

ADIKAVI NANNAYA UNIVERSITY: RAJAMAHENDRAVARAM
DEPARTMENT OF COMMERCE
M. Com II Semester(2016-17ab)
MODEL QUESTION PAPER

Paper: CP - 201: FINANCIAL MANAGEMENT

Time: 3 hrs

Max Marks: 75

SECTION - A

1 Answer any FIVE of the following

5X5=25 M

- a. Risk Vs Return
- b. IRR
- c. Functions of Financial Management
- d. Role of Financial Manager in modern environment
- e. Determinants of Capital Structure
- f. Gordon's Model
- g. Working Capital Cycle
- h. Gross Working Capital

SECTION – B

Answer the following

5X10=50 M

2 (a) Explain various financial analysis techniques.

(OR)

(b) XYZ Ltd has made plans for the next year. It is estimated that the company will employ total assets of Rs. 10,00,000, 50% of the assets being financed by borrowed capital at an interest rate of 18% per year. The direct costs for the year are estimated at Rs. 4,50,000 and all other operating expenses are estimated at Rs.90,000. The goods will be sold to customers at 150% of the direct costs. Income tax rate is assumed to be 50%. You are required to calculate (a) Net Profit Margin (b) Return on Assets (c) Assets Turnover, and (4) Return on Owner's equity.

3 (a) What is meant by Capital Budgeting? Describe the process of Capital Budgeting.

(OR)

(b) M/S Ramesh & Co want to replace its old machine with a new automatic machine. Two models X and Y are available at the same cost of Rs. 5 lakhs each. Salvage value of the old machine is Rs.1lakh. The utilities of the existing machine can be used if the company purchases X. Additional costs of utilities to be purchased in that case are Rs. 1 lakh. If the company purchases Y then all the existing utilities will have to be replaced with new utilities costing Rs. 2 lakhs. The salvage value of the old utilities will be Rs.0.20 lakhs. The earnings after taxation are expected to be:

	Cash inflows of		
Year	X	Y	PV factors @15%
1	1,00,000	2,00,000	0.87
2	1,50,000	2,10,000	0.76
3	1,80,000	1,80,000	0.66
4	2,00,000	1,70,000	0.57
5	1,70,000	1,40,000	0.50

Salvage value

At the end of 5 year

50,000

60,000

The targeted return on capital is 15%. You are required to

- (i) Compute for the two machines separately, net present value, discounted payback period and desirability factor and
- (ii) Advise which of the machine is to be selected.

4 (a) What is the relationship between leverage and cost of capital as per the net income approach?

(OR)

(b) The following information cost of capital of Santosh Metals:

Net operating income	Rs. 40,00,000
Interest on Debt	Rs. 10,00,000
Cost of equity	18 percent
Cost of debt	12 percent

- (i) What is average cost of capital of Santhosh?
- (ii) What happens to the average cost of capital of Santhosh, if it employs Rs. 1Crore of debt to finance a project which earn an operating income of Rs.20,00,000? Assume that the Net Operating Income (NOI) method applies and there is no tax.

5 (a) What is the substance of Modigliani Miller “Dividend Irrelevance” Theorem?

(OR)

(b) Critically examine the policies regarding retained earnings.

6 (a) What are the important characteristics of current assets? What are their implications for Working Capital Management?

(OR)

(b) Discuss how the cash requirement for Working Capital is estimated.

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M. Com II Semester(2016-17ab)
MODEL QUESTION PAPER
Paper: CP – 202: HUMAN RESOURCE MANAGEMENT

Time: 3 hrs

Max Marks: 75

SECTION - A

1 Answer any FIVE of the following

5X5=25 M

- (a) Management Development
- (b) Promotion
- (c) Counseling
- (d) Minimum wage
- (e) Fringe benefits
- (f) Collective Bargaining
- (g) Induction
- (h) Social security

SECTION – B

Answer the following

5X10=50 M

2 (a) Define Human Resource Management. Explain the functions of HRM.

(OR)

(b) Explain the qualities and qualifications necessary for a HR manager and also discuss the role of HR Manager in an organization.

3 (a) What is Human Resource Planning? Explain the importance of HRP in a business organization.

(OR)

(b) Explain the process of recruitment and selection.

4 (a) What is meant by Training and Development? Explain its methods.

(OR)

(b) Explain the evaluation of training and development programmes.

5 (a) Discuss the methods and techniques of job evaluation.

(OR)

(b) What is performance appraisal? Explain the methods of performance appraisal.

6 (a) Define Industrial relations. Explain the functions of good industrial relations.

(OR)

(b) Discuss the employee participation in management.

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MODEL QUESTION PAPER
Paper: CP – 203: MARKETING MANAGEMENT

Time: 3 hrs

Max Marks: 75

SECTION - A

1 Answer any FIVE of the following

5X5=25 M

- (a) Marketing Mix
- (b) Online Marketing
- (c) Product Development
- (d) Idea Generation
- (e) Publicity Vs Advertising
- (f) Personal Selling
- (g) Supply Chain Process
- (h) Promotion Mix

SECTION – B

Answer the following

5X10=50 M

2 (a) Explain various approaches to the study of Marketing?

(OR)

(b) What do you mean by marketing environment? Explain its importance in the process of marketing development.

3 (a) What is market segmentation? Explain various bases by which marketers can segment international markets.

(OR)

(b) Define consumer behaviour. What factors influencing consumer behavior?

4 (a) Explain the major steps in the new product development process. Explain the problems involved in it.

(OR)

(b) Describe various stages in the product life cycle? Suggest measures and strategies at various stages.

5 (a) Explain the basic distinction between skimming and penetration pricing strategies while launching a new product which type of pricing is preferable? Why?.

(OR)

(b) Explain a logical process for channel relation. Discuss various types of conflicts that may arise in the channel of distribution.

6 (a) Define sales promotion. Explain its objectives.

(OR)

(b) What is various major forms of direct marketing. Explain the benefits to buyers and sellers.

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MODEL QUESTION PAPER

Paper: CP -204: RESEARCH METHODOLOGY AND QUANTITATIVE TECHNIQUES

Time: 3 hrs

Max Marks: 75

SECTION - A

1 Answer any FIVE of the following

5X5=25 M

- (a) Research Process
- (b) Null Hypothesis
- (c) Descriptive Research
- (d) Quota Sampling
- (e) Schedules
- (f) Ratio Scale
- (g) Regression Analysis
- (h) Arithmetic Mean

SECTION – B

Answer the following

5X10=50 M

2 (a) What is meant by research? Explain the various types of research.

(OR)

(b) What do mean by Hypothesis? State the general procedure for testing the Hypothesis.

3 (a) Define Sampling, Sampling Design and explain various methods of sampling.

(OR)

(b) Briefly explain the research design.

4 (a) Writes short note on

- (i) Likert Scale (ii) Ordinal Scale (iii) Schematic Differential Scale

(OR)

(b) Define data collection. Explain different methods of data collection and distinguish between primary and secondary data.

5 (a) Discuss the advantages and limitations of Quantitative techniques.

(OR)

(b) Briefly explain importance of research in Quantitative Techniques.

6 (a) Explain clearly the meaning and significance of multiple regression and correlation..

(OR)

(b) Calculate the Mean, Median and Mode from the following information:

10-20	20-30	30-40	40-50	50-60	60-70	70-80
6	13	20	25	20	11	5

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MODEL QUESTION PAPER

Paper: CP -205: COMPUTER APPLICATION IN BUSINESS

Time: 3 hrs

Max Marks: 75

SECTION - A

1 Answer any FIVE of the following

5X5=25 M

- (a) Computer Architecture
- (b) Elements of Computers
- (c) Software
- (d) Computer Network
- (e) Traditional Commerce vs E-commerce
- (f) Network Topology
- (g) Business Model
- (h) Mail Merge

SECTION – B

Answer the following

5X10=50 M

2 (a) Define computer. Explain merits and demerits of a computer.

(OR)

(b) Explain different Input and Output Devices.

3 (a) Explain the concept of software and various types of software.

(OR)

(b) What are the basic functions of an operating system? Distinguish between Windows Operating System and MS DOS.

4 (a) Explain the various components involved in the preparation of document using MS-Word.

(OR)

(b) Define a computer network. Discuss the different types of networks.

5 (a) What is E-Commerce? Explain the advantages and disadvantages of E-commerce.

(OR)

(b) Discuss the issues in implementing E-Commerce.

6 (a) What is EDI? Explain the different phases of EDI.

(OR)

(b) Briefly explain the E-commerce Models.