



**DPA – 510 (Com)**

**First Year M.Com. Degree Examination, July/August 2011  
(Directorate of Distance Education)**

**Paper – I : PRINCIPLES AND PRACTICES OF MANAGEMENT**

Time : 3 Hours

Max. Marks: New Scheme 80

Old Scheme 70

- Instructions :** 1) *Students who have attended 30 Marks IA Scheme will have to answer for total of 70 Marks.*
- 2) *Students who have attended 20 Marks IA Scheme will have to answer for total of 80 Marks.*
- 3) *Answer any FIVE of the following (Section – A) questions. Each question carries 14 marks (for both 70-80 Marks Schemes).*

SECTION – A

(5×14=70)

- Note :** 1) *This Section is common for the students of both Old and New scheme.*
- 2) *Answer any FIVE of the following questions.*
- 3) *Each question carries FOURTEEN marks.*

1. Explain the importance of management in modern business.
2. Why business organization need to motivate employees ? Explain.
3. What are the differences between planning and forecasting ? Describe.
4. Write a detailed note on Management by objectives.
5. What is controlling ? State its role in improving the performance of organization.
6. Write a brief note on thoughts of management.
7. Explain problems involved in decision making.
8. What is communication ? Explain types of communication.

**P.T.O.**



9. What is leadership ? What are the qualities of leadership ?
10. What do you mean by direction ? Explain the role of direction.

SECTION – B

(1×10=10)

*Note :* 1) This Section is **only** for the students of **New Scheme**.  
2) Answer **any ONE** of the following questions and it carries **TEN** marks.

11. Discuss the role of organising in effective management of an organisation.

OR

12. Trace out the barriers to communication and suggest the measures to overcome those barriers.



**DPA – 520 (Com)**

**First Year M.Com. Degree Examination, July/August 2011**

**(Directorate of Distance Education)**

**Paper – 2 : MARKETING MANAGEMENT**

Time : 3 Hours

Max.Marks : New Scheme : 80

Old Scheme : 70

- Instructions :**
- 1) *Students who have attended 30 Marks IA Scheme will have to answer for total of 70 Marks.*
  - 2) *Students who have attended 20 Marks IA Scheme will have to answer for total of 80 Marks.*
  - 3) *Answer any FIVE of the following (Section – A) questions. Each question carries 14 marks (for both 70/80 Marks Schemes.)*
  - 4) *Q.No. (11 or 12) in Section – B is compulsory for 80 Marks Scheme only.*

SECTION – A

(5×14=70)

**Note :** This Section is common for the students of both **Old** and **New** Scheme.

1. Define Marketing Management. Discuss the new concepts of marketing environment.
2. Explain in detail purchase behaviour models.
3. What do you mean by Marketing Research ? Discuss the method of conducting research.
4. Explain the importance of marketing segmentation.
5. Discuss the product life cycle and related strategies.
6. Explain the different channels of distribution.
7. Give an account of the major classification of services.

**P.T.O.**



8. What are the factors which influence the behaviour of consumers ?
9. Explain the process of integration of communication mix in the promotional programme.
10. Distinguish between product marketing and services marketing.

**SECTION – B**

**(1×10=10)**

**Note :** 1) This Section is **only** for the students of **New Scheme**.

2) Answer **any ONE** of the following question and it carries **ten** marks.

11. Marketing is a predominant function of a business enterprise to achieve the objectives.

**OR**

12. Design marketing strategies for marketing of food and beverages.



**DPA – 530 (Com)**

**First Year M.Com. Degree Examination, July/August 2011**

**(Directorate of Distance Education)**

**Paper – 3 : FINANCIAL MANAGEMENT**

Time : 3 Hours

Max. Marks : New Scheme : 80

Old Scheme : 70

- Instructions :**
- 1) *Students who have attended 30 marks IA Scheme will have to answer for total of 70 marks.*
  - 2) *Students who have attended 20 marks IA Scheme will have to answer for total of 80 marks.*
  - 3) *Answer **any FIVE** of the following (Section – A) questions. **Each** question carries **14** marks (for **both 70/80** marks Scheme).*
  - 4) *Question No. 11 or 12 in Section – B is **compulsory** for **80** marks scheme only.*

SECTION – A

**(5×14=70)**

**Note :** This Section is common for the students of both Old and New Schemes.

1. Discuss the profit maximization and wealth maximization objective. In what respect is the objective of wealth maximization superior to profit maximization objective ?
2. Explain the different approaches of cost of capital.
3. Bring out the factors which motivated the government of India to establish development financial institutions in post-independence period.
4. Explain the different methods of evaluating the investment project.
5. Compare and contrast the NI and NOI approach.
6. Define inventory management. Critically evaluate objectives of inventory management.

**P.T.O.**



7. A Ltd. is under consideration of the following 2 Projects. The details are :

Particulars	X	Y
Investment in machinery	Rs. 10,00,000	Rs. 15,00,000
Working capital	Rs. 5,00,000	Rs. 5,00,000
Life of machinery (years)	4	6
Scrap value	10% of cost	10% of cost
Tax rate	30%	30%

Income before depreciation and tax are as follows :

Year	1	2	3	4	5	6
X	Rs. 8,00,000	Rs. 8,00,000	Rs. 8,00,000	Rs. 8,00,000	Rs. 8,00,000	Rs. 8,00,000
Y	Rs. 15,00,000	Rs. 9,00,000	Rs. 15,00,000	Rs. 8,00,000	Rs. 6,00,000	Rs. 3,00,000

You are required to calculate ARR and suggest which project is to be preferred ?

8. ABC company expected net operating income of Rs. 1,00,000 cost of debt is 10% outstanding debt is Rs. 4,00,000. If the overall capitalization rate is 12.5%. What would be the total value of firm and the equity capitalization rate ?

- 1) When debt is Rs. 4,00,000
- 2) When debt is Rs. 5,00,000
- 3) When debt is Rs. 3,00,000

9. a) A company issues 15% debenture of Rs. 1,000 each. It may be redeemable in 10 years. The debenture is expected to be sold at 5% discount and it involves floating charges of 2.5% of face value. The tax rate of 35%. You are required to determine cost of redeemable debt.

b) Sony company has 20% irredeemable debenture of Rs. 200 each. The tax rate is 35%. Determine the cost of debenture assuming it is issued at

- a) 10% premium
- b) 15% discount.



10. Determine the working capital required to finance a level of activity of 1,80,000 units of a output for a year. The cost structure is as under :

	<b>Cost per unit Rs.</b>
Direct materials	20
Direct labour	05
Overhead (including depreciation of Rs. 5)	15
Total cost	40
Profit	10
Selling price	50

Additional Information :

- a) Minimum desired cash balance is Rs. 20,000.
- b) Raw materials are held in stock, on an average for 2 months.
- c) Work in progress (assume 50% completion stage) will approximate to half a month production.
- d) Finished goods remain in warehouse, on an average for a month.
- e) Suppliers of materials extend a months credit and debtors are provided 2 months credit. The cash sales are 25% of total sales.
- f) There is a time lag in payment of wages of one and half month in the case of overheads.

SECTION – B

**(1×10=10)**

**Note :** 1) This Section is only for the students of New Scheme.

2) Answer **any ONE** of the following questions and it carries **ten** marks.

11. Discuss the determinants of capital structure of a Company.

OR

12. Discuss the motives of holding cash and explain the techniques of managing float.

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**DPA – 540 (COM)**

**First Year M.Com. Degree Examination, July/August 2011  
(Directorate of Distance Education)  
Paper – 4 : ACCOUNTING THEORY**

Time : 3 Hours

Max. Marks : New Scheme : 80

Old Scheme : 70

SECTION – A

**(5×14=70)**

*Note : 1) This Section is common for the students of **both** Old and New Schemes.  
2) Answer **any FIVE** of the following questions.  
3) **Each** question carries **FOURTEEN** marks.*

1. Define Accounting theory. Explain the need for and importance of accounting theory.
2. Discuss the qualities of financial reporting information.
3. Write an explanatory note on Accounting Policies.
4. Discuss the role of accounting as an Information System.
5. Compare and contrast equity theory with residual equity theory of accounting.
6. Define accounting standard and explain the process of setting accounting standards.
7. What do you mean by inflation accounting ? Briefly explain the approaches to inflation accounting.
8. Define Human Resource Accounting and bring out a case for assetization of human resource costs.
9. What is meant by Corporate Reporting ? Critically examine the emerging trends in corporate financial reporting.
10. Compare and contrast Eclectic Approach and Ethical Approach to the formulation of Accounting Theory.

**P.T.O.**

**DPA – 540 (COM)**



SECTION – B

**(10×1=10)**

*Note : 1) This Section is **only** for the students of New Scheme.*

*2) Answer **any ONE** of the following questions and it carries **TEN** marks.*

11. What do you mean by GAAPs ? Critically evaluate the basic accounting postulates.

OR

12. Explain the process of setting accounting standards by the ASB of ICAI.