3.
 - a. What are the different methods of advertising evaluation?
 - b. Explain the sales promotion objectives and tools?

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Paper-II – MARKETING MANAGEMENT- II

MAXIMUM MARKS: 30
ANSWER ALL QUESTIONS

1.
 - a. Define Marketing control. Explain the process of marketing control?
 - b. What are the various techniques of marketing control?

2.
 - a. Define Marketing Information system. Explain the need for Marketing Information system.
 - b. Define Marketing Research. Explain the steps involved in marketing research.

3.
 - a. Define Services marketing. What are the reasons for the growth of services marketing in India?
 - b. Write an essay on social marketing and its application in India.

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Paper-III – FINANCIAL MANAGEMENT-II
MAXIMUM MARKS: 30
ANSWER ALL QUESTIONS

1. a) (i) Business Finance
(ii) Sources of Business Finance
 - b) (i) Money market
(ii) Book value
 - c) (i) Financial goal
(ii) Financing decision
 - d) (i) Dividend decision
(ii) Gordon's Model
 - e) (i) Liquidity decision
(ii) Global Liquidity
2. (a) What is business finance? Discuss various Types of Business Finance.
(b) Explain various Functions of Business Finance
3. (a) What do you mean by financial markets? Explain different Types of financial markets
(b) Explain the concept of Valuation of the Firm. How can be measure the Valuation of Bonds or Debentures of a firm.

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Paper-III – FINANCIAL MANAGEMENT-II
MAXIMUM MARKS: 30
ANSWER ALL QUESTIONS

1. (a) Define Financial Management? Explain about Organization of Finance function
(b) What are the Financial Decisions? Explain the Role of Financial manager in this regard.
2. (a) What is Dividend? Explain which factors are influenced on dividend policy.
(b) Explain various Dividend theories.
3. (a) What is working capital? Discuss various determinants of working capital managements.
(b) What is global liquidity? How can be Assessing Global Liquidity of Working Capital

4. The following information is obtainable in respect of a firm:

Capitalisation Rate (K_e) = 10%

Earning Per Share (E) = Rs. 8

Compute the market price of share under Walter's Model by assuming Rate of Return

(i) 15% (ii) 10% (iii) 5% and

Dividend Payout Ratio

(i) 0% (ii) 25% (iii) 50% (iv) 75% (v) 100%

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M.Com. DEGREE EXAMINATION, NOV - 2022
SECOND SEMESTER
Paper-IV – HUMAN RESOURCE MANAGEMENT-II
MAXIMUM MARKS: 30
ANSWER ALL QUESTIONS

1.
 - a. Pre-requisites of a good compensation system
 - b. Incentives
 - c. Modes of Employees' participation?
 - d. Causes of Accidents
 - e. Turnover
 - f. Identify the different forms of discipline and its procedure
 - g. Skills and Skill Developments
 - h. Quality Circles

2.
 - a. Discuss various Types of incentive plans?
 - b. Explain various Theories of Motivation?

3.
 - a. What is meant by absenteeism? What are its causes? Discuss in brief the steps to reduce absenteeism?
 - b. What is collective Bargaining? Explain collective bargaining theories and strategies.

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Paper-IV – HUMAN RESOURCE MANAGEMENT-II
MAXIMUM MARKS: 30
ANSWER ALL QUESTIONS

1.
 - a. What is Human Resource Development? Explain the concept and objectives?
 - b. Explain the various methods of Human Resource development?

2.
 - a. What is meant by Sensitivity Training? Discuss its merits and demerits?
 - b. Explain the various institutions involved in HRD programme by taking an analogy of a particular sector?

3.
 - a. Examine the evolution of Human Resource Management?
 - b. Explain the 3-D Management

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SECOND SEMESTER
Paper-V – ADVANCED FINANCIAL ACCOUNTING
MAXIMUM MARKS: 30
ANSWER ALL QUESTIONS

1.
 - a) Accounting Concepts.
 - b) Limitations of Financial Accounting
 - c) Role of fundamental analysis and technical analysis in share valuation.
 - d) Factors Affecting Goodwill
 - e) Types of Goodwill
 - f) Inter Company Transactions
 - g) Unrealised profits
 - h) Evaluate the methods of Human Resource Valuation.

2.
 - a. Critically explain the role of financial advisor.
 - b.

The following are the ratios to the trading activities of the National Traders Ltd.,

Debtors Velocity = 3 months

Stock Velocity = 8 months

Creditors velocity = 2 months

Gross profit Ratio = 25%

Gross profit for the year Rs. 4,00,000

Closing stock of the year is Rs. 10,000 above the opening stock

Bills Receivable = 25,000

Bills Payable = 10,000

Find out : a) sales b) Sundry Debtors c) Closing Stock and d) Sundry Creditors

3.
 - a. Explain the need for share valuation. Give a brief account of the different methods of valuing shares.

b.

A company issued shares of Rs.100 each on which Rs.70 is paid up. The normal rate of return is 12 per cent. The earning before interest and preference dividend and also before Tax is Rs.6,80,000, the capital employed is Rs.32,00,000. Calculate the value of share on fair value basis assuming tax rate at 40%.

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Paper-V – ADVANCED FINANCIAL ACCOUNTING
MAXIMUM MARKS: 30

ANSWER ALL QUESTIONS

1. a. What is goodwill? Explain in brief different methods of goodwill valuation?

b.

A Company has net tangible assets valued at Rs. 12,00,000 on which a normal rate of return of 10% is expected. It is expected that the company can maintain its super profits for the next six years.

You are required to calculate goodwill of the business on the basis of an annuity of super profits.

2. a. Define the word reconstruction. What entries are passed by a company at External and Internal Reconstruction. ?

b.

From the Balance Sheets and information given below, prepare a Consolidated Balance Sheet.

Balance Sheet as on 31-12-2003

	H Ltd. Rs.	S Ltd. Rs.		H Ltd. Rs.	S Ltd. Rs.
Share Capital			Sundry Assets	80,000	12,000
Rs. 10 Fully paid	1,00,000	20,000	Stock	61,000	24,000
Profit & Loss a/c	40,000	12,000	Debtors	13,000	17,000
Reserve	10,000	6,000	Bills Receivable	1,000	—
Bills Payable	—	3,000	Shares in S Ltd.		
Creditors	20,000	12,000	1,500 share at cost	15,000	—
	1,70,000	53,000		1,70,000	53,000

- a) All the profits of S Ltd., have been earned since the shares were acquired by H Ltd., but there was already the reserve of Rs. 6,000 on that date.
- b) The bills accepted by S Ltd., are in all in favour of H Ltd., which has discounted Rs. 2,000 of them.
- c) Sundry Assets of S Ltd., are undervalued by Rs. 2,000
- d) The stock of H Ltd., included Rs. 5,000 bought from S Ltd., at a profit to the latter of 25% on cost.

3. a. Define financial reporting what are the essentials of an ideal report.
 b. From the following Particulars calculate Net Monetary Gain or Loss

	Rs.	Rs.	
Opg., Cash balance	8,000	Cr. Purchase during the year	500
Cash / sales during the year	10,000	Operating Expenses	4,000
Cr. Sales during the year	5,000	Interest paid on 31st Dec.	5,000
Cash Purchases	1,500	Dividend paid on 31st Dec.	5,000

The following are the Price Indices

Index on the January, 1st	-	100
Index on the December, 31st	-	120
Average Index	-	110

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Paper-VI – RESEARCH METHODOLOGY
MAXIMUM MARKS: 30
ANSWER ALL QUESTIONS

1.
 - a. Reproducible research
 - b. Points to Ponder on Research Problem
 - c. Scrutiny Of Secondary Data
 - d. Advantage of Sampling over Census
 - e. Editing of data
 - f. Parts of a report
 - g. Footnotes
 - h. Proof Reading Symbols

2. a. Briefly discuss the five steps of research process?

- b. Consider the following factorial layout :

Direct Mail	Personal Selling Effort		
	Level 1	Level 2	Level 3
Level 1	40;33	49;47	56;60
Level 2	37;40	47;51	62;56
Level 3	51;47	51;60	73;76

- a) Test the null hypothesis that there is no difference in sales due to personal selling effort and direct mail
 - b) Does a significant interaction exist between personal selling effort and direct mail advertising ?
3. a. Describe the various methods of collecting primary data and comment on their relative advantages and disadvantages.

- b.

A certain population is divided into five strata so that $N_1 = 2000$, $N_2 = 2000$, $N_3 = 1800$, $N_4 = 1700$, $N_5 = 2500$. The respective standard deviations are : $\sigma_1 = 1.6$, $\sigma_2 = 2.0$, $\sigma_3 = 4.4$, $\sigma_4 = 4.8$ and $\sigma_5 = 6.0$. Further, the sampling cost in the first two strata is Rs. 4 per interview and in the remaining three strata the sampling cost is Rs. 6 per interview. How a sample of size 226 should be allocated to five strata with (i) proportional allotment (ii) optimal allotment.

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Paper-VI – RESEARCH METHODOLOGY
MAXIMUM MARKS: 30

ANSWER ALL QUESTIONS

4. a. Compare and contrast the various attitude measurement techniques?
 b.

Two quality assurance managers independently collected samples of 100 articles from a number of sales depots and tested them for quality. The number of defectives per sales depot were as follows :

Manager A	2,	11,	0,	7,	3,	5,	3,	9
Manager B	8,	5,	4,	3,	6,	12,	5	

Test the hypothesis that the two managers have the samples from the same lot by (i) median test and (ii) Maan-Whitney U test.

5. a. Briefly review the different types of models along with their characteristics.
 b.

A large sample of people were asked to rate how much they liked each of 5 beverages – coffee, tea, milk, fruit juice and soft drinks. Through factor analysis, factor loadings was obtained.

	Factors			Communality
	I	II	III	
Coffee	-.219	.363	-.338	0.2939
Tea	-.137	.682	-.307	0.5781
Milk	.514	-.213	-.277	0.3611
Fruit Juice	.485	-.117	.115	0.2621
Soft drinks	-.358	-.635	-.534	0.8165
Sum of squares	0.6943	1.0592	0.5584	
Variance summarised	0.1389	0.2118	0.1117	0.4624

- a) Write the linear equations for all the three factors.
- b) Interpret the loading co-efficients, variance summarised and communality values of this table.
6. a. Write a performance report on any of your subordinates. Check whether you have qualified and explained all the general adjectives like "sincere" and "hard working" you have used to describe the person
- b. Take any of the following topics, prepare for a presentation of 3 minutes, and deliver it to a group of friends or colleagues. Ask for their reactions to presentations and their suggestions for improvement on:
- The focus on the presentation theme,
 - The preparation and handling of the audio-visual materials, and
 - Your presentation confidence and behaviour.