

# **Syllabus and Curriculum for M. Com Programme**

## **Master of Commerce**

**2019 ADMISSION ONWARDS**

**(UNDER MAHATMA GANDHI UNIVERSITY PGCSS REGULATIONS 2019)**



**BOARD OF STUDIES IN COMMERCE (PG)  
MAHATMA GANDHI UNIVERSITY**

2019

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## **Acknowledgement**

We, the Board of Studies (PG), Commerce MG University are extremely happy to introduce the revised curriculum for M. Com degree programme. The new curriculum will be applicable with effect from 2019–20 academic year onwards. This work is a synergistic product of many minds and is the result of interdependence and not of independence. At the very outset, we express our heartfelt thanks to all those who have contributed to this noble venture.

The Vice Chancellor of MG University, Dr. Sabu Thomas, has supported and motivated us in completing this work in time. We are extremely grateful to Dr. Sabu Thomas for his support and motivation which made us more committed to finish the task well in time. We express our deepest sense of gratitude to the Syndicate of MG University for their goal-oriented management style, continuous follow up, constant inspiration and the readiness to listen. We are fortunate to have a very vibrant syndicate member, Sri. V S Praveen Kumar as the convener of Curriculum and Syllabus Revision committee. He is the source of energy and the connecting link with the University. We are so happy to express our thanks to Sri Praveen Kumar for his support. We also express our sincere gratitude to Prof Tomichan Joseph, the Syndicate member in charge of Commerce Syllabus revisions workshop.

We are deeply thankful to the administrative staff of the MG University for their support from the very beginning of this task. Principals of all Arts and Science Colleges affiliated to MG University deserve a special mention. They have very positively responded to our invitation to participate in the workshop.

Collective mind is essence of success of any great venture. We express our sincere thanks all the teachers who have participated in the curriculum revision workshop and contributed a lot.

We also express our sincere thanks to the Resource Persons of the workshop Dr Gabriel Simon Thattil, C A Prasanth Sreenivas, Dr Mendez Jacob and also the Dean of Faculty of Commerce Dr Resia Beegam S and Dr K Krishnadas, Member Syndicate for their guidance and support. Our sincere gratitude is expressed to students and eminent persons from academia who gave feedback and suggestions on the syllabus and curriculum.

Chairperson and Members-  
Board of Studies of Commerce (PG)

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## **Scheme and Structure of M.Com Degree Programme**

(Under Mahatma Gandhi University Regulations PGCSS2019 from 2019-20 academic year onwards)

### **1. Aim of the Program**

The broad aim of the Programme is to provide awareness to the learners regarding the developments in the field of Business, Commerce, Industry and Management and equip them to develop necessary analytical and managerial skills so as to cope up with the challenges posed by industry and environment, both national and global.

### **2. Eligibility for Admissions**

A candidate who has passed B Com/BBA/ BBM approved by M G University with a minimum of 45% are eligible to pursue the M. Com Programme on a regular basis. Relaxation in percentage is allowed for SC/ST, OEC, SEBC and Physically challenged students as prescribed by the University from time to time.

### **3. Duration of the Programme**

The programme shall be spread over four semesters with each semester having a duration of 90 days.

### **4. Medium of Instruction and Assessment**

The medium of instruction shall be English. There shall be continuous assessment of the students on an internal basis based on the provisions of the Regulations and end semester examinations conducted by University. The final assessment shall be based on both the above components in accordance with the provisions of the Regulations.

### **5. Faculty under which the Degree is Awarded**

The Degree is awarded under the Faculty of Commerce.

### **6. Specializations offered, if any**

Three Streams of Electives are offered of which the college can select one stream. All the courses of the particular stream selected have to be taken by the student. The elective stream is spread over semester three and four with one course in the third semester and two courses in fourth semester. The Streams offered as electives are (1) Finance and Taxation (2) Marketing and International Business (3) Management and Information Technology. The colleges may be given the chance to select the electives in the first year of the revised curriculum (2019-20) before the commencement of admissions, inform the same to the University and also mention the same in admission portals and documents. Changes in electives in subsequent years shall be done only with express permission of the University.

### 7. Note on compliance with the UGC Minimum Standards for the conduct and award of Post Graduate Degrees

The programme is offered in accordance with the UGC Minimum Standards for the conduct and award of Post Graduate Degrees. The student has to secure 80 credits to complete the programme successfully.

### 8. Programme Outcome

M.Com degree programme offered by University is outcome based and the outcomes expected are as follows:

<b>PO1</b>	Enhancing the horizon of knowledge so as to enable the learners to carry out qualitative research and pursue academic or professional careers.
<b>PO2</b>	Developing problem analysis skills and knowledge and applying the same in real life situation.
<b>PO3</b>	Using research knowledge and aptitude acquired in the course of study for solving socially relevant problems
<b>PO4</b>	Understanding the role and applicability of knowledge acquired in the context of society, environment and sustainable development sticking on to the ethics and values.
<b>PO5</b>	Developing effective communication skills and ability to work in teams by strengthening group dynamics
<b>PO6</b>	Fostering ability to engage in life long learning, demonstrating empathetic social concern, contributing to the development of nation, by making sure of awareness gained on various issues.

### 9. Programme Specific Outcome

<b>PSO1</b>	Inculcating managerial skills and theoretical knowledge for managing business units with special focus on functional areas of business and management.
<b>PSO2</b>	Imparting advanced accounting knowledge and skills and provide awareness regarding latest developments in the field of accounting.
<b>PSO3</b>	Enabling learners to acquire advanced theoretical knowledge on research methods and techniques and also developing capabilities in the application of research in solving business related problems.
<b>PSO4</b>	Acquisition of expertise in specialized fields like finance, taxation, marketing, management and information technology.
<b>PSO5</b>	Development of quantitative aptitude and analytical skills of the learner.
<b>PSO6</b>	Facilitating learner to pursue career in professional areas of commerce and management such as taxation, financial services, consultancy etc.

## 10. Name of Electives:-

Group 1	Finance and Taxation
Group 2	Marketing and International Business
Group 3	Management and Information Technology

## 11. The Program Structure

Course Code	Title of the Course	Type of the Course	Hours per week	Credits
<b>FIRST SEMESTER</b>				
CM010101	Specialised Accounting	Core	5	4
CM010102	Organisational Behaviour	Core	5	3
CM010103	Marketing Management	Core	5	4
CM010104	Management Optimisation Techniques	Core	5	4
CM010105	Methodology for Social Science Research	Core	5	4
<b>TOTAL FOR SEMESTER</b>			<b>25</b>	<b>19</b>
<b>SECOND SEMESTER</b>				
CM010201	Advanced Corporate Accounting	Core	5	4
CM010202	Human Resource Management	Core	5	3
CM010203	International Business and Finance	Core	5	4
CM010204	Quantitative Techniques	Core	5	4
CM010205	Strategic Management	Core	5	4
<b>TOTAL FOR THE SEMESTER</b>			<b>25</b>	<b>19</b>
<b>THIRD SEMESTER</b>				
CM010301	Strategic Financial Management	Core	6	5
CM010302	Income Tax – Law and Practice	Core	7	5
CM010303	Security Analysis and Portfolio Management	Core	6	4
CM800301/ CM810301/ CM820301	Indirect Tax Laws (Group 1) Logistics and Supply Chain Management (Group 2) Total Quality Management (Group 3)	Core- Elective	6	4
<b>TOTAL FOR THE SEMESTER</b>			<b>25</b>	<b>18</b>
<b>FOURTH SEMESTER</b>				
CM010401	Advanced Cost and Management Accounting	Core	6	5
CM010402	Income Tax-Assessment and Procedure	Core	7	5
CM800401/ CM810401/ CM820401	Derivatives and Risk Management ( Group 1) Retail and Rural Marketing (Group 2) E-Commerce and E-Business Management (Group 3)	Core- Elective	6	4
CM800402/ CM810402/ CM820402	Personal Investment and Behavioural Finance (Group 1) International Marketing (Group 2) Legal Framework for I.T. Based Business and Intellectual Property Rights (Group 3)	Core- Elective	6	4
CM010403	Project Report	Core- Project	Nil	4
CM010404	Comprehensive Viva Voce	Core- Viva	Nil	2
<b>TOTAL FOR THE SEMESTER</b>			<b>25</b>	<b>24</b>
<b>TOTAL CREDITS FOR THE PROGRAMME</b>				<b>80</b>

# **SEMESTER - I**



## FIRST SEMESTER COURSES

Course Code	<b>CM010101</b>
Title of the Course	<b>SPECIALISED ACCOUNTING</b>
Semester	<b>One</b>
Type	<b>Core</b>
Credits	<b>4</b>
Hours	<b>5 per week and Total 90</b>

### Objective of the Course:

To equip the students to apply accounting standards and deal with advanced practical areas related to valuation, amalgamation, specialised areas and to have a basic understanding on developments in accounting

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	Providing an in depth understanding about theoretical and practical aspects of major Accounting Standards to apply the same in different practical situations.	Understand and Apply	<b>PSO2</b>
2	Ascertain the value of goodwill and value of companies based on the value of shares and compare the real value of shares and with the market prices and identify the mispricing.	Apply	<b>PSO2</b>
3	In depth understanding about the determination of purchase consideration in the event of amalgamation and to prepare post amalgamation financial statements	Apply	<b>PSO2</b>
4	Develop a clear understanding about different types of NBFCs, their provisioning norms and to understand the concept of NAV of mutual funds through its computation.	Evaluate	<b>PSO2</b>
5	Acquaint with the theoretical aspects of emerging areas in accounting	Understanding	<b>PSO2</b>

### Unit wise arrangement of the course

Module	Sl. No. of Units	Contents of the Unit	Remarks
<b>Module 1. Accounting Standards - 25 hours</b>			
1	1.1	Meaning and definition of Accounting Standards – Need for standards – Process of development of standards - its Applicability- Advantages of AS – Accounting Standard Board and its role - AS 1 – Disclosure of Accounting Policies.	Theory only
	1.2	AS 2 – Valuation of Inventories AS 9 – Revenue Recognition;	Theory and problems
	1.3	AS 10- Accounting for property, plant and equipment. AS 20- Earning Per Share.	Theory and problems
	1.4.	AS 22 – Accounting for Tax on Income. Computation of Deferred Tax.	Theory and problems
	1.5.	AS 26- Intangible Assets. AS 28 – Impairment of Assets.	Theory and problems
<b>2. Valuation of Goodwill and Shares – 15 hours</b>			
2.	2.1.	Goodwill- Meaning and definition, - Factors affecting goodwill – circumstances where good will is valued - Methods of valuing goodwill.	Theory only
	2.2	Problems on goodwill - Average profit method - Super profit method - Annuity method and - Capitalization method.	Problems
	2.3	Need for valuation of shares – Methods of valuation of shares - Advantages and disadvantages of different methods of valuation of shares.	Theory only
	2.4	Practical problems on Net asset method or intrinsic value method - Yield method- Earning capacity method - Fair value method of valuing shares.	Problems
<b>3. Accounting for Amalgamation – 30 hours</b>			
3.	3.1	Accounting Standards -14 - Amalgamation in the nature of merger and Amalgamation in the nature of purchase-Purchase consideration- Pooling of Interest Method and Purchase Method (theory) – Difference between pooling of interest and purchase method.	Theory only
	3.2	Practical problems on the computation of purchase consideration.	Problems
	3.3	Treatment of goodwill and reserves under pooling of interest method and purchase method.	Theory and problems
	3.4	Entries in the books of Purchasing Company- Entries in the books of Vendor Company.	Problems
	3.5	Consolidated balance sheet in case of amalgamation in the nature of merger.	Problems
	3.6	Consolidated balance sheet in case of amalgamation in the nature of purchase.	Problems

	3.7	Practical problems involving mutual owings.	Problems
	3.8	Practical problems involving the accounting treatment when purchasing company already holds shares in the vendor company – Selling company already holds shares in purchasing company – Cross holdings.	Problems
<b>4. Accounting for NBFCs and Mutual Funds- 10 hours</b>			
4	4.1	NBFC – Difference between an NBFC and Bank – Classification of NBFCs based on registration with RBI - Asset Finance Companies – Investment Companies – Infrastructure Finance Companies – Systematically Important Core Investment Companies – Infrastructure Debt Fund NBFC – NBFC Micro Finance Institutions.	Theory only
	4.2	NBFC Factors – Mortgage Guarantee Companies – Residuary NBFCs – Regulations regarding; Net owned Fund – Liquid asset requirement.	Theory only
	4.3	Income Recognition - Prudential Accounting Norms – Asset Classification – Provisioning Requirements – Computation of Provisions – Requirements as to Capital Adequacy.	Theory and short problems
	4.4	Mutual Funds – Meaning – importance- Classification of mutual funds.	Theory only
	4.5	Contents of Balance sheet and Revenue account of the Mutual Fund (Theory only) – Computation of NAV(Theory and Problems)	Theory and short problems
	4.6	Accounting Treatment in the event of Disposal of Investment; Journal Entries – Dividend equalization.	Theory and short problems
<b>5. Developments in Accounting – 10 hours</b>			
5	5.1	Block chain Technology in Accounting Artificial Intelligence in Accounting (overview only).	Theory only
	5.2	Green Accounting Concepts - Scope and Significance – Statements to be prepared - developments in a globalised era.	Theory only
	5.3	Forensic Accounting – Lean Accounting.	Theory only

**Suggested Assignment:**

1. Assignment on the recent real cases of amalgamation, evaluating the ratio of share exchange or valuation of firms.
2. Assignment of valuation of shares of companies and comparison with actual market price.
3. Assignment on the evaluation of the performance of mutual fund schemes based on real data.

**Recommended Text Books**

1. Corporate Accounting, A. Mukharjee and M. Hanif, TATA McGrawHill Co
2. Advanced accountancy, Arulanandam & Raman, Himalaya Publishing House
3. Fundamentals of Financial accounting, Nasseem Ahmed, Ane books Pvt, Limited
4. Advanced Financial Accounting, R.L. Gupta & Radhaswami, Sultan Chand CO;
5. Advanced Financial Accounting, S.N. Maheswari
6. Advanced Financial Accounting, Paul & Kaur
7. Advanced Financial Accounting, B.D. Agarwal
8. Advanced Financial Accounting, S.P. Jain & K.L. Narang; Kalyani Publishers

**References**

1. Study Material for CA IPCC Group I – Accounting
2. Study Material for CA IPCC Group II – Advanced Accounting
3. Students Hand Book on Advanced Accounting, G.Sekar and B. Saravana Prasath, C. Sitaraman & Co. Pvt Ltd;

**Break up of Theory and Problems for Examination**

Section A- 6 Theory 4 problems

Section B – 3 Theory 5 Problems

Section C- 1 Theory 3 Problems

Course Code	<b>CM010102</b>
Title of the Course	<b>ORGANISATIONAL BEHAVIOUR</b>
Semester	<b>One</b>
Type	<b>Core</b>
Credits	<b>3</b>
Hours	<b>5 per week and Total 90</b>

### Objective of the Course

To understand human behaviour at Individual, Interpersonal, Group and Inter-Group levels and to recognise issues inherent in organisational change, growth, development and conflict

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	Basic understanding about the concepts of organisation behaviour.	Understanding	<b>PSO1</b>
2	A very good understanding about individual behaviour, personality and motivation.	Understand and evaluate	<b>PSO1</b>
3	Imparting deep understanding about group behaviour and leadership related to organisational behaviour.	Understanding	<b>PSO1</b>
4	Add the knowledge base of the learner regarding change management and deal with stress.	Evaluate and Apply	<b>PSO1</b>
5	Impart knowledge about the role of organisational culture and conflict on organizational behavior.	Understand and Apply	<b>PSO1</b>

### Unit wise arrangement of the course

Module No.	Unit No.	Contents	Remarks
<b>Module 1- Introduction to Organisational Behaviour – 15 hours</b>			
1	1.1	Meaning and definition of Organisation Behaviour – Scope – Basic concepts of OB – Foundations of OB- Challenges and Opportunities of OB.	Short questions
	1.2	Role of organisation behaviour – Determinants — Challenges and opportunities of OB – Contributing disciplines – Difference between organisational behaviour and organisation theory.	Short questions and short essays
	1.3	Models of OB – Autocratic model – Custodial model – Supportive model – Collegial model.	Short questions short essays and essay questions

<b>Module 2- Individual Behaviour and Motivation – 25 hours</b>			
2	2.1	Concept of Human Behaviour - Characteristics - Models of Man, Factors influencing Individual Behaviour.	Short questions and short essays
	2.2	Personality-Determinants - Personality Traits.	Short questions short essays and long essay questions
	2.3	Perception – Process of perception – Factors influencing Perception – Perceptual errors.	Short questions short essays and long essay questions
	2.4	Attitudes - values -- Learning – Process of Learning - Reinforcement - Behaviour modification.	Short questions short essays and long essay questions
	2.5	Motivation – Concept - Theories or models of motivation- Need hierarchy, Theory X and Theory Y - Two factor theory.	Short questions short essays and long essay questions
	2.6	Contemporary theories of motivation –ERG - Cognitive evaluation - goal setting- equity-expectancy model.	Short questions short essays and long essay questions
<b>Module 3- Group Behaviour and Leadership – 25 hours</b>			
3	3.1	Transactional Analysis - Johari Window – Ego states -Life positions.	Short questions short essays and long essay questions
	3.2	Group - Factors influencing group behaviour- Norms-Cohesiveness.	Short questions short essays and long essay questions
	3.3	Stages of Group Development- Group Structure- Group Decision making.	Short answer and Short essays
	3.4	Teams- Types of teams- Group Vs Teams.	Short answer and Short essays
	3.5	Difference between Authority and Power – Sources of Power- Tactics used to gain power - Status –Problems caused by status system	Short questions short essays and long essay questions
	3.6	Leadership- features – concepts – qualities of good leaders – Leadership styles.	Short questions short essays and long essay questions
	3.7	Theories of Leadership - Behavioural approach - Situational approach – Transactional and transformational Leadership.	Short questions short essays and long essay questions
<b>Module 4- Organisational Change, Development and Stress Management – 15 hours</b>			
4	4.1	Organisational Change – Forces for change - Resistance to change- overcoming resistance to change.	Short questions and short essays
	4.2	Types of change – Revolutionary and evolutionary change.	Short questions and short essays
	4.3	Greiner’s five stages of organisational growth- Organisational Development - concept - OD intervention techniques.	Short questions short essays and long essay questions

	4.4	Stress – Meaning –Types of stress- Causes of Stress- Consequences.	Short questions short essays and long essay questions
	4.5	Stress Management – Need- Techniques adopted for Stress Management in Organisations.	Short questions short essays and long essay questions
<b>Module 5- Organisational Culture and Conflict – 10 hours</b>			
5	5.1	Concept and determinants of organisational culture.	Short questions and short essays
	5.2	Conflict – concept – stages in organisational conflict - functional and dysfunctional aspects of conflict – levels of conflict - Stimulation and resolution of conflict.	Short questions short essays and long essay questions

**Suggested Assignment:**

1. Analysis of Case studies on individual and group behaviour in leading corporates
2. Evaluation of case studies on motivation and leadership in organisation
3. Case study on organisational change, resistance to change and organisational culture

**Recommended Text Books**

1. Robbins S.P., Organisational Behaviour (16<sup>th</sup> Ed.), Pearson.
2. Dwivedi R.S., Human relations and organizational behaviour, MacMillain Publishers
3. Organisational Behaviour, Aswathappa, Himalaya Publishing House
4. Gupta C.B., A Text Book of Organisational Behaviour, S Chand & Company
5. Jai B.P. Sinha, Culture and Organizational Behaviour, Sage India.
6. Kumar Paranit, Organisational Behaviour, Gen Next Publication.
7. King & Lawley, Organisational Behaviour, Oxford University Press.

**References**

1. Organisational Behaviour concepts and cases ,Ghanekar, Anjali ,Everest publisher
2. Human Relations and organisational behaviour : Global perspective, Dwivedi R.S. Macmillan
3. Organisational Behaviour: Foundations, Theories, and Analyses, John B. Miner. Oxford University Press.
4. Fred Luther, Organisational Behaviour, Pearson Education.
5. Sekaran Uma S, Organisational Behaviour, Tata McGraw Hill.

Course Code	<b>CM010103</b>
Title of the Course	<b>MARKETING MANAGEMENT.</b>
Semester	<b>One</b>
Type	<b>Core</b>
Credits	<b>4</b>
Hours	<b>5 per week and Total 90</b>

**Objective of the course:**

To equip the students to have an overall understanding about the application areas of marketing and can identify some potential areas for research

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	The learner should have a basic understanding about concepts like customer centricity, CRM, value chain and customer delight.	Understanding	<b>PSO 1,4</b>
2	The learner should get a clear understanding about the market segmentation process and its applications in marketing strategies.	Understand and evaluate	<b>PSO 1,4</b>
3	Develop an idea about consumer behaviour and its impact.	Understand and apply	<b>PSO 1,4</b>
4	Good understanding about product line, product mix, brand equity, brand identity, brand personality and brand image.	Understand and Evaluate	<b>PSO 1,4</b>
5	Develop sound ideas regarding services marketing and service quality.	Understand and Apply	<b>PSO 1,4</b>

**Unit wise arrangement of the course**

Module No	Unit No	Contents of the Unit	Remarks
<b>Module 1 Marketing Management: An Overview- 25 hours</b>			
1	1.1	Marketing - Nature and scope --Marketing Process.	Short questions and short essays
	1.2	Marketing Mix, Marketing as the central function of an organization – Marketing 3.0.	Short questions and short and long essays
	1.3	Customer Relationship Marketing – Strategies – Features – Advantages of Customer Relationship Management – Relationship Marketing – Difference between relationship orientation and transaction orientation - <i>e</i> –CRM.	Short questions and short and long essays
	1.4	Customer retention – benefits – strategies.	Short questions and short essays
	1.5	Customer Centric Organisation – Features of a customer centric organisation – Advantages.	Short questions and short and



			long essays
	1.6	Role of Marketing in Customer Retention - Marketing as Creating, Communicating and Delivering Value - Value chain - Customer delight as the end of the value chain.	Short questions and short essays
	1.7	Marketing Environment – Internal and External environment.	Short questions and short and long essays
<b>Module 2 - Segmentation, Targeting and Product Positioning- 20 hours</b>			
2	2.1	Market Segmentation – Bases of segmenting Consumer Markets – Requirements for effective segmentation.	Short questions and short and long essays
	2.2	Market Targeting – Selecting Target Market Segments – Mass Marketing – Differentiated Marketing.	Short questions and short and long essays
	2.3	Niche Marketing – Micro Marketing – Local Marketing – Customized Marketing - Market Differentiation and Positioning.	Short questions and short essays
	2.4	Value Proposition – Proposition Strategies; More for More, More for the Same, the Same for Less, Less for Much Less – More for Less.	Short questions and short essays
<b>Module 3- Consumer Behaviour- 10 hours</b>			
3	3.1	Consumer Market – Customer Behaviour – Determinants of Customer Behaviour - Factors influencing Consumer Behaviour	Short questions and short and long essays
	3.2	Types of Buying Decision Behaviour – Consumer buying decision process - Consumer adoption process - Organizational Buying Process.	Short questions and short and long essays
<b>Module 4- Product and Brand Management- 25 hours</b>			
4.	4.1	Concept of Product- Classification of products - Major product decisions- Product line and Product mix	Short questions and short essays
	4.2	New product development process - Product life cycle- Reasons for failure of new products	Short questions and short and long essays
	4.3	Branding – Meaning – Importance – Brand building process – Advantages of a good brand name – Brand value – Factors affecting brand value -	Short questions and short essays
	4.4	Brand Equity – Definition – Cost based – Price based – Consumer based -	Short questions and short essays
	4.5	Brand extension – meaning – types of brand extension – Extension into related category – Category related – Image related – extension to un related category -pros and cons of brand extension -	Short questions and short essays
	4.6	Brand personality – emotion centred definition – human centred definition – Brand image – Brand identity.	Short questions and short essays
	4.7	Packaging and labelling – significance – Factors to be considered while deciding the packages – Legal obligations regarding labelling.	Short questions and short essays

<b>Module 5- Services Marketing- 10 hours</b>			
5	5.1	Services Marketing: –Meaning – significance - Nature and Characteristics of Service – Difference between Service and Products.	Short questions and short essays
	5.2	Services Marketing: – Nature and Characteristics of Services.	Short questions and short essays
	5.3	Service quality dimensions - Factors affecting service quality – Growth of service sector in India.	Short questions and short and long essays

**Suggested Assignments:**

1. Case study analysis on consumer behaviour and brand building.
2. Make a simple study about the relationship marketing strategies adopted by organised retail establishments.
3. Make a study about service quality assessment of banks, hospitals etc.

**Recommended Text Books**

1. Marketing Management – A South Asian Perspective, Philip Kotler, Keller Kevin, Koshy Abraham & Jha Mithileshwar, Pearson Education.
2. Marketing Management – Global Perspective, Indian Context, Ramaswamy V.S & Namakumari S., McMillan.
3. Customer Behavior: A Managerial Perspective -Jagdish N. Sheth and Banwari Mittal, , Thomson South Western.
4. Essentials of Marketing- Paul Baines Paul, Fill Chris & Page Kell, Oxford Publication.
5. Brand Management the Indian Context, YLR Moorthi, Vikas Publishing House Pvt. Ltd

**References**

1. Customer Relationship Management – Perspective from the Market Place, Simon Knox, Stan Maklan, Butterworth – Heinemann,
2. Total Relationship Marketing Evert Gummesson, Butterworth – Heinemann.
3. Relationship Marketing – Jagdish N Sheth and Atul Parvatiyar- Response Books.

Course Code	<b>CM010104</b>
Title of the Course	<b>MANAGEMENT OPTIMISATION TECHNIQUES</b>
Semester	<b>One</b>
Type	<b>Core</b>
Credits	<b>4</b>
Hours	<b>5 per week and Total 90</b>

### Objective of the Course

To enable the students to understand various optimization models used in business decision making.

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	Develop theoretical understanding about various business optimisation models.	<b>Understanding</b>	<b>PSO5</b>
2	Ability to develop Linear Programming Models for business problems and Solve the same.	<b>Apply and evaluate</b>	<b>PSO5</b>
3	Application of Linear Programming in the areas of transportation and assignment.	<b>Understanding</b>	<b>PSO5</b>
4	Develop decision making skills under uncertainty, risk and replacement of assets.	<b>Evaluate and Apply</b>	<b>PSO5</b>
5	Understand and apply network analysis techniques for project implementation.	<b>Understand and Apply</b>	<b>PSO5</b>

### Unit wise arrangement of the course

Module	Sl. No. of Units	Contents of the Unit	Remarks
<b>Module 1- Introduction to Optimisation Techniques- 7 hours</b>			
1	1.1	Meaning-Origin and development-Optimisation Tools -Nature- Role of Operation Research Tools in optimising managerial decisions.	Theory only
	1.2	Origin and development of OR-OR and decision making.	Theory only
	1.3	Objectives of OR - Scope of OR-Applications of OR - Phases of OR.	Theory only
	1.4	O R Models - Types of OR Models.	Theory only
	1.5	Advantages and Limitations of Optimisation techniques.	Theory only
<b>Module 2- Linear Programming – 25 hours</b>			
2	2.1	Meaning-Concepts-Notations- Assumptions- Uses and applications –	Theory only

		Limitations.	
	2.2	Formulation-Graphical solution.	Theory and Problems
	2.3	Simplex method – Maximisation -Minimisation – Mixed type constraints - (Big M Method only.)	Theory and problems
	2.4	Special cases in Linear Programming – Duality.	Theory and Problems
<b>Module 3- Transportation and Assignment Problems- 20 hours</b>			
3	3.1	Transportation models – Solution procedures for transportation	Theory only
	3.2	Initial Feasible Solution.	Theory and Problems
	3.3	Optimum solution – MODI Method only.	Theory and problems
	3.4	Multiple optimum solution – Un balanced transportation problem – degeneracy – maximisation problem.	Theory and Problems
	3.5	Assignment model– Difference between assignment and transportation - models – Hungarian method.	Theory and Problems
	3.6	Maximisation case – multiple optimum – Un balanced problems – Prohibited assignment – travelling sales men problems.	Problems
<b>Module 4- Decision Theory- 20 hours</b>			
4	4.1	Quantitative approach to management decision making – structure of decision making problems – Types of decision making criteria- elements in a decision.	Theory only
	4.2	Decision making under Risk – EMV – EVPI – EOL.	Theory and Problems
	4.3	Decision making under uncertainty – Maximin – Maximax – Minimax – Realism – Rationality.	Theory and Problems
	4.4	Decision Tree Analysis.	Theory only
	4.5	Game Theory – Basic terminology – solution for pure strategy -game with saddle point – Mixed Strategy – Principle of dominance – Subgames.	Theory and problems
	4.6	Replacement Theory – Individual replacement and group replacement.	Problems and Theory only
<b>Module 5- Network Analysis- 18 hours</b>			
5	5.1	Meaning – objectives managing applications of network models – Fundamental concepts of network model –network diagram construction – Common errors in network.	Theory and short problems
	5.2	Time estimates in network analysis.	Theory and Problems
	5.3	CPM - PERT – Difference – Advantages – Limitations – Crashing.	Theory and Problems

**Suggested Assignment:**

1. To construct network diagrams for small projects
2. Develop business problem situations and construct models for the same.

**Recommended Text Books**

1. Operations Research; Prem Kumar Gupta & D.S.HiTa; S. Chand & Company Ltd.
2. Operation Research, Theory and Applications; J.K. Sharma; Macmillan India Ltd.
3. Operation Research; V.K .Kapoor; Sultan Chand & Co.
4. Operations Research; Sarnrna & Anmlad; Himalaya Publishing House
5. Operation Research, Kanthi Swarup; Sultan Chand & Co.
6. Operation Research; S.D. Sharma; Kedarnath Co.
7. Operations Research; K.K.Chawla, Gupta & Sharma; Kalyani Publishers

**References**

1. Research Methodology and Operations Research; H.R. Ramanath; Himalaya Publishing House.
2. Operations Research; Natarajan, Balasubramanie & Tamilarasi; Pearson, New Delhi.
3. Operation Research; Problems and Solutions, J.K. Sharma; Macmillan India Ltd.
4. Operations Research: K.Rajagopalan, PHI Learning Private Ltd.

**Break up of Theory and Problems for Examination**

Section A- 7 Theory 3 problems

Section B – 3 Theory 5 Problems

Section C- 4 Problems

Course Code	<b>CM010105</b>
Title of the Course	<b>METHODOLOGY FOR SOCIAL SCIENCE RESEARCH</b>
Semester	<b>One</b>
Type	<b>Core</b>
Credits	<b>4</b>
Hours	<b>5 per week and Total 90</b>

**Objective of the course:**

To enable a learner to understand properly the concepts of research methodology, equip them to prepare a research design and carry out research in systematic and scientific manner.

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	Develop a thorough understanding about the basic concepts of social science research.	Understanding	<b>PSO3, 5</b>
2	After completing this module, the learner should be able to formulate a research design.	Understand and evaluate	<b>PSO3, 5</b>
3	After studying the theoretical aspects of sampling design, the learner should be able to draw a sampling design.	Understanding	<b>PSO3, 5</b>
4	Detailed knowledge about the instrument development, its validation and different forms of scaling.	Evaluate	<b>PSO3, 5</b>
5	Understand the technique of research reporting.	Understand and Apply	<b>PSO3, 5</b>

**Unit wise arrangements of the course**

Module No.	Unit No.	Unit wise Contents	Remarks
<b>Module 1- Social Science Research an Introduction- 15 hours</b>			
1	1.1	Research: Meaning-Significance-Objectives - Brief history of Social Science Research - Positivism and post positivism.	Short questions
	1.2	Types of research - research methods vs methodology.	Short questions and short essays
	1.3	Research Process.	Short questions and long essay
<b>Module 2- Research problem and Design- 20 hours</b>			
2	2.1	Research Problem- Nature-formulation of research problem – Sources of identifying research	Short questions short essays, long

		problems – Techniques involved in defining a problem.	essay
	2.2	Review of Literature – Need for review - Identifying Research Gaps.	Short questions and short essays
	2.3	Research design- Meaning, need, types of research design – features of a good design.	Short questions short essays, long essay
	2.4	Designs for exploratory research- Design for descriptive research – Experimental designs.	Short questions and short essays
	2.5	Variables-dependent, independent - extraneous variables-moderating variable- intervening variable-dichotomous variable.	Short questions short essays, long essay
	2.6	Research proposal -Research hypothesis-Sources of hypotheses- Types of hypotheses.	Short questions and short essays
<b>Module 3- Sampling design- 15 hours</b>			
3	3.1	Census and sample survey- Meaning and definition of sampling design - Sample frame- Adequacy of sample size.	Short questions short essays, long essay
	3.2	Methods of sampling--Random sampling-non random sampling.	Short questions, short essays, long essay
	3.3	Case study as a research strategy- Case study designs – Case study protocol- Pilot study.	Short questions short essays, long essay
<b>Module 4- Instrument development and data collection- 25 hours</b>			
4	4.1	Data- types of data- - Methods of data collection.	Short questions, short essays, Long essay
	4.2	Instrument development – Components of an instrument – Steps in the instrument construction process.	Short questions , short essays, long essay
	4.3	Concept of Measurement – Level of measurement – Nominal - interval - ordinal – ratio.	Short questions , short essays, long essay
	4.4	Different types of scales – Rating Scale – Numerical Scale – Graphic Scale -Attitude Scale – Likert Response Scale.	Short questions short essays, long essay
	4.5	Concept of validity and reliability- Face Validity – Construct validity – Content validity – Criterion Validity (Brief study only).	Short questions and short essays
	4.6	Internal consistency and reliability – Methods for establishing evidence for reliability – eye balling – percentage and proportion of agreement – approaches using a statistical test of correlation – test retest reliability – Parallel forms of reliability (Brief study only).	Short questions and short essays
	4.7	Internal consistency reliability – Methods of testing internal consistency – Average inter item and average item to total correlation – Split half	Short questions and short essays

		method – Cronbach alpha(Brief study only).	
<b>Module 5- Interpretation and Research reporting- 15 hours</b>			
5	5.1	Analysis and Interpretation – meaning – need – techniques of interpretation – precautions. <i>(Detailed study of Tools and problems excluded)</i>	Short questions and short essays
	5.2	Significance -Characteristics of a good research report – Steps in report writing –Layout of research report -Types of report.	Short questions short essays, Long essays
	5.3	Citing references using APA style -Plagiarism – Consequences of plagiarism.	Short questions and short essays

### **Suggested Assignments**

1. Prepare a research proposal on the topic suggested by the teacher
2. Prepare a research instrument on a research topic suggested by the teacher, collect data from a small sample and test the reliability of the instrument

### **Recommended Text Books**

1. Research Methodology: Methods and Techniques, C R Kothari, New Age International Publications
2. Statistical Methods for Research, Prof. K. Kalyanaraman, Prentice Hall Pvt. Ltd
3. Research Methodology in Social Sciences, O R Krishnaswamy, Himalaya Publishing House
4. Business Research Methodology, Sashi K Gupta & PraneetRangi, Kalyani Publishers
5. Research methodology, R. Paneerselvam, Prentice Hall of India

### **References**

1. Tests, Measurements and Research Methods in Behavioural Science, A K Singh, Bharath Bhawan Publishers and Distributors.
2. Research in Education, John W Best and James V Kahn, Pearson education
3. Designing and constructing instruments for social research and evaluation, David Colton and Robert W. Covert, John Wiley & Sons. Inc



# **SEMESTER - II**

## SECOND SEMESTER COURSES

Course Code	<b>CM010201</b>
Title of the Course	<b>ADVANCED CORPORATE ACCOUNTING</b>
Semester	<b>Two</b>
Type	<b>Core</b>
Credits	<b>4</b>
Hours	<b>5 per week and Total 90</b>

### Objective of the Course:

To equip the learner to understand the higher-level applications of accounting in corporate sector and recent developments.

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	The learner should be able to prepare consolidated financial statements of group companies.	<b>Apply</b>	<b>PSO2</b>
2	Preparation of the financial statements of public utility companies and deal with the disposal of surplus.	<b>Apply</b>	<b>PSO2</b>
3	Develop and awareness on the procedure of bankruptcy under the recent Bankruptcy Procedure Code.	<b>Understanding</b>	<b>PSO2</b>
4	Familiarising the learner with the accounting procedures of liquidation of companies and preparation of various statements required as per the Companies Act.	<b>Evaluate</b>	<b>PSO2</b>
5	Basic understanding about the preparation of accounts of some special lines of businesses like shipping, hospitals and hotels.	<b>Understanding and Apply</b>	<b>PSO2</b>

### Unit wise arrangements of the course

Module No	Unit No	Unit-wise Contents	Remarks
<b>Module 1- Accounts of holding companies- 27 hours</b>			
1	1.1	Concept of Holding Company, Subsidiary Company-Consolidated Financial Statements - Need for Consolidation -Documents to be filed along with Consolidated financial statements.	Theory only
	1.2	Minority Interest-Cost of Control-Pre-acquisition and Post-acquisition -Elimination of Un realised Profit.	Theory and short problems

	1.3	Accounting treatment of Dividend declaration by subsidiary company -Issue of Bonus Shares - Contingent liabilities -Revaluation of Assets and liabilities.	Theory and short problems
	1.4	Preparation of Consolidated balance sheet- Cross holding.	Problems
<b>Module 2- Accounts of Public Utility Undertakings- 20 hours</b>			
2	2.1	Double account system -Features -Difference between Double Account and Single Accounts - Advantages and Dis-advantages of the Double Accounts.	Theory only
	2.2	Final Accounts of Electricity Concerns	Problems
	2.3	Reserves to be created by Electricity Companies - Computation of Reasonable Return and Clear profit and Disposal of Surplus of Electricity Companies.	Theory and short problems
	2.4	Meaning of replacement – Practical problems on replacement of assets.	Theory and Problems
<b>Module 3- Bankruptcy Code 2016- 10 hours</b>			
3	3.1	Institutional framework under the code – Adjudicating authorities – Insolvency and Bankruptcy Board of India – its scope and functions.	Theory
	3.2	Insolvency Professional Agencies and role – Insolvency Professionals – Resolution Process under the Code.	Theory
	3.3	Corporate Insolvency Resolution Process – Resolution Process for Individuals – Exit Route under the Code – Order of Priority of Debt – Voluntary Liquidation – Bankruptcy Order.	Theory
<b>Module 4- Liquidation of Companies- 18 hours</b>			
4	4.1	Liquidation – meaning – modes of liquidation – legal procedures for liquidation.	Theory
	4.2	Contributories – List A and List B Contributories.	Theory and Problems
	4.3	Statement of Affairs- Preparation.	Theory and Problems
	4.4	Order of payment of liabilities in winding up – Preferential payments in the course of winding up – Provisions regarding the priority of preferential payments over other debts.	Theory and Problems
	4.5	Liquidator’s final statement of accounts – Liquidators remuneration.	Theory and Problems
<b>Module 5- Accounting for Specialised Businesses- 15 hours</b>			
5	5.1	Voyage Accounts – meaning – purpose – Basic concepts of voyage accounts – Treatment of incomplete voyage.	Theory only
	5.2	Preparation of voyage Accounts.	Problems only
	5.3	Accounting for hotels.	Theory and

			simple problems
	5.4	Accounting for Underwriters.	Theory and problems

**Suggested Assignment:**

1. Assignment on the real case history of companies gone through insolvency procedure in India.
2. Develop an accounting system for small hotels

**Recommended Text Books**

1. Corporate Accounting, A. Mukharjee and M. Hanif, TATA McGraw Hill Co
2. Advanced accountancy, Arulanandam & Raman, Himalya Publishing House
3. Fundamentals of Financial accounting, Nassem Ahmed, Ane books Pvt, Limited
4. Advanced Financial Accounting, R.L. Gupta & Radhaswami, Sultan Chand CO;
5. Advanced Financial Accounting, S.N. Maheswari
6. Advanced Financial Accounting, Paul & Kaur
7. Advanced Financial Accounting, S.P. Jain & K.L. Narang; Kalyani Publishers

**References**

1. Study Material for CA IPCC Group I – Accounting
2. Study Material for CA IPCC Group II – Advanced Accounting
3. Students Hand Book on Advanced Accounting, G.Sekar and B. Saravana Prasath, C. Sitaraman & Co. Pvt Ltd;
4. Advanced Financial Accounting, B.D. Agarwal

**Break up of Theory and Problems for Examination**

Section A- 6 Theory 4 problems

Section B – 3 Theory 5 Problems

Section C- 1 Theory 3 Problems

Course Code	<b>CM010202</b>
Title of the Course	<b>HUMAN RESOURCE MANAGEMENT</b>
Semester	<b>Two</b>
Type	<b>Core</b>
Credits	<b>3</b>
Hours	<b>5 per week and Total 90</b>

### Objectives of the course

To give an overview as to how an organisation identifies requirements of human resources, how it acquires, rewards, develops, motivates and manages people effectively and also provide an insight into the developments taking place in the field of Human Resource Management.

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	Acquaintance with basic concepts of HRM and performance appraisal.	Understanding	<b>PSO1</b>
2	Understanding about human resource development, stress management and work life management.	Understanding	<b>PSO1</b>
3	High level knowledge about various aspects of training.	Understanding	<b>PSO1</b>
4	Understanding about various aspects of industrial relations so as to evaluate the real cases of industrial relations.	Evaluate	<b>PSO1</b>
5	Understanding about HR outsourcing HR accounting and HR audit.	Understanding	<b>PSO1</b>

### Unit wise arrangements of the course

Module No	Unit No	Contents	Remarks
<b>Module 1- Human Resource Management – 20 hours</b>			
1	1.1	Human Resource Management – Nature, Scope and Functions - Role and status of HR manager.	Short questions, Short Essay
	1.2	HR policies – Need and Importance – Types of policies- Formulation of Policies.	Short questions, Short Essay
	1.3	HR planning process – Objectives- Need and Importance- Levels of HR Planning - Problems of HRP.	Short questions, Short Essay, Long essay
	1.4	Job analysis- Objectives- Process and Techniques- Job description and specification- Job design – Methods.	Short questions, Short Essay, Long essay
	1.5	Recruitment – Sources and techniques-	Short questions,

		selection- Steps.	Short Essay, Long essay
	1.6	Placement – Concept- Induction- Objectives.	Short questions, Short Essay
<b>Module 2- Human Resource Development- 18 hours</b>			
2	2.1	Concept of HRD: -Objectives, Mechanisms and Assumptions of HRD- HRM vs HRD.	Short questions, Short Essay
	2.2	Qualities of an HRD manager-Principles of HRD.	Short questions, Short Essay
	2.3	Employee Counselling-Need , Concepts, Forms and Steps Human Capital, Emotional Quotient, Mentoring.	Short questions, Short Essay
	2.4	Impact of TQM, Quality Circles, Kaizen on HRM.	Short questions, Short Essay, Long essay
<b>Module 3- Training and Development -17 hours</b>			
3	3.1	Concept of Training-Need and Importance - Organisation and management of training function;	Short questions, Short Essay
	3.2	Training methods and techniques-Attitudinal Training.	Short questions, Short Essay, Long essay
	3.3	Technical training - Training for creativity and problem solving – training for management change – Training for Productivity.	Short questions, Short Essay, Long essay
	3.4	Role, responsibilities and challenges to training managers and employees.	Short questions, Short Essay
<b>Module 4- Performance Appraisal and Industrial Relations – 20 hours</b>			
4	4.1	Performance appraisal – significance - Methods or techniques of performance appraisal.	Short questions, Short Essay, Long essay
	4.2	Job Evaluation- Objectives and Process-Limitations.	Short questions, Short Essay, Long essay
	4.3	Promotion and demotions; transfer, separations: resignation; discharge; dismissal; suspension; retrenchment.	Short questions, Short Essay
	4.4.	Lay off; -Industrial relations – Compensation-Grievance-meaning and causes of grievance	Short questions, Short Essay
	4.5	Importance of Grievance handling - procedure of grievance handling - Hot stove rule-code of discipline.	Short questions, Short Essay, Long essay
	4.6	Employee participation in management-techniques - Sweat equity scheme.	Short questions, Short Essay
<b>Module 5- HR Outsourcing , Records , Accounting and Audit – 15 hours</b>			
5	5.1	HR outsourcing:-legal requirements-contractor’s liabilities- liabilities of the company towards contractor’s labourers.	Short questions, Short Essay

	5.2	H R records and reports- significance – types.	Short questions, Short Essay
	5.3	Human Resource Accounting – meaning – significance – Approaches to HR Accounting (Theory only).	Short questions, Short Essay, Long essay
	5.4	HR appraisal and audit - concept, scope, methods and importance.	Short questions, Short Essay

### **Suggested Assignments**

1. Evaluation of real life case studies related to employee participation in management, employee grievance redressal.
2. Make a report on the history sweat equity issues made by companies in India.
3. Evaluation of case studies of companies adopted Kaizen technique, Quality circle and TQM.

### **Recommended Text Books:**

1. Human Resource Management, Gupta, C.B.: Chand and Sons.
2. Aswathappa K., Human Resource and Personnel Management; Tata McGraw Hill, New Delhi, 1997.
3. Human resource Management, L M Prasad, Sultan Chand.
4. Human resource Management- Text and Cases, S S Khanka, S Chand.
5. Human Resource Management, Sashi K Gupta and Rosy Joshi, Kalyani Publishers.
6. Human Resource Management, D N Venkatesh, P Jyothi, Oxford University Press.
7. Human Resource Management, Uday Kumar Haldar, Juthica Sarkar, Oxford University Press.

### **References**

1. International Human resource Management – P Subbarao, Himalaya Publishing House.
2. Human Resource Management -Text and Cases- V S P Rao , Excel Publishers.
3. Introduction to International Human Resource Management, Eileen Crawley, Stephen Swailes and David Walsh, Oxford University Press.
4. Strategy Human Resource Management, Agarwala Tanuja, Oxford University Press.

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Course Code	<b>CM010203</b>
Title of the Course	<b>INTERNATIONAL BUSINESS AND FINANCE</b>
Semester	<b>Two</b>
Type	<b>Core</b>
Credits	<b>4</b>
Hours	<b>5 per week and Total 90</b>

### Objectives of the course

To give a broader picture of different aspects of international trade and monetary systems and the operation of firms in an international environment

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	Familiarisation with globalisation, internationalisation of business and the international business environment.	Understanding	<b>PSO1, 4</b>
2	Understanding about theories of international trade, trade barriers and trade blocks.	Understanding	<b>PSO1, 4</b>
3	Imparting idea about various economic institutions related to international trade.	Understanding	<b>PSO1, 4</b>
4	Achieve high level knowledge about various aspects of international monetary system.	Understanding and Evaluate	<b>PSO1, 4</b>
5	Develop an understanding about the international investment environment.	Understanding	<b>PSO1, 4</b>

### Unit wise arrangement of the Course

Module No	Unit No	Contents of the Units	Remarks
<b>Module 1: Basics of International Business- 18 hours</b>			
1	1.1	Globalisation, Components of globalisation, Drivers, advantages and disadvantages, Linkage between IB and globalization.	Short answer, Short essay and Long essay
	1.2	Meaning, Nature and Importance of International Business, Difference between domestic and international business, Motives of internationalisation, Challenges of international business, ethical issues in international business.	Short answer, Short essay
	1.3	Foreign Market Entry Strategies - Modes of entering foreign markets- All modes and its analysis.	Short answer, Short essay and Long essay
	1.4	EPRG Framework-Stages in internationalisation-	Short answer,



		Domestic Company to Transnational Confederation-MNCs in India.	Short essay and Long essay
	1.5	Meaning of international business environment-Domestic environment, Foreign environment, Global environment, All components viz, economic, social, technological, etc.	Short answer, Short essay and Long essay
<b>Module 2: International Trade- 18 hours</b>			
2	2.1	Basis of international trade-Types of trade-Terms of trade-Variou concepts and importance of terms of trade.	Short answer, Short essay
	2.2	International Trade Theories - Mercantilism-Classical theories-New international trade theories	Short answer, Short essay
	2.3	Trade strategies-Free trade and protection-Trade barriers and its impact-Salient features of foreign trade policy (latest)-Recent trends in India's foreign trade.	Short answer, Short essay and Long essay
	2.4	Regional Economic Integration : Types of trade blocks-Preferential trade area-Customs union.	Short answer, Short essay and Long essay
	2.5	Common market – EU - Brexit-NAFTA-OPEC-ASEAN-SAARC-MERCOSUR-Pacific alliance-RCEP.	Short answer, Short essay
<b>Module 3: International Economic Institutions- 18 hours</b>			
3	3.1	International Monetary Fund: Need for IMF-Objectives-Functions-Resources-International liquidity-SDR.	Short answer, Short essay and Long essay
	3.2	World Bank-IBRD-IDA-IFC-MIGA-ICSID-ADB-UNCTAD-New Development Bank.	Short answer, Short essay
	3.3	World Trade Organisation - Multilateral trade agreements- GATT-Uruguay round-WTO-Organisation structure-WTO agreements –TRIPS-TRIMS-GATS-AoA-AMS.	Short answer, Short essay and Long essay
	3.4	Dumping-Antidumping measures-Dispute settlement mechanism in WTO-Impact of WTO on India-Ministerial Conferences of WTO.	Short answer, Short essay and Long essay
<b>Module 4: International Monetary System- 18 hours</b>			
4	4.1	Meaning of international monetary system and players-Foreign exchange market-functions-participants-dealings-exchange rate quotations-Foreign currency accounts-Nostro-Vostro-Loro.	Short answer, Short essay
	4.2	Evolution of international monetary system-Exchange rate systems-Fixed and floating systems.	Short answer, Short essay and Long essay
	4.3	Different types of foreign exchange exposures and	Short answer,

		its management.	Short essay
	4.4	Foreign Exchange Rate Theories- Mint Parity Theory, Purchasing Power Parity Theory (Absolute and Relative Version)- Balance of Payment Theory – Interest Rate Theories- Fisher Effect, International Fisher effect.	Short answer, Short essay and Long essay
	4.5	Methods of effecting international payments.	Short answer, Short essay
	4.6	Balance of payment-Format of India's BoP- Disequilibrium-Causes and corrections-Currency convertibility-Current account convertibility-Capital account convertibility-Currency convertibility in India.	Short answer, Short essay and Long essay
<b>Module 5: International Investments- 18 hours</b>			
5	5.1	ODA and related terms.	Short answer, Short essay
	5.2	FDI-Types-Cost-Benefit analysis-FDI Policy of India (latest)-Institutional framework of decision making-Hurdles of FDI in the post reform period and remedial measures- FDI routes.	Short answer, Short essay
	5.3	FPI-FII-ADR-GDR-ECBs-FCBs.	Short answer, Short essay and Long essay
	5.4	Country Risk Analysis – Need and Importance - Steps in country risk analysis.	Short answer, Short essay

### Suggested Assignments

1. An Indian pharmaceutical company wants to enter into a foreign market. Prepare a business report in which you are analysing the various steps for the internationalisation.
2. Make a detailed report on India's Balance of Payment for the last 5 years to understand changes in current account, capital account and official reserves.
3. Select a currency and 5 banks on a given day. Get exchange rates for the currency from the 5 banks and find out the reasons for variations in rates. Check whether there exists any arbitrage opportunity.
4. Find out T-bill yields in India and USA. Also find out the forward rates of the US dollar from any bank for one month and three month. Assign reasons for divergence of forward rates from interest rate parity, if any.
5. Identify 10 major firms that have major imports and exports and examine their statement of profit and loss to know the gains/losses on fluctuations of foreign exchange.
6. Prepare a list of important international trade documents.

**Suggested Text Books**

1. International Financial Management, Apte P.G, *Tata McGraw Hill Ltd.*
2. International Business, Aswathappa, K *Tata McGraw- Hill Ltd.*
3. International Business, Bhalla, V.K , *S. Chand & Company Pvt. Ltd.*
4. International Business, Charles. W. L Hill, *Tata McGraw- Hill Ltd*
5. International Business -Text and Cases, Francis Cherunilam , *PHI Learning.*
6. Global Strategy Management, Douglass S., S. Craig, *McGraw-Hill, Inc., USA*
7. International Financial Management, Jeff Madura, *Cengage Learning.*
8. International Marketing- Text and Cases, Justin Paul, *Tata McGraw Hill Ltd.*
9. Fundamentals of International Financial Management, *PHI Learning.*
10. International Business, Rakesh Mohan Joshi, *Oxford University Press*
11. International Financial Management, Sharan, V., *PHI Learning*
12. International Business- Text and Cases, Subba Rao, P., *Himalaya Publishing House.*
13. International Business, Sumati Verma, *Pearson Education India Ltd.*

**Reference**

1. Payment Systems in India: Vision 2012-2015, Published by *Reserve Bank of India* in 2012.
2. FDI Policy of India, Ministry of Commerce, Government of India
3. Various issues of ‘India and the WTO’ monthly bulletin published by the *Ministry of Commerce, Government of India.*
4. Foreign Trade Policy of India

Course Code	<b>CM010204</b>
Title of the Course	<b>QUANTITATIVE TECHNIQUES</b>
Semester	<b>Two</b>
Type	<b>Core</b>
Credits	<b>4</b>
Hours	<b>5 per week and Total 90</b>

### Objectives of the course

To impart proficient knowledge in the application of Quantitative Techniques for Social Science Research.

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	This course intends to give understanding about the applications of quantitative techniques.	Understanding	<b>PSO3, 5</b>
2	This course intends to give understanding about the applications of quantitative techniques.	Understanding	<b>PSO3, 5</b>
3	After learning this course, the student should be in a position to identify appropriate parametric test for testing the hypotheses.	Apply	<b>PSO3, 5</b>
4	The learner should be equipped with the skills to identify the most suitable non parametric test for testing a hypothesis.	Apply and Evaluate	<b>PSO3, 5</b>
5	The learner should be equipped with the skills to apply the principles of SQC	Understanding	<b>PSO3, 5</b>

### Unit-wise Arrangement of the Course

Module No	Unit No	Contents	Remarks
<b>Module 1- Introduction to Quantitative Techniques and Probability Distributions – 20 hours</b>			
1	1.1	Quantitative Techniques – Meaning – classification – Application of QT in business, industry and management – Merits and Limitations of QT.	Theory
	1.2	Probability distributions- Binomial Distribution- features- assumptions- constants- Problems- Fitting of distribution.	Theory and Problem
	1.3	Poisson Distribution- Characteristics- assumptions- Constants- usefulness- Fitting.	Theory and Problem
	1.4	Normal distribution- Characteristics- Importance- Standard normal curve- properties of standard normal curve.	Theory
	1.5	Measurement of probability based on area under standard normal curve- Fitting of normal.	Problems

		distribution- Normal approximation to binomial and poisson distribution.	
<b>Module 2- Statistical inference – 30 hours</b>			
2	2.1	Sampling and non-sampling errors- Statistic and parameter- Sampling distribution- Standard error, central limit theorem.	Theory
	2.2	Theory of Estimation - Point estimate, Interval estimate- Statistical inference- Test of hypotheses- procedure - type 1 error-type II error.	Theory
	2.3	Parametric tests - Z test -features- conditions to be satisfied application of Z test- test for means, test for standard deviation.	Theory and Problems
	2.4	t test – characteristic – conditions – utility - t test for means.	Theory and Problems
	2.5	Test for proportions, Paired t test.	Theory and Problems
	2.6	Testing the significance for correlation coefficient, z transformation.	Theory and Problems
	2.7	Confidence limit for mean and proportion.	Theory and Problems
	2.8	F test - applications.	Theory and Problems
	2.9	Analysis of Variance – applications – conditions to be satisfied – One way and two way ANOVA.	Theory and Problems
<b>Module 3- Non- parametric tests – 20 hours</b>			
3	3.1	Non parametric tests – meaning – applications – Chi square test – applications – Goodness of fit- Independence of attributes- Homogeneity- Population variance.	Theory and Problems
	3.2	Sign test – applications - One sample sign test - Paired sample sign test.	Theory and Problems
	3.3	Run test- Mann Whitney U test, Kruskal Wallis H test.	Theory and simple problems
<b>Module 4- Statistical Quality Control – 12 hours</b>			
4	4.1	SQC meaning – scope – applications -advantages and limitations- Techniques of SQC – Types of control.	Theory
	4.2	Control charts for variables - X chart, R chart.	Theory and Problems
	4.3	Control chart for attributes ‘p’ chart, ‘np’ chart and ‘c’ chart.	Theory and Problems
	4.4	Sampling Inspection Plan- Types- Producer risk and consumer risk.	Theory only
<b>Module 5 – Introduction to Multivariate Analysis – 8 hours</b>			
5	5.1	Multi-variate analysis- Meaning and Objectives – Variables in multi variate analysis-	Theory only
	5.2	Important multivariate techniques- (Overview and theory only) Multiple regression, Multiple	Theory only

		discriminant analysis- MANOVA, Factor analysis.	
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### **Suggested Assignments**

1. Review the analysis chapter of a thesis selected from MGU e-thesis ([www.mgutheses.in](http://www.mgutheses.in)) portal and make a report of analysis based on statistical tools applied.
2. Suggest some real cases suitable for doing sign test or run test related to capital market for making a report.

### **Recommended Text Books**

1. Statistical Methods by Gupta S P -Sultan Chand and Sons, New Delhi.
2. Fundamentals of Statistics by Gupta, S.C. Himalaya Publishing House.
3. Fundamentals of Statistics by Elhance D N- Kitab Mahal Publications.
4. Quantitative Techniques- Digambar Patri and D N Patri, Kalyani Publishers.
5. Fundamentals of Business Statistics by Sharma J K - Pearson Education India.
6. Basic Statistics by Agrawal B.L. -New Age International Publishers.
7. Business Statistics by Sharma J K, Pearson Education India.

### **References:**

1. Statistics for Management by Levin, Richard and David S. Rubin- Prentice Hall of India. And Williams.
2. Complete Business Statistics by Amir D Aczel and Jayavel Sounderpandian, Tata McGraw Hill.
3. Statistics for Business and Economics by Anderson, Sweeney, Cengage Learning.

### **Break up of Theory and Problems for Examination**

Section A- 5 Theory 5 problems

Section B – 3 Theory 5 Problems

Section C- 4 Problems

Course Code	<b>CM010205</b>
Title of the Course	<b>STRATEGIC MANAGEMENT</b>
Semester	<b>Two</b>
Type	<b>Core</b>
Credits	<b>4</b>
Hours	<b>5 per week and Total 90</b>

### Objective of the course

To provide an awareness regarding various types of strategies and applications of same along with strategic formulation, implementation and evaluation.

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	Strong understanding about the theoretical foundations of strategic management.	Understanding	<b>PSO1</b>
2	Clear understanding about various models of environmental and internal analysis.	Understanding	<b>PSO1</b>
3	Development of an idea about the strategy formulation process at the corporate level.	Understand	<b>PSO1</b>
4	Familiarization with various tools strategic planning and evaluation.	Evaluate	<b>PSO1</b>
5	Understanding about the modes of implementation and control of strategies.	Understanding	<b>PSO1</b>

### Unit-wise Arrangement of the Course

Module No	Unit No	Contents	Remarks
<b>Module 1- Introduction to Strategic Management and Corporate Strategic Planning- 18 hours</b>			
1	1.1	Business Policy – Meaning and Importance- Essentials of a good policy- Types of policy.	Short question and Short Essay
	1.2	Strategy- meaning and definition – importance –features - Strategy Vs Policy - Strategic Management- Importance of Strategic Management.	Short question and Short Essay
	1.3	Mission and Vision of the firm – Need for mission and vision statement-Goals and Objectives- Hierarchal levels of planning.	Short question Short Essay and Long Essay
	1.4	Strategic planning - Strategic planning process.	Short question Short Essay and Long Essay
<b>Module 2- Environment Analysis &amp; Internal Analysis of Firm- 22 hours</b>			
2	2.1	Situational Analysis and Strategic Analysis- - General environment scanning, competitive & environment analysis.	Short question Short Essay and Long Essay
	2.2	PEST Analysis - Michael Porter's Five	Short question

		Forces Model.	Short Essay and Long Essay
	2.3	Assessing internal environment through functional approach and value chain.	Short question Short Essay and Long Essay
	2.4	Identifying critical success factors - identification of strengths & weaknesses - SWOT audit.	Short question Short Essay and Long Essay
	2.5	Industry analysis-meaning – need - TOWS matrix.	Short question and Short Essay
	2.6	Core Competence – Scenario Planning.	Short question and Short Essay
<b>Module 3- Strategic Formulation- 22 hours</b>			
3	3.1	Strategic formulation process – basic principles - Modes of Strategic Formulation.	Short question Short Essay and Long Essay
	3.2	Types of Strategies- Functional level- Business Level and Corporate Level Strategies.	Short question Short Essay and Long Essay
	3.3	The BCG Matrix - Strategic Alternatives at Corporate Level- Grand strategies - Generic Strategies.	Short question Short Essay and Long Essay
	3.4	Strategic Alliance and Joint Ventures- Mergers and Acquisition Strategies.	Short question Short Essay and Long Essay
	3.5	Re engineering and Integration.	Short question and Short Essay
<b>Module 4- Tools of Strategy Planning and Evaluation- 12 hours</b>			
4	4.1	Competitive Cost Dynamics-Experience curve-cash flow implication.	Short question and Short Essay
	4.2	IA-BSmatrix- A.D. Little's Life-cycle approach to strategic planning.	Short question and Short Essay
	4.3	Business portfolio balancing – Assessment of economic contribution of strategy - Strategic funds programming.	Short question and Short Essay
<b>Module 5- Strategy implementation &amp; Control- 16 hours</b>			
5	5.1	Inter-relationship between Strategy Formulation and Implementation-Issues in Strategic Implementation- Various approaches to implementation of strategy.	Short question Short Essay and Long Essay
	5.2	Matching organisation structure with strategy - 7S model.	Short question Short Essay and Long Essay
	5.3	Strategic Change- Strategic control process – Types of Strategic Control.	Short question Short Essay and Long Essay
	5.4	Du Pont's control model - Balanced Score Card - Future of Strategic Management.	Short question and Short Essay



**Suggested Assignments**

1. Case study on strategic management issues.
2. Comparison of strategies followed by Indian companies in various situations.

**Recommended Text Books**

1. Business Policy and Strategic Management, Subha Rao Himalaya Publishing House, Mumbai.
2. Cases in Strategic Management, Budhiraja, S.B. and M.B. Athreya Tata McGraw Hill, New Delhi.
3. Strategic Management , Francis Cherunilam , Himalaya Publishing House.
4. Text book of Strategic Management, U.C. Mathur, ,Macmillain India limited.
5. Strategic Management- C N Sontakki- Kalyani Publishers.

**References**

1. Michal, E Porter: The Competitive Advantage of Nations, Macmillan, New Delhi
2. Study Material of CA IPCC.
3. David Fred R, Strategic Management, Prentice Hall, NewJersey.

# **SEMESTER - III**

### THIRD SEMESTER COURSES

Course Code	<b>CM010301</b>
Title of the Course	<b>STRATEGIC FINANCIAL MANAGEMENT</b>
Semester	<b>Three</b>
Type	<b>Core</b>
Credits	<b>5</b>
Hours	<b>6 per week and Total 108</b>

#### Objectives of the Course:

To apply financial management concepts and theories for strategic financial management decision making.

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	Learn the theoretical foundations of financial management and financial management decisions.	Understand and Remember	<b>PSO4</b>
2	Evaluate the feasibility of different options regarding discount, credit period, storage cost etc related to current assets and current liabilities and estimate working capital requirements.	Evaluate and Apply	<b>PSO4</b>
3	Evaluate long term proposals and evaluate the risk associated with long term investment.	Evaluate and Apply	<b>PSO4</b>
4	Evaluate the decisions regarding leasing of capital assets.	Evaluate and Apply	<b>PSO4</b>
5	Evaluate and Compare the performance of business entities.	Evaluate and Apply	<b>PSO4</b>

#### Unit wise Arrangement of the Course

Module	Sl. No. of Units	Contents of the Unit	Remarks
<b>Module 1: Financial Management Decisions- 28 hours</b>			
1	1.1	Decisions in Financial Management – Financing Decisions, Investing Decisions and Dividend Decisions.	Theory
	1.2	Capital Structure -Factors determining Capital Structure Theories- Relevant School and Irrelevant School- Optimum Capital Structure	Theory and Problem
	1.3	EBIT-EPS Analysis – Points of indifference.	Theory and Problem
	1.4	Leverage – Financial leverage – Operating Leverage – Combined Leverage - Practical problems involving leverage.	Theory and Problem

	1.5	Dividend decisions- Walter's Model, Gordon Model and MM approach to dividend- Dividend policies of companies.	Theory and Problem
<b>Module 2: Management of Working Capital- 25 hours</b>			
2	2.1.	Management of working capital – Liquidity and Profitability – Working Capital financing decisions – The working capital cycle – Effectiveness of working capital based on its operating and cash conversion cycles--(including practical problems in all possible areas)	Theory and Problem
	2.2	Cash Management - Objectives of holding Cash – Strategies for Cash Management – Cash management Models – Management of Marketable Securities	Theory
	2.3	Debtors Management - Credit Policy Decisions - Determination of Credit Period and Rate of Discount under different circumstances – Ageing Schedule – Collection Policy – Impact of different Collection Policies on cash position and profitability- Management of Accounts Payable.	Theory
	2.4	Inventory management –Inventory management techniques – Impact of change in purchase quantity on cost and profitability.	Theory
	2.5	Practical problems related to cash, debtors, creditors and inventory.	Theory and Problem
<b>Module 3: Long Term Capital Investment Decisions- 25 hours</b>			
3	3.1	Capital budgeting – Objectives – Significance.	Theory
	3.2	Methods of investment appraisal – Pay-back period – discounted payback period – Accounting Rate of Discount.	Theory and Problem
	3.3	Net Present Value – Impact of Taxation and inflation on NPV analysis – Capital Rationing – Equivalent annual cost – Adjusted Present Value - IRR – Modified IRR – Profitability Index.	Theory and Problem
	3.4	Risk and Uncertainty in capital budgeting – Methods of assessing risk – Probability Analysis – Certainty equivalent Method – Risk Adjusted Discount Method – Monte Carlo Simulation Method – Decision Tree Analysis – Scenario Analysis – Sensitivity Analysis.	Theory
	3.5	Problems involving assessment of risk.	Theory and Problem
<b>Module 4: Lease Financing- 12 hours</b>			
4	4.1	Leasing – Meaning – Classification of Leasing – Significance.	Theory
	4.2	Advantages and limitations of lease financing – Legal frame work regarding lease financing in India.	Theory
	4.3	Financial Evaluation of Leasing decisions .	Theory and Problem

<b>Module 5- Advanced Ratio Analysis for Performance Evaluation- 18 hours</b>			
5	5.1	Ratios for Assessing Liquidity, Profitability, Productivity, Leverage and the theoretical base explaining the inter linkage between the ratios in explaining the performance effectiveness of businesses.	Theory and Problem
	5.2	Ratios for investment decision making.	Theory and Problem
	5.3	Ratios for assessing asset quality of financial institutions.	Theory and Problem
	5.4	Comparison of performance of financial institutions using CAMEL/CARAMEL models.	Theory and Problem

### **Suggested areas for Assignments**

1. Make a report on the cost of capital, leverage, profitability and performance of shares of the companies.
2. Compare the performance of banks/ insurance companies using CAMEL/CARAMEL models.

### **Recommended Text Books**

1. Financial Management, M Y Khan and P K Jain Tata McGraw Hill.
2. Financial Management, I M Pandey Vikas Publications.
3. Financial Management, CA Saravanaprasath and CA B. Shekhar, Wolters Kluver.
4. Financial management, Prasanna Chandra Tata Mc Graw Hill.
5. Financial Management – Ravi M Kishore, Taxmann Publications.
6. Financial Management – P V Kulkarni and Sathyaprasad- Himalaya Publishing.

### **Reference**

1. Study Material of IPCC and Final by ICAI.
2. Study Materials of CIMA.
3. Fundamentals of Financial Management- James C Van Horne and John M Wachowicz, PHI.

### **Break up of Theory and Problems for Examination**

- Section A- 6 Theory 4 problems
- Section B – 4 Theory 4 Problems
- Section C- 2 Theory and 2 Problems

Course Code	<b>CM010302</b>
Title of the Course	<b>INCOME TAX - LAW AND PRACTICE</b>
Semester	<b>Three</b>
Type	<b>Core</b>
Credits	<b>5</b>
Hours	<b>7 per week and Total 126</b>

### Objectives of the Course:

To impart basic knowledge about income tax rules and equip the students to compute total income of an individual.

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	Acquire knowledge regarding the basic concepts of Income Tax.	Remember	<b>PSO4, 6</b>
2	Able to compute the income from salary and house property.	Understand, Apply	<b>PSO4, 6</b>
3	Determine taxable profit of a business or profession.	Understand, Apply	<b>PSO4, 6</b>
4	Able to compute capital gain and income from other sources.	Understand, Apply	<b>PSO4, 6</b>
5	Able to calculate Gross Total Income of an individual.	Understand, Apply	<b>PSO4, 6</b>
6	Learner shall be able to determine eligible deductions and compute Taxable Income and tax liability of an individual.	Understand, Apply and Evaluate	<b>PSO4, 6</b>

### Unit wise arrangement of the Course

Module	Sl. No. of Units	Contents of the Unit	Remarks
<b>Module 1: Introduction- 12 hours</b>			
1	1.1	Brief History of Income tax in India - Basic Concepts- Finance Act- Definitions -Rates of Income Tax.	Theory
	1.2	Accelerated Assessment. Agricultural Income- Partly Agricultural Income.	Theory
	1.3	Capital and Revenue.	Theory
	1.4.	Residential Status of different assessee- Incidence of tax- Exempted Income.	Theory and Problems
<b>Module 2: Salary &amp; Income from House Property- 28 hours</b>			
2	2.1.	Salary - Chargeability –Definition- Allowances.	Theory and Problems
	2.2	Perquisites – valuation of perquisites- Profit in lieu of salary.	Theory and Problems
	2.3	Deductions from salary- treatment of Provident funds.	Theory and Problems

	2.4	Computation of Taxable Salary.	Theory and Problems
	2.5	Income from House Property- Basis of Charge-Deemed ownership –Exemptions.	Theory
	2.6	Annual value determination in various cases- Deductions –Treatment of Unrealised rent, recovery of unrealized rent and arrears of rent.	Theory and Problems
	2.7	Computation of Income from House Property.	Theory and Problems
<b>Module 3: Profit and Gains of Business or Profession- 26 hours</b>			
3	3.1	Chargeability-Rules for assessment of business income – Deductions expressly allowed – Other deductions under section 36 and 37.	Theory and Problems
	3.2	Expenses expressly disallowed – Expenses not deductible in certain circumstances – Expenses allowable only on actual payment –Provisions regarding maintenance of accounts and audit.	Theory and Problems
	3.3	Depreciation – Block of assets – Computation of allowable depreciation and book value of the block of assets	Theory and Problems
	3.4	Computation of profits and gains from business or profession	Theory and Problems
<b>Module 4: Capital gains &amp; Income from other sources- 25 hours</b>			
4	4.1	Basis of charge- Capital Assets - Short-term and Long- term capital gains.	Theory and Problems
	4.2	Transfer of capital assets- Cost of Acquisition – Indexation of cost of acquisition. Capital Gains exempt from tax.	Theory and Problems
	4.3	Capital Gains exempt from tax- Computation of taxable capital gain and tax liability on capital gain.	Theory and Problems
	4.4	Income from other sources General chargeability -Specific Chargeability, Kinds of securities & Grossing up of interest- Bond washing transaction - Deductions allowed - Deduction not permitted.	Theory and Problems
	4.5	Computation of income under the head Income from Other Sources.	Theory and Problems
<b>Module 5: Computation of Gross Total Income – 15 hours</b>			
5	5.1	Aggregation and Clubbing of income of other persons - Computation of deemed income.	Theory and Problems
	5.2	Set off and carry forward of losses- Intra-head and Inter-head set off-Order of set off - Rules regarding carry forward.	Theory and Problems
	5.3	Computation of Gross Total Income.	Theory and Problems
<b>Module 6: Computation of Total Income and Tax Liability of Individuals – 20 hours</b>			
6	6.1	Deductions Under Chapter VI A.	Theory and

			Problems
	6.2	Rebate – Relief – Treatment of Agricultural Income.	Theory and Problems
	6.3	Calculation of Total Income – Tax Liability of Individuals.	Theory and Problems

### Suggested Assignments

1. Make a survey about the awareness about the basics of Income Tax among different segments of the population and make a report on that.
2. Calculation of taxable income of various categories of individual assessee like salaried employees, those having profits from business, rental income from House Property etc

### Suggested Text Books

1. Direct Taxes Law and Practice- Dr H C Mehrotra and Dr S P Goyal- Sahitya Bhawan Publications.
2. Direct Taxes Law and Practice- Dr. Girish Ahuja ;Dr. Ravi Gupta, Bharat Law House Pvt. Ltd.
3. Direct Taxes Sri T N Manoharan- Snow White Publications.

### Reference

1. Direct Taxes Law and Practice- Singhania V K, Taxmann Publications Ltd.
2. Direct Taxes – Law and Practice, Bhagwathi Prasad- WishwaPrakashana.
3. Study material for IPCC on Direct Taxation by ICAI.
4. Study material on Direct Taxes by ICAI.
5. Income Tax Act and Rules.

### Break up of Theory and Problems for Examination

- Section A- 5 Theory 5 problems  
 Section B – 3 Theory 5 Problems  
 Section C- 4 Problems



Course Code	<b>CM010303</b>
Title of the Course	<b>SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT</b>
Semester	<b>One</b>
Type	<b>Core- Elective</b>
Credits	<b>4</b>
Hours	<b>6 per week and Total 108</b>

### Objectives of the Course:

To create awareness among the learners about different investment avenues, enrich them to handle modern portfolio techniques to construct efficient portfolios, evaluation and revision of the inefficient portfolios.

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	Able to understand the concepts of investments, different types of investments, views of investment and process of investment and apply the theoretical knowledge in investment information for selecting the securities.	Understand and Apply	<b>PSO4, 6</b>
2	Understanding the types of risk in security market and Applying various tools for the valuation of bonds as well as economic indicators to predict the market.	Understand and Apply	<b>PSO4, 6</b>
3	Understand the tools of technical analysis, analyse the patterns and trends in the market by using various tools and enable to take investment decisions after understanding market efficiency level also.	Understand , Evaluate and Apply	<b>PSO4, 6</b>
4	Applying Modern portfolio theories and construct optimum portfolios.	Understand, Apply and	<b>PSO4, 6</b>
5	Revising constructed portfolios as per risk and return association by using different strategies.	Understanding	<b>PSO4, 6</b>

### Unit wise arrangement of the course

Module	Sl. No. of Units	Contents of the Unit	Remarks
<b>Module 1- Investment- 15 hours</b>			
1	1.1	Different views on investment – types of investment – characteristics of investment – objectives of investment.	Short question, Short essay, Long essay
	1.2	Types of investors – investment vs. speculation – investment vs. gambling – speculation vs. gambling.	Short question, Short essay
	1.3	Assets – financial assets – real assets.	Short question, Short essay, Long essay

	1.4.	Investment process – investment information – sources of investment information.	Short question, Short essay, Long essay
<b>Module 2- Security Analysis- 20 hours</b>			
2	2.1.	Security Analysis – meaning – tools – risk – risk in investment – components – classification – systematic risk – unsystematic risk – risk measurement- methods.	Theory and problems
	2.2	Bond : types, risk, return and valuation – convexity – duration of a bond.	Theory and problems
	2.3	Fundamental analysis – economic analysis :- economic forecasting, economic indicators, diffusion and composite indices, business confidence index.	Short question, Short essay, Long essay
	2.4	Industry analysis: economy and industry analysis, industry groups, industry life cycle analysis, structural analysis.	Short question, Short essay, Long essay
	2.5	Company analysis: qualitative analysis, quantitative analysis, methods and tools.	Short question, Short essay, Long essay
<b>Module 3- Technical Analyses and EMH – 28 hours</b>			
3	3.1	Meaning – basic assumptions – Dow theory – Elliot wave principles – neutral network.	Short question, Short essay, Long essay
	3.2	Charts: line charts, bar charts, point and figure charts, candlestick chart – trends: support and resistance level.	Short question, Short essay, Long essay Theory
	3.3	Chart patterns – types of trends – head and shoulders – inverted head and shoulders – double top and bottom – rounding bottom – triangles, flags, gaps.	Short question, Short essay, Long essay
	3.4	Advanced technical indicators: volume of trade – breadth of the market – short sales – moving average – relative strength index – ROC index (illustrations) – limitations of technical analysis – fundamental vs. technical.	Theory and problems
	3.5	Limitations of technical analysis – fundamental vs. technical.	Short question, Short essay, Long essay
	3.6	Efficient market theory – market efficiency – random walk theory – weak form efficiency (empirical tests) – semi strong form (empirical	Short question, Short essay,

		test) – strong form – market inefficiencies – relevance of efficient market theory.	Long essay
<b>Module 4: Portfolio Analysis- 27 hours</b>			
4	4.1	Meaning – uses – importance – portfolio construction – approaches – traditional approach – modern approach – portfolio risk and return.	Theory and problems
	4.2	Markowitz model – selection of securities – construction of efficient frontier including problems.	Theory and problems
	4.3	Utility analysis – Portfolio selection and construction – Sharpe single index model – portfolio optimization.	Theory and Problems
	4.4	Capital Market theory – Capital Asset Pricing Model – Arbitrage pricing theory.	Theory and Problems
<b>Module 5: Portfolio Evaluation and Revision- 18 hours</b>			
5	5.1	Meaning – need – different tools – Sharpe’s performance index – Treynor’s performance index – Jensen’s performance index – Fama’s performance measure (simple illustration on tools).	Theory and Problems
	5.2	Portfolio revision – meaning – need – approaches – passive management – active management.	Short question, Short essay, long essay
	5.3	Portfolio revision strategies – rebalancing strategies – formula plans (simple illustration on different strategies).	Theory and Problems

### Suggested Assignments

1. Make a comparison between the shares in large cap/mid cap using tools included in the syllabus.
2. Make an analytical study on the performance of different shares during different phases of business cycles.
3. Make a study on the impact of some major events on the security prices.

### Recommended Text Books

1. Security Analysis and Portfolio Management–Punithavathy Pandian, Vikas Publishing House Pvt. Ltd.
2. Security Analysis and Investment Management – O.P. Agarwal, Himalaya Publishing House.
3. Investment management, Bhalla VK, S. Chand & Company.
4. Security Analysis and Portfolio management, S.Kevin., PHI.
5. Investment Management – V A Avadhani- Himalaya Publishing House
6. Security Analysis and Portfolio Management- Preethi Singh- Himalaya Publishing House

### Additional References

1. Security Analysis and Portfolio Management-Donald E.Fischer and Ronald J.Jordan, Pearson Education.

2. Fundamentals of Investments – Gordon J. Alexander, William F. Sharpe, Jeffery V. Bailey, PHIL earning Private Limited.

**Break up of Theory and Problems for Examination**

Section A- 8 Theory 2 problems

Section B – 5 Theory 3 Problems

Section C- 3 Theory and 1 Problem

## ELECTIVE COURSES (One per group for the semester)

### Group 1- Finance and Taxation Stream

Course Code	<b>CM800301</b>
Title of the Course	<b>INDIRECT TAX LAWS</b>
Semester	<b>Three</b>
Type	<b>Core-Elective</b>
Credits	<b>4</b>
Hours	<b>6 per week and Total 108</b>

#### Objective of the Course:

To enable the learner to have an understanding on the provisions of major Indirect Tax Laws and Rules

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	Understand the basic concepts of the Goods and Services Tax	Understanding	<b>PSO4, 6</b>
2	Develop a clear idea about the levy and collection of tax and tax credit	Understanding	<b>PSO4, 6</b>
3	Develop the knowledge about the provisions regarding registration, preparations of books of accounts and filing of returns under the Act	Understand and Apply	<b>PSO4, 6</b>
4	Understand about the powers of GST authorities regarding inspection, search and seizure	Understanding	<b>PSO4, 6</b>
5	Basic understanding about the Customs Law in India.	Understanding	<b>PSO4, 6</b>

#### Unit wise arrangement of the course

Module	Sl. No. of Units	Contents of the Unit	Remarks
<b>Module 1: GST – An Introduction – 23 hours</b>			
1	1.1	Tax-Direct and Indirect Tax-GST-Stages and evolution of GST in India-GST Bill-GST Council-Need for GST in India- Challenges for the introduction of GST in India- Benefits of GST	Short question, Short essay
	1.2	Subsuming of taxes-Framework of GST in India-CGST-SGST-UTGST-IGST-Computation-GSTN-GST Common Portal-HSN-SAC-GSTIN-Goods outside the scope of GST	Short question, Short essay

	1.3	Concepts- Agent- Aggregate Turnover- Agriculturist-Assessment-Business-Business Vertical-Capital Goods-Casual Taxable Person-Central Tax-Common portal- Composite supply-Continuous Supply of goods-Continuous supply of services-Council-Electronic Commerce-Electronic Commerce Operator- Exempt Supply	Short question, Short essay and Long essay
	1.4.	Goods-Input-Input Service- Input Service Distributor- Input tax-Input Tax Credit-Inward Supply- Job work- Location of the recipient of services-Location of the supplier of services-Manufacture-Mixed Supply-Non-resident Taxable Person-Non-taxable territory-Output Tax-Outward Supply	Short question, Short essay and Long essay
	1.5.	Person-Place of Business-Principal-Principal Place of Business-Principal Supply-Recipient-Registered Person-Reverse Charge-Services-Supplier-Taxable Person-Taxable Supply-Taxable Territory-Works Contract.	Short question, Short essay and Long essay
<b>Module – 2: Levy and collection of tax, time, value and place of supply and input tax credit – 25 hours</b>			
2	2.1.	Supply-Scope of Supply-Tax liability on Composite and Mixed Supplies-Levy and Collection-Reverse Charge-Electronic Commerce Operator-Composition Levy. Time of supply of goods-Time of supply of services-Value of taxable supply. Place of Supply	Short question, Short essay and Long essay
	2.2	Eligibility and conditions for taking input tax credit-Appportionment of credit-Blocked Credits-Availability of credit in special circumstances-Reversal of credit under special circumstances	Short question, Short essay and Long essay
	2.3	Job Work-Input tax credit in respect of inputs and capital goods sent for job work-Input Service Distribution	Short question, Short essay and Long essay
	2.4	Manner of distribution of credit by ISD-Recovery of excess credit by ISD-Availing and utilization of ITC-Computation of GST.	Short question, Short essay and Long essay
	2.5	Problems on Time and place of supply, Value of supply, value of taxable supply, Input tax credit, Invoice value, GST payable	Problems- Short answer, short essay and long

			essay
<b>Module 3 : Registration, Tax Invoice, Credit and Debit Notes, Accounts and Records, Returns, Payment of Tax and Refund, Assessment and Audit- 25 hours</b>			
3	3.1	Person liable for registration-Person not liable for registration-Compulsory Registration-Procedure for registration-UIN-Deemed Registration-Special provisions relating to casual taxable person and non-resident taxable person	Short question, Short essay and Long essay
	3.2	Cancellation of registration-Revocation of cancellation of registration. Tax Invoice-Credit and debit notes-	Short question, Short essay and Long essay
	3.3	Prohibition of unauthorized collection of tax-Accounts and records to be maintained-Period of retention of accounts. Furnishing details of outward supplies-Furnishing details of inward supplies-Furnishing of returns by regular tax payers	Short question, Short essay and Long essay
	3.4	First Return-Claim of input tax credit and provisional acceptance-Matching, reversal and reclaim of input tax credit-Matching, reversal and reclaim of reduction in output tax liability	Short question, Short essay
	3.5	Annual Return-Final Return-Default in furnishing return-Information return-GST practitioners. Payment of tax, interest, penalty and other amounts	Short question, Short essay and Long essay
	3.6	Electronic Cash Ledger-Manner of utilization of amount in Electronic Cash Ledger-Electronic Credit Ledger-Manner of utilization of ITC-Electronic Liability Ledger-Order of discharge of tax and other dues	Short question, Short essay and Long essay
	3.7	Computation-Interest on delayed payment of tax-Tax Deduction at Source-Collection of Tax at Source. Refund of tax-Situations-Time Limit-Order of refund-Principle of unjust enrichment-Consumer Welfare Fund-Withholding of refund-Interest on delayed refunds.	Short question, Short essay and Long essay
	3.8	Self-assessment-Provisional Assessment-Scrutiny of returns-Assessment of non-filers of returns-assessment of unregistered persons-Best judgement assessment-Summary Assessment. Audit by tax authorities-Special audit.	Short question, Short essay and Long essay

<b>Module 4: Authorities, Inspection, search, seizure and arrest, Demand and Recovery, Offences and Penalties, Appeals and Revision – 15 hours</b>			
4	4.1	Power of inspection, search and seizure- Inspection of goods in movement	Short question, Short essay and Long essay
	4.2	E-Way Bill. Determination of Tax and Recovery Proceedings- Modes-Offences and penalties	Short question, Short essay and Long essay
	4.3	Appeal to Appellate Authority – Power of Revisional Authority- Appeal to Appellate Tribunal-Appeal to High Court-Supreme Court-Non-Appealable decisions and Orders	Short question, Short essay and Long essay
<b>Module 5 : An Overview of Customs Law in India – 20 hours</b>			
5	5.1	Constitutional Provisions-Overview of Customs Law in India-Basic Concepts and Definitions	Short question, Short essay
	5.2	Types of Duty-Levy of Tax-Point and Circumstances of Levy-Classification of Goods-Taxable event for Customs Duty	Short question, Short essay and Long essay
	5.3	Valuation and Valuation Rules-Exemptions from Customs Duty	Short question, Short essay, Long essay and problems
	5.4	Warehousing-Import Export Procedure- Duty drawback	Short question, Short essay and Long essay
	5.5	Types of Warehouses-Warehousing Bonds-Period of Warehousing-Removal of goods from Warehouse-Clearance for home consumption-Rules and Provisions regarding Baggage.	Short question, Short essay and Long essay

### Suggested Assignments

1. Make a report on the state wise and national revenue on account of GST
2. Present different cases of valuation under GST and Customs Act
3. Compare the previous Indirect Tax regime with that of the present

### Recommended Text Books



- 1) Handbook on Goods and Services Tax – CA Pushpendra Sisodia, Bharat Law House
- 2) Indirect Taxes - H.C Mehrotra, Sahitya Bhavan Publications, New Delhi
- 3) Indirect Taxes - Vinod K Singania, Taxmann's Publications, New Delhi
- 4) Illustrated Guide to Goods and Service Tax- C A Rajat Mohan- Bharat Publications
- 5) All about GST- V S Datey- Taxmann Publications.
- 6) Basics of GST- Nitya Tax Associates- Taxmann Publications
- 7) Beginner's Guide to GST- Dr Vandana Bangar and Dr Yogendra Bangar- AadhyaPrakashanBanagar
- 8) Customs Law Manual- R K Jain- CENTAX Publications
- 9) Customs Law- V S Datey- Taxmann publications

**Additional References**

- 1) *Bare Act CGST*
- 2) *Bare Act SGST*
- 3) *Bare Act IGST*
- 4) *Bare Act- Customs Act*
- 5) *Study Material of ICAI – IPCC and Final*

**Break up of Theory and Problems for Examination**

Section A- 8 Theory 2 problems

Section B – 6 Theory 2 Problems

Section C- 3 Theory and 1 Problem

### Group 2- Marketing and International Business

Course Code	<b>CM810301</b>
Title of the Course	<b>LOGISTICS AND SUPPLY CHAIN MANAGEMENT</b>
Semester	<b>Three</b>
Type	<b>Core- Elective</b>
Credits	<b>4</b>
Hours	<b>6 per week and Total 108 hours</b>

#### Objective of the Course:

To equip the students to have an understanding on the various aspects of fast growing areas of logistics and supply chain management

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	To have an understanding on the concept of logistics, the elements involved, logistics management and principles	Understand	<b>PSO1, 6</b>
2	Learner should be able to have an idea regarding various demand forecasting techniques	Apply	<b>PSO1, 6</b>
3	After learning the module, there shall be an understanding on transportation process and major documents involved in air and ocean logistics management	Understand	<b>PSO1, 6</b>
4	To get a clear idea on supply chain management, its process and evaluate the strategies involved	Understand and apply	<b>PSO1, 6</b>
5	To have an idea regarding warehousing, its importance and analyse the role of computers in modern day warehousing	Understand	<b>PSO1, 6</b>
6.	To have an overview on various trends and developments taking place in the field of logistics and supply chain management.	Understand	<b>PSO1, 6</b>

#### Unit wise arrangement of the course

Module	Sl. No. of Units	Contents of the Unit	Remarks
<b>Module 1. Introduction to Logistics Management -18 hours</b>			
1	1.1	Introduction to distribution logistics: Nature, importance and scope of logistic decisions; History and Evolution of logistics- Objectives- Elements- Activities and importance	Short answer, Short essay, Long essay
	1.2	Systems approach to logistics; integrated logistics; Total cost concept -	Short answer, Short essay, Long essay
	1.3	Logistics Management- Meaning and Types-	Short answer,

		Logistics Network- Logistics Resources- Advantages through logistics management	Short essay, Long essay
	1.4	Principles of Logistics Information – Logistics Information System Flow – Need, characteristics and design	Short answer, Short essay, Long essay
<b>Module 2. Forecasting – 15 hours</b>			
2.	2.1.	Logistics Demand Forecasting – The Nature of Demand – Forecast Components	Short answer, Short essay,
	2.2	Forecast Techniques- Logistics Forecasting – Forecast Error	Short answer, Short essay, Long essay
	2.3	Transportation Infrastructure – Principle – Model Characteristics –Logistics Location Structure.	Short answer, Short essay,
<b>Module 3. Transportation and Documentation– 20 hours</b>			
3.	3.1	Transportation and physical Distribution: Importance and modes of transportation	Short answer, Short essay
	3.2	Selection of transportation modes; Multi modal transportation	Short answer, Short essay, Long essay
	3.3	Major documents in air cargo and ocean logistics management- Airway bill, Bill of lading, MBL, HBL, CY, CFS, Seaway Bill, Multimodal Transport Document,	Short answer, Short essay, Long essay
	3.4	Carrier liabilities. Inter – state good movement and problems; Transportation management	Short answer, Short essay
<b>Module 4- Supply Chain Management – 20 hours</b>			
4.	4.1	Supply Chain Management Models and Strategy Supply chain Management – Definition – Objectives – Applications – Types	Short answer, Short essay, Long essay
	4.2	Conceptual Models – Mathematical Models – Simulation Models – Formal Models – Implicit Business Models –Key issues in supply chain management.	Short answer, Short essay, Long essay
	4.3	Inventory Management– The effect of demand uncertainty managing inventory in the supply chain	Short answer, Short essay,
	4.4	Push and Pull systems – Dell’s supply chain strategy – Demand and cash flow in supply chain management.	Short answer, Short essay, Long essay
<b>Module 5. Warehouse Management– 15 hours</b>			
5	5.1	Warehousing: Role and modern concept of warehousing; private vs public warehousing; Planning warehousing operations;	Short answer, Short essay
	5.2	Site selection, warehouse layout, Material handling: Management of receipts and issues;	Short answer, Short essay, Long essay
	5.3	Computers and warehouse management-	Short answer,

		OrderProcessing: Importance to customer service; Model of Performance measurement; Packaging and utilization.	Short essay,
<b>Module 6. Trends in Logistics and Supply Chain Management - 20 hours</b>			
6.	6.1	Recent trends--.E-Logistics – Structure and Operation. Logistics Resource Management-eLRM.- Reverse Logistics – Meaning and Scope,- .	Short answer, Short essay, Long essay
	6.2	Green logistics- Outsourcing logistics- Third party and Fourth party logistics providers	Short answer, Short essay, Long essay
	6.3	Supply Chain Integration - Building partnership and trust in SC Value of Information: Bullwhip Effect-	Short answer, Short essay, Long essay
	6.4	– IT in Supply Chain - Enterprise Resource Planning (ERP) – Supply chain management matrix–Modules of an ERP system–ERP support to SCM	Short answer, Short essay, Long essay
	6.5	Agile Supply Chains -Reverse Supply chain. Agro Supply Chains.	Short answer, Short essay, Long essay

**Suggested Assignment:**

1. To present cases of issues in logistics and supply chain management.
2. To present an overview of operations of air cargo and shipping logistics procedure

**Recommended Text Books**

1. Krishnaveni Muthiah, Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai
2. Satish C. Ailawadi& Rakesh Singh, Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi.
3. Donald J. Bowersox & David J. Closs , Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi
4. Satish C. Ailawadi & Rakesh Singh, Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi.
5. Sarika Kulkarni , Supply Chain Management, Tata Mc- Ashok Sharma Graw Hill Publishing Co Ltd., New Delhi.
6. P.S. Senguttavan, Fundamental of Air Transport Management, Oxford Atlas-Oxford Publishing

**References**

1. David J. Bloomberg, Stephen LeMay ,Logistics, Prentice-Hall of India Pvt Ltd.,
2. Donald Waters, Logistics. Palgrave Macmillan, New York.
3. Simon Taylor, Air transport logistics, Hampton
4. Sung Chi-Chu , 4th Party Cyber Logistics for Air Cargo, Boston, Kluwer Academic Publishers

### Group 3- Management and Information Technology

Course Code	<b>CM820301</b>
Title of the Course	<b>TOTAL QUALITY MANAGEMENT</b>
Semester	<b>Three</b>
Type	<b>Core- Elective</b>
Credits	<b>4</b>
Hours	<b>6 per week and Total 108 hours</b>

#### Objective of the Course:

To understand the concept and relevance of TQM, its impact on organisations and gain knowledge about other quality initiatives in organisations.

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	Develop the idea regarding quality and quality management	Understand	<b>PSO1, 6</b>
2	Understand the contribution to quality gurus	Understand	<b>PSO1, 6</b>
3	Procure knowledge about TQM principles	Understand	<b>PSO1, 6</b>
4	Develop an idea regarding the tools of quality	Understand	<b>PSO1, 6</b>
5	Get insight into the concepts and application of six sigma concept and TPM	Understand and Analyse	<b>PSO1, 6</b>
6	Develop idea regarding ISO, BIS and quality standards	Understand	<b>PSO1, 6</b>

#### Unit wise arrangement of the course

Module	Sl. No. of Units	Contents of the Unit	Remarks
<b>Module 1. Introduction to TQM – 18 hours</b>			
1	1.1	Concept and definition of Quality- Need for quality-dimensions of quality- - Idea of total quality (TQ),	Short answer, Short essay
	1.2	Concept of Quality Costs- Elements- Optimum cost of performance- Analysis techniques of quality costs- Trend Analysis, Pareto Analysis	Short answer, Short essay, Long essay
	1.3	TQM- Evolution of TQM- Characteristics- Scope of TQM- –Elements – Pillars of TQM-	Short answer, Short essay, Long essay
	1.4	Potential benefits of TQM- Barriers to implementation of TQM-	Short answer, Short essay
<b>Module 2. Quality Gurus and Contributions- 18 hours</b>			
2.	2.1.	Contributions of Walter Shewhart, Edward Deming, Philip B Crosby, JusephJuran,	Short answer, Short essay,

			long essay
	2.2	Genichi Taguchi ,Sheigeo Shingo to Quality Management , Quality Awards	Short answer, Short essay, long essay
<b>Module 3. TQM Principles and Aspects- 24 hours</b>			
3.	3.1	Quality Principles- Leadership- Strategic Quality Planning- Quality Councils - Employee involvement	Short answer, Short essay,
	3.2	Motivation, Empowerment, Team and Teamwork- Recognition and Reward- Performance Appraisal- Continuous process improvement	Short answer, Short essay
	3.3	Customer satisfaction models- Types of customer- Customer perception of quality- Customer feedback- Customer complaints- Customer Service- Elements of customer service- Retaining a customer-	Short answer, Short essay, long essay
	3.4	PDCA cycle, 5S, Kaizen – Features- Kaison Vs Kairyo- Role of people in implementing Kaizen-	Short answer, Short essay, long essay
	3.5	Supplier partnership - Partnering, Supplier selection, Supplier Sourcing Supplier Rating.	Short answer, Short essay
	3.6	Performance indicators-Criteria of performance measures- strategies for implementing performance measures- performance measures presentation	Short answer, Short essay,
	3.7	Quality Circles- Meaning- Functioning of Quality Circles- Advantages of Quality Circles- Barriers to Quality Circles	Short answer, Short essay, long essay
	3.8	Quality of Worklife- Dimensions- factors determining QWL	Short answer, Short essay, long essay
<b>Module 4 - TQM tools, Techniques and Quality Initiatives – 15 hours</b>			
4.	4.1	Q – 7 tools, Taguchi loss function, Functional linkage of quality with reliability and maintainability	Short answer, Short essay, long essay
	4.2	Failure analysis, Just – in – time system, JIT manufacturing system, JIT Pull system,	Short answer, Short essay, long essay
	4.3	Use of Kanban, JIT purchase. ,benchmarking - reasons of benchmarking- types- process-steps involved- pitfalls in benchmarking	Short answer, Short essay, long essay
<b>Module 5 Six Sigma- Total Productive Maintenance- 18 hours</b>			
5	5.1	Process Capability- Control Charts- Concept of Six Sigma and applications- Need for six sigma-	Short answer, Short essay, long essay
	5.2	New 7 management tools- Optimum maintenance decisions, TPM- Need for TPM- Objectives of TPM- Steps involved-	Short answer, Short essay, long essay

		Benefit- ,	
	5.3	Process design and the work process. Management support mechanisms, FMEA- Types of FMEA, Benefits- Methodology of FMEA-	Short answer, Short essay, long essay
	5.4	Quality Function Development- Objectives- QFD methodology- QFD process	Short answer, Short essay, long essay
<b>Module 6 Quality System- 15 hours</b>			
6	6.1	ISO, Need for ISO- BIS- ISO 9000 standards, elements of ISO 9000- ISO 9001- 2015 Quality Systems- Elements,	Short answer, Short essay, long essay
	6.2	Quality audits, ISO 14000- Requirements and benefits- ISO 14001-	Short answer, Short essay, long essay
	6.3	Implementation of TQM in manufacturing and service sector	Short answer, Short essay

### Suggested Assignment

1. Develop Quality Plans for organisations and measure QWL
2. Documentation for ISO
3. Control chart preparation for Quality

### Recommended Text Books

1. V Jayakumar and R Raju – Total Quality Management- Lakshmi Publications, Chennai.
2. Mohanty R P and R Lakhe - Handbook of Total Quality Management- Jaico Publishing House
3. Narayana V and Sreenivasan n S- Quality Management- Concepts and Tasks- New Age International
4. S M Sundaraju- Total Quality Management -A Primer- Mc Graw Hills

### References

1. Feigenbaum A V \_ Total Quality Management- Mc Graw Hills
2. J M Juran and Gryna F M- Quality Planning and Analysis- McGraw Hills
3. Sunil Sharma- Total Engineering Quality Management- Mc Millan India

# **SEMESTER - IV**



## FOURTH SEMESTER COURSES

Course Code	<b>CM010401</b>
Title of the Course	<b>ADVANCED COST AND MANAGEMENT ACCOUNTING</b>
Semester	<b>Three</b>
Type	<b>Core</b>
Credits	<b>4</b>
Hours	<b>6 per week and Total 108</b>

### Objective of the Course

To enable the learner to apply principles and techniques of Cost and Management Accounting in decisions making situations.

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	Apply activity based absorption methods instead of conventional absorption method.	Apply	<b>PSO1, 2</b>
2	Apply the marginal costing principles in decision making situations of businesses.	Apply	<b>PSO1, 2</b>
3	Dealing with practical cases of pricing decisions in different situations	Evaluate	<b>PSO1, 2</b>
4	Understand the concepts of standard costing, and the process of cost control through it.	Understanding and apply	<b>PSO1, 2</b>
5	Deal with the practical issues related to transfer pricing	Apply	<b>PSO1, 2</b>

### Unit wise Arrangement of the Course

Module	Sl. No. of Units	Contents of the Unit	Remarks
<b>Module 1. Activity Based Costing - 25 hours</b>			
1	1.1	Meaning – Definition – Purposes of ABC - Cost Object – Cost Drivers	Theory only
	1.2	Steps involved in installation of ABC system - Stages involved in Activity Based Cost – Difference between Traditional Absorption Costing and ABC	Theory and Problems
	1.3	Areas in which ABC information is used in decision making – Activity Based Cost Management – Benefits	Theory only
	1.4.	Business Applications of Activity Based Cost management - Product Costing Under ABC	Problem and Theory
	1.5.	Preparation of Cost and Profit Statement under Traditional and ABC	Problem and Theory

	1.6	Activity Based Variance Analysis and Budgeting	Problem and Theory
	1.7	Direct Product Profitability – Customer Profitability Analysis.	Problem
<b>Module 2 -Marginal Costing and Applications – 25 hours</b>			
2	2.1.	Marginal costing – Marginal Costing Equation – Break-even Point – Profit Volume Ratio – Advantages and Limitations of Marginal Costing	Problem and Theory
	2.2	Cost volume profit analysis – Computation of PV Ratio and Break Even Point	Problems and Theory
	2.3	Make or Buy Decision - Margin of Safety – Effect of Change of sale price on overall BEP – Effect of change in product mix on BEP and PV Ratio	Problems and Theory
	2.4	– Indifference Point Computation – Shut down Point – Impact of Incremental Contribution Analysis	Problems
	2.5	New Product Launch – Export Order Identification.	Problems and Theory
<b>Module 3:Pricing Concepts and Decisions – 15 hours</b>			
3	3.1	Pricing Methods – Cost Plus Pricing – Pricing to earn targeted Profit - Variable Cost Pricing – Situations where MCP is applied	Problems and Theory
	3.2	Incremental Pricing – Conversion Cost Method – Efficiency Curve Method Sealed Bid Pricing –Going Rate Pricing	Problems and Theory
	3.3	New Product Pricing Strategies - Skimming Price Policy – Penetration Strategy	Problems and Theory
	3.4	Distributor Discount and its impact on Profitability – Pareto Analysis – Export Offer Pricing.	Problems and Theory
<b>Module 4: Standard Costing – 13 hours</b>			
4	4.1	Standard Cost – Meaning and definition – Std costing as a control process – Types of standards - Variance – Process of Standard Costing – Advantages and limitations of Standard costing.	Theory only
	4.2	Material Cost Variance- Price variance – usage variance – Mix variance – yield variance	Theory and Problem
	4.3	Labour Cost variance – Labour rate variance – Labour hour variance – Labour mix variance – Idle time variance	Theory and Problem
<b>Module 5: Transfer Pricing – 30 hours</b>			
5	5.1	Concept of Transfer Pricing – Objectives – Criteria for setting Transfer Prices	Theory only
	5.2	Cost Based TP – Market Price Based TP – Negotiated TP	Theory and Problems
	5.3	Negotiated Transfer Pricing - Advantages and	Theory and

		limitations, pre conditions for negotiated transfer pricing – Meaning, advantages and limitations of Dual Rate TP System – Two Part Transfer Pricing	Problems
	5.4	Problems involving same TP but Different Output Levels – Divisional Profit Analysis	Problems
	5.5	Preparation of Profit Statement when different TPs and Different output levels –Impact of Opportunity Cost on TPs.	Problems

### **Suggested Assignments**

1. Present a comparison of traditional absorption techniques and ABC based on a practical situation.
2. Comparison of Profit Statement under Absorption Costing and Marginal Costing.
3. Calculation of variances in a practical situation

### **Recommended Text Books**

1. Advanced Cost Accounting- S N Maheshwari- Sultan Chand & Sons
2. Advanced Cost Accounting- VK Saxena & C D Vashist, Sultan Chand & Sons
3. Advanced Cost Accounting- Jain & Narang- Kalyani Publishing House
4. Advanced Management Accounting- B. Saravana Prasath, Padhuka Publications
5. Cost Accounting, Ravi M Kishore, Taxmann Publication
6. Cost and Management Accounting – RK Shukla, Bharat Publications

### **Additional References**

1. Study Material of IPCC and Final- ICAI
2. Study Material of ICMA

### **Break up of Theory and Problems for Examination**

Section A- 5 Theory 5 problems

Section B – 3 Theory 5 Problems

Section C- 1 Theory and 3 Problems

Course Code	<b>CM010402</b>
Title of the Course	<b>INCOME TAX – ASSESSMENT &amp; PROCEDURES</b>
Semester	<b>Four</b>
Type	<b>Core</b>
Credits	<b>4</b>
Hours	<b>7 per week and Total 126</b>

### Objectives of the Course:

To enable the learners to advise assesseees regarding their income tax queries and to be trained to attend professional examinations in taxation.

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	Compute the total income and tax liability of firms and Association of Persons	Understand & Apply	<b>PSO4, 6</b>
2	Carry out assessment of companies and determine their tax liability	Understand & Apply	<b>PSO4, 6</b>
3	Make the assessment of co operative societies and trusts.	Understand & Apply	<b>PSO4, 6</b>
4	Understanding about the assessment procedures, TDS and advance payment of tax and application in various situations	Understand & Apply	<b>PSO4, 6</b>
5	Learn tax planning concepts and apply the same	Understand & Apply	<b>PSO4, 6</b>

### Unit wise arrangement of the Course

Module	Sl. No. of Units	Contents of the Unit	Remarks
<b>Module 1: Assessment of firms and AOPs – 35 hours</b>			
1	1.1	Computation of firm's income –Determination of remuneration to working partners - Income of a partner from a firm – Book Profit (Legal provisions)	Theory and Problem
	1.2	Computation of Book Profit Taxable Income and Tax liability of a firm – Computation of Income of the partners	Theory and Problem
	1.3	Change in the constitution of a firm – Succession of one firm by another firm – Set off of losses by a firm	Theory and Problem
	1.4	Assessment AoP/BoI - Computation of share of a member of AoP/BoI	Theory and Problem

			Problem
<b>Module 2: Assessment of Companies – 31 hours</b>			
2	2.1.	Types of Companies – Residence of Companies –	Theory and Problem
	2.2	Minimum Alternative Tax – Tax Credit – Marginal Relief	Theory and Problem
	2.3	Company Assessment- Computations of Taxable Income and Tax Payable	Theory and Problem
<b>Module 3: Assessment of Co operative Societies and Trusts – 30 hours</b>			
3	3.1	Deductions under section 80 P	Theory
	3.2	Rates of tax applicable to Co – operative Societies – Computation of total income and tax liability of co operative societies	Theory and Problem
	3.3	Trust; definition – types of trusts – Charitable or religious trusts – Income exempt in case of charitable or religious trusts – Accumulation of income and its investment – consequences of mis-utilization of accumulated income –	Theory
	3.4	Computation of total Income and tax liability of co-operative societies	Theory and Problem
	3.5	Conditions for availing exemption under section 11 and 12 – Income deemed to have been used for the benefit of the founder – Tax on anonymous donations – Computation of total income and tax	Theory and Problem
<b>Module 4: Income Tax Authorities and Assessment Procedures –15 hours</b>			
4	4.1	Income tax authorities – General and specific powers of Income Tax Authorities	Theory
	4.2	Voluntary Return of Income – Return of Loss – Belated Return – Revised Return – Compulsory Return – Defective Return – Forms of Return of Income	Theory
	4.3	Filing of Return through TRP - e – filing of return – PAN – TAN – TIN - Interest for default in furnishing Return of Income	Theory
	4.4	Self assessment – Assessment on the basis of Return – Regular assessment – Assessment on the basis of evidence – Best Judgement Assessment –Re assessment – Precautionary Assessment –	Theory
	4.5	Rectification of mistake – Notice of Demand- Returns through Tax Return Preparers	Theory
	4.6	Deduction and Collection of Tax at Source-	Theory

		Advance Payment of Tax- Interest on short fall of advance tax - Refund of Tax - Double taxation avoidance	
	4.6	Problems in Deduction and Collection of Tax at Source- Problems in Advance Payment of Tax- Interest on short fall of advance tax including Interest under 234A, B and C – Double taxation avoidance	Problems
<b>Module 5- Tax Planning – 15 hours</b>			
5	5.1	Tax Planning -Tax Avoidance- Tax Evasion-Tax Management- Need of Tax Planning	Theory
	5.2	- Tax Planning of individuals – Advantages and Limitations of Tax Planning.	Theory
	5.3	Tax planning tips for individual assesseees	Theory and Case type problems

### Suggested Assignments

1. Calculation of taxable income and liability of partnership firm and partners
2. Case Studies of Tax Planning
3. Training in filing of return and report on the same
4. Present a report on procedure for obtaining PAN, various formats of returns and category of assesses to whom the returns are applicable

### Suggested Text Books

1. Direct Taxes Law and Practice- Dr H C Mehrotra and Dr S P Goyal- Sahitya Bhawan Publications
2. Direct Taxes Law and Practice- Dr. Girish Ahuja ;Dr. Ravi Gupta, Bharat Law House Pvt. Ltd
3. Direct Taxes Sri T N Manoharan- Snow White Publications

### Reference

1. Direct Taxes Law and Practice- Singhania V K, Taxmann Publications Ltd.
2. Direct Taxes – Law and Practice, Bhagwathi Prasad- Wishwa Prakashana.
3. Study material for IPCC and Final on Direct Taxation by ICAI
4. Study material on Direct Taxes by ICMAI
5. Income Tax Act and Rules

### Break up of Theory and Problems for Examination

- Section A- 6 Theory 4 problems  
Section B – 4 Theory 4 Problems  
Section C- 1 Theory and 3 Problems

## ELECTIVE COURSES (Two courses in the semester)

### Group 1- Finance and Taxation Stream

Course Code	<b>CM800401</b>
Title of the Course	<b>DERIVATIVES AND RISK MANAGEMENT</b>
Semester	<b>Four</b>
Type	<b>Core-Elective</b>
Credits	<b>4</b>
Hours	<b>6 per week and Total 108</b>

#### Objectives of the Course:

To familiarize the students with the derivative markets and its evolution, compare and evaluate the performance of different forward, futures and options contracts and understand the various future and option pricing models.

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	Knowledge about the derivative market in India, its evolution, types, players, risks involved and basic quantitative foundations	Remember and Apply	<b>PSO4, 6</b>
2	Analyze the implications of Risk in the perception of individuals and Institutions and measurement of risks	Analyse and Apply	<b>PSO4, 6</b>
3	Understand and explain the concept of forward market and its function ,	Understand	<b>PSO4, 6</b>
4	Analyse the operation and pricing of various types of futures	Analyse, Creative	<b>PSO4, 6</b>
5	Understand the concepts and methodology of option trading and apply the models of pricing the option contracts	Understand, analyse and Creative	<b>PSO4, 6</b>
6	Develop an idea of exchanges through swaps	Understand and apply	<b>PSO4, 6</b>

#### Unit wise Distribution of the Course

Module	Sl. No. of Units	Contents of the Unit	Remarks
<b>Module 1: Introduction to Derivatives – 10 hours</b>			
1	1.1	Derivatives – meaning – types of derivatives – evolution – economic benefit of derivatives – classification of derivatives – limitations	Theory
	1.2	derivatives market – history of derivatives – participants in derivatives market – functions of derivatives market –	Theory

	1.3	derivatives market in India – evolution, growth and development- Legal framework for Indian derivative markets	Theory
	1.4	quantitative foundations for derivatives – time value money – discounting and compounding techniques – continuous compounding	Theory and Problems
<b>Module 2: Risk – 10 hours</b>			
2	2.1.	Risk in different markets (Commodity, Currency, and security market) – implications of risk – risk perception of individual and institutions –	Theory
	2.2	Measurement of risk – Value at Risk – Applications, uses and limitations of VaR – Risk Management using derivatives	Theory and Problems
<b>Module 3: Forward Contracts – 20 hours</b>			
3	3.1	Forward – meaning – features of forward contract – classification of forward contract – Forward prices – determination of forward prices (Theory and Problems)	Theory and Problems
	3.2	Currency forwards – exchange rate quotation – direct and indirect rate – bid and offer rate – spot rate and forward rate – foreign exchange risk –	Theory
	3.3	Hedging through forwards – speculation – Interest rate parity- Covered interest arbitrage- option forward deals – closing forward contracts – currency forwards and banks – advantages and disadvantages of forwards.	Theory
<b>Module 4: Futures Contracts – 30 hours</b>			
4	4.1	Futures contract – features – forward vs. futures – delivery terms – long and short positions – open interest – types of futures – uses of futures –	Theory
	4.2	trading mechanism – margin money requirements – basic concepts of futures pricing	Theory
	4.3	models of futures pricing – cost of carry model in perfect market environment and imperfect market environments (theory and problems) – deviations from cost of carry model	Theory
	4.4	Expectations model– Normal Backwardation model –	Theory
	4.5	Commodity futures trading mechanism – Commodity futures market in India – Important commodity exchanges in India –	Theory
	4.6	Currency futures – clearing and settlement – use of currency futures –	Theory
	4.7	Interest rate futures- Functions	Theory
	4.8	Operation of stock / index futures in India – specifications of futures contracts traded in BSE and NSE –	Theory
	4.9	Problems involving various types of futures-	Theory and Problems



<b>Module 5: Options and Swaps – 30 hours</b>			
5	5.1	Options – types – uses – basic concepts & terminologies – value of options – intrinsic value and time value – option positions – pay off – combination of options – Tunnels, spreads-exotic options , lookback, barrier, compound, Asian options	Theory
	5.2	Option trading – option trading strategies – Basics, Spreads and Combinations- Straddle, Strangle, Straps and Strips, Butterfly	Theory
	5.3	Options trading in India – specifications of options contracts traded in BSE and NSE – Options in commodity markets	Theory
	5.4	Numerical problems related to exercise of options, profits or loss to investors etc	Theory and Problems
	5.5	Option pricing – determinants of option pricing – put call parity theory	Theory and Problems
	5.6	models of option pricing – Black-Scholes model – assumptions – notations – calculation of option price – Pricing of European options and American options (theory and problems) –	Theory and Problems
	5.7	Binomial model of option pricing – assumptions – methodology (theory and problems) –	Theory and Problems
<b>Module 6: Swaps – 8 hours</b>			
6	6.1	Swaps – features – classification – Interest rate and Currency Swaps- Mechanism of swaps-	Theory
	6.2	Swapping through intermediaries – economic motives for swaps-Swaptions – Advantages and Disadvantages of swaps	Theory

**Suggested Assignments:**

1. Evaluate the performance of different derivatives market
2. Check the efficiency of option pricing using real data from the market

**Recommended Text Books**

1. Commodities and Financial Derivatives, S. Kevin, PHI Learning Pvt. Ltd
2. Financial Derivatives, SSS Kumar, PHI Learning Pvt. Ltd.
3. Fundamentals of Financial Derivatives, Prafulla Kumar Swain, Himalaya Publishing House
4. Financial Derivatives- Theory, Concepts and Problems, S L Gupta, Prentice Hall of India.
5. Fundamentals of Financial Derivatives, N R Parasuraman, Wiley India.

**References**

1. Options , Futures and Other Derivative securities, John C. Hull, PHI
2. Financial Derivatives, An Introduction to Futures, Forwards, Options and Swaps, Keith Redhead, PHI

**Break up of Theory and Problems for Examination**

Section A- 8 Theory 2 problems

Section B – 5 Theory 3 Problems

Section C- 3 Theory and 1 Problem

Course Code	<b>CM800402</b>
Title of the Course	<b>PERSONAL INVESTMENT AND BEHAVIOURAL FINANCE</b>
Semester	<b>Four</b>
Type	<b>Core</b>
Credits	<b>4</b>
Hours	<b>6 per week and Total 108</b>

**Objectives of the Course:**

To equip the student to manage their personal finance, introduce the students the role of human behaviour in financial decision making and identify persistent or systematic behavioural factors/biases that influence investment behaviour.

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	Understand the meaning and significance of Financial literacy, Financial Discipline & Financial Competency, the role of family and parents in financial socialisation	Understand and Evaluate	<b>PSO4, 6</b>
2	Understand and Evaluate the Significance of savings on financial destiny and its relationship with Consumerism and to understand the different elements/steps in Personal Financial Planning to attain Financial Well Being and Evaluate the different retail investment avenues.	Understanding & Evaluate	<b>PSO4, 6</b>
3	Know the meaning of Behavioural Finance, its evolution and related theories	Understand & Remember	<b>PSO4, 6</b>
4	To understand different Heuristics, Biases and other Irrational Investment Behaviours	Understanding and evaluate	<b>PSO4, 6</b>
5	Understand the relationship between biases and to adopt techniques to lower the impact of biases	Understand & Apply	<b>PSO4, 6</b>

**Unit wise arrangement of the Course:**

Module	Sl. No. of Units	Contents of the Unit	Remarks
<b>Module 1: Introduction to Household Financial Management – 18 hours</b>			
1	1.1	Financial literacy - meaning - components of financial literacy - Methodology for assessing financial literacy –	Short answer, Short Essay
	1.2	Financial Discipline - Financial Competency	Short answer,

		- Financial capability -Assessment of Financial capability	Short Essay and Long Essay
	1.3	Family Financial Socialisation - Role of parents in financial socialisation - Significance of family financial socialisation on financial capability and financial competency	Short answer, Short Essay and Long Essay
	1.4.	Financial distress of families and its causes - Significance of savings on financial destiny of individuals and families –	Short answer, Short Essay and Long Essay
	1.5.	Trends in Domestic Savings in India - Effect of Consumerism and changing attitude towards life on domestic savings	Short answer, Short Essay
<b>Module 2: Savings, Investment &amp; Financial Wellbeing – 20 hours</b>			
2.	2.1.	Retail Investment Avenues: Avenues like Mutual fund, SIP, SWPs, Post Office schemes- Pension Plans-Micro finance options- Crypto Currencies- Crowd Funding- Other options – All Investment Avenues	Short answer, Short Essay and Long Essay
	2.2	Psychographic Models (Barnewall's Two Way Model, Bailard, Biehl, And Kaiser Five-Way Model)	Short answer, Short Essay and Long Essay
	2.3	Personal Financial Planning- House hold Budget- Analyzing house hold budget- Contingency Planning -Evaluating Personal Financial Position – Saving ratio- Expense ratio – Total Assets – Total Liability- Leverage Ratio – Net worth	Short answer, Short Essay
	2.4	Personal loans- Insurance, Financial Advisory Services – Need and Scope -	Short answer, Short Essay and Long Essay
	2.5	Savings and Credit behaviour of individuals – Factors affecting saving and credit behaviour - - Financial Well being – Meaning – Significance – Factors affecting financial well being – Models for studying financial well being – Economic well being and its relation with financial well being.	Short answer, Short Essay and Long Essay
<b>Module 3: Behavioural Issues in Financial Decision making – 25 hours</b>			
3.	3.1	Behaviour and decision making - Financial Decision Making - Expected Value - utility - The Expected Utility theory - Criticism of expected utility theory - Criticisms of EMH	Short answer, Short Essay and Long Essay
	3.2	Evolution of Behavioural Finance (BF) – Micro & Macro Behavioural Finance - Assumptions of Behavioural Finance – Building Blocks of Behavioural Finance - uses of Behavioural Finance	Short answer, Short Essay and Long Essay
	3.3	Discounting - Hyperbolic Discounting	Short answer,

		Factors - foundations of behaviour-behavioural models-	Short Essay and Long Essay
	3.4	Prospect theory- application of prospect theory	Short answer, Short Essay
<b>Module 4: Influence of Bias on Financial Decision Making – 30 hours</b>			
4.	4.1	Asymmetric Information – Egocentricity - Human Behavioural Theories - Heuristics (Representativeness Heuristic, Availability Heuristic) - Deficient Market Hypothesis.	Short answer, Short Essay and Long Essay
	4.2	Biases - Emotional Bias (Endowment Effect, Loss Aversion, Disposition Effect, Statistical Bias),	Short answer, Short Essay and Long Essay
	4.3	Cognitive Bias (Confirmation Bias, Familiarity Bias, Overconfidence, Anchoring, Reference Price Effect).	Short answer, Short Essay and Long Essay
	4.4	Other Irrational Investment Behaviour Groupthink Bias, House-Money Effect, Herd Behavior, The Story of Dotcom Herd,	Short answer, Short Essay and Long Essay
	4.5	Thought Contagion, Overreaction, Gambler's Fallacy, Hot-Hand Bias, Procrastination, Conservatism, Superstition.	Short answer, Short Essay and Long Essay
	4.6	Framing - Loss Aversion - Regret Aversion - Mental Accounting - Self Control - Sensation Seeking	Short answer, Short Essay and Long Essay
<b>Module 5: Ways to Overcome Biases – 15 hours</b>			
5	5.1	Interaction Between Biases - Outcomes Of Biases - Intermediate Outcomes - Final Outcomes	Short answer, Short Essay and Long Essay
	5.2	Dealing With Biases - Overcoming The Biases - Debiasing (Identification of Potential Bias, Considering Techniques to Lower the Impact, Evaluation of Selected Technique)	Short answer, Short Essay and Long Essay

### Suggested Assignments

1. Conduct a survey regarding the attitude of the people towards savings, investment and enjoying the present life
2. Conduct a survey about the level of awareness of people about different investment avenues and their perceptions about such avenues.
3. Identify various biases in categories of investors by conducting a survey.

### Recommended Text Books

1. Personal Finance , Jack R Kapoor, Les R Dlabay, Robert J Hughes McGraw Hill Education (India) Pvt Ltd, New Delhi
2. Tvede, Lars, (2002), The Psychology of Finance: Understanding the Behavioural Dynamics of Markets, Wiley

3. Monitor, James, (2002). *Behavioural Finance: Insights into Irrational Minds and Markets*, Oxford University Press.
4. Sulphey, M. M.: *Introduction to Behavioural Finance*, PHI Learning P. Ltd., New Delhi
5. Lucy A. Akert and Richard Deaves, *Understanding Behavioural Finance*, Cengage Learning.

#### **Additional References**

1. *Personal Finance: Turning Money into Wealth and Student Workbook*, Arthur J.
2. Keown, Prentice Hall Thaler, Richard H. (1993), *Advances in Behavioral Finance*, Russell Sage Foundation
3. Shefrin, Hersh, (2000). *Beyond Greed and Fear: Understanding Behavioral Finance and the Psychology of Investing*, Harvard Business School Press.
4. Shleifer, Andrei, (2000). *Inefficient Markets: An Introduction to Behavioral Finance*, Oxford University Press.
5. Singhal, Vijay, *Beyond the Random Walk: A Guide to Stock Market Anomalies and Low-Risk Investing*, Oxford University Press.
6. Thaler, Richard & Barberis, Nicholas. (2002) *A Survey of Behavioral Finance*, <http://dx.doi.org/10.2139/ssrn.327880>
7. *More Than You Know Finding Financial Wisdom in Unconventional Places* (By Michael J. Mauboussin Columbia University Press)
8. Kahneman, Daniel & Tversky, Amos. (2000). *Choices, Values and Frames*. Cambridge University Press
9. Julie Berkenmair, *Financial Capability and Asset Development, Research, Education Policy and Practice*, Oxford University Press
10. Albert Bandura, *Social Foundations of Thought & Action- A Social Cognitive Theory*, Prentice Hall

## Group 2- Marketing and International Business

Course Code	<b>CM810401</b>
Title of the Course	<b>RETAIL AND RURAL MARKETING</b>
Semester	<b>Four</b>
Type	<b>Core-Elective</b>
Credits	<b>4</b>
Hours	<b>6 per week and Total 108 hours</b>

### Objective of the Course:

To familiarise the students with the concepts, structure, issues and developments in retail and rural marketing.

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	Understanding on the concept and structure of retail marketing and its status in India	Understand	<b>PSO1, 4</b>
2	Idea regarding the various formats prevailing in retail sector and the setting up and functioning of retail stores	Understand	<b>PSO1, 4</b>
3	Understand the marketing mix available for retail marketing and the various aspects of HRM applicable for retailing	Understand and apply	<b>PSO1, 4</b>
4	Develop an idea on emerging trends of retailing in India	Understand	<b>PSO1, 4</b>
5	understanding regarding rural markets and marketing, its structure in India and the process and importance of agricultural marketing	Understand	<b>PSO1, 4</b>
6.	Understand the elements of marketing mix applicable in rural marketing, the role of FMCG in rural markets and also the emerging trends in rural markets in India.	Understand	<b>PSO1, 4</b>

### Unit wise arrangement of the course

Module	Sl. No. of Units	Contents of the Unit	Remarks
<b>Module 1. Introduction to Retail Marketing -18 hours</b>			
1	1.1	Introduction to retailing- Meaning and characteristics- Functions of retailing	Short answer, short essay,
	1.2	types of retailing- Traditional and non-traditional retailing	Short answer, short essay, long essay
	1.3	Retail management decision-Retail Planning process-	Short answer, short essay

	1.4	Retail management in India- Organized and Unorganized - Indian retail industry	Short answer, short essay, long essay
	1.5	Global trends in retailing – Macro and micro environmental influences- - Emerging trends and challenges-	Short answer, short essay, long essay
<b>Module 2. Retail formats and store operations – 15 hours</b>			
2.	2.1.	Retail formats- Different types of retail format- Target market and store location-Trading area analysis	Short answer, short essay, long essay
	2.2	Positioning of retail shops- retail store image - Store layout and design- - Store display and ambience – Retail Signage – Types and characteristics	Short answer, short essay, long essay
	2.3	Components of retail store operations –Duties and responsibilities of store manager	Short answer, short essay,
<b>Module 3. Retail Marketing Mix – 20 hours</b>			
3	3.1	Retail marketing mix- Merchandise management- service retailing and product retailing- retail branding- pricing for retailing	Short answer, short essay,
	3.2	Retail promotion- retail promotional mix strategy. Retail sales promotional schemes -logistics- logistics competitive strategy-Scope of logistics – Retail marketing strategies	Short answer, short essay, long essay
	3.3	Retail shoppers behaviour – Shopping process – influences of shopper’s attitude- perception – personality and life style in retail shopping behaviour-	Short answer, short essay,
	3.4	Handling complaints- Delivering value of retail shoppers -HRM function in retailing- Motivating retail employees- Building employee commitment- Issues in Retail Human Resource Management	Short answer, short essay, long essay
<b>Module 4- Trends and Prospects of Retailing in India- 10 hours</b>			
4	4.1	Concept and Definition of E-Retailing: Different Models of E Retailing; Model for Web based Information System in E- retailing	Short answer, short essay, long essay
	4.2	Performance of retail sector in India- FDI in retailing in India- Challenges and Prospects of Retailing in India	Short answer, short essay, long essay



<b>Module 5. Fundamentals of Rural and Agricultural Marketing – 24</b>			
5	5.1	Rural Market – Nature and Characteristics- Significance- Rural Marketing – Urban VS Rural Market	Short answer, short essay,
	5.2	Rural Marketing environment- Demographic characteristics- Factors contributing to the growth and development of rural marketing in India- Problems of rural marketing	Short answer, short essay, long essay
	5.3	Agricultural marketing- Nature and type of agricultural produce- Types of agricultural markets- Agricultural Marketing- Functions of agricultural marketing	Short answer, short essay, long essay
	5.4	Functionaries in agricultural marketing – Methods of sale in agricultural marketing- contract farming concept-	Short answer, short essay
<b>Module 6. Rural Marketing Mix and Emerging Trends in Rural Marketing - 21 hours</b>			
6	6.1	Rural consumer behaviour- features- factors affecting rural consumer behaviour-	Short answer, short essay, long essay
	6.2	Market segmentation for rural markets- Product strategy and product mix decision for rural marketing- Pricing strategies for rural marketing- Promotional measures in rural market - Logistics and Distribution methods applicable for rural market	Short answer, short essay
	6.3	FMCG sector in rural marketing- Marketing channels for FMCG- Rural Marketing of consumer durables in India	Short answer, short essay
	6.4	Emerging trends in rural marketing- Increasing role of corporate houses in rural and agri- sectors- Digitalising Indian rural markets- e-rural marketing -	Short answer, short essay, long essay

**Suggested Assignment:**

1. To present the rural market structure applicable in near by villages.
2. To compare the modes of functioning of various retail outlets in nearby localities
3. New product designs and marketing mix for rural markets

**Recommended Text Books**

1. Dr L Natarajan Retail Marketing ,Margham Publications
2. David Gilbert - Retail Marketing management – Prentice Hall of India
3. Badri R V and Badi N V, Rural Marketing , Himalaya Publishing House

4. Habeeb U R and Rahman K S- Rural marketing in India , Himalaya Publishing House
5. CSG Krishnamacharya and Lalitha Ramakrishna – Rural Marketing – Pearson Education Asia – OUP
6. Acharya S S and Agarwal N L – Agricultural Marketing In India, Oxford and IBH Publishing company

**References**

1. Barry Berman and Joel R Evans Retail Management: A Strategic Approach, Mc Millan Publishing Company
2. Jesko Perrey and Dennis Spillecke, Retail Marketing and Branding – Wiley Publications
3. A K Singh and SK Pandey Rural Marketing: Indian Perspective, New Age International
4. Balaram Dogra and Karminder Ghuman. Rural Marketing: Concepts and Cases, Tata Mc Graw Hill

Course Code	<b>CM810402</b>
Title of the Course	<b>INTERNATIONAL MARKETING</b>
Semester	<b>Four</b>
Type	<b>Core-Elective</b>
Credits	<b>4</b>
Hours	<b>6 per week and Total 108</b>

**Objective of the Course:**

To familiarise the learners with the issues and developments in international marketing and understand the marketing mix applicable.

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	Understanding on international marketing and environment.	Understand	PSO1, 4
2	To understand the various aspects in connection with product planning and development in international scenario.	Understand	PSO 1, 4
3	Get an idea regarding Segmentation, targeting, positioning in global market and international pricing strategies	Understand and apply	PSO1, 4
4	Acquaintance with international logistics, mode of entry and promotional measures	Understand	PSO1, 4
5	Develop an understanding regarding research in international marketing and terms of payments as well as inco terms	Understand	PSO1, 4
6.	Get an overview on risk in international market, aspects of international marketing and global e-marketing .	Understand	PSO1, 4

**Unit wise arrangement of the course**

Module	Sl. No. of Units	Contents of the Unit	Remarks
<b>Module 1. Introduction to International Marketing -15 hours</b>			
1	1.1	International Marketing – Meaning and scope- Domestic Marketing Vs International Marketing - Aspects of the Domestic and foreign environments - – Developing Global awareness	Short answer, short essay, long essay
	1.2	Principles of International Marketing- Stages of International Marketing – Strategic Orientation –Ethno centric, poly centric, regio centric and	Short answer, short essay, long essay

		geo centric orientations- Domestic Market Extension – Multidomestic Market Orientation	
	1.3	Benefits of international marketing- International Marketing Environment-Driving and restraining forces for international marketing	Short answer, short essay, long essay
<b>Module 2. Segmentation, Positioning and International Product Policy and Planning – 18 hours</b>			
2.	2.1	Global Market Segmentation- Types – Global Targeting- Factors determining targets- Global product positioning-	Short answer, short essay, long essay
	2.2.	Products: National and International, the new Product Development, International Product Planning-Need for product planning- Product design considerations in international market	Short answer, short essay, long essay
	2.3	Product Adaptation and Standardization, - Product Life Cycle in International Market- International Product strategies based on PLC- Product standardisation Vs Product adaptation-product modification-	Short answer, short essay, long essay
	2.4	Branding decisions and alternatives- Brand consolidation – marketing strategies regarding branding- brand characteristics- brand protection	Short answer, short essay,
	2.4	Packaging-Domestic vs Export Packaging- Criteria for International or export packing- Mandatory and optional packing modifications-	Short answer, short essay,
<b>Module 3. International Pricing Strategies – 20 hours</b>			
3.	3.1	Introduction to pricing in international market- , Price and Non-Price Factors- environmental influences on pricing- Source of Price Information Methods of Pricing for Traditional and Non Traditional Products	Short answer, short essay,
	3.2	International Pricing Strategies- Marginal Cost Pricing, Market Oriented Export Pricing, Data required for Export Price Decisions-	Short answer, short essay, long essay
	3.3	Gray Market goods- Dumping and Price Distortion- Types of dumping-Legal aspects of dumping- Consequences of dumping- Steps to restrict dumping – counter trade and types of counter trade -	Short answer, short essay, long essay

	3.4	Transfer pricing- Major alternatives Cost based, market based and negotiated prices, Global pricing policy alternatives- administered pricing and cartels-	Short answer, short essay, long essay
<b>Module 4- International Distribution, Logistics Planning and Promotion- 20 hours</b>			
4.	4.1	Identifying foreign markets- Classification of world markets- on the basis of stages of demand, stages of development, other criteria	Short answer, short essay,
	4.2	Methods of Entry into a foreign market- Forms of organisations in foreign markets- Techniques in International Marketing- Subcontracting, Joint Venture and Counter Trade Arrangements - Other alternatives-	Short answer, short essay, long essay
	4.3	International Logistics Planning and Distribution – Definition and Importance	Short answer, short essay,
	4.4	Direct and Indirect Channels, factors Involved in Distribution Systems,	Short answer, short essay
	4.5	Promotion measures - Promotion Appeals, Media Selection, Campaign design- Management rules for International Advertising- Considerations in global advertising- Standardised international advertising- Other promotional measures in International Market-	Short answer, short essay, long essay
<b>Module 5- International Marketing Research, Terms of Payment and Inco terms – 20 hours</b>			
5	5.1	Concept of Marketing Research, Need for Overseas Marketing Research, Approach to Marketing Research, Scope of International Marketing Research	Short answer, short essay, long essay
	5.2	International Marketing Research Process and Methodology- Domestic vs International market research- , market surveys, marketing information system- Sources of market information- Types of information needed- Steps in international marketing research- Problems in International Marketing research	Short answer, short essay, long essay
	5.3	Terms of Payment – Cash, Letter of credit, Documents against payments and acceptance, Open Account, Consignment	Short answer, short essay, long essay
	5.4	Inco Terms- EXW, FAS, FOB, C&F, CIF, CPT, CIP, DAP, DAT, DDP	Short answer, short essay,
<b>Module 6. Risk Management , Legal and Ethical aspects of International Marketing and</b>			

trends in Internal Marketing- 15 hours			
6.	6.1	Types of risks in International marketing- Commercial risks, Political risks, Cargo risk legal risks- credit risk, rate fluctuation risks- Management of various risks	Short answer, short essay, long essay
	6.2	Nature of International Business Disputes and Proposed Action, Legal Concepts Relating to International Business, International Dispute Settlement Machinery	Short answer, short essay, long essay
	6.3	Ethical Consideration in International Marketing and Marketing Communications.	Short answer, short essay,
	6.4	Global e-marketing, developing a global e- marketing plan, benefits and risks in global e- marketing – Components of electronic value chain	Short answer, short essay,

**Suggested Assignment:**

1. To collect export statistics of recent years
2. To compare international marketing strategies of MNCs.
3. Comparison of philosophies, objectives , strategies, product categories , brands dealt, environmental concerns etc of prominent companies

**Recommended Text Books**

1. Francis Cherunilam , International Marketing -Texts and Cases Himalaya Publishing House
2. Rakesh Mohan Joshi- International Marketing- Oxford University Press
3. Subash Jain, International Marketing Management , CBS
4. Khushpat S Jain and Apexa V Jain, International Marketing, Himalaya Publishing House
5. R L Varshney and B Bhattacharya, International marketing Management-An Indian Perspective, Sultan Chand and Sons

**References**

1. Philip R Cateora, Mary C Gilly, John L Graham, International Marketing, Tata McGraw Hill
2. C Samuel Craig, Susan P Douglas, International Marketing Research, Wiley
3. Philip Kotler, International Marketing Management, Prentice Hall

### Group 3- Management and Information Technology Stream

Course Code	<b>CM820401</b>
Title of the Course	<b>E-COMMERCE AND E-BUSINESS MANAGEMENT</b>
Semester	<b>Four</b>
Type	<b>Core- Elective</b>
Credits	<b>4</b>
Hours	<b>6 per week and Total 108 hours</b>

#### Objective of the Course:

To enable the learner to understand the advancements in e-commerce and applications and models of e- business.

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	Understand the concept of E commerce	Understand	<b>PSO1, 4</b>
2	Understand E business and its modules	Understand	<b>PSO1, 4</b>
3	Develop a knowledge about E- marketing techniques	Understand	<b>PSO1, 4</b>
4	Develop an idea relating to E- business technology and CRM	Understand	<b>PSO1, 4</b>
5	Understand the E- banking concepts	Understand	<b>PSO1, 4</b>
6	Get an idea regarding application of technology in banking services and also the impact of ecommerce and e business in India.	Understand and analyse	<b>PSO1, 4</b>

#### Unit wise arrangement of the course

Module	Sl. No. of Units	Contents of the Unit	Remarks
<b>Module 1. E Commerce and Models- 18 hours</b>			
1	1.1	Introduction to E-Commerce: Meaning, definition, features, advantages, disadvantages,-	Short answer, short essay and long essay
	1.2	E-market- a paradigm shift, technological convergence, - Transition to e- commerce in India and its challenges	Short answer, short essay
	1.3	Business Models of E-Commerce, key elements of business models, B2C, B2B, C2C, C2B, B2G....	Short answer, short essay and long essay
	1.4.	Models based on relationship of transaction types- brokerage model, aggregator model, info- mediary model, community model, value chain model, affiliate model etc.	Short answer, short essay and long essay

<b>Module 2. E Business and Models- 18 hours</b>			
2.	2.1.	E-business- Concepts – Definition – e-business vs. e-commerce -	Short answer, short essay
	2.2	Technology- sustainable and disruptive	Short answer, short essay
	2.3	Technology – Sustainable and disruptive , - E-Business Models – Revenue model, Architectural model and Market opportunity models	Short answer, short essay and long essay
	2.4	E- business design- :Steps, Knowledge building, capacity evaluation.	Short answer, short essay
<b>Module 3. E-Marketing and Strategies- 18 hours</b>			
3.	3.1	E-Marketing – Traditional Marketing – Web presence Goals – Browsing Behaviour – online Marketing	Short answer, short essay
	3.2	E-advertising – Internet Marketing Trends – E branding	Short answer, short essay
	3.3	Modes of marketing— E- marketing strategies .- modes of e-marketing - Concept and Definition of E-Retailing: Different Models of E Retailing; Model for Web based Information System in E- retailing	Short answer, short essay and long essay
	3.4	EPOS System. Functions of an EPOS System, e-payment mechanism	Short answer, short essay
<b>Module 4 E Business Technologies and Applications- 18 hours</b>			
4.	4.1	E- Business Technologies-Customer relationship management (CRM) - Organizing around the customer - CRM design and infrastructure - CRM Trends;	Short answer, short essay and long essay
	4.2	Selling- chain management - Need for selling-chain management - Order acquisition process –	Short answer, short essay
	4.3	Enterprise resource planning (ERP) – Forces influencing ERP – Implementation strategies - ERP trends	Short answer, short essay
	4.4	Supply chain Management - Supply-chain planning and execution - SCM issues and trends	Short answer, short essay
	4.5	; E-procurement – Knowledge repository- Data mining – Social media platform.	Short answer, short essay
<b>Module 5 E Banking and E Payment – 18 hours</b>			
5	5.1	E-banking- meaning, definition, features, advantages and limitations- core banking, the evolution of e-banking in India, Legal framework for e- banking	Short answer, short essay and long essay
	5.2	Electronic delivery channels and products- Teller machine at bank counters, cash dispensers, ATM, Telephony, Internet, mobile phone,-	Short answer, short essay and long essay



	5.3	Banking products- Traditional products, the new banking products, segmentation , electronic money, electronic cash, electronic payment system, models of electronic payment systems	Short answer, short essay and long essay
<b>Module 6 E Banking Business Models- 18 hours</b>			
6	6.1	Banking and Technology: RTGS information technology, bank net, RBI net, Data net, virtual banks, Data mining, intelligent agents, biometrics, mobile wireless access devices	Short answer, short essay
	6.2	CRM, risk management for e-banking, impact of technology on banks	Short answer, short essay
	6.3	E-banking business models- various models- home banking, office banking, online banking, internet banking, mobile banking, SMS banking	Short answer, short essay and long essay
	6.4	Impact of e commerce, e business, e marketing and e banking in India – Advantages and Limitations- Changing trends	Short answer, short essay and long essay

**Suggested Assignment:**

1. To analyse the models of E Commerce prevailing in nearby areas
2. To present details of successful e commerce and e business ventures
3. To compare the traditional and technology based banking products and effectiveness.

**Recommended Text Books**

1. Deital H M – E Business and E Commerce for Managers- PHI
2. Joseph P T– E Commerce: An Indian Perspective- PHI
3. Dave C – E Commerce and E business Management- Prentice Hall
4. Mahopatra and Sanjay- E Commerce Strategy- Springer

**Reference**

1. Daniel Minoli, E. M. -Web Commerce Technology Handbook. Tata McGraw Hill.
2. Kamalesh, K. B. - E-Commerce, the Cutting Edge of Business. Tata McGraw Hill.
3. Kenneth C Laudon and Carol Guercio Traver- E Commerce – Pearson Education

Course Code	<b>CM820402</b>
Title of the Course	<b>LEGAL FRAMEWORK FOR IT BASED BUSINESS AND INTELLECTUAL PROPERTY RIGHTS</b>
Semester	<b>Four</b>
Type	<b>Core- Elective</b>
Credits	<b>4</b>
Hours	<b>6 per week and Total 108 hours</b>

### Objective of the Course:

To provide awareness regarding legal framework for IT based business houses and cyber law as well as IPR

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	Providing an awareness regarding concept of cyberspace and legislations involved	Understand	<b>PSO1, 4</b>
2	Developing idea regarding cybercrime and consequences	Understand	<b>PSO1, 4</b>
3	Understanding about IT Act and IT Security as well as standards	Understand	<b>PSO1, 4</b>
4	Getting knowledge about Intellectual property rights	Understand	<b>PSO1, 4</b>
5	Developing understanding about E contracts	Understand	<b>PSO1, 4</b>
6	Gain awareness regarding procedural formalities and impact with relation to IPR.	Understand and analyse	<b>PSO1, 4</b>

### Unit wise arrangement of the course

Module	Sl. No. of Units	Contents of the Unit	Remarks
<b>Module 1- Introduction to Cyberspace and Legislation- 15 hours</b>			
1	1.1	Introduction- Cyberspace vs. Physical space; Scope of Cyber Laws. Components of Cyber Laws in India	Short answer, short essay
	1.2	Information Technology Act, 2000; Relevant provisions from Indian Penal Code, Indian Evidence Act, Bankers Book Evidence Act, Reserve Bank of India Act, etc	Short answer, short essay
<b>Module 2 -Cybercrimes- Concept, Forms and Consequences- 18 hours</b>			
2.	2.1.	Concept of Cyber Crimes – ‘Cyber Contraventions’ & Cyber Offences’ Cyber Crimes and legal issued involved	Short answer, short essay
	2.2	Unauthorised Access, Cyber Hacking, Denial of Access to Authorised Person, E	Short answer, short essay ,

		mail bombing, Web jacking, Web Defacement & Salami Attacks	long essay
	2.3	Cyber Defamation– meaning; applicability of provisions of IPC; penal liabilities, Phishing, Cyber Stalking, Cyber pornography, Cyber Terrorism.	Short answer, short essay and long essay
	2.4	Case Laws relating to above situations	Short answer, short essay, long essay
<b>Module 3- Information Technology Act, Information Security and Standards- 21 hours</b>			
3	3.1	Information Technology Act – a brief overview; Documents or transactions to which IT Act shall not be applicable;	Short answer, short essay and long essay
	3.2	meaning of Computer, Computer system and Computer network; E – governance; Concept of Electronic Signature; Concept of Cyber contraventions and Cyber Offences	Short answer, short essay
	3.3	Case laws relating to the above situations covered under IT Act	Short answer, short essay
	3.4	Introduction to Information Security, Network Security, Cyber Security, SQL injection, social site security.	Short answer, short essay and long essay
	3.5	Application and Business Security Developments, Policy Standards and Laws, BCP, DR Planning and Audit.	Short answer, short essay
<b>Module 4 - Historical Perspectives, Key forms and Legislations for IPR- 18 hours</b>			
4	4.1	Historical perspective- WIPO- international treaties- Paris and Berne conventions- WTO- multilateral agreements- TRIPS- India and TRIPS- Issues and Challenges-benefits-criticism	Short answer, short essay and long essay
	4.2	Key forms of IPR- patents- copyrights- trademarks- industrial designs- layout designs of ICs- geographical indications- trade secrets- plant varieties	Short answer, short essay and long essay
	4.3	IPR and Indian legislations- Indian Trademarks Act 1999- The Copy rights (Amendment) Act 1999- Geographical Indications of Goods ( Registration and protection) Act 1999- Semiconductor Integrated Circuit Layout Design Act 2000- The Industrial Designs Act 2000- Protection of Plant Varieties and Farmer’s Rights Act 2001- Biological Diversity Act 2002- The Patents (Amendment)Act2005.	Short answer, short essay and long essay

<b>Module 5 E Contracts – 21 hours</b>			
5	5.1	E-Contract–legal provisions regulating the– contract with special reference to the provisions of IT Act, 2000.	Short answer, short essay, long essay
	5.2	Copyright issues in Cyber space–relevant provisions under Copy right Act, regulating copyright issues in Cyber space	Short answer, short essay, long essay
	5.3	Online Software Piracy–legal issues involved; Analysis of sufficiency of provisions of Copyright Act to deal with Online Software Piracy	Short answer, short essay and long essay
	5.4	Trademark issues in Cyberspace – DomainName; Cyber-squatting as a form of Domain Name dispute;	Short answer, short essay, long essay
	5.5	Case law relating to above situations	Short answer, short essay, long essay
<b>Module 6 Procedural formalities and Impact of IPR – 15 hours</b>			
6	6.1	Procedure for registering IPRs- role of government- Department of Industrial Policy and Promotion,	Short answer, short essay,
	6.2	Major agencies for administering IPRs- enforcement mechanism- Intellectual Property Appellate Board.	Short answer, short essay,
	6.3	Impact of IPRs on developing countries in general and India in particular- impact on agriculture- bio piracy- impact on pharmaceutical companies- public health programmes-SMEs.	Short answer, short essay, long essay

**Suggested Assignment:**

1. To present case laws relating to e business
2. To present case laws in the above mentioned fields and the impact of the judicial verdicts
3. To trace the amendments in legal framework for IT based business and its impact.

**Recommended Text Books**

1. Kant Mani, A Practical Approach to Cyber Law- Kamal Publishers
2. Sathish Chandra- Cyber Law in India- ABS Books
3. Vishnu Sharma, Vineeth Bali, Vikram Sharma- Fundamentals of Cyber Security and Law- StarEdu
4. M K Bhandari- Law relating to Intellectual Property Rights- Central Law Publications
5. V K Ahuja- Law relating to Intellectual Property Rights-LexisNexis

**Reference**

1. Bare Act- Indian Evidence Act
2. Indian Penal Code
3. Indian Contract Act
4. I T Act with Amendments
5. Copyrights and Trade Marks Act
6. Patents Act
7. RBI Act

### Core Course- Project Report for all streams

Course Code	<b>CM010403</b>
Title of the Course	<b>PROJECT REPORT</b>
Semester	<b>Four</b>
Type	<b>Core- Project</b>
Credits	<b>4</b>
Hours	<b>NA</b>

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	Quality Research Output and presentation	Evaluate, Analyse and Apply	<b>PSO3, 4 and PO3,5,6</b>

#### **Guidelines for Project Report**

1. All students shall prepare and submit project report as part of the programme. The project has to be undertaken on an individual basis.
2. The general guidelines of PGCSS Regulations 2019 of M G University shall apply for both Internal and External Evaluations of Project Report.
3. The Project shall be done under the supervision and guidance of faculty of the department.
4. The project work shall commence preferably by second semester and at least by third semester. Students shall submit the report in the prescribed format at least three weeks before the commencement of end semester examination of the fourth semester. Internal assessment shall be based on completion of the project, following the norms prescribed in general guidelines.
5. The area of project shall be related to business/ commerce/ related fields/ and may be closely associated to the area of specialization. Topics shall also be selected with the help of linkages with industry or policy making bodies.
6. The student shall submit copies of project report, either printed or typed. There shall be a minimum of 40 pages and a maximum of 75 pages. The report may be hard bound or soft bound or spirally bound and the printing can be either double sided or single sided. A softcopy of the report may also be submitted to the department.
7. The report shall contain the following:
  - Title page with topic, details of the student with register number, supervisor details and month and year of submission.
  - Certificate from Supervising teacher and counter signed by the Head of the Department with department seal.

- Declaration by the student which shall include plagiarism details also. The relevant guidelines issued by the UGC and the University shall strictly be adhered to.
  - Acknowledgement
  - Contents
  - Preferably 5 chapters with Chapter 1 presenting Introduction and Methodology, Chapter 2 Literature Review, Chapter 3 Theoretical review, Chapter 4 Analysis and Interpretation and Chapter 5 Findings, Conclusion, Suggestions etc. Guidelines regarding chapterisation are not absolute and may be altered according to topic/ presentation convenience.
  - Appendix (Questionnaire/Schedule , Secondary data used for analysis, Statistical calculation details etc)
  - Bibliography  
(References may be presented in APA style)
8. The Internal Evaluation of the project shall be done at the department level and the component presentation/viva shall be based on open presentation by the student, preferably with the help of audio-visual aids, in the form of a defense of the project. The student has to produce a certificate before the Viva Board from the Head of the Department stating that the open presentation was done for the purpose of Internal Evaluation.
9. It is the responsibility of the student to put earnest effort for the completion of project. The consequences of plagiarism beyond permissible level in project work may result in failure of the course, in addition to other consequences.

### **Core Course- Comprehensive Viva for all streams**

Course Code	<b>CM010404</b>
Title of the Course	<b>COMPREHENSIVE VIVA</b>
Semester	<b>Four</b>
Type	<b>Core- Viva</b>
Credits	<b>2</b>
Hours	<b>NA</b>

<b>Course Outcome No</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	The learner should have the capacity to communicate his/her understanding in various subjects studied.	Remember, Evaluate &Analyse	<b>PSO1 to 6 and PO5</b>

#### **Guidelines for Comprehensive Viva**

1. Comprehensive Viva will be a part of the programme and the external assessment will be held at the end of fourth semester.
2. The viva shall cover courses of all semesters and basics of commerce and related fields.
3. Elective area of study shall be covered in viva.
4. The Internal Evaluation shall be done by the faculty of the department and shall cover courses of all semester. The schedule of internal viva shall be announced sufficiently earlier and shall be concluded before the commencement of end semester examinations of fourth semester.
5. The student may opt for one course of his/her choice and the Viva Board may select other courses from which questions may be asked.
6. The questions shall be a judicious mix of various categories of difficulty level.
7. The grades shall be awarded based on the answers, the communication skill and presentation skill.



**Zero Credit Course- Study Tour/ Industrial Visit/Internship**

1. Study tour/Industrial visit is a part of M Com degree programme. The tour/visit shall be pre-planned with specific objectives and shall be in tune with the Programme Objectives mentioned in the Syllabus document.
2. The visit may be for one to five days and can be undertaken in a semester or spread over semesters, depending on the convenience.
3. Industrial visit may cover manufacturing units, service sector undertakings, start up units, units in SEZ or other specialized industrial areas. The student may get acquainted with organisation structure, inventory management, production process, pay roll maintenance, accounts etc.
4. The student shall prepare and submit a diary, either in printed form or as softcopy to the tutor concerned which shall cover days of visit, learning objectives, interactions , details of observation, outcome etc and shall contain illustrations, pictures, certificates issued, if any etc.
5. The department may also arrange short term internship as a part of on the job training and encourage students to undertake the training which is line with the Programme Objectives.

X-----X

## **MODEL QUESTION PAPERS**

The model question papers for all the courses are attached herewith. It provides a general idea of the questions for various courses. It is not an indication that questions will be asked from that particular unit only in each section for the courses. However, the break up for theory and problem questions in each section and provided along with the syllabus of that particular course of various courses shall be strictly adhered to for the end semester examinations.

**M.COM DEGREE (CSS) MODEL QUESTION PAPER**

**(2019 admissions onwards)**

*First Semester*

**CM010101- SPECIALISED ACCOUNTING**

Time: 3 Hours

Maximum Weight: 30

**Section A.**

**Answer any *Eight* questions. Answer shall not exceed One page (Weight 1)**

1. What are the objectives of setting accounting standards?
2. X Ltd provides you the following information .Compute EPS as per AS-20.  
Number of equity shares outstanding as at beginning of the period - 5,00,000.  
Bonus issue on 1<sup>st</sup> July of current year = 3 shares for every 1 share held  
Net Profit for current and previous reporting period (assume calendar year) -  
Rs160 lakhs and Rs.50 lakhs
3. Compute goodwill based on 5 years purchase of super profit if (a) Future maintainable profit before tax Rs.15 lakhs, (b) Normal after tax rate of return -20% (c) Capital employed - Rs.36 lakhs (d) Tax 45%
4. Define purchase consideration as per AS14.
5. Is there any difference in the treatment of goodwill and reserves under pooling of interest method and purchase method? If yes state it.
6. What do you mean by NBFC Micro Finance Institutions?
7. Calculate the provisions to be made against advances by NBFC as per Prudential norms from the following data-

<b>Asset Classification</b>	<b>Rs. in lakhs</b>
Standard Assets	8,000
Sub-Standard assets	5,600
Secured portion of Doubtful debts : up to 1 year	2,000
1 to 3years	1,800
For more than 3 years	550
LossAssets	1,250

8. Compute NAV of each unit of the Mutual fund-i) Scheme size Rs.10,00,00,000,ii) Face value per unit Rs.10 ,iii) Investment on quoted shares having market value Rs.25,00,00,000 .
9. What are the contents of revenue account of a Mutual Fund?
10. What is Block chain accounting? (8 x 1 = 8)

### Section B.

**Answer any Six questions. Answer shall not exceed Two pages (Weight 2)**

11. Write short notes on the applicability of accounting standards based on activities performed?.
12. i) X ltd .purchased goods at the cost of Rs.40 lakhs in October. Till the end of the financial year,75% of the Stocks were sold. The company wants to disclose Closing Stock at Rs.10 lakhs. The expected Sale value is Rs.11 lakhs and a commission at 10% on sale is payable to the Agent What is the correct closing stock?
- ii) Y Ltd has provided depreciation as per accounting records of Rs.8,00,000 and as per tax records it is Rs.14,00000.Unamortized preliminary expenses as per tax records is Rs 11200.There is adequate evidence of future profit sufficiency. How much DTA/DTL should be recognised? Tax rate is 40%
13. From the following information relating to a company calculate the value of its shares
- Issued equity share capital—10,000 shares of Rs.10 each  
Paid up equity share capital-Rs.8 per share  
6% preference sharecapital-1,00,000 shares of Rs.10 each fully paid  
Annual transfers to general reserves -20%  
Rate of tax-50%  
Expected profit before tax-Rs.2,00,000  
Normal rate of return-20%
14. At the beginning of a financial year ,a mutual fund scheme had 9 lakhs units of face value of Rs 10.The scheme earned Rs. 81 lakhs during the year,out of which Rs.45 lakhs was earned in first half year. One lakhs units were sold on 30<sup>th</sup> September at NAV Rs.60Show important accounting entries for sale of units and distribution of dividend at the end of the year.
15. The abstract of B/S of X Ltd as at 31<sup>st</sup>March :-

Equity share capital @ Rs.100 =Rs 15,00000

12% preference shares @Rs.100 = 8,00000

13% Debentures Rs.300000

On 31<sup>st</sup> March B Ltd agreed to takeover X Ltd on the following terms

1. For each preference shares in X Ltd Rs.10 in cash and one 9% preference shares of Rs.100 in B ltd
  2. For each equity shares in X ltd Rs.20 in cash and one equity shares in B Ltd of Rs 100 each .It was decided that the shares in B ltd will be issued at market price Rs.140 per share
  3. Liquidation expense of X Ltd are to be reimbursed by B Ltd to the extent of Rs.10,000. Actual expenses amount to Rs.12500
16. A Ltd having share capital of Rs.50 Lakhs divided in to equity shares of Rs.10 each ,was taken over by B Ltd .A Ltd has general reserve of Rs.10,0000 and profit and loss account Cr.Rs.500000.BLtd issued 11 equity shares of Rs. 10 each for every shares of ALtd .Show how the journal entries would be passed in the books of BLtd , for the shares issued under the pooling of interest method of amalgamation.
17. Write short notes on Forensic accounting and lean accounting
18. How investments are accounted by mutual funds?

(6 x 2 = 12)

### Section C.

**Answer any Two questions. Answer shall not exceed Five pages. (Weight 5)**

19. Briefly explain the concepts of Green Accounting and its Scope and Significance. Also mention its developments in a globalised era.
20. The following information relate to X Ltd as at 31<sup>st</sup> March (all Figures in lakhs )

#### Balance Sheet

Liabilities	20x1	20x2	20x3	Assets	200x1	200x2	200x3
Capital: 10000 shares of Rs.100 each fullypaid up	10	10	10	Goodwill	4	3	2
Creditors	3.50	4.50	5.50	Factory Building & Machinery (less depreciation)	9	10	10
General reserve	4.50	5.50	6.50	Stock	4	5	6
Profit and loss account	0.80	0.90	1.20	Debtors	0.20	0.90	2.50
				Cash & bank Balance	1.60	2	2.70
Total	18.80	20.90	23.20	Total	18.80	20.90	23.20

The following assets have been undervalued and their real worth to the business being:-

Particulars	20x1	20x2	20x3
Freehold land building and machinery	10	11	12.50
Stock	5.20	6.10	8.00
Netprofit after writing off depreciation and provision for taxation a general reserve balance(including opening balance)	4.80	5.70	6.10

According to the company's Article, directors have declared and paid dividends to its members in March each year out of the profit of the relative year. The cost of goodwill of the company was Rs.4 Lahks .capital employed at the beginning of the year 20x2 was Rs.19,30,000 including the cost of goodwill and balance in P/L Accountant the same time was Rs.80,000.

Compute i) Average capital employed during the 3 years

ii) Goodwill on the basis of 4 years purchase of the average super profit on a 10% yield basis.

iii)Yield Value of shares of the business as a going concern

21. Following are the Balance Sheet of X Ltd and Y Ltd on 31<sup>st</sup> march

**Balance Sheet**

Equity and liability	X ltd	Y Ltd	Assets	X Ltd	Y Ltd
Equity Shares of Rs.10 each	600000	300000	Fixed assets	700000	250000
10% preference shares of Rs.10 Each	200000	100000	Stock	240000	320000
Reserve and surplus	300000	200000	Debtors	360000	190000
12%	200000	150000	Bills	60000	20000

debtors			receivable		
Creditors	220000	125000	Cash at bank	110000	40000
Bills Payable	30000	25000	Investment in :- 6000 shares in Y Ltd 5000 Shares in X Ltd	80000	80000
Total	15,50,000	9,00,000	Total	15,50,000	9,00,000

Fixed assets of both the companies are to be valued at 15% above book value and Stock and Debtors are to be taken over at 5% less than their book values. Both the companies are to pay 10% equity dividends, preference dividend having been paid already .

After the above transactions are given effect to X Ltd will absorb Y Ltd on the following terms:-

- 8 equity shares of Rs.10 each will be issued by X Ltd at par against 6 shares of Y Ltd.
- 10% preference shares of Y Ltd will be paid off, by issue of 10 % preference shares of Rs.100 each of X Ltd at par.
- 12% debenture holders of Y Ltd are to be paid off at 8% premium by 12% debentures in X Ltd ,issued at a discount of 10%
- Discount on issue of debentures will be written off against capital reserve to the extent available and balance against revenue reserve, if required.
- Rs.30000 to be paid by X Ltd to Y Ltd for liquidation expenses.
- Sundry creditors of Y Ltd include Rs.10,000 due to X Ltd.

Prepare (i) A statement of purchase consideration payable by X Ltd.

(ii) A balance sheet of X Ltd after its absorption by Y Ltd.

22. B Ltd has installed a new plant (not a qualifying asset) at its production facility in a year. It has incurred the following costs:

- Cost as per suppliers invoice plus tax Rs. 300,00,000
- Initial delivery and handling cost Rs. 10,00,000
- Cost of site preparation Rs. 20,00,000
- Consultant fees for advice on the acquisition of the plant Rs. 5,00,000
- Interest charges paid to supplier of plant against deferred credit Rs. 10,00,000

f) Present value of estimated dismantling cost to be incurred after 10 years Rs. 3,00,000

g) Operating losses before commercial production Rs. 4,00,000

The company identified Motors installed in the plant as separate component and a cost of Rs. 50,00,000 (included in invoice price) and other costs are allocated to them proportionately. The company estimates the useful life of the plant and those of the motors as 10 years and 6 years respectively and straight line method of depreciation is used.

At the end of 4<sup>th</sup> year the company replaces the motors installed in the plant at a cost of Rs. 60,00,000 and estimated the useful life of the new motors is 5 years. Also the company revalued its entire class of fixed assets at the end of the 4<sup>th</sup> year. The revalued amount of the plant as a whole is Rs. 2, 50,00,000. At the end of the 8<sup>th</sup> year the company decides to retire the plant from active use and also disposed the plant as a whole for Rs. 60,00,000.

Assuming that there is no change in the decommissioning liability during the period of use, how should the company account for the above transactions in its books of accounts in accordance with AS10.

(2 x 5 = 10)

### **Break up of Theory and Problems for Examination**

Section A- 6 Theory 4 problems

Section B – 3 Theory 5 Problems

Section C- 1 Theory 3 Problems



**M.COM DEGREE (CSS) MODEL QUESTION PAPER**

**(2019 admissions onwards)**

*First Semester*

**CM010102- ORGANISATIONAL BEHAVIOUR**

Time: 3 Hours

Maximum Weight: 30

**Section A.**

**Answer any *Eight* questions. Answer shall not exceed *One* page (Weight 1)**

1. How organisational theory is related to organisational behaviour?
2. Define Organisational Behaviour. What are its goals?
3. Write a note on Organisation Man Model suggested by William H White.
4. What are the biological factors that determine an individual's personality?
5. Explain Herzberg's Two-Factor Theory of Motivation.
6. What are the three concepts that interact in Vroom's theory of motivation?
7. Distinguish between authority and power.
8. Explain Robert House's Path-Goal Theory of Leadership.
9. Write a note on organisational culture.
10. Explain revolutionary change with example. (8 x 1 = 8)

**Section B.**

**Answer any *Six* questions. Answer shall not exceed *Two* pages (Weight 2)**

11. Explain different models of organisational behaviour.
12. Discuss how various disciplines contributed to the development of organisational behaviour.
13. Explain different stages in the development of a group.
14. Compare autocratic and consultative leadership styles.
15. Discuss the managerial issues in the Greiner's five stages of organisational growth.
16. What is group cohesiveness? What are the features of a cohesive group?
17. Explain how grid training and sensitivity training helps in organisational development.
18. Explain different elements in the process of learning. (6 x 2 = 12)

**Section C.**

**Answer any *Two* questions. Answer shall not exceed *Five* pages. (Weight 5)**

19. What are the causes for resistance to change in an organisation? How a manager can overcome these resistances?
20. Explain the strategies for stimulating constructive conflict and resolving destructive conflicts.
21. Which are the major Internal and external factors that influence Perception?
22. Briefly discuss how Transactional Analysis is helpful in analysing and understanding interpersonal behaviour.

(2 x 5 = 10)

**M.COM DEGREE (CSS) MODEL QUESTION PAPER**  
**(2019 admissions onwards)**  
*First Semester*  
**CM010103 – MARKETING MANAGEMENT**

Time: Three Hours

Maximum Weight: 30

**Section A.**

**Answer any *Eight* questions. Answer shall not exceed *One* page (Weight 1)**

- 1) What is brand equity?
- 2) Define market segmentation.
- 3) What is retail marketing?
- 4) Explain the 4 Ps of marketing.
- 5) What is test marketing?
- 6) Define patent.
- 7) Explain the AIDAS model applied in marketing.
- 8) Explain niche marketing.
- 9) What is meta marketing.
- 10) Explain product line. (1x8=8wts)

**Section B.**

**Answer any *Six* questions. Answer shall not exceed *Two* pages (Weight 2)**

- 11) What is branding? Explain the characteristics of a good brand.
- 12) Define packaging. What is the significance of package on sales?
- 13) Enumerate all the factors that influence consumer behaviour.
- 14) What are the various stages in the buying decision process?
- 15) Distinguish between marketing and selling.
- 16) Define market targeting. Discuss the various steps involved in market targeting.
- 17) What is product life-cycle? What are the different stages in the product life-cycle?
- 18) Explain the various phases in new product development. (6x2=12wts)

**Section-C**

**Answer any *Two* questions. Answer shall not exceed *Five* pages. (Weight 5)**

- 19) The service marketing is considered as a distinctive area of study in marketing.  
 Discuss.

- 20) What is market segmentation? What are the bases for market segmentation?
- 21) What do you mean by failure of a product? Explain the factors responsible for product failure.
22. Describe the various factors which influence the modern marketing concept.

(5x2=10wts)

**M.COM DEGREE (CSS) MODEL QUESTION PAPER**

**(2019 admissions onwards)**

*First Semester*

**CM010104 – MANAGEMENT OPTIMISATION TECHNIQUES**

Time: Three Hours

Maximum Weight: 30

**Section A.**

**Answer any *Eight* questions. Answer shall not exceed One page (Weight 1)**

1. What is meant by modelling in O.R?
2. State the meaning and use of artificial variables.
3. What are unbalanced transportation problems?
4. How will you solve maximization problems using assignment techniques?
5. Distinguish between assignment problems and transportation problems.
6. What is decision making under risk? How are decisions made under risky situations?
7. An electric generator costs Rs.20,0000. Operating and maintenance cost are Rs.10,000 per year for the first five years. In the sixth and the subsequent years these cost increase by Rs.2000 each year. Assuming 10% cost of money per year. Find the optimum length of time to keep the machine before replacing it.
8. What is the meaning of critical path and slack time in Network analysis?
9. Solve the following Game problem

		B		
		6	8	6
A		4	12	2

10. An animal feed company must produce 200 Kg of a mixture consisting of ingredients  $X_1$  and  $X_2$ . The ingredient  $X_1$  costs Rs.3 per Kg and  $X_2$  costs Rs.5 per Kg. Not more than 80 Kg of  $X_1$  can be used and at least 60 Kg of  $X_2$  must be used. Formulate the model to minimize the cost of the mixture.

(8 x 1 = 8)

### Section B.

**Answer any Six questions. Answer shall not exceed Two pages (Weight 2)**

11. What are the characteristics of OR?  
 12. Solve the following LPP using graphic method.

$$\text{Minimise } Z = 22x_1 + 18x_2$$

$$\text{Subject to } 3x_1 + 2x_2 \leq 48$$

$$x_1 + x_2 \leq 20$$

$$x_1, x_2 \geq 0$$

13. Solve the following transportation problem using NWCM& LCM

	<b>W<sub>1</sub></b>	<b>W<sub>2</sub></b>	<b>W<sub>3</sub></b>	<b>Demand</b>
<b>P<sub>1</sub></b>	7	6	9	20
<b>P<sub>2</sub></b>	5	7	13	28
<b>P<sub>3</sub></b>	4	5	8	17
<b>Capacity</b>	21	25	19	65

14. An Oil company may bid for only one for the two contracts for oil drilling in two different areas. It is estimated that a profit of Rs.30,000 would be realized from the first field of and Rs.40,000 from the second field. These profit amount have been determined ignoring the cost of bidding which amount to Rs.2500 for the first field and Rs.5000 for the second field. Which oil field the company should bid for if the probability of getting contract for the first field is 0.07 and that of second field is 0.6?  
 15. A motor parts dealer finds that the cost of a particular item in stock for a week is Rs. 20 and cost of unit shortage is Rs. 50. The probability distribution of weekly sales (in '000s items) is as follows:

Weekly Sales 00s)	0	1	2	3	4	5	6
Probability	10	10	20	20	20	15	05

16. The expected time for completion of a project is 29 weeks and variance is 6. (a) If a 30 weeks deadline is imposed, what is the probability that the project will be finished within the time limit? (b) If the project manager wants to be 99% sure that the project is completed on the scheduled date how many weeks before that date should he start the project work?

17. Briefly explain with an example the use of Crashing in the planning and control of projects
18. Briefly explain the methodology for solving replacement problems.

(6 x 2 = 12)

### Section-C

**Answer any *Two* questions. Answer shall not exceed *Five* pages. (Weight 5)**

19. Solve the following Linear Programming using Simplex method.

$$\text{Max: } Z = 40x_1 + 80x_2$$

$$\text{Subject to } 2x_1 + 3x_2 \leq 48$$

$$x_1 \leq 15$$

$$x_1 \leq 10$$

$$x_1, x_2 \geq 0$$

20. A manufacturer wants to ship 8 loads of his product as shown below:

The following metrics gives the mileage between various destinations

	<b>A</b>	<b>B</b>	<b>C</b>	<b>Available</b>
<b>X</b>	50	30	220	1
<b>Y</b>	90	45	170	3
<b>Z</b>	250	200	50	4
<b>Required</b>	4	2	2	

Shipping cost is Rs. 10 per load mile. What shipping should be used?

21. Solve the following assignment problem.

	<b>I</b>	<b>II</b>	<b>III</b>	<b>IV</b>	<b>V</b>
<b>A</b>	1	3	2	3	6
<b>B</b>	2	4	3	1	5
<b>C</b>	5	6	3	4	6
<b>D</b>	3	1	4	2	2
<b>E</b>	1	5	6	5	4

How may units should the dealer order?

22. The following table gives the activities in a construction project and other relevant information.

Activity	1-2	1-3	2-3	2-4	3-4	4-5
Duration	20	25	10	12	6	10

- i. Draw the Network project
- ii. Find critical path
- iii. Calculate various floats

(2 x 5 = 10)

**Break up of Theory and Problems for Examination**

Section A- 7 Theory 3 problems

Section B – 3 Theory 5 Problems

Section C- 4 Problems



**M.COM DEGREE (CSS) MODEL QUESTION PAPER**

**(2019 admissions onwards)**

*First Semester*

**CM010105-METHODOLOGY FOR SOCIAL SCIENCE RESEARCH**

Time: 3 Hours

Maximum Weight: 30

**Section A.**

**Answer any *Eight* questions. Answer shall not exceed One page (Weight 1)**

1. Write a short note on Positivism in research.
2. Clarify the importance of Literature Review.
3. What are Descriptive research designs?
4. Briefly explain Research hypothesis.
5. What are the essential qualities of a good sample?
6. Write a brief note on different types of Scales.
7. What do you mean by Reliability analysis?
8. State the meaning of Eyeballing in research?
9. What is Cronbach's Alpha?
10. What is APA style? (1x8 = 8)

**Section B.**

**Answer any *Six* questions. Answer shall not exceed *Two* pages (Weight 2)**

11. Distinguish between Research Methods and Research Methodology.
12. Describe the technique of defining research problem.
13. Explain the need and features of Research Design.
14. Describe Extraneous, Moderating and Intervening Variables.
15. State the role of case study method in research.
16. What are the steps in the construction of research instrument?
17. Explain various levels of measurement.
18. "In interpreting common sense is important "Elucidate. (2x6= 12 )

**Section-C**

**Answer any *Two* questions. Answer shall not exceed *Five* pages. (Weight 5)**

19. State with sufficient details the different steps involved in Research Process.
20. What are different probability sampling methods? Explain each method.
21. Discuss various methods used to collect primary data along with its merits and demerits.
22. Describe the layout of a research report, covering all relevant points. (2 x 5 =10)

**M.COM DEGREE (CSS) MODEL QUESTION PAPER**

**(2019 admissions onwards)**

*Second Semester*

**CM010201-ADVANCED CORPORATE ACCOUNTING**

Time: 3 Hours

Maximum Weight: 30

**Section A.**

**Answer any *Eight* questions. Answer shall not exceed One page (Weight 1)**

1. What are the circumstances in which a company be wound up by NCLT?
2. What are the conditions to be satisfied by a company for opting voluntary liquidation under the Insolvency and Bankruptcy procedure code 2016?
3. Explain the terms Tariff and Dividend Control Reserve and Consumer Benefit accounts related to electricity company accounts.
4. Explain 'List B Contributory'. What is the significance of such contributory?
5. Mention the purpose of Statement of Affairs.
6. Explain the terms; Stevedoring Expenses, Bunker Cost, Primage & Freight.
7. A enters into a contract with X ltd, to underwrite its 5000 shares of Rs 100 each in consideration of 5% commission. He also enters into an agreement with C to sub underwrite 2000 shares of X ltd @ a commission on 2% the public subscribes for 2500 shares only. And subsequently the shares were taken by A who sold his shares @ Rs 90 per share. The shares were taken up by C were sold at Rs 100 per share. Expenses of underwriting amounts to Rs 600. Prepare underwriting account in the books of A.
8. A liquidator is entitled to receive remuneration @2% of the assets realized and 3% of the amount distributed among the unsecured creditors. The assets realized Rs.25,00,000 against which payments were :- Liquidation expenses Rs.25,000; preferential creditors Rs.75,000 and secured creditors Rs.10,00,000. Calculate the remuneration payable to the liquidator.
9. H Ltd has 5000 equity shares Rs.100 each and S Ltd has 10,000 shares of Rs.10 each.  
P/L A/c credit balance H Ltd –Rs. 55,000 S Ltd.40,000 .Creditors :- H Ltd Rs. 20,000 S Ltd.Rs.35,000.H Ltd holds 8000 shares of S Ltd. H Ltd acquired shares in S Ltd when S Ltd had Rs. 25000 in profit and loss account. No dividend has been declared by S Ltd. Calculate minority interest.

10. A Gas company rebuilds its works at a cost of Rs 3,30,000. In the process, it completely replaces a part of the old works which had cost Rs.1,30,000. In constructing the new works old materials worth Rs.4600 is used and the value is included in the cost of the new works. The balance of the material resulting from the old works which are replaced is sold for Rs. 10,000. In the cost of the works which are replaced, the cost of material is 70% and labour 30% and present cost of material and labour have increased by 12.5% and 15% respectively. Determine the amount to be capitalised and the net charge to revenue. (1 x 8 = 8)

### Section B.

**Answer any Six questions. Answer shall not exceed Two pages (Weight 2)**

11. Explain in detail how the profit arising from a hotel business is ascertained? What are the difficulties to be faced by an accountant in this regard?
12. Distinguish between double accounting system and double entry system of accounting.
13. Explain the term Minority Interest. What are the steps in computing minority interest?
14. JJ commenced a voyage on 1<sup>st</sup> October 2012 from Mumbai to Chennai. The details of complete voyage, i.e. Mumbai to Chennai and back were as follows.

Coal consumed	70000	Freight	400000
Port Charges	14000	stores consumed	30000
Depreciation	40000	Salaries	48000
Sundry expenses	4000	insurance-ship	40000
Wages	8000	insurance - freight	16000

Primage and address commission was 10% and 5% respectively. Freight relating to the return journey amounted to Rs.120000/- only. The accounts are closed on 31st December; the ship was on her half way back to Mumbai on the date closing the accounts. Prepare voyage account.

15. From the following particulars draw up (1) Capital Account and (2) General Balance Sheet as on 30<sup>th</sup> June, 2018 on double account system.

Authorised Capital	30,00,000	Trade Debtors	3,80,000
Subscribed Capital	26,00,000	Cash	3,50,000
11% Debentures	4,00,000	Investments	1,50,000

Reserves	1,50,000	Stock	2,40,000
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Expenditure to 30<sup>th</sup> June 2018:

Land Rs. 1,20,000 ,Shafting Rs. 13,50,000 , Machinery Rs. 4,00,000, Buildings Rs. 1,30,000

The expenditure during the year ended 30-6-2018 was Rs. 2,50,000 and Rs. 1,00,000 respectively on the last three items and a Renewal Fund of Rs. 2,50,000 had been created. The balancing item of Rs. 1,60,000 may be taken as profit of the company.

16. City Electricity Ltd. Earned a clear profit of Rs. 16,90,000 during the year ended 31<sup>st</sup> March, 2010 after debenture interest @ 7.5% on Rs. 5,00,000. With the help of the figures given below, show the disposal of the profits:

	Rs. (in lakhs)
Original cost of fixed assets	200
Formation & other expenses	10
Monthly average of current assets (net)	50
Reserve Fund ( represented by 4% Government securities)	20
Contingencies Reserve Fund Investments	5
Loan from Electricity board	30
Total Depreciation written off to date	40
Tariffs & Dividends Control Reserve	1
Security deposits received from customers	4

Assume bank rate to be 6%.

17. The position of Valueless Ltd. on its liquidation is as under :

Issued and paid up capital:

3000 11% Preference shares of Rs 100 each fully paid

3000 Equity shares of Rs 100 each , fully paid

1000 Equity shares of Rs 50 Each, 30 per share paid

Calls in arrears Rs 10,000 and calls received in advance Rs 5000. Preference dividends are in arrears for one year. Amount left with the liquidator after discharging all liabilities is Rs 4,13,000. Articles of Association of the company provides for payment of preference dividend arrears in priority to return of equity capital.

You are required to prepare the Liquidator's Final Statement of Account

18. A Ltd has acquired 5,00,000 shares of Rs.10 each in C Ltd constituting 62.5% of the latter's equity. On the same day, ALtd had also acquired 1,00,000 8% Preference Shares of Rs.20 each of the same company.

The balances in reserves of C Ltd are:

Capital Reserve Rs.6,00,000 ( fully Pre Acquisition ). Securities Premium Rs.1,50,000( fully Post Acquisition) General Reserve Rs.7,80,000 ( 30% Pre Acquisition 70% post acquisition), Profit and loss A/c Rs.90,00,000 ( 50%pre acquisition 50% post Acquisition).

Ascertain the cost of control if total cost of investment is (a) Rs.75,00,000

(b) 85,00,000 and (c) 1,00,00,000. (2 x 6 = 12)

### Section-C

**Answer any Two questions. Answer shall not exceed Five pages. (Weight 5)**

19. Explain in detail the corporate insolvency resolution process under the Insolvency and Bankruptcy Procedure Code 2016. Also explain the functions of Insolvency and Bankruptcy Board of India.
20. The following are the balance sheet of P Ltd. and R Ltd. as at March 20x1.

Particulars	P Ltd	R Ltd
<b>Equity &amp; Liabilities</b>	Rs.	Rs.
Share capital (Rs.10 each fully paid)	250000	1,00,000
General Reserves	75000	30000
Profit & Loss A/c	70,000	60,000
Creditors	50,000	20,000
Trade Payables	5,000	2,000
	<u>4,50,000</u>	<u>2,12,000</u>
<b>Assets</b>		
Goodwill	20,000	10,000
Fixed Assets	2,60,000	1,70,000
Stock	80,000	30,000
6000 Equity shares in R Ltd	85,000	
Cash	5000	2000
	<u>4,50,000</u>	<u>2,12,000</u>

Additional Information:-

1. Shares in R Ltd were acquired by P Ltd on 1st July 20x1
2. R Ltd had on 1.1 20x1 Rs. 18,000 in General reserve and Rs.14,000 in profit and loss account .
3. Included in the creditors of R Ltd is Rs.12,000 for goods supplied by P Ltd.
4. Included in the stock of R Ltd are goods to the value of Rs.6000 which were supplied by P Ltd at a profit of 25% on cost.

Prepare a Consolidated Balance sheet

21. Following are the liabilities and assets of X Ltd as on 31<sup>st</sup> March 2012.

Liabilities	Rs	Assets	Rs.
14% Pref. shares of Rs. 10 each	4,00,000	Land	40,000
8000 equity shares of Rs 100 each	4,80,000	Buildings	1,60,000
Secured Loans:		Plant and Machinery	5,40,000
14% Debt having floating charge on all assets	2,30,000	Patents	40,000
Interest on above debentures	32,000	Stock at cost	1,00,000
Loan on mortgage of land and building	1,50,000	Sundry Debtors	2,30,000
Sundry Creditors	1,18,000	Cash	60,000
		P& L account	2,40,000
	14,10,000		14,10,000

On 31/03/2012, the company went into voluntary liquidation. The dividend on 14% pref. shares was in arrears for one year. Sundry creditors include preferential creditors of Rs 30,000.

The Assets realized include, Land Rs.80,000; Buildings Rs 2,00,000; Plant & Machinery Rs 5,00,000; Patent Rs 50,000; Stock Rs 1,60,000; Sundry Drs. Rs 2,00,000.

The expenses of liquidation amounted to Rs 29,434. the liquidator is entitled to a commission of 2% on all assets (except cash @ bank) and 2% on amounts distributed among unsecured creditors other than preferential creditors. All

payments were made on 30<sup>th</sup> June, 2012. Interest on mortgage loan shall be ignored at the time of payment.

Prepare Liquidators final statement of account.

22. Following balances are extracted from the books of City Light Supply Corporation as on 31<sup>st</sup> March, 2012

Equity shares		1,64,700
Debentures		60,000
Sundry creditors on open account		300
Depreciation fund		75,000
Capital expenditure on 30-3-2011	2,85,000	
Capital expenditure during 2011-2012	18,300	
Sundry debtors for current supplied	12,000	
Other debtors	150	
Cash in hand	1,500	
Stores in hand	1,500	
Cost of generation of electricity	9,000	
Cost of distribution of electricity	1,500	
Rent ,rates& taxes	1,500	
Management expenses	3,600	
Depreciation	6,000	
Interest on debentures	3,000	
Interim dividend	6,000	
Sale of current		39,00
Meter rent		1,500
Balance of net revenue account as on 1 <sup>st</sup> April,2011		8,550
	<u>3,49,050</u>	<u>3,49,050</u>

Prepare a) Capital account

b) Revenue Account

c) Net revenue A/c and

d) General Balance Sheet

### Break up of Theory and Problems for Examination

Section A- 6 Theory 4 problems

Section B – 3 Theory 5 Problems

Section C- 1 Theory 3 Problems

**M.COM DEGREE (CSS) MODEL QUESTION PAPER**

**(2019 admissions onwards)**

**Second Semester**

**CM010202-HUMAN RESOURCE MANAGEMENT**

Time: 3 Hours

Maximum Weight: 30

**Section A.**

**Answer any *Eight* questions. Answer shall not exceed One page (Weight 1)**

1. Write a note on quality circle.
2. What are the objectives of Induction?
3. Explain why Human Resource Policy is important?
4. Mention any two qualities of an HRD manager.
5. Explain the benefits of training to the individual.
6. How technical training is different from training for management change?
7. What are the challenges to effective training?
8. Write a note on promotion and demotion.
9. Write a note on sweat equity scheme.
10. Explain HR outsourcing with example. (8 x 1 = 8)

**Section B.**

**Answer any *Six* questions. Answer shall not exceed *Two* pages (Weight 2)**

11. What are your suggestions to improve industrial relations?
12. What are the methods to anticipate and understand grievances in an organisation?
13. Explain different approaches to Human Resource Accounting.
14. Compare the contents in job description and job specification.
15. Explain the process of Human Resource Planning.
16. Explain the objectives of job evaluation. How it is different from job analysis?
17. Explain how co-operative counselling is different from other forms of counselling?
18. Briefly explain the scope of Human Resource Management. (6 x 2 = 12)

**Section-C**

**Answer any *Two* questions. Answer shall not exceed *Five* pages. (Weight 5)**

19. Discuss on the merits and demerits of various internal and external sources of recruitment.
20. Elaborate on the subsystems or mechanisms required for a well designed HRD programme.
21. Briefly explain the modern methods used for evaluating employee performance.
  22. Explain different on-the-job and off-the-job training methods and techniques and highlight its suitability. (2 x 5 = 10)



**M.COM DEGREE (CSS) MODEL QUESTION PAPER****(2019 admissions onwards)*****Second Semester*****CM010203-INTERNATIONAL BUSINESS AND FINANCE**

Time: 3 Hours

Maximum Weight: 30

**Section A.****Answer any *Eight* questions. Answer shall not exceed *One* page (Weight 1)**

1. Prepare a brief note on globalisation.
2. International business is not just a combination of export and import of goods. Explain.
3. What is management contracting? Illustrate it with an example.
4. Distinguish between ethnocentric and polycentric approaches to international business.
5. What do you understand by terms of trade? Why is it important?
6. Why do governments impose trade barriers?
7. Give a brief note on RCEP.
8. What is SDR? How is it valued?
9. What do you understand by international monetary system? Who are the main players in international monetary system?
10. What are masala bonds? When are they issued? (8 x 1 = 8)

**Section B.****Answer any *Six* questions. Answer shall not exceed *Two* pages (Weight 2)**

11. Explain the steps in country risk analysis.
12. Give the structure of India's Balance of Payment format.
13. Explain the PPP theory.
14. Foreign exchange exposure doesn't always lead to foreign exchange risk. Explain.
15. Prepare a note on different foreign currency accounts.
16. Discuss the factors that affect the terms of trade between two countries.
17. Explain comparative cost advantage theory with an example.
18. Explain the nature of international business. (6 x 2 = 12)

**Section-C**

**Answer any *Two* questions. Answer shall not exceed *Five* pages. (Weight 5)**

19. Explain the impact of WTO on India's foreign trade.
20. Explain the reasons for entering foreign markets.
21. Discuss the various international payment methods.
22. Explain the institutional framework of FDI decision making and FDI routes in India.

(2 x 5 = 10)

**M.COM DEGREE (CSS) MODEL QUESTION PAPER****(2019 admissions onwards)*****Second Semester*****CM010204-QUANTITATIVE TECHNIQUES**

Time: 3 Hours

Maximum Weight: 30

**Section A.****Answer any *Eight* questions. Answer shall not exceed One page (Weight 1)**

1. Give an outline of role of QT in business and industry.
2. What is the significance of SQC in business?
3. What is Z transformation?
4. What is Standard error?
5. Distinguish between 1) Point estimate and Interval Estimate.2) Type1 error and Type 2 error
6. A salesman of a company visited at random 8 cities and the number of orders obtained in different cities are 5,6,4,8,2,4,9,1. Check whether the number of orders obtained is 7 as against the alternative hypothesis  $H_1: \mu < 7$  using sign test at a significance level of 0.05.
7. A survey of financial executives at Fortune 100 companies showed that 60% were confident that economic growth of U S would continue over the next 2 years. If the survey included 984 executives give a 95% confidence interval for the proportion of executives who are confident about US economic growth.
8. Based on past experience the quality engineer of Heavy Electrical limited has estimated that the probability of commissioning each project in time at a client site is 0.9 The company is planning to commissioning 5 such projects in the following year. Find the probability of commissioning at least 2 projects in time.
9. In a distribution exactly normal 7% of the items are under 35 and 89% are under 63. What is the mean of the distribution.
10. A group of 5 patients treated with medicine A weights 42,39,48,60 and 41 kgs Second group of 7 patients from the same hospital treated with medicine B weight 38,42,56,64,68,69 and 62 kgs. The hospital authorities claims that medicine B increases the weight significantly.

Write the null hypothesis and alternative hypothesis and also mention the test statistics applicable to test the validity of the claim. (8 x 1 = 8)

**Section B.**

**Answer any Six questions. Answer shall not exceed Two pages (Weight 2)**

11. What is multivariate analysis? Give any four examples for tools used for the same..
12. What are the different control charts for attributes?
13. State the merits and demerits of QT.
14. If 2% of the electric bulbs manufactures by a certain company are defective find the probability that in a sample of 200 bulbs (i) less than 2 bulbs are defectives (ii) more than 2 bulbs are defectives.
15. In a certain examination the % of passes and distinction were 46 and 9 respectively. Estimate the average marks obtained by the candidates, the minimum pass and distinction marks being 40 and 75 respectively.

Also determine what would have been the minimum qualifying marks for admission to a re- examination of the failed candidates had it been desired that the best 25% of them should be given another opportunity of being examined.

16. The mean height obtained from a random sample of size 100 is 64 inches. The SD of the height distribution of the population is known to be 3 inches. Test the statements that the mean height of the population is 67 inches at 5% level of significance. Also setup 99% limits of the mean height of the population.
17. The means of 2 samples of size 9 and 7 are 196.42 and 198.82 respectively. The sum of the squares of the squares of the deviation from the mean are 26.94 and 18.73 respectively. Can the sample be considered to have been drawn from the same normal population?
18. The production volume of units assembled by 3 different operators during 9 shifts are summarized below. Check whether there is significant difference between the production volumes of units assembled by the 3 operators using Kruskal Wallis H test at 5% level of significance.

Operator- 1	29	34	34	20	32	45	42	24	35
Operator-2	30	21	23	25	44	37	34	19	38
Operator-3	26	36	41	48	27	39	28	46	15

(6 x 2 = 12)

### Section-C

**Answer any *Two* questions. Answer shall not exceed *Five* pages. (Weight 5)**

19. You are given the value of Sample Means and Ranges for 10 samples of size 5 each. Draw Mean

Chart and Range Chart and comment on the state of control of the process.

Sample No	1	2	3	4	5	6	7	8	9	10
Sample Means	43	49	37	44	45	37	51	46	43	47
Ranges	5	6	5	7	7	4	8	6	4	6

You may use the following control chart constants . For  $n=5$ ,  $A_2=.058$ ,  $D_3=0$ ,  $D_4=2.115$ ?

20. Fit a normal distribution to the following data and test if it gives a good fit.

Variable	10 -12	13 - 15	16 - 18	19 - 21	22 - 24	Total
Frequency	5	18	42	27	8	100

21. Four salesman A,B,C,D recorded their sales of sarees in three different seasons – Summer, winter, and monsoon. The figures are given in the following tables. Find out if there is a significant different in the sales recorded by the salesman and in different season.

	Salesman A	Salesman B	Salesman C	Salesman D
Summer	360	360	210	290
Winter	280	290	310	320
Monsoon	260	280	290	350

22. (i) In an infantile paralysis epidemic, 500 persons contracted the disease. 300 received no serum treatment and of these 75 become paralysed. Of these who did receive serum treatment 65 become paralysed. Was the serum treatment effective?

(ii) A certain stimulus administered to each of the 12 patients resulted in the following change of blood pressure:-

5,2,8,-1,3,0,-2.1,5,0,4,6.

Can it be concluded that the stimulus will in general be accompanied by an increase in blood pressure? ( 2 x 5 = 10)

**Break up of Theory and Problems for Examination**

Section A- 5 Theory 5 problems

Section B – 3 Theory 5 Problems

Section C- 4 Problems

**M.COM DEGREE (CSS) MODEL QUESTION PAPER****(2019 admissions onwards)***Second Semester***CM010205- STRATEGIC MANAGEMENT**

Time: 3 Hours

Maximum Weight: 30

**Section A.****Answer any *Eight* questions. Answer shall not exceed One page (Weight 1)**

1. Write a short note on Business Policy.
2. Explain the concept of Strategic Management.
3. What is Strategic Analysis?
4. Briefly explain the need of industry analysis
5. What is Scenario Planning?
6. What is SBU?
7. State the meaning of Strategic Alliance and briefly explain its types.
8. Explain the concept of Strategic Re-engineering.
9. Give short note on Strategic fund programming.
10. "Strategy Changes Structure" Explicate.

**Section B****Answer any *Six* questions. Answer shall not exceed Two pages (Weight 2)**

11. Explain the steps involved in the Strategic Management Process.
12. Describe the characteristics of Objectives.
13. What are the different steps involved in SWOT Analysis.
14. Discuss the factors affecting Environmental Appraisal.
15. Write a detailed note on Value Chain.
16. What is Joint Venture? Explain Various types of Joint ventures
17. Explain the ADL Life-cycle Matrix.
18. State with sufficient details the techniques of strategic evaluation and control.

[2x6= 12]

**Section-C****Answer any *Two* questions. Answer shall not exceed *Five* pages. (Weight 5)**

19. Explain the concept of Mission and Objective; also state the characteristics of a good Mission Statement, and Objective.
20. What is Michael Porter's Five Force Model? Portray the model in detail.

21. Describe the construction of BCG matrix and discuss its utility in strategic management.
22. “Strategy formulation and strategy implementation are interdependent processes” Comment on this statement by establishing its relationship. Also point out the differences.

(2x 5= 10)



**M.COM DEGREE (CSS) MODEL QUESTION PAPER****(2019 admissions onwards)*****Third Semester*****CM010301- STRATEGIC FINANCIAL MANAGEMENT**

Time: 3 Hours

Maximum Weight: 30

**Section A.****Answer any *Eight* questions. Answer shall not exceed One page (Weight 1)**

1. Explain the functions of financial Management.
2. What is Cost of Retained Earnings?
3. Explain the concept of leverage. What is the relevance of financial leverage?
4. A project has an initial investment of Rs 100000. If it is expected to generate a cash flow of Rs 22000/- for each of the five years and the cost of capital is 10%, is the project acceptable under NPV technique?
5. Explain the term "Points of indifference".
6. Assume that the firm is contemplating to allow 5 percent discount for payment within 20 days after a credit purchase. It is expected that if discounts are offered, sales will increase by 20 percent and the average collection period will drop to 16 days. Comment on the feasibility of the decision-making suitable assumptions.
7. A firm sells products for Rs 150/- per unit, have variable operating cost of Rs 60/ unit and fixed operating cost of Rs 65000/- per year. Show the various levels of EBIT that would results from sale of 2000 units, 500 units, and 1500 units.
8. Explain how Monte Carlo Simulation Method is important in risk assessment process.
9. Annual usage of inventory is Rs 2,00,000. Cost of placing an order is Rs 80. Annual carrying cost is 10% of inventory value. Find out EOQ.
10. "A firm may think seriously about the satisfaction of its stake holders than the satisfaction of its management alone". Is it true? Why? (8x1=8)

**Section B****Answer any *Six* questions. Answer shall not exceed Two pages (Weight 2)**

11. A Ltd estimates its requirements of funds for the coming year to be constant at a level of Rs 100000/-. If the cost of both current liabilities and long term financing are 8%, calculate the cost, using the hedging and conservative approaching and discuss your preference with respect to applying either of them to finance the firm.

12. Firm X and Y are identical in every respect except that Y is levered while X is unlevered. Company Y has Rs 20,00,000 for 8% debentures outstanding. Assume that if assumptions of MM approach are met and tax rate is 50%, calculate the value of the firm as per MM approach if EBIT is Rs 6,00,000 and equity capitalisation rate of Y is 10%.
13. Leasing finance helps the firm to reduce its running expenses up to an extent. But selection of types of leasing makes its variation of the benefit to the concern. – Make a critical comment with theoretical justification.
14. The determination of capital structure in practice involves considerations in addition to the concerns about EPS, Value and Cash flows. Discuss the important considerations on the determination of capital structure.
15. What is meant by the term leverage? What are its types? With what type of risk is each leverage generally associated? Why is increasing leverage also indicative of increasing risk?
16. 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 return is 12%, should he buy the share?
17. "Prof. James.E. Walter argues that the choice of dividend policies almost always affect the value of the firm". Make a comment on his arguments on the basis of the established assumptions.
18. Assume that a project requires an outlay of Rs 100000/- and yield annual cash flow of Rs 25000/- for 7 years. Another project with same cost price gives Rs 35000/- for 5 years. What is your comment on this situation, make your decision on which project is beneficial to the investor. (6x2=12)

### Section-C

**Answer any *Two* questions. Answer shall not exceed *Five* pages. (Weight 5)**

19. "Explain the various techniques of capital budgeting bringing out the merits and demerits. The techniques may be explained with the help of simple examples, highlighting the rules for accept-reject based for single project and mutually exclusive projects.
20. Engineers Ltd is in the business of manufacturing nut bolts. Some more product lines are being planned to be added to the existing system. The machinery required may be

bought or may be taken on lease. The cost of machine is 20 years with a useful life of 5 years with the salvage value of Rs. 4,00,000. The full purchase value of machine can be financed by bank loan at the rate of 20% interest repayable in 5 equal installments falling due at the end of each year. Alternatively the machine can be procured on a 5 year lease, year end lease rental being Rs. 6,00,000 per annum. The company follows WDV method of depreciation @25%. Company's tax rate is 35% and cost of capital is 14%.

- a) Advice the company which option should choose – lease or borrow
- b) Assess the proposal from lessor's point of view examining whether leasing the machine is financially viable at 14% cost of capital.

21. From the following details showing per unit cost details and other data given, estimate the amount of working capital required:

Raw materials	45
Labour	20
Overheads	40
Total	<b>105</b>
Profit	15
Selling price	<b>120</b>

Raw materials are in stock on an average of two months

Materials are in process on an average for 4 weeks and the degree of completion is 50%.

Finished goods stock on an average is 1 month.

Time lag in payment of wages and overheads is one and a half weeks.

Time lag in receipt from debtors is 2 months.

Credit allowed by supplier is 1 month.

20% of output is sold against cash.

The company expects a cash balance of Rs 1,00,000.

You may take 52 weeks per annum.

22. "Different components from the financial statements and its relationships among themselves helps to assess the quality of the firm, future decision on the expansion and diversification of the business firm must be based on the association and

relationship between different elements of the financial statements”. Critically comment the statement and logically prove that various ratios and its results are the major tools for the evaluation and analysis of the performance of the firm and its future decisions. (2x5=10)

**Break up of Theory and Problems for Examination**

- Section A- 6 Theory 4 problems
- Section B – 4 Theory 4 Problems
- Section C- 2 Theory and 2 Problems

**M.COM DEGREE (CSS) MODEL QUESTION PAPER****(2019 admissions onwards)***Third Semester***CM010302- INCOME TAX – LAW AND PRACTICE**

Time: 3 Hours

Maximum Weight: 30

*Note- Questions shall be based only on the relevant assessment year of study.***Section A.****Answer any *Eight* questions. Answer shall not exceed One page (Weight 1)**

1. What is deemed income?
2. What do you mean by accelerated assessment?
3. What are the assets excluded from the list of capital asset?
4. What is negative annual value?
5. Mention the deduction under section 80EE.
6. The WDV of machinery of a business was Rs. 300,000 on 1<sup>st</sup> April 20x1.  
Another machinery was purchased on 16<sup>th</sup> December 20x1 for Rs. 5,00,000.  
Calculate depreciation if the rate of depreciation is 15%.
7. Compute the tax liability of Mr. X who has agricultural income of Rs.90,000 and non-agricultural income of Rs.76,0000.
8. Mr. X purchased shares in Indian Companies as investment on June 10,20X1 for Rs. 1,20,000. On June 1 20X1 he started a business as a dealer in shares and transferred the entire holding to the business. The market value of the shares as on that date was Rs.1,60000. These shares are sold by Mr. X Rs.2,00000 on October 20,20X1. Compute Capital gains.
9. Mr. Y provides the following details and requests you to compute the allowable deduction u/s 80GG for the financial year 20X1-20X2  
Business income Rs. 600000 ,Interest on savings A/c in a bank Rs.10,000.  
Rent paid for house occupied by him for residential purpose Rs.7,000.
10. Mr. Heynes a West Indian came to India for the first time on 10.01.20X1 and left for Australia on 15.09.20X1.He again came to India on 1.05.20X4 to leave for South Africa on 15.07.20X4.Determine his status for the previous year 20X4-20X5.Determine the residential status of Mr.Heynes.

(8 x 1 = 8)

### Section B

**Answer any Six questions. Answer shall not exceed Two pages (Weight 2)**

11. Mr. X is a person with severe disability. He had the following particulars of his income for the previous year 20X1-X2:- salary (net) Rs.5,80,000, interest income of saving bank account Rs.4000, dividend from a co-operative society Rs.3000, dividend from Sriyansh industries limited Rs.2000 .Compute total income.
12. Compute income from other sources.
  - Interest (gross ) on deposits with a company Rs 10000
  - University remuneration Rs. 8000
  - Royalty for writing books Rs.80,000
  - Expenses on writing books Rs.20000
  - Family pension received Rs 48,000
  - Dividend from domestic company Rs.12,000
  - 10 % Rs 30,000 tax free Govt. securities.
13. After serving 33 years and 9 months in Bharat chemicals Ltd., Mr .X who is covered under the Payment of Gratuity Act retires from service on 30<sup>th</sup> November 20X1. The employer pays him a gratuity of Rs 9, 00,000 His monthly basic salary at the time of retirement was Rs.30, 000, D'A.Rs 9,000 and HRA Rs.4500. You are required to determine the amount of gratuity exempt under section 10(10) of the Income Tax
14. Determine the annual value of the house property.,-
  - Expected rent Rs.1,00,000
  - House let out @ Rs10,000 p.m.
  - House tax paid by owner Rs.9,000 (10%of municipal value)
  - House remain vacant for (a) 1 month (b) 3months
15. What do you mean by aggregation of income ? Explain.
16. Enumerate any Five items of income which are totally exempt?
17. Mr. A provide the following data regarding his transaction for the sale of his residential house, compute the amount of taxable capital gain
  - House purchased in 2001-02 Rs 2,50,000
  - Sold in November 2017 Rs. 28,00,000
  - Purchase another house in September 2017 Rs.6,00000
  - Investment in bonds u/s 54 EC in Jan 2018. Rs 2,00000

18. The following are the particulars of income and loss of an individual under different heads of income. Set off losses in the assessment year 20X1-X2 and find out the net result.

Income/ Loss	Amount
Income from house property A	5000
Loss from House property B	8000
Interest on securities	20,000
Loss from Cycle business	20,000
Profit from speculation business	20,000
Loss from short term capital asset	6000
Long Term Capital Loss	25000
Long Term Capital Gain	21000.

(6 x 2 = 12)

### Section-C

**Answer any Two questions. Answer shall not exceed Five pages. (Weight 5)**

19. Dr.Varma is a teacher. Following information relating to the AY 20X1-X2
1. Basic salary Rs 12,000pm
  2. DA 45% of salary
  3. Wardenship allowance @Rs 400 pm
  4. Examinership remuneration Rs 3000
  5. Royalty from books from schools (computed) Rs.22,500
  6. Gross interest on Govt. securities Rs.,5000
  7. Interest on tax free debentures (gross) Rs.3000. Debentures are issued by a public sector company and are notified.
  8. Dividend of shares of a foreign company Rs.2500
  9. Income from house property Rs.1,10,000 (computed)
  10. Contribution to statutory PF Rs.5000
  11. Contribution to PPF Rs. 12,000
  12. Premium paid by cheque on medical insurance policy on health of dependent father Rs.3000
  13. Donation to approved charitable institution Rs.10,000 by cheque. Compute his total income.

20. From the following particulars of income of Mr. Ashok Kumar for the year ended on 31<sup>st</sup> March 20X1. Ascertain his total income for the assessment year 20X1-X2.

- a) Salary Rs. 10,000 per month
- b) Interest received from bank Rs 900
- c) Interest received from government securities Rs. 7500
- d) Interest received from Maruti Ltd. Rs. on fixed deposits Rs. 5400
- e) Dividend received from DCM Ltd. Rs. 4000 (Gross)
- f) Dividend received from Co-operative Society Rs. 200
- g) Income received from units of a mutual fund Rs. 8950(Net)
- h) Profit on poultry farm Rs. Rs. 51000
- i) He sold his residential house during the previous year for Rs. 450,000 which he had purchased for Rs. 20,000 in 1979 and its fair market value on 1-4-2001 was Rs. 30,000.
- j) Other Long-Term Capital Gain Rs. 58300
- k) He purchased NSC VIII Issue for Rs, 10,000
- l) He paid Rs. 10,000 to a political party

21. Preetha occupied two flats for her residential purposes, particulars of which are as follows:

	Flat 1	Flat 2
Municipal Valuation	270000	135000
Fair Rent	360000	120000
Standard Rent	240000	NA
Municipal Taxes Paid	10%	10%
Fire Insurance	3000	1800
Interest on loan	120,000	NIL

Income of Preetha from her proprietary business is 21,00,000.

She has acquired gold ornaments for Rs. 650,000 in 2010 which were sold during the year for Rs. 21,46,000. Determine her gross total income for the assessment year 20X1-X2.



22. Xavier, a retailer of Bangalore gives the following trading and P&L account for the year ending 31-3-2018.

<b>Particulars</b>	<b>Rs.</b>	<b>Particulars</b>	<b>Rs.</b>
Opening Stock	90000	Sales	1211500
Purchases	1004000	Income from UTI	2400
Gross Profit	306000	Other Business Receipts	6100
		Closing Stock	180000
Total	1400000	Total	1400000
Salary	60000	Gross Profit b/d	306000
Rent and Rates	36000		
Interest on Loan	15000		
Depreciation	105000		
Printing and Stationary	23200		
Postage and Telegram	1640		
Loss on sale of shares	8100		
Other General expenses	7060		
Net Profit	50,000		
Total	306000	Total	306000

Additional Information:

- a) It was found that some stocks were omitted to be included in both opening and closing stock, values of which were, Opening stock – Rs. 9000 and Closing Stock Rs. 18000
- b) Salary include Rs. 10000 paid to his brother, which is unreasonable to the extent of Rs. 2000
- c) The whole amount of printing and stationery was paid in cash
- d) Depreciation provided in the P&L account Rs. 105000 was based on the following information: WDV of plant and machinery is Rs. 420000. A new plant under the

same block of depreciation of 15% was bought on 1-7-2017 for Rs. 70000. Two old plants were sold during the year for Rs. 50000.

- e) Other business receipts include Rs.2200 received as refund of tax relating to assessment year 2014 -15.
- f) Other general expenses include Rs. 2000 paid as donation to public charitable trust.

Compute the business income of the assessee for the assessment year 2015 -16.

( 2 x 5 = 10)

**Break up of Theory and Problems for Examination**

Section A- 5 Theory 5 problems

Section B – 3 Theory 5 Problems

Section C- 4 Problems

**M.COM DEGREE (CSS) MODEL QUESTION PAPER****(2019 admissions onwards)***Third Semester***CM010303-SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

Time: 3 Hours

Maximum Weight: 30

**Section A.****Answer any *Eight* questions. Answer shall not exceed One page (Weight 1)**

1. Explain – the basic assumptions of CAPM and connect them with its relevance.
2. Describe the term Investment in different perspectives.
3. What is Investment Information? Explain with relevant examples.
4. Make a note on “Simple Diversification”.
5. What is “Corner Portfolio”? Explain with its graph.
6. The returns of security X Rs 2 and security Z Rs 3 and return of security X Rs 4, and return on security Z Rs 2 with chances of getting the returns of 60% and 40%. You have to suggest best security on the basis of return.
7. What are the characteristics of Treynor’s Performance index? Explain the model with graph.
8. Determine the yield to maturity if a zero coupon bond with a face value of Rs 2500 is sold at Rs 750/-. The maturity period is 8 years.
9. Explain the need for the revision of Portfolio and describe passive and active portfolio revision strategy.
10. What is Trend? Explain the context of trend reversal with examples from the stock market.

**Section B****Answer any *Six* questions. Answer shall not exceed Two pages (Weight 2)**

11. “Market moves like waves”. But random walk is the basic movement of the market-Comment.
12. “Support and Resistance levels make the market less volatile” - Comment.
13. The closing price of SBI for 10 days are given below,

Dec10	Dec 11	Dec12	Dec13	Dec14	Dec 17	Dec 18	Dec19	Dec 20	Dec 21
680	696	699	689	695	660	678	682	650	680

- You are required to calculate RSI and ROC, prepare RSI chart and make comment and conclusion of indication derived from the results.
14. Explain “Utility theory” based on Markowitz Model efficient frontier.
  15. Analyzing risk is the inevitable part of investment process. Make a note on the statement with different elements of risks.
  16. Stock P and Stock Q are having Rs 17 and Rs 20 as the returns for the year 2015 and Rs 19 and Rs 16 as returns for the year 2016. Estimate the expected return on Portfolio with the assumption that investment fund is equally distributed to stock P and stock Q.
  17. “Analysis of Chart, pattern and figures provides more clarity on the market movement”. Explain how it helps the investors and traders to take their decisions.
  18. Rs 150 par value bond bearing a coupon rate of 12% matures after 8 years. The expected to yield to maturity is 18%. The present market price is Rs 115. Can the investor buy it? (5x2=10)

### Section-C

**Answer any Two questions. Answer shall not exceed Five pages. (Weight 5)**

19. Explain the various steps involved in security analysis throwing light into important techniques applied at each stage.
20. The one investment company manages equity fund consisting of five stock with the following market values and betas

Stock	Market value	Beta
P	Rs. 20,000	1.2
Q	Rs. 15,000	1.1
R	Rs. 10,000	.6
S	Rs. 5,000	.4

If  $R_f$  is 10% and  $R_m$  is 18% What is Portfolio expected return? Then make comparison between return of each stock and portfolio return and make your comment on the benefit or deficit through the construction of portfolio.

21. Each investment avenue may have some advantages and disadvantages on the basis of investment policy, investable income and level of risk bearing capacity of the investor. Suggest major investment avenues in India for investors and make discussion on the risk and return aspects of each one and then prove that what type of investment objective can be achieved through each investment avenue.

22. Why should an investor go for portfolio analysis? Explain the approaches in portfolio construction bringing out the salient features and considerations under each approach.

(2x5=10)

**Break up of Theory and Problems for Examination**

Section A - 8 Theory 2 problems

Section B – 5 Theory 3 Problems

Section C - 3 Theory and 1 Problem

**M.COM DEGREE (CSS) MODEL QUESTION PAPER**

**(2019 admissions onwards)**

*Third Semester*

**CM800301- INDIRECT TAX LAWS**

*(for Elective Group 1- Finance and Taxation)*

Time: 3 Hours

Maximum Weight: 30

**Section A.**

**Answer any *Eight* questions. Answer shall not exceed One page (Weight 1)**

1. What are the reasons for which India shifted to GST regime?
2. Outline the goods outside the scope of GST.
3. What is E-way Bill? What would be the validity period of EWB from the date of its generation?
4. Define Domestic Tariff Area under Customs Act.
5. Write short notes on (a) Reverse Charge Mechanism and (b) Composition Scheme Levy.
6. Explain with example composite supply and mixed supply.
7. What is the time limit for issue of invoice for continuous supply of services?
8. The CIF value of a machinery imported from USA amounted to \$ 1,20,000, which included \$ 800 Insurance and \$ 30,000 Freight. The rate of exchange amounted to Rs.65 per \$. Calculate Assessable Value.
9. What are the circumstances when a person can claim refund of unutilized Input Credit lying with him in Electronic Credit Ledger?
10. X Ltd., located in Mumbai, Maharashtra, receives order from M/s Y Ltd, located in Ahmedabad, Gujarat for supply of one machine. Find the place of supply and type of GST applicable? ( 8 x 1=8)

**Section B**

**Answer any *Six* questions. Answer shall not exceed Two pages (Weight 2)**

11. Who is an Input Service Distributor? What are the conditions for distribution of Credit by ISD?
12. Explain the various types of duties under Customs Law.
13. What is Value of Supply under GST? What are the adjustments which have to be provided to arrive at the value of supply?

14. Briefly explain the types of Warehouses under Customs Act.
15. What is GST Network? What functions and services are performed by GSTN?
16. What are the modes of recovery of tax under GST?
17. S Brothers registered in Utharakand has supplied 30 tonnes of chemical @Rs. 50,000 per tons (excluding taxes) to P of Utharakhand on 8<sup>th</sup> September 20x1. The invoice for the supply has been issued on the same date. Further following additional amounts were also charged from P

Particulars	Rs.
Freight	1,80,000
Packaging Charges	1,10,000
Weighing Charges	20,000
Cost of instrument specially purchased by S Brothers to manufacture the chemical	3,10,000

As per the terms of the contract of supply S Brothers is required to get the chemical inspected by an independent testing agency before the delivery of the same to P. P has paid such inspection charges amounting to Rs.12,000 directly to the testing agency. S Brothers also received Rs. 50 lakhs as a subsidy from the state govt. for setting up chemical manufacturing plant in Utharakhand.

P is required to make payment within 15 days of supply in terms of the contract. However, P delayed the payment of consideration and made payment in November and paid Rs.15000 as interest. You are required to calculate the GST Liability and state the due date of deposit assume the rate of GST to be 18%.

18. M/s X Ltd. is a manufacturer of textile products. Their turnover of the taxable goods and exempted goods are Rs. 4crore and Rs. 1 crore respectively. Common inputs on which GST paid is Rs.20,000/-. Calculate the eligible ITC on common inputs? (6 x 2= 12)

### Section-C

**Answer any Two questions. Answer shall not exceed Five pages. (Weight 5)**

19. Who is liable for registration under GST in India? What is the procedure for registration?

20. What are the general and additional accounts, records and documents which have to be maintained by different classes of taxable persons?
21. Explain the Rules for valuation of Imported goods and Export goods under Customs Law.
22. M/s X Ltd. being a registered person supplied taxable goods in the following manner:

Intra-State supply of goods - Rs. 18,00,000/-

Inter-State supply of goods - Rs. 13,00,000/-

Intra-State Purchases - Rs. 13,00,000/-

Inter-State Purchases - Rs. 1,50,000/-

ITC at the beginning of the relevant period:

CGST - Rs. 1,30,000/-

SGST - Rs. 1,30,000/-

IGST - Rs. 1,70,000/-

Additional Information:

- a. Rate of CGST, SGST and IGST to be 9%, 9% and 18% respectively.
- b. Inward and outward supplies are exclusive of taxes.
- c. All the conditions necessary for availing the input tax credit have been fulfilled.

Compute the net GST payable by M/s X Ltd during the tax period.?

(2 x 5 =10)

### **Break up of Theory and Problems for Examination**

Section A- 8 Theory 2 problems

Section B – 6 Theory 2 Problems

Section C- 3 Theory and 1 Problem



**M.COM DEGREE (CSS) MODEL QUESTION PAPER****(2019 admissions onwards)***Third Semester***CM810301-LOGISTICS AND SUPPLY CHAIN MANAGEMENT***(for Elective Group 2- Marketing and International Business)*

Time: 3 Hours

Maximum Weight: 30

**Section A.****Answer any *Eight* questions. Answer shall not exceed One page (Weight 1)**

1. What do you mean by logistics management?
2. What is bullwhip effect in SCM?
3. What is reverse logistics?
4. What is the concept of agile SCM?
5. What do you mean by green logistics?
6. What are Argo supply chains?
7. Write short note on ERP.
8. What is integrated logistics?
9. Differentiate between 3PL and 4PL.
10. What is JIT system of inventory management?

(8 X 1= 8)

**Section B****Answer any *Six* questions. Answer shall not exceed Two pages (Weight 2)**

11. Elucidate the importance of logistics management in modern business world.
12. Explain the objectives of SCM.
13. How can reverse logistics cater to a green supply chain strategy in the future?
14. Explain major documents in air cargo and ocean logistics.
15. Explain the principles of logistics information.
16. Explain the factors affecting warehousing decision.
17. Explain demand forecasting methods in logistics.
18. Differentiate between a push-based supply chain and a pull-based supply chain.

(6 x 2 = 12)

**Section-C**

**Answer any *Two* questions. Answer shall not exceed *Five* pages. (Weight 5)**

19. Explain various models in SCM.
  20. Describe the functions of logistics management.
  21. Explain various Sourcing and transportation decisions in Supply Chain Management
  22. Discuss the role of Information Technology in Supply Chain Management?
- (2 x 5 = 10)

**M.COM DEGREE (CSS) MODEL QUESTION PAPER****(2019 admissions onwards)*****Third Semester*****CM820301-TOTAL QUALITY MANAGEMENT*****(for Elective Group 3- Management and Information Technology)***

Time: 3 Hours

Maximum Weight: 30

**Section A.****Answer any *Eight* questions. Answer shall not exceed One page (Weight 1)**

1. What do you mean my quality cost?
2. Define TQM.
3. What are the steps in benchmarking?
4. What is KANBAN system?
5. What is GAP Analysis
6. What is QWL?
7. What is FMEA?
8. Explain TPM?
9. Explain Taguchi's Total Loss Function,
10. What are key performance indicators?

(8 X 1= 8)

**Section B****Answer any *Six* questions. Answer shall not exceed Two pages (Weight 2)**

11. Explain the PDCA cycle.
12. What are consumer complaints? How these complaints can be handled by the organization to retains the customers?
13. Explain Pareto analysis.
14. Explain the different types of benchmarking.
15. What do you mean by Quality Circle? Explain the functioning of quality circles.
16. Explain the pre requirements for the implementation of ISO 9000 Quality System.
17. Discuss the various points which are to be considered carefully for the implementation of JIT.
18. What do you mean by quality audit? What are its various types? (6 x 2 = 12)

**Section-C**

**Answer any *Two* questions. Answer shall not exceed *Five* pages. (Weight 5)**

19. Discuss in detail the Deming's 14 points. Also explain the Deming's Triangle.
20. Explain in detail the steps of DMAIC. Also compare this approach with DMADV.
21. Draw and explain the QFD House of Quality and the various steps in designing QFD?
22. Explain the essential steps while implementing TQM in an organization. What are the factors which generally effect the implementation of TQM?

(2 x 5 = 10)

**M.COM DEGREE (CSS) MODEL QUESTION PAPER****(2019 admissions onwards)*****Fourth Semester*****CM010401-ADVANCED COST AND MANAGEMENT ACCOUNTING**

Time: 3 Hours

Maximum Weight: 30

**Section A.****Answer any *Eight* questions. Answer shall not exceed One page (Weight 1)**

1. List out the differences between traditional absorption costing and activity based costing
2. What do you mean by dual rate transfer pricing system? Explain its advantages.
3. Write short notes on Break Even Point.
4. What do you understand by Cost Plus Pricing? How are such costs determined for pricing purposes?
5. What are the objectives of Transfer pricing within the organisation?
6. 6000 Pen Drives of 2GB are to be sold in a perfectly competitive market to earn Rs.1.06,0000 profit, whereas in a Monopoly market only 1200 units are required to be sold to earn the same profit. The fixed costs for the period are Rs.74,000 .The contribution per unit in the Monopoly Market is as high as three fourths its Variable Cost. Determine the Target selling price each market condition.
7. X Ltd. produces a product ,which has a Variable Cost Materials-Rs.40,Labour-Rs.10 and OH –Rs.4.The selling price is Rs.90 per unit. Sales for the current year is expected to be 15,000 units and Fixed OH are Rs.1,40,000.Under a wage agreement an increase of 10% is payable to all direct workers from the beginning of the forthcoming year ,while Material cost is expected to increase by 7.5% ,Variable OH by 5 % and fixed OH by 3% .Calculate the new BEP
8. Calculate Material Cost Variance of product P from the following data:-
  - a) Budgeted production of product P 200 Units
  - b) Standard consumption of raw materials 2 kg per unit of P
  - c) Standard price of material A Rs. 6 per kg
  - d) Actually, 250 units of P were produced. Material A was purchased at Rs.8 per kg and consumed at 1.8 kg per unit of P

9. The fixed costs amount to Rs.3,00,000 and the variable costs to sales are 66%. If 100% capacity sales are 18,00,000. Determine the profit at 75% capacity.
10. Compute: (a) Manufacturing time efficiency and (b) Manufacturing cycle time of company manufacturing wooden products
- Processing time 9 hours Inspection time 1.5 hours waiting time 6 hours
- Move time 7.5 hours Units per batch 60 Units (8 X 1= 8)

### Section B

**Answer any Six questions. Answer shall not exceed Two pages (Weight 2)**

11. Explain in detail, the steps involved in the installation of Activity Based Costing
12. ABC Ltd started its operations in year with a total production capacity of 2,00,000 units. The following information for two years are made available to you:

Particulars	Year 1	Year 2
Sales in units	80,000	1,20,000
Total cost	34,40,000	45,60,000

- There has been no change in the cost structure and selling price and it is anticipated that it will remain unchanged in year 3 also. Selling price is Rs 40 per unit. Calculate 1) Variable cost per unit, 2) PV Ratio, 3) BEP in units and 4) Profit if the firm operates at 75% of the capacity.
13. R Ltd will produce 3,00,000 kg of X and 6,00,000 kg of Y from an input of 9,00,000 kg of a raw material Z. The selling price of X is Rs.8 per kg and that of Y is Rs6 per kg. Following additional information is available:

Processing cost amount to Rs. 54,00,000 per month as under;	
Raw material Z, 9,00,000 kg at Rs 3 per kg	Rs. 27,00,000
Variable processing cost	Rs. 18,00,000
Fixed processing cost	Rs. 9,00,000
Total Cost	Rs. 54,00,000

There is an offer to purchase 60,000 kg additionally at a price of Rs. 4 per kg. The existing market for Y will not be affected by accepting the offer. But the price of X is likely to be decreased uniformly on all sales. Find the minimum reduced average price for X, to sustain the increased sales.

14. MM Manufacturing is evaluating two possible processes for the manufacture of a toy. The following information is available:

Particulars	Process A	Process B
Variable Cost per unit	Rs. 12	Rs. 14
Sale price per unit	Rs.20	Rs. 20
Total Fixed cost per year	Rs.30,00,000	Rs. 21,00,000
Capacity in units	4,30,000	Rs. 5,00,000
Anticipated sales for the coming year	4,00,000	4,00,000

Calculate the indifference point and suggest which process should be selected and on what basis.

15. The standard output of product MaC is 25 units per hour in the manufacturing department of a company employing 100 employees. The standard wage rate per labour is Rs.6. In a 42 hour week, the department produced 1040 units of MaC despite 5 % of the time paid was lost due to an abnormal reason. The hourly rate actually paid were Rs. 6.20, Rs, 6 and Rs. 5.70 respectively to 10, 30 and 60 workers. Compute : a) labour efficiency variance, b) Labour Rate Variance and c) Labour Idle Time Variance
16. SS Ltd is a trader in four varieties of paints. All varieties are equally popular and the monthly sales of each are 500 tins. The following information is presented for a month.

Particulars	Red	Green	Silver	Blue
Selling price per tin	Rs. 150	Rs. 125	Rs. 250	Rs.500
Purchase price per tin	Rs. 90	Rs.80	Rs.180	Rs. 400
Warehouse area occupied	50cu.cm	75 cu.cm	125 cu.cm	200 cu.cm
Financing cost per unit per day	Rs. 2	Rs.2	Rs. 2.5	Rs. 3
Average stay in stores	3 days	3 days	3 days	3 days

The varieties direct costs are:

a) Transportation -2% of purchase price	b) Warehouse rent Rs. 9000 (based on area occupied)
c) Incentive to staff – 1% of sale price	d) Financing cost – based on average stay in store.

Indirect costs and establishment expenses workout to Rs. 71,625

17. What do you mean by cost plus pricing? Explain its advantages and limitations.  
 18. What do you mean by Activity Based Cost Management? Explain the business applications of ABM.

(6 x 2 = 12)

### Section-C

**Answer any Two questions. Answer shall not exceed Five pages. (Weight 5)**

19. XL Pharma Ltd is engaged in producing dietary supplement 'Kidos' for growing children. It produces 'Kidos' in a batch of 10 kgs. Standard material input required for 10 kgs of 'Kidos'. Standard material input required for 10 kgs of 'Kidos' are as follows:

Material	Quantity( in kg)	Rate per kg
Vita-x	5	Rs.110
Proto-D	3	Rs. 320
Mineral-L	3	Rs. 460

During the month of May the actual production was 5000 kg of Kidos for which the actual quantities of material used for a batch and the prices paid therefor are as under:

Material	Quantity( in kg)	Rate per kg
Vita-x	6	Rs. 115
Proto-D	2.5	Rs. 330
Mineral-L	2	Rs. 460

Calculate the following variances based on the above given information for the month of May :

- a) Material Cost Variance    b) Material Price Variance    c) Material Usage Variance  
 d) Material Mix Variance    e) Material Yield Variance



20. CASA Ltd. manufactures 3 types of biscuits, A, B and C in a fully mechanised factory. The company has been following conventional method of costing and wishes to shift to Activity Based Costing System and therefore wishes to have the following data presented under both the system for the month.

Inspection Cost	Rs. per month	73,000
Machine – Repairs and Maintenance	Rs. per month	1,42,000
Dye Cost	Rs. per month	10250
Selling Overheads	Rs. per month	162000

<b>Product</b>	<b>A</b>	<b>B</b>	<b>C</b>
Prime Cost (Rs. Per Unit)	12	9	8
Selling price (Rs. per Unit)	18	14	12
Gross Production (Unit/production run)	2520	2810	3010
Number of defective units/production run	20	10	10
Inspection (No. of hours/production run)	3	4	4
Dye Cost/Production run (Rs.)	200	300	250
No. of Machine hours/production run	20	12	30
Sales – No. of units /month	25,000	56,000	27,000

Additional Information:

- No accumulation of inventory is considered
  - All good units produced are sold
  - All manufacturing and selling overheads are conventionally allocated on the basis of units sold
  - Product A needs no advertisement. Due to its nutritive value, it is readily consumed by diabetic patients of a hospital. Advertisement cost included in the total selling overhead is Rs. 83,000.
  - Product B needs to be specially packed before being sold so that it meets competition. Rs. 54,000 was the amount spent for the month in specially packing B and this has been included in the total selling overhead cost given.
- You are required to present product wise profitability statements under the conventional system and ABC system and accordingly rank the products.

21. X Company produces 5 different products from a single raw material. Raw material is available abundance at Rs. 6 per kg. The labour rate is Rs. 8 per hour for all products. The plant capacity is 21,000 labour hours for the budgeted period. Production facilities can produce all the products. The factory overhead rate is Rs. 8 per hour comprising Rs. 5.6 per hour. As fixed overhead and Rs. 4.50 per hour as variable overhead. The selling commission is 10% of the product price. Given the following information, you are to suggest a suitable sales mix which will maximise the company's profits. Determine the Profit that will be earned at the selected sales mix?

Product	Market demand (units)	Selling Price (Rs)	Labour hours required p. u	Raw material required p.u (grams)
A	4000	32	1.00	700
B	3600	30	0.80	500
C	4500	48	1.50	1500
D	6000	36	1.10	1300
E	5000	44	1.40	1500

Assume in above situation, 3500 hours of overtime working is possible. It will result in additional fixed overhead of Rs. 20,000, a doubling of labour rates and a 50% increase in variable overhead. Do you recommend overtime working?

22. What do you know about transfer pricing? Discuss in detail, the different methods of Transfer Pricing.

(2x 5 = 10)

### Break up of Theory and Problems for Examination

Section A- 5 Theory 5 problems

Section B – 3 Theory 5 Problems

Section C- 1 Theory and 3 Problems

**M.COM DEGREE (CSS) MODEL QUESTION PAPER****(2019 admissions onwards)*****Fourth Semester*****CM010402-INCOME TAX – ASSESSMENT AND PROCEDURE*****Note- Questions shall be based only on the relevant assessment year of study.***

Time: 3 Hours

Maximum Weight: 30

**Section A.****Answer any *Eight* questions. Answer shall not exceed One page (Weight 1)**

1. What are the conditions to be satisfied by a firm for assessing it as a firm?
2. Distinguish between tax evasion and tax avoidance
3. How will you determine the residential status of a company?
4. What are the circumstances where a return of income is considered as defective?
5. What is a notice of demand?
6. Mention the exempted income u/s 11 of a trust wholly charitable.
7. Mrs Darshana, aged 28 years derived an income of Rs 25,00,000 by performing in talk shows in foreign countries. Tax was deducted from that income @ 20%. There is no agreement for double taxation avoidance. Indian income of Darshana is 7,50,000. Compute the tax liability if she is an ordinary resident.
8. Mr. CK Vineeth is an employee of Grahams Ltd, New Delhi with a monthly salary of Rs. 1,00,000 and DA of Rs. 30,000 per month. He has contributed Rs. 1,00,000 to PM's National Relief fund and has paid Rs. 1,50,000 to a recognised provident fund. His employer has provided him a rent free accommodation whose perquisite value is Rs. 146,000.

Compute the amount tax to be deducted from his salary per month.

9. The net profit of ABC Associates, a partnership firm, for the previous year 2019 – 20 is Rs. 457500. This figure is arrived at after debiting interest on capital Rs 42,000 (@14%) and remuneration to working partners Rs. 260,000. Find the allowable remuneration to working partners under section 40(b) of the Income Tax Act.
10. A co-operative society has the following incomes during the year 20X1-20X2  
Income from house property Rs.10,000  
Income from bookshop Rs. 16,000

Interest on securities ( Gross) Rs. 16,000

Dividend on shares of another co-operative society Rs.26,000

Compute total income of the society.

(8 X 1= 8)

### Section B

**Answer any Six questions. Answer shall not exceed Two pages (Weight 2)**

11. What is tax planning? Suggest some tax planning tips for person with salary income.
12. What do you understand by Permanent Account Number? What are the consequences for failure to apply for PAN? Give examples of ten such transactions where quoting of PAN is compulsory.
13. (i) Shri .Suresh has to pay Rs.60,000 as advance tax during the financial year 2019-20 .He deposited the following amounts .  
 15.6.2018 Rs.9000, 15.9.2018 Rs. 19,000, 15.12.2018 Rs. 12,000, 15.3.2019 Rs.20,000  
 Is he liable to pay any interest u/s 234C? If yes determine the amount of interest payable.
- (ii) X a resident in India of the age of 65 years has not furnished his return of income for the AY 2018-19.The total income assessed by the AO u/s 143(3) Rs.10 lakhs Compute penalty levied under section 270A.
14. Ms. Somany estimates her current income for the financial year 2019 – 20 as follows:
 

i)	Income from Business	Rs. 14,76,000
ii)	Income from house property	Rs. 2,36,500
iii)	Income from Other sources	Rs. 1,21,000

She has paid insurance premium of Rs. 90,000 and deposited Rs. 1,00,000 towards PPF. She is also eligible for a deduction of Rs. 15,000 under Sec. 80 D.

Calculate the amount of advance tax to be paid at different dates.
15. What are the causes and consequences of best judgement assessment?

16. Ascertain the amount of tax deducted at source from the following income/receipts during the financial year 2019-20 :

1. Lottery winnings of Rs. 1,00,000 (gross) payable to Mr. X, resident in India.
2. Winnings from horse race Rs. 50,000 payable to Mr. Y, non-resident in India.
3. Interest on securities (listed) payable to Mr. Z a resident in India—Rs. 20,000.
4. Dividend payable by a domestic company to B, a resident in India—Rs. 40,000.
5. Interest on unlisted debentures of Y Ltd payable to T, a resident in India—Rs. 10,000.

17. From the following information compute the total income and tax liability of a charitable institution for the AY 20X1-X2.

Income from property held for charitable purposes Rs.10 lakhs

Voluntary donation from corpus of the trust Rs.50 lakhs

Other voluntary donations Rs.30 lakhs

Anonymous donations Rs.25 lakhs

Amount spent for charitable purpose in India Rs.20 Lakhs

Set apart for use in future for charitable purposes ( conditions fulfilled ) Rs.4 Lakhs

18. What is meant by AOP and BOI? Explain the computation of share of a member of AOP or BOI.

(6 x 2 = 12)

### Section-C

**Answer any Two questions. Answer shall not exceed Five pages. (Weight 5)**

19. The Statement of Profit & Loss of Ximbi Ltd., a domestic company, for the year ended 31st, March, 2020 is given below:

Statement of Profit & Loss  
(for the year ended 31st March, 2020)

Particulars	Rs.
	-
I. Revenue from operations	33,50,000
II. Other income :	--
Long-term capital gain [exempt u/s 10(38)]	6,20,000

III. Total Revenue (I + II)	39,70,000
IV. Expenses :	
Cost of materials consumed	12,40,000
Purchases of Stock-in-Trade	--
Changes in inventories of finished goods, work-in-progress and Stock-in-Trade	---
Employee benefits expenses	---
Other expenses :	
Expenses related to sale of other goods	8,00,000
Provision for unascertained liabilities	75,000
Total expenses	21,15,000
V. Profit before tax (III - IV)	18,55,000
VI. Tax expenses :	
Income tax paid	1,55,000
VII. Profit for the period (V - VI)	17,00,000
<i>Notes to Accounts :</i>	
<hr/>	
Profit/Loss as per last Balance Sheet (if any)	\
Current Year's Profit	17,00,000
Add : Transfer from General Reserve	<u>20,000</u>
	<b>17,20,000</b>
Less : Appropriations :	
Proposed Dividend	(7,65,000)
Transfer to General Reserve	<u>(1,00,000)</u>
Balance of Profit carried to Balance Sheet	<b>8,55,000</b>

*Other relevant information are as follows*

- (1) An outstanding liability related to value added tax for 2018-19 paid during 2019-20 Rs. 120,000 which was not charged to above Statement of Profit & Loss.
- (2) Brought forward loss as per books of account is Rs. 73,000 while the brought forward depreciation as per books of account is Rs. 1,10,000.
- (3) Brought forward unabsorbed depreciation is Rs. 5,12,000.

(4) Brought forward loss under the head capital gains Rs. 3,50,000.

Compute the tax liability of X Ltd. for the Assessment Year 2020 – 21

20. Explain in detail the procedure for assessment

21. A, B and C are equal partners in a firm. For the previous year the particulars of income of the firm are given below

1. Profit from business after debiting remuneration to partners. Rs. 20,000
2. Long term Capital Gain Rs. 100000
3. Interest on bank deposit Rs. 50,000
4. Remuneration to partners Rs. 1,80,000
5. Unabsorbed depreciation Rs. 30,000
6. Brought forward business loss Rs. 200000
7. Capital gain invested in specified assets Rs. 30,000
8. Amount deposited in Capital Gain A/c Scheme 1988 Rs. 30000

Compute total income and tax liability of the firm.

22. During PY 20x1-x2 there was a profit of Rs. 60,000 to an AOP after charging salary, bonus and interest on capital to its members. Taxable income of the AOP for the same period from house property and long-term capital gain were Rs. 1,40,000 and Rs. 12,000 respectively. There are three members A, B and C sharing profits and losses in 5:3:2 ratio and their income from business and profession for the AY 2018-19 is Rs. 1,35,000 Rs. 1,86,000 and Rs. 1,70,000 respectively. In addition to it AOP paid Rs. 6000, Rs. 10000 and Rs. 14000 as interest on capital to A, B and C respectively. Salary paid to A was Rs. 16,000 and bonus paid to B was Rs. 5000 in this period.

Find out tax liability of AOP and members.

(2 x 5 = 10)

### **Break up of Theory and Problems for Examination**

Section A- 6 Theory 4 problems

Section B – 4 Theory 4 Problems

Section C- 1 Theory and 3 Problems

**M.COM DEGREE (CSS) MODEL QUESTION PAPER****(2019 admissions onwards)*****Fourth Semester*****CM800401-DERIVATIVES AND RISK MANAGEMENT*****(for Elective Group 1- Finance and Taxation)***

Time: 3 Hours

Maximum Weight: 30

**Section A.****Answer any *Eight* questions. Answer shall not exceed One page (Weight 1)**

1. What are derivatives? Explain the features of derivatives.
2. Explain the short comings of derivatives trading in India.
3. Make a note on derivatives in Indian Market with examples.
4. If you deposit Rs 200000/- at 8% continuously compounded annually, what will be the future value after 5 years. Narrate the benefit of the investment.
5. Explain the concept of risk in derivative market.
6. Assuming the spot price of an asset is Rs 2500/- and the only carrying cost is borrowing the money at 12%. What is the fair price of a two years forward contract?
7. Explain how straddle is different from Strangle
8. Explain the concept of put call parity with example.
9. Explain different types of swaps. How currency swaps are different from interest rate swaps?
10. What are the different types of options? Explain the differences of American option and European option with numerical examples. ( 8 x 1= 8)

**Section B****Answer any *Six* questions. Answer shall not exceed Two pages (Weight 2)**

11. Make a short note on Commodity trading mechanism in India and explain the role of commodity derivatives to mitigate the risk of commodity market.
12. Currency futures are different from currency swaps in many aspects – Critically comment.
13. The spot price of the asset is Rs 120 and the strike price is Rs 110 and the annual volatility of 22% Assume 7% risk free interest rate, calculate risk free interest rate in three times under BOPM.



14. When is a futures market in “backwardation”? When is it in “Contango”? Explain with examples and what do they indicate.
15. “When a speculator buys a gold futures contract, it is similar to buying gold on buying gold on margin, with the margin requirement being very small.” Comment on this statement.
16. Explain the terms arbitrageurs, speculators and hedgers.
17. What is the price of European call that expires in 180 days time with a strike price of Rs 50 when the underlying is traded at Rs 60? This stock will have dividend of Rs 5 in 30 days’ time and the interest rate is 11% per annum. Assume the volatility of the stock as 12% p.a.
18. Suppose the stock price is Rs 200 and the risk free rate of return is 9%, Can a three month European call with a strike price of Rs 188 be priced at Rs 15.
- (6x2=12)

### Section-C

**Answer any *Two* questions. Answer shall not exceed *Five* pages. (Weight 5)**

19. The stock price is Rs 25 and the strike price to be 28 and it will be matured after three months, risk free interest rate is 14%, variance of the return is .15, calculate the price of the option under BSOPM.
20. Explain the theories relating to price determination of forwards. Support the answer with numerical examples.
21. Explain the concept of moneyness in case of options and its three forms with examples. What are the trading strategies of options? .
22. What are the economic benefits of the Derivatives and how derivatives serve the developing economy like India for its financial and economic development?
- (2x5=10)

### **Break up of Theory and Problems for Examination**

- Section A- 8 Theory 2 problems  
 Section B – 5 Theory 3 Problems  
 Section C- 3 Theory and 1 Problem

**M.COM DEGREE (CSS) MODEL QUESTION PAPER****(2019 admissions onwards)*****Fourth Semester*****CM800402-PERSONAL INVESTMENT AND BEHAVIOUR FINANCE*****(for Elective Group 1- Finance and Taxation)***

Time: 3 Hours

Maximum Weight: 30

**Section A.****Answer any *Eight* questions. Answer shall not exceed One page (Weight 1)**

1. What do you mean by Financial Literacy? Explain the role of financial literacy in day to day activities of individuals.
2. How financial discipline and financial capability helps individual to take his financial decisions?
3. “All investment avenues are profitable but not realized by everyone” – How you analyze the profitability of investment avenues?
4. What are the important features of Kaiser Five-Way Model?
5. What do you mean by Behavioural Finance? Explain its assumptions.
6. Discuss the future of crypto currencies in India.
7. What is personal Financial Planning? Explain the major factors which affect the personal Financial Planning.
8. What do you mean by Financial Wellbeing? Describe its relevance at present.
9. Explain the concept “Micro Behavioural Finance”.
10. Why do you think that SIPs are the best investment option for common man?

(8 x 1= 8)

**Section B****Answer any *Six* questions. Answer shall not exceed Two pages (Weight 2)**

11. “Financial Literacy is the back bone of Financial Socialization”- Critically Comment
12. Write short note on “Modern portfolio theory”.
13. What do you know about Theory of Planned behaviour? Explain its assumptions.
14. Make a detailed note about building blocks of behavioural finance.
15. Distinguish between conservatism and superstitions.

16. Advise a salaried person regarding the suitable investment opportunities for him, revealing the risk associated with the suggested alternatives.
17. "Saving ratio, Expense ratio, total assets liability leverage ratio are to be considered for the planning personal finance"- Do you agree with this statement? Why
18. Write a short note on "Loss Aversion", "Regret Aversion", "Mental Accounting" and "Sensation Seeking". (6x2=12)

### Section-C

**Answer any *Two* questions. Answer shall not exceed *Five* pages. (Weight 5)**

19. Elaborate expected utility theory and Prospect theory quoting the practical applications and limitations.
20. What is Bias? Distinguish between Internal and External Bias. Make a short note on various emotional biases.
21. "Financial Distresses is a major problem of the families at present." How you analyze the issue on the basis of financial planning, financial discipline, financial efficacy and financial literacy". Can you identify the major causes of financial Distress and suggest some solutions on the basis of your financial Knowledge.
22. "Children are formally educated, social and familial influences their financial behaviour. It is likely that parental financial teaching is more appropriate and effective than general financial education". Make discussion on the statement and derive your conclusion.

(2x5=10)

**M.COM DEGREE (CSS) MODEL QUESTION PAPER****(2019 admissions onwards)*****Fourth Semester*****CM810401- RETAIL AND RURAL MARKETING*****(for Elective Group 2- Marketing and International Business)***

Time: 3 Hours

Maximum Weight: 30

**Section A.****Answer any *Eight* questions. Answer shall not exceed One page (Weight 1)**

1. What do you mean by psychographic segmentation in marketing?
2. What is traditional retailing?
3. Explain the term web marketing?
4. What do you understand by trading area analysis?
5. What is agricultural marketing?
6. What is E-rural marketing?
7. Explain rural marketing mix?
8. Describe the profile of the rural consumer?
9. Define undifferentiated targeting?
10. Define E-retailing? (8 x 1= 8)

**Section B****Answer any *Six* questions. Answer shall not exceed Two pages (Weight 2)**

11. How does rural market differ from urban market?
  12. Explain the functions of retailing?
  13. Discuss the FMCG goods in rural marketing?
  14. Explain the role of retail shopper's attitude in rural marketing?
  15. Discuss the issues in retail human resource management?
  16. What are the different types of retail formats?
  17. Explain contract farming and credit bundling?
  18. Differentiate services retailing and product retailing?
- (6x2=12)

**Section-C**

**Answer any *Two* questions. Answer shall not exceed *Five* pages. (Weight 5)**

19. What are the emerging trends in rural marketing?
20. Explain the different models of E-retailing?
21. Elucidate the problems of rural marketing in India?
22. Explain the factors affecting rural consumer behaviour? ( 2 x 5= 10)

**M.COM DEGREE (CSS) MODEL QUESTION PAPER****(2019 admissions onwards)***Third Semester***CM810402-INTERNATIONAL MARKETING***(for Elective Group 2- Marketing and International Business)*

Time: 3 Hours

Maximum Weight: 30

**Section A.****Answer any *Eight* questions. Answer shall not exceed One page (Weight 1)**

1. What do you mean by export incentives?
2. What is market oriented export pricing?
3. Explain the term trade blocs?
4. What do you mean by FOB?
5. What is cross –cultural marketing?
6. What are grey market goods?
7. What do you understand by open account?
8. What do you mean by administered pricing?
9. What do you understand by Global e-marketing?
10. Define services export? (8 x 1 = 8)

**Section B****(Answer any *six* questions. Each question carries a weight of 2)**

11. Differentiate the tariff and non tariff barriers in international marketing?
12. Elucidate the procedure for export financing?
13. Discuss the challenges in global marketing research?
14. Write notes on product decision and pricing decisions in international marketing?
15. Discuss the various pricing strategies in international marketing?
16. Explain the main driving and restraining forces for a firm entering international market?
17. How does domestic marketing differ international marketing?
18. Describe the factors determining the selection of international market? (6 x 2 = 12)

**Section C****(Answer any *two* questions. Each question carries a weight of 5)**

19. What are the different problems and difficulties faced by the Indian marketers in international trade?
20. Explain the different techniques to enter into international marketing?
21. What are the different methods of payment in international marketing?
22. Discuss the different types of risks in international marketing? (2 x 5 = 10)

**M.COM DEGREE (CSS) MODEL QUESTION PAPER**

**(2019 admissions onwards)**

*Fourth Semester*

**CM820401- E-COMMERCE AND E-BUSINESS MANAGEMENT**

*(for Elective Group 3- Management and Information Technology)*

Time: 3 Hours

Maximum Weight: 30

**Section A.**

**Answer any *Eight* questions. Answer shall not exceed One page (Weight 1)**

1. Define e-commerce
2. What is value chain model?
3. What do you mean by e-business design?
4. How E-marketing differs from traditional marketing?
5. What is EPOS?
6. What is selling chain management?
7. What are the benefits of e-procurement?
8. What is e-banking?
9. What is data mining?
10. What is home banking?

( 8 x 1= 8)

**Section B**

**Answer any *Six* questions. Answer shall not exceed Two pages (Weight 2)**

11. Explain the challenges of e-commerce in India
12. Briefly explain the models of e-business.
13. What are the benefits of internet marketing?
14. Explain e-business technologies.
15. What are the issues in supply chain management?
16. Explain the legal frame work of e-banking.
17. Explain how technology helps the banking sectors.
18. Explain the forces influencing ERP

(6x2=12)

**Section-C**

**Answer any *Two* questions. Answer shall not exceed *Five* pages. (Weight 5)**

19. Explain e-banking business models.
20. What is e-marketing strategies? Explain various e-marketing strategies of a business.
21. Explain various models of e-commerce.
22. What are the different forms of electronic delivery channels?

( 2 x 5= 10)



**M.COM DEGREE (CSS) MODEL QUESTION PAPER**

**(2019 admissions onwards)**

*Fourth Semester*

**CM820402- LEGAL FRAMEWORK FOR I.T. BASED BUSINESS AND  
INTELLECTUAL PROPERTY RIGHTS**

*(for Elective Group 3- Management and Information Technology)*

Time: 3 Hours

Maximum Weight: 30

**Section A.**

**Answer any *Eight* questions. Answer shall not exceed One page (Weight 1)**

1. Define concept of cyber crime.
2. Compare Cyber space and physical space.
3. Briefly explain trade mark issues in cyber space
4. Explain E-contract.
5. What is Indian Trademarks Act 1999 ?.
6. What is BCP?
7. Explain SQL injection.
8. Explain Information Technology act.
9. Explain Web jacking.
10. Explain Cyber pornography. ( 8 x 1= 8)

**Section B**

**Answer any *Six* questions. Answer shall not exceed Two pages (Weight 2)**

11. Explain the Components of Cyber Laws in India.
12. Briefly explain Bankers Book Evidence Act.
13. Explain Copyright issues in Cyber space
14. Explain Biological Diversity Act 2002.
15. Explain the Concept of Cyber contraventions and Cyber Offences.
16. Explain the social site security.
17. Explain how the layout designs of ICs.
18. Differentiate Impact of IPRs on developing countries in general and India in particular. (6x2=12)

**Section-C**

**Answer any *Two* questions. Answer shall not exceed *Five* pages. (Weight 5)**

19. Explain different type of unauthorized access.

20. What do you mean by network security? Briefly explain network security methods.

21. Explain four types of IPR.

22. Define Online Software Piracy. What is the Copyright Act to deal with Online Software Piracy? (2 x 5= 10)