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2 SEM MCOM (CBCS) STS 200

2018

(June)

COMMERCE

Paper : 20200

(Statistics)

Full Marks : 60

Time : Three hours

***The figures in the margin indicate
full marks for the questions.***

1. Answer **any five** of the following :

2×5=10

- (a) Differentiate between probability and non-probability sampling.
- (b) What is a power of a test ?
- (c) Explain simple and multiple regression model.
- (d) Write the addition law of probability for two events and its generalisation.

Contd.

(e) What are the non-parametric counterpart of independent sample t -test and pair t -test.

(f) Write the functions for the following statistical measures supported by MS-Excel:

Mean, Standard Deviation, Median, Variance.

2. Answer **any five** of the following:

$$4 \times 5 = 20$$

(a) What is coefficient of determination? How it can be used to study the overall fit of a regression model?

(b) Mention the advantages and limitations of non-parametric test.

(c) Define the following terms:

level of significance, null hypothesis, alternative hypothesis, critical region.

(d) Define conditional probability of two events. State the Bayes' theorem.

(e) Name the different types of probability sampling methods.

(f) Explain stratified random sampling with example.

3. (a) Define the method of least squares that is used to estimate the unknown parameters of a regression model. What is a multiple regression model?

$$6 + 2 = 8$$

Or

(b) The following table gives the normal weight of a baby during the first six months of life:

$$6 + 2 = 8$$

Age in months (x)	0	2	3	5	6
Weight in lbs (y)	5	7	8	10	12

(i) Fit a regression model considering age in months as the independent variable. Estimate the weight of a baby at the age of 4 months.

(ii) Estimate the coefficient of determination to study the goodness of fit of the model.

4. (a) A researcher randomly sampled the annual returns from mutual funds that were purchased directly and through brokers and record the net annual returns, which are the returns on investment after deducting all relevant fees. These are tested below :

Direct	9.33	6.94	16.17	16.97	5.94	12.61	3.33	16.13
Brokers	3.24	-6.76	12.8	11.1	2.73	-0.13	18.22	-0.8
Direct	11.2	1.14	4.68	3.09	7.26	2.05	13.70	
Brokers	-5.75	2.59	3.71	13.15	11.05	-3.12	8.94	

Can we conclude at the 5% significance level that directly purchased mutual funds outperform mutual funds bought through brokers ? Use proper statistical test.

8

Or

- (b) A pharmaceutical company has recently developed three drugs to reduce cholesterol levels. To determine whether any differences exist in their benefits, an experiment was organized. The drugs were administered to randomly selected individuals who had history of high cholesterol levels.

8

The drugs were administered over a 2 month period and reduction in cholesterol was recorded which are given below :

Drug I	Drug II	Drug III
6.6	12.6	8.7
7.1	3.5	9.3
7.5	4.4	10
9.9	7.5	12.6
13.8	6.4	10.6
13.9	16.9	16.3
15.9	11.4	18.9
	10	

Investigate by using ANOVA whether these results allow the company to conclude that the differences exist between the three drugs.

5. (a) For the following data, test the hypothesis that the median measure in the population X is less than median measure in the population Y using Mann-Whitney U-test. Use $\alpha=0.05$

X : 60 45 23 32

Y : 10 25 20 54 32 65 8

6

Or

- (b) A random sample of 8 women is selected and their weights (in lbs) before and after they are put on a new diet are recorded as given below :

Before diet	180	178	165	200	160	145	170	210
After diet	174	181	157	198	152	150	160	205

Use Wilcoxon signed-rank test at a 0.05 level of significance to test the claim that the new diet is effective in reducing weight. 6

6. (a) A committee of four has to be formed from among 3 economists, 4 engineers, 2 statisticians and 1 doctor.

(i) What is the probability that each of the four professions is represented on the committee ? 1

(ii) What is the probability that the committee consists of the doctor and *at least one* economist ? 2

- (b) A company has two plants to manufacture scooters. Plant I manufactures 80% of the scooters and Plant II manufactures 20%. At Plant I,

85 out of 100 scooters are rated as standard quality or good quality. At Plant II, 65 out of 100 scooters are rated as standard quality.

(i) What is the probability that a scooter selected at random came from Plant I, if it is known that the scooter is of standard quality ? 3

(ii) What is the probability that a scooter selected at random from Plant II is of poor quality ? 2

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2 SEM MCOM (CBCS) BM 520

2018

(June)

COMMERCE

Paper : 20520

(Brand Management)

Full Marks : 60

Time : Three hours

***The figures in the margin indicate
full marks for the questions.***

1. (a) Discuss elaborately the process of branding. 15

Or

- (b) Draw focus upon the concept, dimensions and measurement of Brand Value. 5×3=15

2. (a) Enlist and explain, with examples, the various possible routes and instruments of brand development. 15

Contd.

Or

- (b) Create understanding about the concept and potential levels of brand hierarchy. 15

3. (a) Project a comparison of Brand Reinforcement and Brand Revitalisation. 15

Or

- (b) Throw light upon the determining factors in managing brands across geographical distances. 15

4. (a) Analyse the merits and demerits of Brand Extensions. 15

Or

- (b) "Choosing a Brand Name necessitates careful consideration of a number of aspects". Elaborate. 15
-

Total number of printed pages-3

2 SEM MCOM (CBCS) SM 420

2018

(June)

COMMERCE

Paper : 20420

(Service Marketing)

Full Marks : 60

Time : Three hours

***The figures in the margin indicate
full marks for the questions.***

1. (a) How do you define a service? In what ways marketing of services are different from marketing of goods?

4+8

Or

- (b) What are the various "Customer Groups"? What are their distinctive characteristics?

6+6

Contd.

2. (a) Why is quality so important for service organisation? Describe the five dimensions of service quality of the GAP model. 4+8

Or

- (b) What is Zone of Tolerance? What are the sources of adequate service expectations? 6+6

3. (a) What are the steps in the development of new services? Explain. 12

Or

- (b) How can waiting customers be managed? Take an example of a service organisation that often faces excessive demand over capacity and suggest measures. 5+7

4. (a) How do you understand a Tourism offer? Explain the marketing strategies for Tourism services. 6+6

Or

- (b) Throw light on the different extended marketing mix for hospitality services. 12

5. Write in brief **any two** of the following : 6×2=12

- (a) Restriction on Trade in services
- (b) Service Marketing Triangle
- (c) Components of services
- (d) Non-monetary costs in services
- (e) Psychographic segmentation.

Total number of printed pages-2

2 SEM MCOM (CBCS) 520

2019

(June)

COMMERCE

Paper : 20520

(Brand Management)

Full Marks : 60

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. (a) Distinctively highlight the key considerations in branding products and services. 15

OR

- (b) Emphasise upon the role of branding in gaining a competitive edge in marketing products/services. 15

Contd.

2. (a) Throw light upon the criteria that would determine the choice of routes for brand development. 15

OR

- (b) Discuss the intent behind brand extensions as well as the types of extensions. 7+8=15

3. (a) Project the salient features of a brand's relationship with its customers. Cite suitable examples to justify your answer. 15

OR

- (b) Explain how branding ensures value addition. 15

4. (a) With the rapid increase in market competition, protecting brands legally becomes an utmost necessity to ensure their survival and growth. Elaborate. 15

OR

- (b) Enlist and explain a few brand name strategies. 15

Total number of printed pages-2

2 SEM MCOM (CBCS) 520

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(June)

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2 SEM (CBCS) MCOM 100

2019

(June)

COMMERCE

Paper : 20100

(Research Methodology)

Full Marks : 60

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Answer **any five** of the following questions :

3×5=15

- (a) What is an exploratory research ?
- (b) What is a probability sample ?
- (c) What is a schedule ?
- (d) Where do you use 'op.cit.' in a research report ?
- (e) What is an independent variable ?
- (f) What is a finite universe ?
- (g) What is data coding ?

Contd.

(h) What is a bibliography?

2. Answer **any three** of the following questions : $5 \times 3 = 15$

(a) Explain how would you attempt to understand a research problem.

(b) State the reasons why sampling is used in social science research.

(c) State merits and demerits of interview as a technique of data collection.

(d) Write a note on analysis of data.

3. Answer **any three** of the following questions : $10 \times 3 = 30$

(a) Discuss the different methods of data collection indicating their merits and demerits.

(b) "Processing of data implies editing, coding, classification and tabulation." Discuss these four operations pointing out the significance of each operation in a research project.

(c) Discuss about the significance of literature review in research.

(d) Narrate the steps involved in writing a research report.

Total number of printed pages-3

2 SEM (CBCS) MCOM 410

2019

(June)

COMMERCE

Paper : 20410

(Financial Market)

Full Marks : 60

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. (a) Discuss the role of Financial Institutions in the financial system of our country. 12

Or

- (b) Discuss in detail about the services offered by CRISIL. 12

2. (a) How do primary and secondary markets contribute to economic growth ? 12

Contd.

Or

- (b) Discuss the role of the following in relation to the capital market of India :

6+6=12

(i) Underwriters

(ii) Merchant Banks.

3. (a) Briefly explain the objectives and importance of Indian Money Market.

12

Or

- (b) Differentiate between :

6+6=12

(i) Money Market and Capital Market

(ii) Certificate of deposit and Commercial paper.

4. (a) What do you understand by Stock market index? Why are there so many indices? What purpose(s) do they serve?

4+4+4=12

Or

- (b) Write short notes on the following :

6+6=12

(i) BSE Sensex

(ii) Services offered by depositories.

5. (a) Critically examine the role of FDI in the economic development of a country.

12

Or

- (b) Briefly explain the differences between FDI and FPI.

12

Total number of printed pages-3

2 SEM (CBCS) MCOM 300

2019

(June)

COMMERCE

Paper : 20300

(Entrepreneurship)

Full Marks : 60

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. (a) Give a substantial literature overview in attempting to define entrepreneurs and entrepreneurship in the last thirty years to date. 12

OR

- (b) Compare and contrast entrepreneurs, managers and enterprises. 12

Contd.

2. (a) Elucidate the opinions of economists, sociologists and psychologists on the emergence of entrepreneurship.

12

OR

- (b) Elucidate the views on entrepreneurship forwarded by Schumpeter, Walker and Drucker.

12

3. (a) Why is SCBA referred to as economic society benefit analysis? Justify.

12

OR

- (b) Explain the different models of Micro finance.

12

4. (a) In the context of APEDA, how do you foresee development in the North Eastern Region of India?

12

OR

- (b) Develop a module of an EDP for a priority sector target group with justification.

12

5. (a) What steps would you subscribe for removing the impeding factors in the growth of entrepreneurship in North East India?

12

OR

- (b) Make an analysis of the 'Act East Policy' for entrepreneurship development in North East India.

12

Total number of printed pages-2

2 SEM (CBCS) MCOM 100

2019

(June)

COMMERCE

Paper : 20100

(Research Methodology)

Full Marks : 60

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Answer **any five** of the following questions :

3×5=15

- (a) What is an exploratory research ?
- (b) What is a probability sample ?
- (c) What is a schedule ?
- (d) Where do you use 'op.cit.' in a research report ?
- (e) What is an independent variable ?
- (f) What is a finite universe ?
- (g) What is data coding ?

Contd.

(h) What is a bibliography?

2. Answer **any three** of the following questions : $5 \times 3 = 15$

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(c) Discuss about the significance of literature review in research.

(d) Narrate the steps involved in writing a research report.

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2 SEM MCOM (CBCS) 510

2019

(June)

COMMERCE

Paper : 20510

(Financial Management)

Full Marks : 60

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. (a) (i) Explain time value of money. 5
- (ii) Ram Prasad does not understand much the matters relating to investment analysis and management. He invests a sum of money today against which he will be receiving a sum of Rs. 4,000 (four thousand only) after 5 years from now. The opportunity cost that he has for the present investment are as under :

Contd.

- (a) Bank fixed deposit rate of interest @ 6.75%
- (b) Government of India 15 years Defence Bond @ 9%
- (c) Equity Mutual Fund @ 8.5%

You are required to —

- (a) determine the value of r or discount rate;
- (b) determine the present value of the investment for the future value of which is Rs. 4,000 (as given above);
- (c) justify the concept of TMV of money on the basis of above findings.

10

Or

- (b) Mary, who runs a small but very successful sandwich bar, wishes to expand her business by acquiring another outlet in a desirable location, with the assistance of her accountant. She has presented a business plan to a bank detailing the expected cash flow associated with the expansion project.

The investment project is expected to cost Rs. 3,00,000 for site acquisition, renovations and professional fee etc. The cash generated will be as under :

Year 1 = Rs. 80,000 (net of all expenses)

Year 2 to 5 = Rs. 1,00,000 each year (net of all expenses)

Mary wants a return of at least 10% on the investment. Is the project worthwhile for Mary? Justify your answer.

15

- 2. (a) Having determined the expected rate of return on a proposed investment, the financial manager of Future Spectrum Technologies now wishes to calculate total risk associated with its business based on the economic scenario. The expected returns from the project are related to the future performance of the economy over the period as follows :

Economic scenario	Probability of occurrence (p)	Rate of return (r)
Strong Growth Economy	0.25	15%
Moderate Growth Economy	0.50	12%
Low Growth Economy	0.25	8%

Calculate total risk of Future Spectrum Technologies.

15

Or

- (b) Following are the information relating to Security A and Security B:

Security A			Security B		
Return (r)		Probability (p)	Return (r)		Probability (p)
10%	-	0.05	9	-	0.10
11%	-	0.25	12	-	0.15
12%	-	0.40	13	-	0.50
13%	-	0.25	15	-	0.15
14%	-	0.05	16	-	0.10

From the information given above calculate —

- expected risk and return against Security A and Security B;
- covariance of Security A and Security B given the coefficient of correlation between Security A and Security B is 0.60.

3. (a) Explain β coefficient with examples. Explain how β is used for calculating required rate of return under the logic of CAPM.

6+9=15

- (b) The capital structure of M/s. Reliance Industries Ltd. is as under:

Equity capital 60% (as on 31.3.19)

Debt 40% (as on 31.3.19)

Information relating to cost of capital:

Equity Shares:

Risk free

market return = 8% (as on 31.3.19)

Return on

equity of RIL = 15% (as on 31.3.19)

β coefficient of

RIL and SML = 3.56 (as on 31.3.19)

Debts of Release:

YTM of bonds

floats (last

10 years) = 10.52%

(as on 31.3.19)

Calculate the Weighted Average Cost of Capital (WACC) of Reliance Industries as on 31st March, 2019.

Give justification against your assumptions. Also give detailed working notes.

15

4. (a) Determine the value of its shares according to Gordon's model assuming the following information and discuss its implications on share value of M/s. Alpha Manufacturing Ltd.: $10+5=15$

D/P Ratio (Payout)

- (i) 10%
- (ii) 30%
- (iii) 50%
- (iv) 70%
- (v) 100%

In addition to the above information following are some more information relating to Alpha Manufacturing Co. Ltd.:

$$r = 12\%; k_c = 11\%, E = \text{Rs. } 20$$

(Provide detailed working notes wherever necessary)

Or

- (b) Explain financial analysis. How the same can be pursued in the context of—

(i) liquidity analysis; and

(ii) analysis of capital gearing.

$$5+5+5=15$$
