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FACULTY OF COMMERCE
M.COM (ECM)I – SEMESTER REGULAR EXAMINATIONS, DEC 2014
FUNDAMENTALS OF INFORMATION TECHNOLOGY
PAPER – IV

Time: 3 Hours]

[Max. Marks: 50

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. Explain the elements of a Computer System.
2. Explain the functions and types of Operating Systems.
3. Write a note on features and uses of an Electronic Spreadsheet
4. Explain the roles and responsibilities in System Development
5. Explain the role of Internet Protocols. Name some of them.

Section – B

(5x6=30)

Answer the following questions in not more than **FOUR** pages each:

6. a) "Computer and computer technology has been through a great revolution". Comment, giving features and functions of computers.
(OR)
b) "Computer memory has undergone a drastic revolution both in terms of Primary and Secondary storage devices". Comment, discussing the types of memory devices.
7. a) "Hardware is the body, software is the life with regards to computer". Comment, discussing the concept of software, types of software, its functions and features.
(OR)
b) "Operating Systems have been a boon for computer users". Comment, discussing the concept of operating system, its uses, types. Give examples.
8. a) "Word Processing has undergone a sea change with the availability and use of software for the same". Comment, explaining the features and utility of MS-Word as a word processing software and its use in office automation.
(OR)
b) "Designing and working for Presentations today gives a great scope for creativity and flexibility to include audio, video and varied other forms of data". Comment, explaining the features and utility of Ms-Power Point in designing and delivering effective presentations.
9. a) "System Development Life Cycle(SDLC) has a great importance in system design and development". Comment, giving the steps in SDLC along with the role and importance of SDLC as a tool for System Design and Development.
(OR)
b) "Effective System design is deep rooted in how effective was the process of determining the System requirements". Comment, explaining the how one can determine system requirements. Discuss some Traditional and Modern Methods of determining system requirements. Also, write a brief on some of the Modeling techniques for doing the same.
10. a) "Internet would have been in chaos if the varied protocols, Browsers and other tools were not in place". Comment, discussing varied internet Protocols, Browsers and varied other tools you are aware of in the Internet world.
(OR)
b) "Internet is a great thing to happen, but it has its own issues and challenges, with security and privacy topping the list". Comment, discussing the issues and challenges of Internet, with a special reference to security and privacy.

S. Deepika

Code No. 1514

FACULTY OF COMMERCE
M.Com. (E-Commerce) I - SEMESTER REGULAR EXAMINATIONS, JAN- 2016
FUNDAMENTALS OF INFORMATION TECHNOLOGY

PAPER - IV

Time: 3 Hours

[Max. Marks: 50

Answer all questions from Section - A and Section - B

Section - A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. Elements of computer
2. Disk operating system.
3. Functions in Excel
4. System Development Life Cycle (SDLC).
5. Various search engines.

Section - B

(5x6=30)

Answer the following questions in not more than **FOUR** pages each:

6. a) Explain primary and secondary storage device with suitable examples.
(OR)
b) Write evolution of computer from latest to oldest.
7. a) What is software and write types of software?
(OR)
b) Describe Internal and External commands in MS-DOS with suitable examples.
8. a) Write the uses of MS-Word in office automation.
(OR)
b) Write the features of MS-Excel
9. a) What is system analysis & design?
(OR)
b) Write the approaches of system development.
10. a) Write the meaning of internet and uses of Internet in Research.
(OR)
b) What is a virus and explain in detail types of virus?

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FACULTY OF COMMERCE

M.Com. (E-Commerce) I – SEMESTER REGULAR EXAMINATIONS, DEC- 2016
FUNDAMENTALS OF INFORMATION TECHNOLOGY

PAPER – IV

Time: 3 Hours]

[Max. Marks: 50

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. Explain about Primary and Secondary storage devices.
2. What is Disk operating system?
3. What are Wild Card characters?
4. What is the System Analysis?
5. What are the threats of computers?

Section – B

(5x6=30)

Answer the following questions in not more than **FOUR** pages each:

6. a) Write the characteristics of Computer.
(OR)
b) What is a computer and what are the classifications of the computer?
7. a) What are the features of Windows Operating System?
(OR)
b) List out of frequently used internal and external commands in DOS.
8. a) Explain the statistical and Financial functions available in MS-Excel.
(OR)
b) What is MS-Power Point? Explain the procedure of creating slides in it.
9. a) What is System Design? Explain the role and responsibility in system development.
(OR)
b) Explain the System Approach Development. Write the determinant the system requirement.
10. a) What is Internet? Write the disadvantages of Internet.
(OR)
b) Discuss the issues and challenges of Internet with special reference to Security and Privacy.

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PAPER – IV

Time: 3 Hours]

[Max. Marks: 50

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. Diligence and digital signals.
2. Booting Process.
3. MS-Power Point.
4. Systems Analysis and Design.
5. Use of internet in Research.

Section – B

(5x6=30)

Answer the following questions in not more than **FOUR** pages each:

6. a) Briefly explain the elements of a computer systems.
(OR)
b) Explain Primary and Secondary Storage Devices.
7. a) What is software and write the application with suitable example.
(OR)
b) What is DOS? Discuss any five internal and external commands of MS-DOS.
8. a) Write the features of MS-Word.
(OR)
b) Discuss the uses of MS-Excel and how it useful for office automation.
9. a) Write the meaning of System Analysis and Design and explain it uses in system analysis.
(OR)
b) Describe the role and responsibilities in system development.
10. a) Define the following:
i) www. ii) HTTP iii) TCP
(OR)
b) What is a virus and explain the various types of VIRUS.

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FACULTY OF COMMERCE
M.Com. (E-Commerce) I – SEMESTER REGULAR EXAMINATIONS, FEB- 2019
FUNDAMENTALS OF INFORMATION TECHNOLOGY
PAPER – IV

Time: 3 Hours]

[Max. Marks: 50

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. Evaluation of computers.
2. Booting Process
3. MACRO
4. Systems Analysis and design.
5. Search Engines

Section – B

(5x6=30)

Answer the following questions in not more than **FOUR** pages each:

6. a) Write about various primary and secondary storage devices.
(OR)
b) Describe about any six Input devices.
7. a) Define software and write the functions of system software.
(OR)
b) Write about any six Windows Accessories.
8. a) Write the steps for creation of 'Header or Footer' in MS-WORD.
(OR)
b) What is MS-Power Point? Explain its advantages.
9. a) Discuss the System Development Life Cycle (SDLC).
(OR)
b) Write the methods of system development.
10. a) What is internet and write the uses of internet in research.
(OR)
b) Describe the use of E-mail and write email service providing websites.

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FACULTY OF COMMERCE
M.COM (ECM) I – SEMESTER REGULAR EXAMINATIONS, DEC 2014
ORGANIZATIONAL THEORY AND BEHAVIOUR
PAPER – I

Time: 3 Hours]

[Max. Marks: 70

90

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. Explain the features of organizations.
2. Explain the principles of organization structure.
3. Explain attitudes and values.
4. Explain need achievement theory.
5. Explain the dimensions of organizational culture.

Section – B

(5x10=50)

Answer the following questions in not more than **FOUR** pages each:

6. a) Evaluate the pillars of classical organization theory? How do you overcome the limitations of classical organization theory?

(OR)

- b) What is systems approach to organization theory? Explain the features of open system.

7. a) Explain the components of organizational structure.

(OR)

- b) What type of organization structures do you think are suitable to overcome time and distance?

8. a) What is learning? Discuss the utility of learning in understanding behavior in organizations.

(OR)

- b) Explain theories of group formation. How do you improve group cohesiveness?

9. a) What is motivation? Compare and contrast between Maslow and Herzberg's theory of motivation.

(OR)

- b) Explain tridimensional theory of leadership.

10. a) Discuss the approaches to organizational effectiveness.

(OR)

- b) "Conflict is always bad in organizations". Substantiate your argument.

FACULTY OF COMMERCE

M.Com. (E) COMMERCIAL ECONOMY REGULAR EXAMINATIONS, JAN- 2016
ORGANIZATION THEORY AND BEHAVIOUR

PAPER - I

Time: 3 Hours

[Max. Marks: 70]

Answer the following questions in Section - A and Section - B

Section - A

(5x4=20)

Answer the following questions in not more than ONE page each:

1. What do you mean by the concept of organization theory?
2. Explain the features of good organization structure.
3. What are the assumptions of rational economic man?
4. Explain the concept of hierarchy of needs given by Maslow.
5. Explain the dysfunctions of organizational culture.

Section - B

(5x10=50)

Answer the following questions in not more than FOUR pages each:

6. a) Explain the different types of organization theories.
(OR)
- b) Various parts of a system are interwoven and interlinking. What are these interlinking processes? Discuss
7. a) Discuss the relationship between theories of organization and structures of organization.
(OR)
- b) Explain in detail Matrix type of organization structure.
8. a) What is attitude? How are attitudes formed? Is it possible to change attitudes in the organization?
(OR)
- b) Why do people form groups? What is group decision making? How do you improve group decision making in organization?
9. a) What is Morale? How do you improve morale in organizations?
(OR)
- b) Compare and contrast between Maslow and Herzberg theories of motivation.
10. a) Briefly explain the approaches to organizational effectiveness.
(OR)
- b) What do you mean by change? Explain the process of change management.

FACULTY OF COMMERCE
M.Com. (E-Commerce) I – SEMESTER REGULAR EXAMINATIONS, DEC- 2016
ORGANIZATIONAL THEORY AND BEHAVIOUR

PAPER – I

Time: 3 Hours]

[Max. Marks: 70

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. Explain the goals of organization.
2. How do you distinguish between mechanistic and organic structures?
3. Explain relevance of organizational behavior subject.
4. What are the features of morale?
5. Why do people resist change?

Section – B

(5x10=50)

Answer the following questions in not more than **FOUR** pages each:

6. a) What do you mean by organization? Explain the characteristics of systems approach.
(OR)
b) What are the characteristics of classical organization theory?
7. a) What do you mean by organizational structure? What are the consequences of having good organization structure?
(OR)
b) Design suitable organizational structure for a manufacturing organization? Explain the reasons and features of that structure.
8. a) How are attitudes formed? Discuss its relevance to organizational behavior.
(OR)
b) What is group cohesiveness? How do you improve it?
9. a) How do you make use of theory X and theory Y to motivate people in organizations?
(OR)
b) Explain the utility of Leadership Continuum.
10. a) Discuss the approaches to Organizational Effectiveness.
(OR)
b) What are the functional and dysfunctional aspects of organizational culture? How do you ensure positive culture in organizations?

FACULTY OF COMMERCE
M.Com. (E-Commerce) I – SEMESTER REGULAR EXAMINATIONS, DEC- 2017
ORGANIZATIONAL THEORY AND BEHAVIOUR
PAPER – I

Time: 3 Hours]

[Max. Marks: 70

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. Explain the concept of organization.
2. Explain the individual behavior.
3. Explain the concept of motivation.
4. What is organizational conflict?
5. What are the characteristics of leadership?

Section – B

(5x10=50)

Answer the following questions in not more than **FOUR** pages each:

6. a) What is Neoclassical theory of organization? Explain its features and limitations?
(OR)
b) What is organizational behaviour? What are its features?
7. a) What is personality? Explain the determinants of personality?
(OR)
b) Explain the factors influencing Team effectiveness.
8. a) Explain Maslow's need Hierarchy theory.
(OR)
b) Define organizational culture. What are the characteristics of organizational culture?
9. a) Explain the concept of organizational power and politics.
(OR)
b) What is negotiation? Explain the process and approaches of negotiations?
10. a) Define leadership. Explain the different types of leadership styles?
(OR)
b) What is Change? Discuss the challenges contributing to change.

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FACULTY OF COMMERCE
M.Com. (E-Commerce) I – SEMESTER REGULAR EXAMINATIONS, JAN- 2019
ORGANIZATIONAL THEORY AND BEHAVIOUR
PAPER – I

Time: 3 Hours]

[Max. Marks: 70

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. Explain typology of organizations.
2. How do you distinguish between formal and informal organizations?
3. Explain the model of organizational behavior given by Stephen Robbins.
4. In what way is morale different from motivation?
5. Explain the dimensions of organizational culture.

Section – B

(5x10=50)

Answer the following questions in not more than **FOUR** pages each:

6. a) What do you mean by organization? Explain its features.
(OR)
b) What are the characteristics of modern organization theory?
7. a) What do you mean by organizational structure? What are its components?
(OR)
b) Design suitable organizational structure for IT enabled service organization. Explain the reasons and features of that structure.
8. a) What is perceptual process? Discuss its relevance in Organizational Behavior Concerned.
(OR)
b) What are the drawbacks of group decision making? How do you overcome them?
9. a) How do you make use of Maslow motivation theory to motivate people from different generations?
(OR)
b) Explain the utility of Managerial Grid theory.
10. a) How do you improve the effectiveness of an organization?
(OR)
b) What are the challenges of changes? How do you manage them?

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FACULTY OF COMMERCE
M.COM (ECM) I – SEMESTER REGULAR EXAMINATIONS, DEC 2014
FINANCIAL MANAGEMENT
PAPER – II

Time: 3 Hours] [Max. Marks: 70

Note: Answer all questions from Section – A and Section – B

Section – A (5x4=20)

Answer the following questions in not more than ONE page each:

1. What are the basic financial decisions?
2. What is benefit cost ratio?
3. What is "Optimum Capital Structure"?
4. What is stable dividend policy?
5. What is working capital management?

Section – B (5x10=50)

Answer the following questions in not more than FOUR pages each:

6. a) Explain the concept of wealth in the context of Wealth Maximization objective. (OR)
- b) Mr. X invests Rs. 5,000, Rs. 10,000 and Rs. 20,000 at the end of each year. Calculate the compound value at the end of 3 years compounded annually when interest is charged at 10% per annum.

7. a) Do the NPV and PI always lead to the same investment decision? Discuss. (OR)

b) A Chemical company is considering an investment in a project that costs Rs. 5,00,000. The life of the project is 5 years and estimated salvage value is zero. Tax rate is 55%. The company uses straight line depreciation and proposed project has Estimated earnings before depreciation and tax as follows:

Year	1	2	3	4	5
EBDT(Rs.)	1,00,000	1,00,000	1,50,000	1,50,000	2,50,000

Calculate the Average Rate of Return.

8. a) Explain the determinants of capital structure of a cement company. (OR)

P.T.O.

b) The Balance sheet of A Ltd., is given below.

Liabilities	Rs.	Assets	Rs.
Equity capital (Rs. 10 per share)	90,000	Net Fixed Assets	2,25,000
10% Long terms Debt	1,20,000	Current Assets	75,000
Retained Earnings	30,000		
Current Liabilities	60,000		
	3,00,000		3,00,000

The company's total assets turnover ratio is 3, its fixed operating cost is Rs. 1,50,000 and its variable operating cost ratio is 50%. The income tax rate is 50%. You are required to calculate different types of leverages for the company.

9. a) "A firm should follow a policy of 'very high dividend pay-out'. Do you agree? Why or Why not? (OR)

b) The current price of a company's share is Rs.200. The company is expected to pay a dividend of Rs.5 per share next year with an annual growth rate of 10%. If an investor's required rate of returns is 12%. Should he buy the share?

10. a) Explain various tools and techniques used for inventory management? (OR)

b) A proforma cost sheet of a company provides the following particulars:

Material	40%
Direct Labour	20%
Overheads	20%

The following further particulars are available:

- a) It is proposed to maintain a level of activity of 2,00,000 units.
- b) Selling price is Rs.12 per unit.
- c) Raw materials are expected to remain in stores for an average period of one month.
- d) Material will be in process, on an average half a month, and is assumed to be consisting of 100% raw materials, 50% wages and overheads. 0.5
- e) Finished goods are required to be in stock for an average period of one month.
- f) Credit allowed to debtors is 2 months.
- g) Credit allowed by suppliers is 1 month.
- h) You are required to prepare a statement of working capital requirements.

FACULTY OF COMMERCE
M.Com. (E-Commerce) I – SEMESTER REGULAR EXAMINATIONS, DEC- 2016
 FINANCIAL MANAGEMENT

PAPER – II

Time: 3 Hours]

[Max. Marks: 70

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. What is business finance?
2. What are the differences between risk and uncertainty?
3. What is business risk?
4. What is a growth firm?
5. What is factoring?

Section – B

(5x10=50)

Answer the following questions in not more than **FOUR** pages each:

6. a) “Finance function of a business is closely related to its other functions”. Discuss
(OR)
 b) “Investment, financing and dividend decisions are all inter-related”. Comment.
7. a) Explain the need and importance of capital budgeting.
(OR)
 b) Calculate internal rate of return from the following information.
 Initial investment = Rs.60,000; Life of the Asset = 4 years;
 Estimated net annual cash flows: First Year Rs.15,000;
 Second year Rs.20,000; Third year Rs.30,000 and Forth year – Rs.20,000
8. a) What is weighted average cost of capital? Examine the rationale behind the use of weighted average cost of capital.

(OR)

b) The Balance sheet of X limited as on 31-03-2016 is as follows:

Liabilities	Rs.	Assets	Rs.
Equity capital (Rs.10 per share)	60,000	Net Fixed Assets	1,50,000
10% Debentures	80,000	Current Assets	50,000
Retained earnings	20,000		
Current liabilities	40,000		
	2,00,000		2,00,000

The company's total assets turnover ratio is 3. Its fixed operating costs are Rs.1,00,000 and its variable operating cost ratio is 40%. The income tax rate is 50%. Calculate operating, financial and combined leverages.

P.T.O

9. a) What is dividend policy? Explain the types of dividend policies.
(OR)
- b) ABC limited belongs to a risk class for which the appropriate capitalization rate is 10%. It currently has outstanding 5,000 shares selling at Rs.100 each. The firm is contemplating the declaration of dividend of Rs.6 per share at the end of the current financial year. The company expects to have a net income of Rs.50,000 and has proposal for making new investments of Rs.1,00,000. Show that under the MM hypothesis, the payment of dividend does not affect the value of the firm.
10. a) What is ABC analysis? How is it useful as a tool of inventory management?
(OR)
- b) The following information has been provided by a company for the year ended 30.06.2016.

Liabilities	Rs.	Assets	Rs.
Equity share capital	2,00,000	Fixed Assets less Dept.	3,00,000
8% Debentures	1,00,000	Inventories	1,00,000
Reserves and Surplus	50,000	Sundry Debtors	70,000
Long-term Loans	50,000	Cash and Bank	10,000
Sundry Creditors	80,000		
	4,80,000		4,80,000

Sales for the year ended 30.6.2016 amounted to Rs.10,00,000 and it is estimated that the same will amount to Rs.12,00,000 for the year 2016-17.

You are required to estimate the working capital requirements for the year 2016-17 assuming a linear relationship between sales and working capital.

FACULTY OF COMMERCE
M.Com. (E-Commerce) I – SEMESTER REGULAR EXAMINATIONS, DEC- 2017
FINANCIAL MANAGEMENT
PAPER – II

Time: 3 Hours]

[Max. Marks: 70

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. Profit maximization Vs wealth maximization.
2. What are the investment evaluation techniques?
3. What are the Constituents of capital structure?
4. Dividend Vs profit Retention.
5. What are the components of working capital?

Section – B

(5x10=50)

Answer the following questions in not more than **FOUR** pages each:

6. a) Discuss the scope and function of Financial Management.
(OR)
b) Explain the role of Financial Manager in the business organization.
7. a) Explain the various techniques used for incorporating risk factor in capital budgeting decisions.
(OR)
b) A Company is considering two mutually exclusive projects. Both require an initial outlay of Rs.2,00,000 each and have a life of 5years. The company's required rate of return is 10 per cent. The projects will be depreciated on straight line basis. The expected cash flows are as follows:

Year	Project-X	Project-Y
1	Rs.80,000	Rs.1,20,000
2	Rs.80,000	Rs. 60,000
3	Rs.80,000	Rs. 40,000
4	Rs.80,000	Rs.1,00,000
5	Rs.80,000	Rs.1,00,000

Determine the net present value for each project and indicate which project should be Selected and why?

8. a) Define optimum capital structure and discuss very briefly the determinants of capital structure.
(OR)
b) Calculate the Operating, Financial and Combined leverages from the following information.

Sales	Rs.50,000
Variable Cos	Rs.25,000
Fixed costs	Rs.15,000
Interest	Rs. 5,000

9. a) Explain in detail the factors influencing the Dividend Policies.

(OR)

b) TSV company belongs to a risk-class for which the appropriate capitalization rate is 10%. It currently has outstanding 25,000 shares selling at Rs.100 each. The firms contemplating the declaration of dividend of Rs.5 per share at the end of current financial year. The company expects to have a net income of Rs.2,50,000 and has a proposal for making new investments of Rs.5,00,000 show that, under the MM theory, the payment of dividend does not affect the value of the firm.

10. a) Explain the objectives and importance of cash management.

(OR)

b) While preparing a project report on behalf of a client, you have collected the following data.

Estimate the net working capital required for the project. Add 10% to your computed figured to allow for contingencies.

<u>Estimated cost per unit</u>	<u>Amount per unit</u>
Raw material	Rs.80
Direct labor	Rs.30
Overheads	Rs.60
Total	<u>Rs.170</u>

Additional information:

Selling Price	Rs. 200 per unit
Level of activity	1,00,000 units of production
Raw material in stock	average 4 weeks
Work-in-process	
(Assume 50% completion)	average 2 weeks
Finished goods in stock	average 4 weeks
Credit allowed by supplier's	average 4 weeks
Credit allowed by Debtors	average 8 weeks
Lag in payment of wages	average 2 weeks
Cash in bank is expected to be	Rs.50,0000.
You may assume that production is carried out evenly throughout the year (52 weeks) and wages and overheads accrue similarly. All sales are on credit.	

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FACULTY OF COMMERCE
M.Com. (E-Commerce) I – SEMESTER REGULAR EXAMINATIONS, JAN- 2019
FINANCIAL MANAGEMENT
PAPER – II

Time: 3 Hours]

[Max. Marks: 70

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. Profit Maximization.
2. Capital Rationing.
3. Net Income Approach.
4. Growth Firm.
5. Operating Cycle.

Section – B

(5x10=50)

Answer the following questions in not more than **FOUR** pages each:

6. a) Explain the functions of a finance manager.

(OR)

- b) From the following information calculate the present value if the cost of capital is 15%.

Year	2000	2001	2002	2003	2004	2005	2006
CFs (Rs.)	25,000	40,000	70,000	90,000	1,00,000	1,10,000	1,40,000

7. a) What is Decision Tree Approach of Capital Budgeting? Explain the uses and limitations of Decision Tree Approach.

(OR)

- b) A Company has to make a choice between two projects namely X and Y. The initial outlay of two projects are Rs.1,35,000 and Rs.2,40,000 respectively for X and Y. There will be no scrap value at the end of the life of both the projects. The opportunity cost of capital of the company is 16%. The annual cash flows are presented as follows:

Year	Project-X	Project-Y	Discount Factor@16%
1	-	Rs.60,000	0.862
2	Rs.30,000	Rs.84,000	0.743
3	Rs.1,32,000	Rs.96,000	0.641
4	Rs.84,000	Rs.1,02,000	0.552
5	Rs.84,000	Rs.90,000	0.476

You are required to calculate NPV for each project.

8. a) What is risk? Explain the meaning and importance of business and financial risk.

(OR)

- b) Following are the details regarding the capital structure of a company:

Type of Capital	Book Value (Rs.)	Market Value (Rs.)	Specific Cost (%)
Debentures	40,000	38,000	5
Preference Capital	10,000	11,000	8
Equity Capital	60,000	1,20,000	13
Retained Earnings	20,000	--	9

You are requested to determine the weighted average cost of capital using: (i) book value as weights and (ii) market value as weights.

9. a) What is dividend? Explain the types of dividend policies.

(OR)

b) A Company has a total investment of Rs.5,00,000 in assets, and 50,000 outstanding ordinary shares at Rs.10 per share (per value). It earns a rate of 15 per cent on its investment, and has a policy of retaining 50 per cent of the earnings. If the appropriate discount rate of the firm is 10 percent, determine the price of its share using Gordon's model. What shall happen to the price of the share if the company has a payout of 80% or 20%?

10. a) Explain the important techniques of Inventory Management.

(OR)

b) A pro forma cost sheet of a company provides the following data:

Particulars	Cost Per Unit (Rs.)
Raw materials	52.00
Direct labour	19.50
Overheads	39.00
Total cost	110.50
Profit	19.50
Selling price	130.00

The following is the additional information available:

Average raw material in stock: one month; average materials in process: half a month.

Credit allowed by suppliers: one month; credit allowed to debtors: two months. Time lag in payment wages: one and a half weeks. Overheads: one month. One-fourth of sales are on cash basis. Cash balance is expected to be Rs.1,20,000.

You are required to prepare a statement showing the working capital needed to finance a level of activity of 70,000 units of output. You may assume that production is carried on evenly throughout the year and wages and overheads accrue similarly.

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FACULTY OF COMMERCE
M.COM (ECM)I – SEMESTER REGULAR EXAMINATIONS, DEC 2014
COMPUTER PROGRAMMING WITH 'C'
PAPER – V

Time: 3 Hours]

Note: Answer all questions from Section – A and Section – B

[Max. Marks: 50

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. What do you understand by Data Type and what are varied Data Types in 'C'
2. What is a Nested Loop and why it is used in 'C' Programs.
3. What is a Two Dimensional Array and what is its use in 'C'
4. What is a Structure and what is its use in 'C' Programs.
5. What is a File in 'C' and list some file management functions.

Section – B

(5x6=30)

Answer the following questions in not more than **FOUR** pages each:

6. a) "The first step in writing any computer program is writing an Algorithm and drawing a Flow Chart". Comment, discussing the concepts of Algorithm and Flow Charting giving their functions and features. Give an example each for Algorithm and Flow Chart.
(OR)
b) "A Programming Language should be able to support varied Data types and Operators". Comment, explaining the role and importance of the Data types and Operators. List the varied Data types and operators supported by 'C'.
7. a) "One can execute some lines of code when certain conditions are met, these can be done easily by using Conditional Statements". Comment, explaining the concept Conditional Statements in 'C'. Also give the types of conditional statements available in 'C'. Take an example of your choice and illustrate how one can conditionally execute certain lines of code.
(OR)
b) "C' has a wonderful looping constructs, in case there is a need to continuously execute a code till some condition is met". Comment, discussing varied looping constructs in 'C' and give their features and limitations. Take an example of your choice and illustrate any one of the looping constructs.
8. a) "For working with strings, 'C' uses varied types of Arrays as special constructs". Comment, discussing the concept, features and utility of Arrays, types of Arrays aiding working with strings. Take an example of your choice to illustrate Arrays in 'C' program.
(OR)
b) "C' Programmers are happy with the large number of pre-defined functions provided in it, to make the task of programming easy". Comment, explaining the types of pre-defined functions in 'C'. List some of these functions and explain the use of them.
9. a) "If a programmer wants to work and manipulate the data in the physical storage, or refer a variable by its physical address, then pointers are the best choice". Comment, explaining the concept of pointers in 'C' and give its utilities. Take an example of your choice to illustrate use of Pointers.
(OR)
b) "When a programmer wants to define his own construct for holding data, then structures and Unions are the ultimate choice". Comment, explaining the concept of structures and Unions in 'C'. Take an example of your choice to illustrate one of these special constructs defined by user.
10. a) "File management in 'C' is different unlike other languages". Comment, explaining the concept of how files are treated in 'C'. Discuss the file management process in 'C'.
(OR)
b) "To handle File Management operations, C provides quite a few pre-defined File management functions helping programmer by making his task easy". Comment, explaining the pre-defined File Management functions in 'C' with a special reference to Character and String input/output functions.

Code No. 1515

FACULTY OF COMMERCE
M.Com. (E-Commerce) I - SEMESTER REGULAR EXAMINATIONS, JAN-2016
COMPUTER PROGRAMMING WITH 'C'
PAPER - V

Time: 3 Hours

Note: Answer all questions from Section - A and Section - B [Max. Marks: 50
(5x4=20)

Section - A

Answer the following questions in not more than ONE page each:

1. Flow chart.
2. While Loop.
3. Function calls.
4. Pointer.
5. fopen()

(5x6=30)

Section - B

Answer the following questions in not more than FOUR pages each:

6. a) What is C? Describe the data types of C.
(OR)
b) Write various operators in 'C' programme.
7. a) What is switch case statement? And write its uses.
(OR)
b) How do we use looping statements? State with example.
8. a) Explain the one dimensional array with simple programme.
(OR)
b) What is function? Describe the types of functions.
9. a) What is a structure? Develop small programme based on structure.
(OR)
b) What are the enumerated data and write types of enumerated data?
10. a) What is a file in C? Describe it with a sample programme.
(OR)
b) Explain the character input/output function under 'C'.

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Code No. 1515

FACULTY OF COMMERCE

M.Com. (E-Commerce) I – SEMESTER REGULAR EXAMINATIONS, DEC- 2016
COMPUTER PROGRAMMING WITH 'C'

PAPER – V

Time: 3 Hours]

[Max. Marks: 50

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. Explain Algorithm in 'C'
2. What is a conditional operator?
3. Write the scope of the variable.
4. What is union and what is the use of it?
5. What are the function keys in 'C'?

Section – B

(5x6=30)

Answer the following questions in not more than **FOUR** pages each:

6. a) What do you understand by Data Types and what are varied data types in 'C'?
(OR)
b) Describe various input/output operation in 'C' with suitable examples.
7. a) Discuss the various looping constructs in 'C' and explain their features.
(OR)
b) What is looping and uses of loop nested loop?
8. a) Write the concept, features and utility of array.
(OR)
b) Write a program to read a set of n integers between 1 to 15 and count the frequency of each number.
9. a) What is self-referential structure? Explain the methods for passing structure as parameter.
(OR)
b) What is a pointer and explain advantages and disadvantages with suitable examples?
10. a) What is File Management in 'C' and differentiate between text and binary files?
(OR)
b) What text file function and explain the character of input/output in files?

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Code No. 1515

FACULTY OF COMMERCE
M.Com. (E-Commerce) I – SEMESTER REGULAR EXAMINATIONS, FEB- 2019
COMPUTER PROGRAMMING WITH 'C'
PAPER – V

Time: 3 Hours]

[Max. Marks: 50

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. C Tokens
2. Nested if
3. Pre-defined functions.
4. Union
5. fopen()

Section – B

(5x6=30)

Answer the following questions in not more than **FOUR** pages each:

6. a) Write basic structure of C Program
(OR)
b) Explain about Arithmetre and Relational operations.
7. a) What is loop and explain for loop and nested loop.
(OR)
b) What are the conditional statements in 'C'
8. a) Differentiate between one Dimensional and two dimensional Array.
(OR)
b) What is function? Describe character functions and string functions.
9. a) Write the use of declaring structures variables and accessing structure members.
(OR)
b) What is pointer? Write passing parameter to functions.
10. a) Describe the necessity of file management in 'C'.
(OR)
b) What is File? Write the File input/output functions.

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Code No. 14/1513

FACULTY OF COMMERCE
M.COM (GEN/ECOM) I - SEMESTER REGULAR EXAMINATIONS, DEC, 2014
MARKETING MANAGEMENT
PAPER - III

Time: 3 Hours]

[Max. Marks: 70

Note: Answer all questions from Section - A and Section - B

Section - A

(5x4=20)

Answer the following questions in not more than ONE page each:

1. Mega Marketing
2. Brand Loyalty
3. Penetration Pricing
4. Intensive and Exclusive Distribution
5. Publicity

Section - B

(5x10=50)

Answer the following questions in not more than FOUR pages each:

6. a) Define marketing. Explain various concepts and objectives of Marketing.
(OR)
b) Explain the role of marketing in economic development of a country.
7. a) What is market segmentation? Explain various benefits and requirements for effective segmentation.
(OR)
b) Define Consumer Behaviour. Explain about Consumer Decision Making Process.
8. a) What are the various methods of Pricing? Explain.
(OR)
b) Define Product Life Cycle. Discuss about various stages in Product Life Cycle and its implications for marketers.
9. a) Define Channel Management. Explain about various Channel Design Decisions.
(OR)
b) What are contemporary marketing channels in India?
10. a) What is Advertising? Explain the effective strategy for advertising.
(OR)
b) What is sales promotion? Explain its objectives and tools.

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FACULTY OF COMMERCE
M.Com. (Gen/E-Com) I – SEMESTER REGULAR EXAMINATIONS, DEC- 2016
MARKETING MANAGEMENT

PAPER – III

Time: 3 Hours]

[Max. Marks: 70

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. Rural Vs. Urban Markets.
2. Benefits of segmentation.
3. Levels of a product.
4. Classification consumer goods.
5. Promotion mix.

Section – B

(5x10=50)

Answer the following questions in not more than **FOUR** pages each:

6. a) Define marketing management? Explain the importance and scope of marketing.
(OR)
b) Explain the stages in marketing planning and strategy.
7. a) Write about the various target market strategies.
(OR)
b) What are the major factors influencing consumer behavior?
8. a) What are the implications of Product Life Cycle to the marketers?
(OR)
b) Write about the factors influencing the pricing decision.
9. a) Write about the factors influencing the channel design decisions in marketing.
(OR)
b) Write in detail about the role of various marketing intermediaries in the channel management.
10. a) With suitable examples explain the various promotion tools used in marketing.
(OR)
b) Explain the important decisions in advertising.

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FACULTY OF COMMERCE
M.Com. (Gen/E-Com) I – SEMESTER REGULAR EXAMINATIONS, DEC- 2017
MARKETING MANAGEMENT
PAPER – III

Time: 3 Hours]

[Max. Marks: 70

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. Objectives of Marketing
2. Target marketing
3. Decision
4. Channel Conflict
5. Publicity

Section – B

(5x10=50)

Answer the following questions in not more than **FOUR** pages each:

6. a) Explain marketing concept? Discuss the difference between selling and marketing?
(OR)
b) Explain the term “Rural Marketing”? Discuss the difference between rural and urban markets?
7. a) What is market segmentation? What are the requirements for effective segmentation?
(OR)
b) Define Consumer Behaviour? What are the major factors influencing on consumer behaviour.
8. a) What are the objectives of pricing and what factors influence for price determination?
(OR)
b) Explain the stages of new product development and its importance in Indian market?
9. a) What are the major types of marketing intermediaries for reaching customers?
(OR)
b) Explain the factors influencing channel design decisions?
10. a) Define Advertisement? Explain the need, objectives and types of advertisement.
(OR)
b) Explain the objectives and different types of sales promotion tools.

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