

Course Title: International Business

Course Code: 201

Session: 2020-2021

Maximum Marks: 30

Note: Attempt any *three* of the following questions

1. Explain Foreign Exchange Regulation Act (FERA) 1973.
2. What is W.T.O? Explain its broad objectives, structure and functions.
3. Comment “politics has always played and will continue to play an important role in shaping business all over the world”.
4. What do you mean by international business? How does it contribute in the growth of the Indian economy?
5. Write short notes on any*two* of the following.
 - a) UNCTAD
 - b) MNCs
 - c) World Bank
 - d) IMF

Course Title: Corporate Accounting and Disclosure
Course Cod: M.Com 202
Session: 2020-21
Maximum Marks: 30

Note: Attempt any three out of the following five questions. All questions carry equal marks.

Q1. What do you mean by buy back of shares? What are the advantages of buy back of shares by a company?

Q2. What is meant by Redemption of Debentures? Differentiate between Capital Redemption Reserve Account and Debenture Redemption Reserve Account.

Q3. What are the objectives of valuation of shares? Discuss intrinsic value method of valuation of equity shares by giving an example.

Q4. How the various activities are classified as per AS-3 revised while preparing Cash flow statement?

Q5. Write short notes on:

1. Right Issue and Bonus Issue
2. Super profit method of valuation of goodwill
3. Human Resource Accounting

Course Title: Corporate Legal Framework

Session: 2020-21

Course Code: 203

Maximum Marks: 30

Note: Attempt any *three* of the following questions.

1. Describe briefly various meetings of a company.
2. What do you understand by articles of association of company? What are its content.
3. Write short notes
 - a) Company secretary
 - b) Equity shares and preference shares
4. Write an essay on constitution of board of directors of a company.
5. What is annual general meeting of a company? Describe the nature of proceeding of this meeting.

Course Title: Strategic Management

Course Code: M.Com- 204

Session: 2020-21

Maximum Marks-30

Note: Attempt any three out of the following five questions. All questions carry equal marks.

1. Discuss the environment scanning and appraisal. Give a brief account of SWOT Analysis with contemporary industrial scenario in India.
2. What is strategic analysis? Discuss some of the strategic alternatives available to an organisation.
3. What do you mean by organisational structure? Explain the various structures present in an organisation.
4. "Corporate Portfolio Analysis helps an organisation to understand its services and products. Elucidate.
5. Write a short note on any two of the following:-
 - a) Value Based Pricing.
 - b) Strategic Leadership.
 - c) C2C Business Model.
 - d) Ansoff Matrix.

Course Title: Security Analysis and Portfolio management

Course Code: MCM – 205

Session: 2020-21

Maximum Marks: 30

Note: Attempt any three out of the following five questions. All questions carry equal marks

1. Discuss in detail various types of investments.
2. Explain the steps involved in listing procedure of security of a company.
3. What do you mean by dematerialization? State the process of Dematerialization.
4. Explain Markowitz concept of diversification with the help of an example.
5. Write short notes on:

(a) Mutual Funds

(b) Rematerialization

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Course Title: Advertising and Sales Management

Course Code: M.Com- 206

Session: 2020-21

Maximum Marks- 30

Note: Attempt any *three* out of the following five questions. All questions carry equal marks.

1. What are the objectives of advertising? Discuss in detail the social and economic aspects of advertising.
2. What do you mean by media scheduling? Discuss the different types of media scheduling used by the marketers in India.
3. Define advertising agency. Explain the various techniques used for testing advertising effectiveness.
4. Explain the role of compensation in sales force management. Discuss the elements of good compensation package.
5. Write a short note on any two of the following
 - e) Personal Selling
 - f) Client Relationship
 - g) Advertising Copy Development
 - h) Recruitment and Selection

Course Title: Human Resource Management
Course Code: 207
Session: 2020-21
Maximum Marks: 30

Note: Attempt any *three* out of the following five questions. All questions carry equal marks.

- 1-What are the emerging issues in the area of human resource management? Discuss with examples.
- 2- Discuss the need and importance of human resource planning.
- 3- Discuss the objectives, process and methods of performance appraisal.
- 4- How to handle employee grievance effectively? What are the benefits of having a grievance handling procedure?
- 5-Write short notes on any two of the following-
 - a- Industrial democracy
 - b- Regulatory mechanism in Industrial relations
 - c- Recruitment and selection
 - d- Wage and salary administration