

*Total number of printed pages-2*

**4 SEM (CBCS) MCOM 200**

**2019**

(June)

**COMMERCE**

Paper : 40200

**(Foreign Trade)**

*Full Marks : 60*

Time : Three hours

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

1. (a) Explain the nature of Foreign Trade. 15

**Or**

- (b) Why do business firms of a country go to other countries? Give your answer with suitable examples. 15

2. (a) "The theory of Comparative Cost Advantage has no relevance in today's foreign trade". Do you agree? Justify. 15

*Contd.*



**Or**

- (b) Discuss the issues involved in Balance of Trade that determines the entry mode strategies of an international company. 15
3. (a) Develop a suitable marketing strategy to sale Refrigerator to the Eskimos of Siberia. 15

**Or**

- (b) Why people believe that Geocentric recruitment policy is the best for international assignments? Justify. 15
4. (a) Write a detailed note on SAARC. 15

**Or**

- (b) Discuss the importance of WTO in Foreign Trade. 15



Total number of printed pages-4

**4 SEM MCOM (CBCS) 610**

**2019**

(June)

**COMMERCE**

Paper : 40610

**(Portfolio Management)**

Full Marks : 60

Time : Three hours

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

1. (a) (i) Discuss the principles of compounding and discounting used in the time value concept of money. 10
- (ii) Suppose you have won a lottery! The officials offer you with two choices. You may take three payments of ₹ 3,00,000 over next 3 years or you may opt for ₹ 7,50,000 at once. Assuming the prevailing rate of interest be 10%, justify your preference with proper calculations. 5

Contd.



**Or**

- (b) From the following data, identify the securities that are underpriced and overpriced. Construct a portfolio and assume it being constructed with equal proportions of 5 securities listed below. Calculate the risk and expected return of this portfolio.

Security	Estimated Return	$\beta$	Standard Deviation (%)
A	30%	2.0	50%
B	25%	1.5	40%
C	20%	1.0	30%
D	11.5%	0.8	25%
E	10%	0.5	20%
Market Index	15%	1.0	18%
Govt. Security	7%	0	0

5+5+5=15

2. (a) Explain in detail the basic tenets of the Dow theory and also its associated criticisms. 10+5=15

**Or**

- (b) What is fundamental analysis? Critically evaluate the fundamental analysis. 10+5=15

3. (a) Discuss the modern portfolio theory or Markowitz model of portfolio management. In the light of this model, discuss in brief how risk of a portfolio can be minimised through diversification. 10+5=15

**Or**

- (b) Yearly return for stocks of IBN and BSE are given below. Calculate beta and alpha.

Year	IBN	BSE
1	0.2	0.1
2	0.3	0.2
3	0.5	0.3
4	0.4	0.4
5	0.6	0.5
6	0.0	0.6
7	0.4	0.3
8	-0.1	-0.4
9	0.3	0.1
10	-0.2	-0.4

15



4. (a) Discuss portfolio performance evaluation with the help of risk return measurement. 15

Or

- (b) Following are data on risk and return on portfolios A to E.  $R_f$  is 3% and  $R_m$  is 18% :

Portfolio	Return	$\beta_1$ (SD)	Beta
A	7	3	0.4
B	10	8	1.0
C	13	6	1.1
D	15	13	1.2
E	18	15	1.4

Rank the portfolio on the basis of—

- (i) Sharpe's index  
(ii) Treynor's index  
(iii) Jensen's index from best to worst.  
5+5+5=15

Total number of printed pages—4

4 SEM MCOM (CBCS) 610

2019

(June)

COMMERCE

Paper : 40610

(Portfolio Management)

Full Marks : 60

Time : Three hours

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

1. (a) (i) Discuss the principles of compounding and discounting used in the time value concept of money. 10
- (ii) Suppose you have won a lottery! The officials offer you with two choices. You may take three payments of ₹ 3,00,000 over next 3 years or you may opt for ₹ 7,50,000 at once. Assuming the prevailing rate of interest be 10%, justify your preference with proper calculations. 5



Total number of printed pages-3

**4 SEM MCOM (CBCS) 620**

**2019**

(June)

**COMMERCE**

Paper : 40620

**(Market Research)**

Full Marks : 60

Time : Three hours

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

1. (a) Discuss the need for and scope of market research for corporate decision-making. 12

**OR**

- (b) As the determining variables of the market for products and services tend to be different, so also is the type of market research needed in both cases. Justify with examples. 12

Contd.



2. (a) With the help of a probable topic of research, explain the process of marketing research. 12

**OR**

- (b) State the necessary conditions for formulation of a marketing research problem. 12

3. (a) Broadly discuss various types of questionnaire designs and focus upon their suitability in conducting different types of surveys. 12

**OR**

- (b) Elaborately explain the application of Delphi technique and projective technique in marketing research. 6+6=12

4. (a) Throw light upon a few probability sampling techniques. Cite examples to create better understanding. 12

**OR**

- (b) Discuss various forms of hypothesis. Also, point out the conditions necessary for a usable hypothesis. 4+8=12

5. (a) Enlist various components of a research report in the order as they would actually appear. 12

**OR**

- (b) Throw light upon different types of research reports and the respective purposes they serve. 12



Total number of printed pages-4

**4 SEM MCOM (CBCS) SA 510**

**2019**

(June)

**COMMERCE**

Paper : 40510

**(Security Analysis)**

Full Marks : 60

Time : Three hours

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

1. (a) "In India some categories of institutional investors have played a pivotal role in the process of financial market development. Investments by domestic asset managers and foreign portfolio investors in equities and debt have added capital raising for Indian corporates."  
Comment on the above statement in the context of major categories of institutional investors in India.

15

Contd.



**Or**

- (b) "Investors play a very crucial role in maintaining liquidity in the market but speculators too, play a major character in absorbing excessive risk and providing required liquidity, at the time when investors do not participate." Discuss. 15

2. (a) Explain non-marketing financial assets. Write the key differences between non-marketable and marketable financial assets. 5+10=15

**Or**

- (b) Suppose you are offered the opportunity to purchase a Rs. 100 bond with 10% annual coupon and 15 years to maturity for a price of Rs. 117.10. What is the rate of return you would earn if you bought the bond now and hold it till maturity? Use trial and error method to find out the actual yield to maturity (YTM). 15

- (a) (i) What is Balance Sheet Valuation? Explain. 5

- (ii) Following is the Balance Sheet of M/s. A Ltd. as on 31-03-2019: From the information given below you are required to calculate the values of equity shares on following bases : 10

- (a) Balance Sheet Value ;  
(b) at Replacement Cost ; and  
(c) at Realisable Value.

**Balance Sheet of A Ltd.  
as on 31-03-2019**

LIABILITIES	Rs.	ASSETS	Rs.
Equity Share Capital (5000 Equity shares of Rs. 10 each)	5,00,000	Property, Plant and Equipments (Net of depreciation)	6,00,000
General Reserve	1,50,000	Inventories	2,00,000
Share Premium	1,00,000	Trade Receivables	3,00,000
Short-term Borrowing (Bank O/D)	3,60,000	Cash and Cash Equivalents	1,60,000
Trade Creditors	2,00,000	Preliminary Expenses	50,000
	<u>Total 13,10,000</u>		<u>Total 13,10,000</u>

The following additional information is available as on 31-03-2019 :

	Replacement Cost Value Rs.	Realizable Value Rs.
Fixed Assets	5,00,000	6,40,000
Inventories	<u>4,00,000</u>	<u>2,20,000</u>



**Or**

- (b) Alpha Ltd. is currently paying a dividend of Rs. 3 per share. The dividend is expected to grow @ 15% p.a. for 2 years. Thereafter it is expected to decline @ 5% p.a. for three years, again to grow forever @ 10% p.a. You are required to find the value of the share if the capitalisation rate is 12%. 15

4. (a) Explain macroeconomic analysis under Indian context. Also state whether growth in GDP counts the development of human beings in our country.  $7\frac{1}{2} + 7\frac{1}{2} = 15$

**Or**

- (b) (i) "The scope of using technical analysis comes from the level of efficiency of the capital market." Comment. 7
- (ii) Explain in brief *four* major measures of technical/market analysis with examples. 8



Total number of printed pages-7

**4 SEM (CBCS) MCOM 300**

**2019**

(June)

**COMMERCE**

Paper : 40300

**(Human Resource Management)**

Full Marks : 60

Time : Three hours

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

1. Answer ***any five*** questions from the following : 3×5=15
  - (a) What do you mean by 'human resource'?
  - (b) What is demographic environment of Human Resource Management?
  - (c) What is Vestibule Training?
  - (d) What is a reference check?

Contd.



the small plant, a very variable environment existed due to flexibility in work, whereas, in the mother plant such flexibility did not exist due to highly structured jobs. Whenever there would be any negotiation with the workers of the company it was first negotiated at the small plant and whatever would be the outcome, the main plant union would agree. The management would make the main plant workers agree on the pretext that there had to be uniformity in both the units of the plant.

In 2008, the workers in the small plant demanded hike in pay of 15 per cent of the basic salary, to which the management did not agree. They wanted to give a hike of 5 per cent only since, the plant could not generate much revenue out of its activities and moreover the activities of this plant were not quantifiable as the outcome of designs could be assessed only after 3-4 years. Many rounds of negotiations took place but neither the management nor the union

representatives were ready to compromise. With the result the members lost faith in the union and nobody was ready to takeover union responsibilities. In due course of time the demand of the workers fizzled out.

Meanwhile, the union at the main plant took up the issue of hike in pay with the management. They were demanding a hike of 20 per cent of the basic salary. After few rounds of negotiations, the management agreed to give rise on the basis of variable income scheme that was the hike would be proportionate to the individual's output, to which the union did not agree in the first few rounds of negotiations. But later keeping in mind the fate of the negotiations of workers at the smaller unit the workers agreed. Once the settlement at the main plant was implemented, the unrest among the workers in the small plant started. In the absence of any union, every worker approached Raman Kumar, the HR Manager. Anticipating problems from the workers of the small plant, he gave them an assurance that he would communicate it to the top



management. The expectations of the workers started rising. A suggestion from the workers came that all of them should give an undertaking that they would abide by the decision of the top management and would not involve themselves in the unionized activities. There was a strong belief among the workers that management would give them the hike similar to that of the main plant since there had been always commonality in the two units in the past whenever such occasions had come. Even after a long wait of two years, nothing substantial emerged despite occasional assurance from Raman Kumar. In October 10, 2009 the new executive director, Hritik Ranade took over. The day he joined, the workers showed their resentment by not eating food in the canteen. Ranade immediately walked into the canteen, to seek out the matter and assured them of an early settlement. He thought that the demands of the workers were genuine, but at the same time their output could not be quantified as

compared to the workers of the main unit. After a period of three months the workers came to know through grapevine that management was planning to give pay hike of Rs. 150 irrespective of the basic salary.

One fine morning, the workers were communicated that there had been an 8 per cent raise for everybody irrespective of the level. Since then, there had been no negotiations for the salary and it was fixed by the top management.

#### **Questions :**

1. Was it ethical for the management to have different rates of pay hike at two units ?
2. Would the pay hike of 8 per cent satisfy the workers ? Discuss.
3. How far do you think that an organization can encash on the strategy of feeding lower figures of pay hike in the grapevine and then giving slightly higher figures in reality ?
4. Do you think that the workers in the design unit were not contributing to the revenues generated by the organization ?



Total number of printed pages-3

**4 SEM MCOM (CBCS) SM 520**

**2019**

(June)

**COMMERCE**

Paper : 40520

**(Strategic Marketing)**

Full Marks : 60

Time : Three hours

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

1. (a) Explain the concept of marketing strategy. What questions are generally responded by the study of marketing strategy? 8+4=12

**Or**

- (b) "One of the main requirements of strategy formulation is to understand the strategic direction of main competition." Explain the typical dimensions on which competition can be assessed. 12

Contd.



2. (a) Explain the concept of sustainable competitive advantage. Highlight the major thrust areas of sustainable competitive advantage. 4+8=12

Or

- (b) Explain the economic model of competition in marketing. 12

3. (a) Define segment marketing. Differentiate between segment marketing and niche marketing. 6+6=12

Or

- (b) What is perceptual mapping? How does it help a marketer in developing a competitive positioning strategy? 6+6=12

4. (a) In marketing warfare, Al Ries and Trout have developed a war-like analogy for marketing competitive environment. Suggest the *four* ways to fight this war with some Indian examples. 12

Or

- (b) Define the term pricing strategy. Identify and examine the pricing strategies that are available to the firms to meet the challenges of a competitive market. 4+8=12

5. Write short notes on **any two** of the following : 6×2=12

- (a) Competitive position analysis
- (b) Total quality marketing
- (c) Backward integration and forward integration
- (d) Core competencies and distinctive competencies.



Total number of printed pages-3

**4 SEM (CBCS) MCOM 101**

**2019**

(June)

**COMMERCE**

Paper : 40101

**( Company Law )**

Full Marks : 60

Time : Three hours

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

1. (a) "Promoters stand in fiduciary relationship with the company they promote" — Explain. 15

**Or**

- (b) (i) Elucidate the rules which must be observed in connection with the name of a Company. 7½

Contd.



- (ii) "The power of altering the Articles is wide yet it is subject to large number of limitations" — Explain.  $7\frac{1}{2}$

2. (a) (i) Explain the term 'invitation to public'.  $7\frac{1}{2}$

(ii) What do you understand by the Golden rule as to the framing of prospectus?  $7\frac{1}{2}$

**Or**

(b) Briefly explain the extent of company's liability to shareholders for mis-statement in the prospectus. What are the defences available to liable persons for avoiding liability?  $9+6=15$

3. (a) What is 'Proxy'? Explain the provisions of the Companies Act, 2013 with regard to proxies.  $5+10=15$

**Or**

(b) Write short notes on the following:  $5 \times 3 = 15$

(i) Modes of Voting

(ii) Class Meeting

(iii) Adjournment of Meeting.

4. (a) Discuss the provisions of Companies Act, 2013 relating to payment of dividends with particular reference to payment of dividends out of reserve.  $15$

**Or**

(b) (i) Briefly explain the provisions of the Companies Act, 2013 with regard to Unpaid Dividend Account.  $7\frac{1}{2}$

(ii) The Articles of Association of ABC Limited contained a clause that in case of insufficient profits, the company can pay dividends to its equity shareholders out of capital at a rate not exceeding 10% of the face value of shares. In view of the legal provisions, answer the following questions:  $7\frac{1}{2}$

(a) Is the clause valid?

(b) If acting upon the clause, directors recommend and pay the dividends, then what is their liability?