

7545/2

FACULTY OF COMMERCE AND BUSINESS MANAGEMENT

M.Com. (Final) Examination

STRATEGIC MANAGEMENT

Paper I

Time : 3 Hours]

[Max. Marks : 100

Section A – (Marks: 5 × 4 = 20)

1. Answer any **five** of the following in not exceeding **one** page each:

- (a) Significance of Business Policy
- (b) Objectives of strategic planning
- (c) What are implementation strategies?
- (d) External appraisal
- (e) Greenfield Strategy
- (f) MNCs
- (g) World Bank
- (h) International financial management strategy.

Section B – (Marks: 5 × 16 = 80)

Answer all questions.

All questions carry equal marks.

- 2. (a) Define strategic management. Explain merits and demerits of strategic management.
Or
(b) Discuss the management choice in the selection of strategies.
 - 3. (a) What is the role of top management in implementation?
Or
(b) Discuss the establishment of strategic control.
 - 4. (a) Briefly explain International Business environment.
Or
(b) Discuss the major international economic problems.
 - 5. (a) Explain the role and functions of World Bank.
Or
(b) Give a brief note on problems and prospects of MNCs.
 - 6. (a) Explain international marketing strategies.
Or
(b) Discuss the international management strategies of MNCs.
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7546/2

FACULTY OF COMMERCE AND BUSINESS MANAGEMENT

M.Com. (Final) Examination

E-COMMERCE

Paper II

Time : 3 Hours]

[Max. Marks : 100

Section A – (Marks: $5 \times 4 = 20$)

1. Answer any **five** questions in not exceeding **one** page each. **Q. No. 1 is Compulsory:**

- (a) DSS
- (b) B2B
- (c) Post-Paid system
- (d) Biometric and Digital signature
- (e) Virtual societies
- (f) Push marketing strategy
- (g) EDI
- (h) Digital Cash.

Section B – (Marks: $5 \times 16 = 80$)

Answer all questions.

- 2. (a) Discuss the various applications of MIS in business.
Or
(b) How the information system is applied in Human Resource Management? Explain.
 - 3. (a) Discuss the issues, problems and prospects of E-Commerce.
Or
(b) Describe the growth and benefits of intranets.
 - 4. (a) Explain the role of banking network in electronic payment systems.
Or
(b) What are the advantages of UPI payment system? Explain.
 - 5. (a) Write a note on (i) Biometrics. (ii) Firewall Security.
Or
(b) Explain the public key encryption and private key encryption.
 - 6. (a) What precautions should be taken while designing a website? Explain.
Or
(b) What are the advantages and disadvantages of online shopping? Discuss.
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7553/2

FACULTY OF COMMERCE AND BUSINESS MANAGEMENT

M.Com. (Final) Examination

INVESTMENT MANAGEMENT

Paper III

Time : 3 Hours]

[Max. Marks : 100

Section A – (Marks: $5 \times 4 = 20$)

1. Answer any **five** of the following in not exceeding **one** page each:

- (a) Characteristics of Investments.
- (b) Random Walk Theory.
- (c) Holding Period Return.
- (d) Intrinsic Value.
- (e) Systematic Vs Unsystematic Risk.
- (f) Capital Market line
- (g) Formula plan
- (h) Feasibility Analysis.

Section B – (Marks: $5 \times 16 = 80$)

Answer all questions.

2. (a) What is Investment? Explain the process of investment with suitable examples.

Or

(b) Discuss the importance of Technical Analysis in security analysis.

3. (a) Explain the difficulties involved in finding the intrinsic value of Equity Shares when compared to Bonds.

Or

(b) An investor is expecting to receive a dividend of Rs. 5.00, 6.50, 8.00 and 10.00 in four years from an equity investment and expecting to realise Rs. 112.50 on selling the share at the end of four years. Calculate its present price if the expected rate of return is 12 per cent per annum.

4. (a) Explain Sharpe Index model. How does it differ from Markowitz model?

Or

(b) Describe various implications and shortcomings of CAPM.

[P.T.O.]

5. (a) Distinguish between Sharpe and Treynor Indices of portfolio performance. Which do you recommend and why?

Or

- (b) The equity fund, T bills and BSE Sensex have the following returns over the past five years.

Period	Equity fund return %	Sensex return%	T Bills return%
2017	9	7	5
2018	– 3(Minus)	– 1(Minus)	4
2019	15	12	6
2020	14	13	9
2021	18	16	8

Determine the Equity funds Alpha and Beta co-efficient for the 5-year period of the time. If the market return is 20 per cent and risk-free rate of return is 10 per cent what will be the Alpha value for the return of 25 per cent from the fund.

6. (a) What is a project and what are the characteristics of a project?

Or

- (b) Discuss the role of network technologies in project management.

7554/2

FACULTY OF COMMERCE AND BUSINESS MANAGEMENT

M.Com. (Final) Examination

COMPUTER APPLICATIONS IN ACCOUNTING

Paper IV

Time : 3 Hours]

[Max. Marks : 100

Section A – (Marks: $5 \times 4 = 20$)

1. Answer any **five** questions in not exceeding **one** page each. Q.No. 1 is **Compulsory**.

- (a) Inductive approach.
- (b) Accounting standards.
- (c) NPV.
- (d) BEP Charts.
- (e) Purchase ledger
- (f) Voucher
- (g) Depreciation
- (h) Flexible budget.

Section B – (Marks: $5 \times 16 = 80$)

*Answer **all** questions.*

2. (a) Explain the different approaches to formulation of Accounting theory.

Or

(b) Describe the need of accounting theory.

3. (a) Write about the accounting principles.

Or

(b) Give a note on:

- (i) Cost concept
- (ii) Matching concept
- (iii) Full disclosure concept.

4. (a) How do you calculate operating leverage and financial leverage in Excel Sheet?
Show the procedure by taking suitable examples.

Or

(b) Show the preparation of working capital forecast in Excel Sheet.

[P.T.O.]

5. (a) Explain the procedure to preparation of projected income statement and balance sheet.

Or

- (b) What is sales budget and flexible budget?

6. (a) What is BRS? Show the preparation of banking reconciliation statement.

Or

- (b) Show the procedure for preparation of Income statement.
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7555/2

FACULTY OF COMMERCE AND BUSINESS MANAGEMENT

M.Com. (Final) Examination

FINANCIAL MARKETS AND SERVICES

Paper V

Time : 3 Hours]

[Max. Marks : 100

Section A – (Marks: 5 × 4 = 20)

1. Answer any **five** of the following in not exceeding **one** page each:

- (a) Treasury Bills
- (b) Guilt-Edged Funds
- (c) Credit Syndication
- (d) Recourse Factoring
- (e) ICRA
- (f) Growth Funds
- (g) Asset Management Company
- (h) Capital Gains Investment.

Section B – (Marks: 5 × 16 = 80)

Answer all questions.

2. (a) Explain the role of Money Markets in economic development.

Or

(b) Explain the need and significance of Government securities markets.

3. (a) Explain the activities undertaken by Merchant Banker in relation to project Counselling.

Or

(b) Discuss the scenario of factoring in India with special reference to the working of factoring institutions.

4. (a) What is Credit Rating? What are its benefits and limitations?

Or

(b) Discuss the regulatory framework available for Credit Rating in India.

5. (a) Explain the features and role of mutual funds in economic development.

Or

(b) Give a brief account of various types of schemes offered by UTI.

6. (a) Explain the tax planning in respect of capital structure decisions.

Or

(b) Discuss the tax planning in respect of Export Promotion.
