

**2017/EVEN/03/11/COM-403
(AC/FM/HR/MR/BK)/521**

(2)

PG Even Semester (CBCS) Exam., May—2017

COMMERCE

(4th Semester)

Course No. : COMCC-403

Full Marks : 70

Pass Marks : 28

Time : 3 hours

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

Candidates have to answer *either* from
COMCC-403 (AC) *or* COMCC-403 (FM) *or*
COMCC-403 (HR) *or* COMCC-403 (MR) *or*
COMCC-403 (BK)

OPTION—A

Course No. : COMCC-403 (AC)

**(ACCOUNTING THEORY AND CONTEMPORARY
ISSUES IN ACCOUNTING)**

Answer **five** questions, taking **one** from each Unit

UNIT—I

- 1.** Write a detailed note on the history of
accounting thought. 14

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- 2.** (a) Discuss how the socioeconomic and
legal and statutory environmental
factors influence accounting practices. 10
(b) What are the objectives of accounting? 4

UNIT—II

- 3.** (a) Elucidate the qualitative characteristics
of accounting information in the light of
SFAC No. 2 of FASB. 10
(b) What are the constraints to achieve
qualitative characteristics of accounting
information? 4
- 4.** Define accounting theory. Discuss the new
approaches to the formulation of accounting
theory. 4+10=14

UNIT—III

- 5.** (a) Define the term 'revenue' in accounting. 4
(b) Discuss the criteria applied in financial
accounting for revenue recognition. 10
- 6.** (a) State the objectives of cash flow
accounting. 6
(b) Distinguish between historical account-
ing and cash flow accounting. 8

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UNIT—IV

7. (a) Define value added accounting. Discuss its objectives. 4+6=10
- (b) Differentiate between value added statement and Profit & Loss A/c. 4
8. Write short notes on the following : 7+7=14
- (a) Segment reporting
- (b) Social reporting

UNIT—V

9. (a) Explain the concepts of environmental accounting and environmental auditing. 4+4=8
- (b) Examine the scope of environmental auditing. 6
10. (a) Discuss the significance of human resource accounting. 6
- (b) Examine any two methods of valuation of human resources. 4+4=8

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OPTION—B

Course No. : COMCC-403 (FM)

(SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT)

Answer **five** questions, taking **one** from each Unit

UNIT—I

1. What is financial investment? Do you think that information of return alone is sufficient to take an investment decision? Explain the process of computing the systematic risk with an example. 4+4+6=14
2. What is portfolio management? Discuss the phases involved in the process of portfolio management. 4+10=14

UNIT—II

3. Discuss the linkage of economy, industry and company analysis. Describe the key economic and industry variables that an investor must monitor as part of his fundamental analysis. 4+10=14
4. Write short notes on the following : $3\frac{1}{2}\times 4=14$
- (a) Bullish trend
- (b) Japanese candlestick charts
- (c) Moving average
- (d) Trend reversal

UNIT—III

5. (a) Discuss the significance of valuation of share. How would you estimate the intrinsic value of a share which is to be held for a certain number of years? 4+4=8
- (b) A company paid dividends amounting to ₹ 5 per share during the last year. The company is expected to pay ₹ 10 per share during the next year. Investors forecast a dividend of ₹ 12 per share in the year after that thereafter, it is expected that dividend will grow at 12% per year into an indefinite future. Would you buy/sell the share if the current price of the share is ₹ 251? Investors required rate of return is 16%. 6
6. What is yield to maturity? How is it calculated? Establish that bond prices vary inversely with changes in market interest rates. 3+5+6=14

UNIT—IV

7. (a) How to compute the covariance between the returns of two securities? Discuss the significance of correlation between the securities in minimizing the risk of a portfolio with two securities. Give example. 3+6=9

- (b) Calculate the expected return of a portfolio composed of the following securities :

Security	Expected Return (percent)	Proportion (percent)
A	10	20
B	15	20
C	20	60

What would be the expected return if the proportion of each security in the portfolio were 25, 25 and 50 percent respectively? 5

8. (a) What is efficient frontier in the context of portfolio selection? 4
- (b) Explain the process to identify the optimal portfolio. 4
- (c) Explain how portfolio return and risk are estimated under single index model. 6

UNIT—V

9. (a) "CAPM can be used to evaluate the pricing of securities." Discuss. 8
- (b) What factors necessitate portfolio revision? 6

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10. (a) What are the different perspectives that can be adopted for evaluation of performance of investment activity? Discuss. 6
- (b) What is meant by risk adjusted return? Distinguish between sharp ratio and Treynor ratio. 3+5=8

OPTION—C

Course No. : COMCC-403 (HR)

(INDUSTRIAL RELATIONS)

Answer **five** questions, taking **one** from each Unit

UNIT—I

1. Define industrial relations. Elucidate the role of three actors of industrial relations. 5+9=14
2. Critically examine the uses of system approach in understanding the industrial relations. Also evaluate the relevancy of Gandhian approach to industrial relations in the present context. 8+6=14

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UNIT—II

3. Define trade union. Why do employees join trade unions? Explain the tactics adopted by unions to influence the management. 3+6+5=14
4. Discuss the problems of trade unions in India. Also describe the multiplicity and politicization of trade unions in India. 7+7=14

UNIT—III

5. Describe the principles of collective bargaining. Also explain the stages in collective bargaining process. 6+8=14
6. Give your arguments for the owners' absolute right to manage an enterprise. Explain the significance of different levels of labour management cooperation in industrial set up. 7+7=14

UNIT—IV

7. Describe, in detail, the causes and consequences of industrial disputes. 8+6=14
8. Distinguish between indiscipline and misconduct. Explain the need for a sound grievance handling procedure. 7+7=14

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UNIT—V

9. Explain the causes of industrial accidents.
How can industrial accidents be prevented?
7+7=14
10. Delineate the origin, structure and objectives
of ILO. 5+5+4=14

OPTION—D

Course No. : COMCC-403 (MR)

(MARKET RESEARCH AND CONSUMER
BEHAVIOUR)

Answer **five** questions, taking **one** from each Unit

UNIT—I

1. Discuss the steps involved in conducting
marketing research. 14
2. What is problem identification? Discuss the
issues involved in developing marketing
research proposal. 4+10=14

UNIT—II

3. Discuss the meaning, components and
importance of research design in the context
of marketing research. 4+4+6=14
4. Discuss the issues involved in the
preparation and design of questionnaire for
interview purpose. 14

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UNIT—III

5. Write the concepts of consumer buying
process and also discuss the stages in
consumers' decision making. 14
6. Discuss, with real life examples, the
influence of culture, social class and
reference group on consumer behaviour. 14

UNIT—IV

7. Discuss Howard Sheth model of consumer
behaviour. Also highlight its limitations. 10+4=14
8. Write a critical note on the application of
consumer behaviour models with reference
to present Indian scenario. 14

UNIT—V

9. Discuss the role of learning and learning
theories in understanding individual
differences in consumers' needs and
motivation. 14
10. Discuss the significance of Sigmund Freud's
psychoanalytical theory and Pavlovian theory
of learning for better understanding the
behaviour of the customer's in the market
place. 7+7=14

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OPTION—E

Course No. : COMCC-403 (BK)

(MANAGEMENT OF BANKING INSTITUTIONS)

Answer **five** questions, taking **one** from each Unit

UNIT—I

1. Explain the concept of 'profitability' and 'productivity' in the context of banking. Briefly discuss the common measures of profitability and productivity. 5+9=14
2. Explain the meaning and significance of capital adequacy in banking sector. How is capital adequacy ratio calculated? 4+6+4=14

UNIT—II

3. Discuss the special role of commercial banks towards microfinancing. 14
4. Elaborate the various credit appraisal techniques as adopted by banks while lending. 14

UNIT—III

5. What do you mean by electronic payments? What are the different modes of e-transactions? How is electronic payments superior over conventional modes of payments? 4+5+5=14

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6. Write short notes on any *two* of the following : 7×2=14
 - (a) RTGS
 - (b) NEFT
 - (c) Electronic clearing services
 - (d) E-Wallets

UNIT—IV

7. Explain the role of marketing in banking. Discuss the major components of marketing mix as applicable for the marketing of banking products. 6+8=14
8. What is branch layout? Share your understanding about an ideal branch layout. 6+8=14

UNIT—V

9. Write a note on prudential norms as applicable for Assets Classification and Income Recognition for banks. 14
10. Discuss the major recommendations of Narasimham Committee Report, 1991 on banking sector. 14

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