Programme:	**M.Com.**	
Semester:	**IV**	
Course Title:	**Financial Management**	**Max. Time: 3 Hours**
Course Code:	**SLM COM 1 2 05 C 4105**	**Max. Marks: 70**

Instructions:

1. Questions 1 has seven parts and students need to answer any four. Each part carries three and half marks.
2. Question 2 to 5 have three parts and students need to answer any of two parts of each question. Each part carries seven marks.

Question 1. Briefly describe any four of the following: (4X3.5=14)

   a) Role of finance manager
   b) Financial leverage
   c) Weighted Average Cost of Capital
   d) Capital Asset Pricing Model (CAPM)
   e) Net Income Approach
   f) Advantages of stock dividend
   g) Inventory management

Question 2.   (2 X 7 = 14)

   a) Define financial Management. Briefly discuss the salient features of modern financial Management.
   b) Describe the Stakeholders' wealth maximization concept and contrast it with the notion of maximization of profit.
   c) "Every manager has to take three major decisions while performing the finance functions". Briefly explain them.

Question 3.   (2 X 7 = 14)

   a) What is Capital Budgeting? Briefly explain the steps involved in capital budgeting process.
   b) What are cash flows? What is their importance in capital budgeting decisions.
   c) A company is considering two mutually exclusive projects X and Y. Project X costs Rs. 30,000 and Project Y costs Rs 36,000. You have been given below the net present value estimates and probability distribution for each project:

Project X		Project Y	
NPV estimate	Probability	NPV estimate	Probability
Rs. 3,000	0.1	Rs. 3,000	0.2
Rs. 6,000	0.4	Rs. 6,000	0.3

| Rs. 12,000 | 0.4 | Rs. 12,000 | 0.2 |
| Rs. 15,000 | 0.1 | Rs. 15,000 | 0.2 |

(a) Compute the expected net present value of projects X and Y
(b) Which project do you consider and why?

Question 4.   (2 X 7 = 14)

a) What are the assumptions of capital structure theories? Discuss the Net income approach.
b) Discuss in detail the various determinants of capital structure.
c) Following is the information of 'X' and 'Y' companies:

Particulars	'X' (Rs. Lakhs)	'Y' (Rs. Lakhs)
Sales	500	1,000
Variable Cost	200	300
Contribution	300	700
Fixed Cost	150	400
EBIT	150	300
Interest	50	100
PBT	100	200

You are required to calculate (a) operating leverage (b) financial leverage of both the companies.

Question 5.   (2 X 7 = 14)

a) Critically evaluate working capital management practices in seasonal industries.

b) Explain the different types of dividend policies. What are the advantages of a stable dividend policy?

c) Infotech Ltd. has 1,20,000 shares outstanding and selling at Rs. 20 each in the market. The company hopes to make a net income of Rs, 3,50,000 during the year ended 31st March 20201. The company is considering to pay a dividend of Rs. 2 per share at the end of the current year. The capitalisation rate for the class of this company has been estimates to be 15% using MM Dividend valuation Model.

(a) What will be the price of a share at the end of the year: (i) if dividend is paid and (ii) id dividend is not paid?
(b) How many new shares must the company issue if the dividend is paid and the company needs Rs. 7,40,000 for an approved investment expenditure during the year?

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CENTRAL UNIVERSITY OF HARYANA

Second Semester Term End Examinations July 2023

Programme: M.COM

Session: 2022-24

Semester: 2nd Semester

Max. Time: 3 Hours

Course Title: Financial Markets, Institutions and Services

Max. Marks: 70

Course Code: SLM COM 1 2 03 DCEC 4105

Instructions:

1. Questions no. 1 has seven parts and students are required to answer any four. Each part carries three and half marks.
2. Questions no. 2 to 5 have three parts and students are required to answer any two parts of each question. Each part carries seven marks.

Q 1.   (4X3.5=14)

a) What do you mean by Financial System? Explain its Role in Development.

b) Explain Meaning of Intra Day trading.

c) Explain the role of SEBI.

d) What do you understand by venture capital?

e) Write instruments of Money Market.

f) What do you mean by IPO?

g) What do you know about Concept of Development Banks?

Q 2.   (2X7=14)

a) Explain the role of Reserve bank of India in Development of financial Market.

b) Explain How to remove weakness of Indian financial system?

c) Write a Short note on recent financial reforms.

Q 3.   (2X7=14)

a) Explain the Management of Non – performing assets.

b) Write a Note on Determination of commercial interest rates

c) Explain the process of buying share through IPO.

Q 4. (2X7=14)

   a) Write meaning of venture capital and Explain its Function and scope.

   b) What do you understand by Merchant banking? Explain its role in Indian financial system.

   c) What is Credit ratings? Explain its role in Financial Investment.

Q 5. (2X7=14)

   a) Write objectives and Function of Development banks.

   b) Write a Note on Role of IFCI in Economic development.

   c) Explain the Role of NABARD in Agriculture and rural Development.

CENTRAL UNIVERSITY OF HARYANA

<u>Term End Examinations, June/July 2023</u>

Programme: **Master of Commerce**   Session: **2022-23**

Semester: **II (Regular/Reappear)**   Max. Time: **3 Hours**

Course Title: **Marketing Management**   Max. Marks: **70**

Course Code: **SLM COM 1 2 07 C 4105**

Instructions:

1. Question no. 1 has seven sub parts and students need to answer any four. Each sub part carries three and half Marks.

2. Question no. 2 to 5 have three sub parts and students need to answer any two sub parts of each question. Each sub part carries seven marks.

Question No. 1.   (4X3.5=14)

   a) Where demographic segmentation works?

   b) Define the concept of customer satisfaction. How do customer relationship management and customer perceived value affect customer satisfaction?

   c) "E-mail marketing strategies are not effectively utilized by companies". Explain.

   d) What role does marketing intermediaries perform for society?

   e) Define the consumer market and construct a simple model of consumer buying behaviour.

   f) Describe modern retail trends in India.

   g) What challenges companies face in rural distribution?

Question No. 2.   (2X7=14)

   a) Explain how changes in the macro environment forces provide opportunities and pose threats to a company?

   b) Discuss how market segmentation, target marketing and positioning are interrelated. Justify the statement.

   c) Why is understanding the consumer post-purchase evaluation process important to marketers? How can marketers control cognitive dissonance?

Question No. 3.   (2X7=14)

   a) What challenges a firm face in developing new products and what is the way to manage new product development process?

   b) Define branding strategy. What decisions companies make in building and managing their brands?

   c) How should a company set prices initially for products or services? In this direction, explain the importance of pricing in today's fast-changing environment.
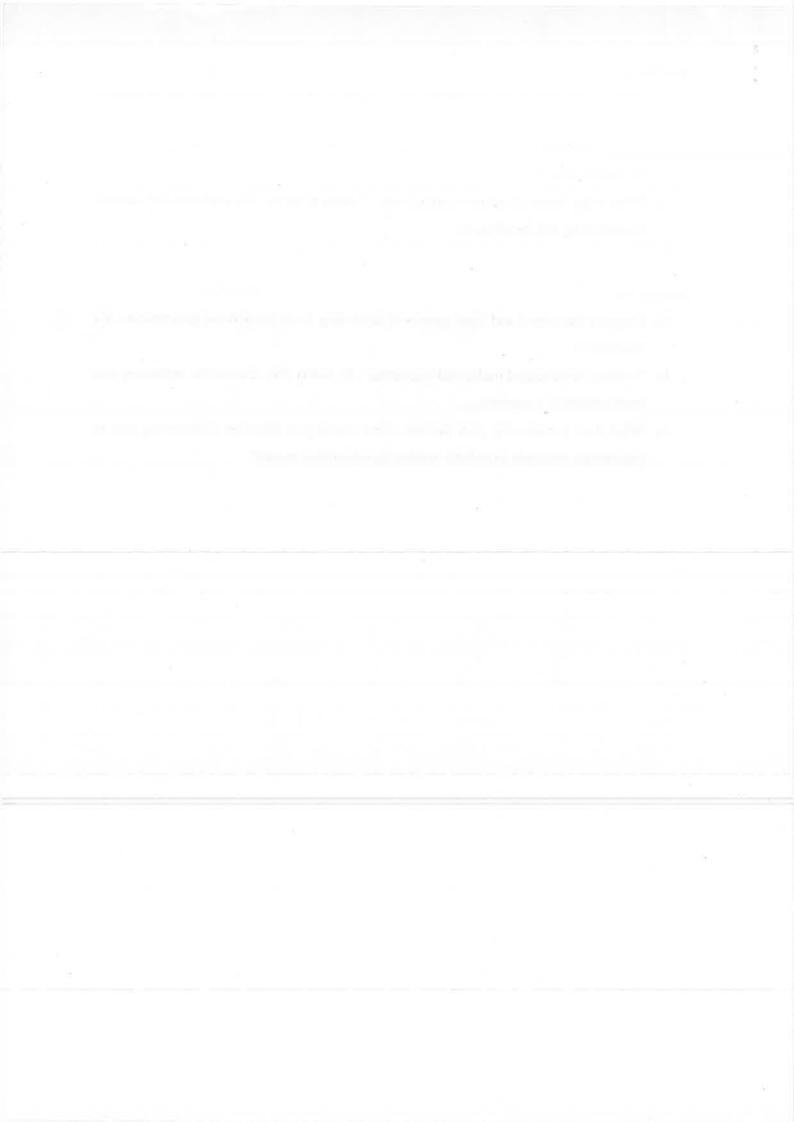
Question No. 4.   (2X7=14)

   a) What is sales promotion? Are the methods used the same for consumer and trade promotion? Explain.

   b) What is advertising media? Do you agree with the importance of planning in selection of media? Why?

   c) What is the future of online retail in India? Comment on the role and utility of retailers in marketing and distribution.

Question No. 5.   (2X7=14)

   a) Describe the ethical and legal aspects of marketing. How much these are important for marketers?

   b) 'Internet has changed traditional marketing'. To justify this, discuss the marketing mix implications in e-marketing.

   c) What does a marketing plan include? How would you structure a marketing plan to incorporate concepts of holistic marketing orientation model?

CENTRAL UNIVERSITY OF HARYANA
Term End Examination, June/July2023

Programme:	**M.Com.**	**Session: 2022-23**
Semester:	**II**	**Max. Time: 3 Hours**
Course Title:	**OPERATIONS RESEARCH**	**Max. Marks: 35**
Course Code:	**SLM COM 1 2 03 GE 2002**	

Instructions:

1. Questions 1 has seven parts and students need to answer all of them. Each part carries one marks.
2. Question 2 to 5 have two parts and students need to answer any one part of each question. Each part carries seven marks.

Question 1. Briefly describe any four of the following: (1*1=7)

   a) Applications of Network Models
   b) State the characteristics of transportation problem.
   c) Merge and Burst Events
   d) Planned shortage model
   e) Explain the concept of duality in LPP context
   f) Discuss briefly the scope of Operations Research.
   g) What do you understand by degeneracy in transportation?

Question 2.   (1* 7 = 7)

   a) Define linear programming and briefly explain its primary objective. Additionally, discuss the three assumptions made in linear programming
   b) Solve the LPP by Graphical Method

Minimize $Z = 20 X_1 + 10x_2$
     Subject to, $X_1 + 2X_2 \le 40$
     $3X_1 + X_2 \ge 30$
     $4X_1 + 3X_2 \ge 60$
     And, $X_1, X_2 \ge 0$

Question 3.   (1*7 = 7)

   a) Solve the following transportation problem with Vogel's approximation methods to find the initial basic feasible solutions and minimum cost;

Source/ Destination	D1	D2	D3	D4	D5	Supply
O1	5	1	8	7	5	15
O2	3	9	6	7	8	25
O3	4	2	7	6	5	42
O4	7	11	10	4	9	35
Demand	30	20	10	4	9	

   b) Describe the solution procedure for solving a transportation problem using the northwest corner method. Provide a step-by-step explanation of how this method aids in determining an optimal solution

Question 3. (1*7 = 7)

a) Suppose that the R&B Beverage Company has a soft drink product that shows a constant annual demand rate of 3600 cases. A case of the soft drink costs R&B Rs. 3. Ordering costs are Rs. 20 per order and holding costs are 25% of the value of the inventory. R&B has 250 working days per year, and the lead time is 5 days. Identify the following aspects of the inventory policy:

    a. Economic order quantity
    b. Reorder point
    c. Cycle time
    d. Total annual cost

b) A computer centre has four expert programmers and needs to develop four application programmes. The head of the computer centre, estimates the computer time (in minutes) required by the respective experts to develop the application programmes as follows:

Programmers	Programmes			
	A	B	C	D
1	120	100	80	90
2	80	90	110	70
3	110	140	120	100
4	90	90	80	90

Find the assignment pattern that minimises the time required to develop the application programmes.

Question 4. (1*7 = 7)

a) Write in detail similarities and differences between PERT and CPM.

b) Colonial State College is considering building a new multipurpose athletic complex on campus. The complex would provide a new gymnasium for intercollegiate basketball games, expanded office space, classrooms, and intramural facilities. The following activities would have to be undertaken before construction can begin:

Activity	Description	Immediate Predecessor	Time (Weeks)
A	Survey building site	-	6
B	Develop initial design	-	8
C	Obtain board approval	A, B	12
D	Select architect	C	4
E	Establish budget	C	6
F	Finalize design	D, E	15
G	Obtain financing	E	12
H	Hire contractor	F, G	8

    i. Draw a project network.
    ii. Identify the critical path.
    iii. Develop the activity schedule for the project.
    iv. What is the expected completion time for the project?

CENTRAL UNIVERSITY OF HARYANA

Third Semester Term End Examinations June/July2023

Programme: GEC-Commerce   Session: 2022-23

Semester: Re-appear   Max. Time: 3 Hours

Course Title: Entrepreneurship Development   Max. Marks: 70

Course Code: SLM COM 1 3 04 GE 3104

Instructions:

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.

2. Question no. 2 to 5 have three parts and student are required to answer any two parts of each question. Each part carries seven marks.

Q 1.   (4X3.5=14)

     a) Explain the term Entrepreneurship.

     b) Elaborate the term innovation in business context?

     c) What do you understand by term Women Entrepreneur?

     d) What do you understand by Public Limited Company?

     e) What do understand by idea generation?

     f) Explain the term Lease financing.

     g) Explain the term venture capital?

Q 2.   (2X7=14)

     a) Discuss the factors impacting emergence of Entrepreneurship.

     b) Discuss the traits/qualities of an Entrepreneur.

     c) Discuss the type of Entrepreneurs.

Q3.   (2X7=14)

     a) Explain the different ways through which business ideas and creativity can be generated.

     b) What are the prerequisites for formation of public/private Company in India?

     c) Explain the legal issues in forming a business entity in India.

Q 4.   (2X7=14)

     a) Discuss the concept of designing organization structure and system.

     b) What do understand by contingency planning? Explain with the help of examples.

     c) Explain the concept of environmental analysis in detail.

Q 5.   (2X7=14)

     a) Explain the concept of equity financing in detail.

     b) Discuss three financial institutions supporting entrepreneurs in India?

     c) Explain the following terms in brief:

         a. Lease financing

         b. Debt Financing