

DPA – 510 COM (F)

M.Com. (Previous) Degree Examination, August/September 2008
Directorate of Correspondence Course
COMMERCE

Paper – I : Principles and Practice of Management (Freshers)

Time: 3 Hours

Max. Marks: 80

Note : 1) Answer any FIVE questions.
2) Each question carries 16 marks.

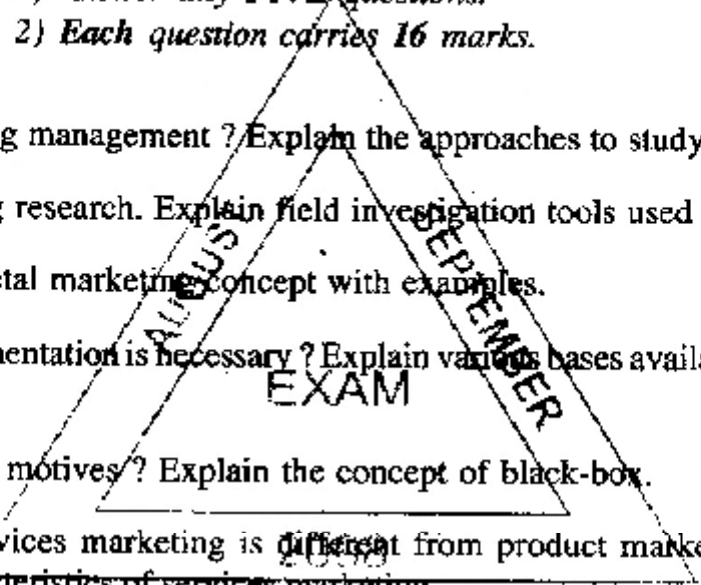
1. Define Management. Explain the different functions of management.
 2. Explain the segmental steps involved in the planning. Explain the myths about planning.
 3. Discuss the principles of organization. Explain its different types.
 4. Distinguish between power, authority and leadership.
 5. Discuss the various approaches available to analyze motivation.
 6. Define communication. Explain the barriers of communication.
 7. Define planning and explain the process of planning.
 8. Explain the process of decision making. What are the problems involved in effective decision making ?
 9. What is forecasting ? Explain the techniques of forecasting.
 10. Define control in managing business. Explain the essentials of effective control system.
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COMMERCE
Paper – 2 : Marketing Management
(Freshers)

Time : 3 Hours

Max. Marks : 80

Note : 1) Answer any FIVE questions.
2) Each question carries 16 marks.

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1. What is marketing management? Explain the approaches to study the discipline.
 2. Define marketing research. Explain field investigation tools used in research.
 3. Explain the societal marketing concept with examples.
 4. Why market segmentation is necessary? Explain various bases available to segment the market.
 5. What are buying motives? Explain the concept of black-box.
 6. Explain how services marketing is different from product marketing. Explain the typical characteristics of services marketing.
 7. Explain the Economic Model contributed by Alfred Marshall.
 8. Define product life cycle. Explain its typical characteristics.
 9. Explain how the process of planning and organizing is carried out to execute the marketing activities.
 10. New Product Development is a lengthy process. Explain.
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M.Com. (Previous) Degree Examination, August/September 2008
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COMMERCE (Paper – III)
Financial Management
(Freshers)

Time : 3 Hours

Max. Marks : 80

*Note: 1) Answer any FIVE of the following questions.
2) Each question carries 16 marks.*

1. What do you understand by financial management? Briefly discuss the goals of financial management.
2. Explain the methods of incorporating risks and uncertainty in Evaluating capital projects.
3. What is cost of capital? What are the uses of cost of capital in financial decision-making?
4. What is meant by optimum capital structure? Discuss the basic qualities which a sound capital structure should possess.
5. What is meant by management of working capital? Explain its importance in finance function.
6. Describe in brief the various provisions of Indian Companies Act, 1956 governing the declaration and payment of dividend.
7. Write an explanatory note on "Development Finance Corporations".



8. Janaki Products Ltd. has two projects under consideration which are mutually exclusive. The cost of each of them is Rs. 1,00,000. Both projects have to be depreciated on straight line basis and the tax rate may be taken as 35%.

Determine which project is better on the basis of payback period

Year	Cash Inflows	
	Project A Rs.	Project B Rs.
1	80,000	20,000
2	60,000	40,000
3	40,000	60,000
4	20,000	80,000
5	10,000	1,00,000

9. A company has the following estimates of the present values of the future cash flows after taxes associated with the investment proposal, concerned with expanding the plant capacity. The company intends to use a decision free approach to get a clear picture of the possible outcomes of this investment. Plant expansion is expected to cost Rs. 3,00,000.

Present value of future CFAT :

With expansion Rs.	Without expansion Rs.	Probability Rs.
3,00,000	2,00,000	0.2
5,00,000	2,00,000	0.4
9,00,000	3,50,000	0.4

Advise the company regarding the financial feasibility of the project.

10. The earnings per share of a company is Rs. 8 and the rate of capitalisation applicable is 10%. The company has before it an option of adopting i) 50% ii) 75% and iii) 100% dividend payout ratio.

Compute the market price of the company's is quoted shares as per Walter's Model if it can earn a return of i) 15% ii) 10 % and iii) 5% on its retained earnings. Advise suitably on the optimum dividend policy to be followed in each case of return on investment.

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COMMERCE

Paper – IV : Accounting Theory (Freshers)

Time : 3 Hours

Max. Marks : 80

- Note :* 1) Answer any FIVE questions.
2) Each question carries 16 marks.

1. What is accounting theory ? Explain the process employed in accounting theory development.
 2. What do you mean by eclectic approach ? How is it different from other approaches ? State its usefulness also.
 3. Explain the following accounting principles :
 - a) Entity principle
 - b) Going concern
 4. What are the limitations of conservative principle of accounting ? How far this principle is relevant ?
 5. Describe the advantages of accounting standards. State briefly the provisions of Companies Act, 1956 relating to compliance of accounting standards.
 6. What is inflation accounting ? Briefly state the different methods of accounting for inflation.
 7. Explain cost approaches of valuation of human resources.
 8. What is meant by financial reporting ? Identify the trends in financial reporting practices of Indian companies.
 9. Differentiate between proprietary and entity theories. Which one is being used in corporate form of business enterprises ?
 10. What are the advantages of accrual system of accounting ? How this system has contributed to manipulation of accounting figures in financial statements ?
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