ASSIGNMENT – 1
M.Com. DEGREE EXAMINATION, NOV - 2022
SECOND SEMESTER
Paper-I – CENTRAL BANKING AND DEVELOPMENT BANKING

MAXIMUM MARKS: 30
ANSWER ALL QUESTIONS

1.

   a) Nature of Central Banking
   b) Open Market Operations
   c) What is a budget? Why is it so important?
   d) Constituents of Money Market
   e) Functions of DFHI
   f) Working of Development Banks in India
   g) Industrial Finance Corporation of India (IFCI)
   h) Examine the functions and operations of EDII

2.   a. Discuss the essential functions of a central bank?

       b. Provisions relate to the Reserve Bank's assistance to the Commercial Banks

3.   a. What are the various weapons of credit control available to Reserve Bank of India?

       b. Critically examine the operation of control measures adopted by RBI.

ASSIGNMENT – 2
M.Com. DEGREE EXAMINATION, NOV - 2022
SECOND SEMESTER
Paper-I – CENTRAL BANKING AND DEVELOPMENT BANKING

MAXIMUM MARKS: 30
ANSWER ALL QUESTIONS

1.   a. What are the instruments of the money market? Briefly explain ?

       b.   Define the capital market ? Explain the structure of Indian capital market.

2.   a. Elucidate the services rendered by ICRA for the promotion of capital market in India.

       b. Define Stock Exchange. Discuss the features, functions and growth of Stock Exchanges in India.

3.   a. Bring out the objectives and types of development banks in the world.

       b. Define the concept of Credit Rating. What are the advantages and disadvantages of credit rating?

ASSIGNMENT – 1
M.Com. DEGREE EXAMINATION, NOV - 2022
SECOND SEMESTER
Paper-II – MARKETING MANAGEMENT- II

MAXIMUM MARKS: 30
ANSWER ALL QUESTIONS

1.
   a. Distinguish between skimming pricing and penetration pricing with examples.
   b. Channel conflict
   c. Classify the different advertising objectives and explain DAGMAR method.
   d. Ex[lain the distinct stages of personal selling evolution
   e. Essentials of Good Marketing Information System
   f. Limitations of Marketing Research
   g. Marketing mix strategies in services sector
   h. Concepts of organisation, person, place and idea marketing

2.   a. What are the factors that should be considered while making pricing decisions?
     b. "One of the major assets of a firm is its channel of distribution" Discuss.

3.   a. What are the different methods of advertising evaluation?
     b. Explain the sales promotion objectives and tools?

ASSIGNMENT – 2
M.Com. DEGREE EXAMINATION, NOV - 2022
SECOND SEMESTER
Paper-II – MARKETING MANAGEMENT- II

MAXIMUM MARKS: 30
ANSWER ALL QUESTIONS

1.   a. Define Marketing control. Explain the process of marketing control?
       b. What are the various techniques of marketing control?

2.   a. Define Marketing Information system. Explain the need for Marketing Information
          system.
       b. Define Marketing Research. Explain the steps involved in marketing research.

3.   a. Define Services marketing. What are the reasons for the growth of services
          marketing in India?
       b. Write an essay on social marketing and its application in India.

ASSIGNMENT – 1
M.Com. DEGREE EXAMINATION, NOV - 2022
SECOND SEMESTER
Paper-III – BUSINESS STATISTICS
MAXIMUM MARKS: 30

ANSWER ALL QUESTIONS

1. a. Types of Business Decisions.
   b. Observation
   c. Standard Deviation.
   d. Rank Correlation Method
   e. Uses of Regression
   f. Baye's Theorem
   g. Probability under conditions of Statistical Independence
   h. Chi - Square Distribution.

2. a. What are types of data? Explain
   b.

   The birth weight (in kgs) of 40 children is recorded as follows:

2.0	2.1	2.3	3.1	3.0	2.7	2.8	3.5	3.1	2.0
4.0	3.2	3.3	2.8	2.9	2.6	2.4	2.7	3.0	2.9
3.1	3.0	2.0	2.8	3.5	4.0	4.1	3.9	2.8	2.9
4.0	3.4	3.6	2.0	2.6	2.7	2.6	3.0	3.1	3.5

   Prepare (i) a frequency table with calss interval 0.4
           (ii) a relative frequency table and
           (iii) a less than type cumulative frequency table.
   What is the percentage of children with birth weight less than 3 kg?

3. a. Discuss the mathematical properties of arithmetic men and median.

   b.

   The Administrator of Appolo Hospitals conducted a survey on number of days that 200 randomly chosen patients stayed in their Madras based hospital following a major Operation.

Hospital Stay (in days)	1 - 5	5 - 10	10 - 15	15 - 20	20 - 25	25 - 30
Frequecny (f)	45	60	35	20	20	20

   The Administrator is considering to plan for additional beds if the absolute deyiation of "Post - Operation Hospital Stay" is more than 10 days. In order to help the administrator, let us calculate the Mean Deviation for the data.

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ASSIGNMENT – 2
M.Com. DEGREE EXAMINATION, NOV - 2022
SECOND SEMESTER
Paper-III – BUSINESS STATISTICS
MAXIMUM MARKS: 30

ANSWER ALL QUESTIONS

4.   a. Explain the various types of index numbers?

   b.

Calculate Karl Pearson's Coefficient of correlation from the following data.

Roll No.of The Students:	1	2	3	4	5	6	7	8
Marks in Statistics:	65	66	67	67	68	69	70	72
Marks in Accountancy :	67	68	65	68	72	72	69	71

5.   a. State Newton's formula for interpolation and discuss some its uses.?

   b.

   Samples of students were drawn from two universities and from their weights in kilograms, mean and standard deviations are calculated and shown below. Moke a large sample test to test the significance of the difference between the means.

	Mean	S.D	Size of the sample
University A	55	10	400
University B	57	15	100

6.   a. What is a report writing? Explains with an example

   b. The following data shows the lines in hours of four batches of electric lamps.

Batches								
1	1600	1610	1650	1680	1700	1720	1800	
2	1580	1640	1640	1700	1750			
3	1460	1550	1600	1620	1640	1663	1740	1820
4	1510	1520	1530	1570	1600	1680		

   Perform an analysis of variance of these data and show that a significance test does not reject their homogeneity.

ASSIGNMENT – 1
M.Com. DEGREE EXAMINATION, NOV - 2022
SECOND SEMESTER
Paper-IV – HUMAN RESOURCE MANAGEMENT-II
MAXIMUM MARKS: 30

ANSWER ALL QUESTIONS

1. a. Pre-requisites of a good compensation system

    b. Incentives

    c. Modes of Employees' participation?

    d. Causes of Accidents

    e. Turnover

    f. Identify the different forms or discipline and its procedure

    g. Skills and Skill Developments

    h. Quality Circles

2. a. Discuss various Types of incentive plans?

    b. Explain various Theories of Motivation?

3. a. What is meant by absenteeism? What are its causes? Discuss in brief the steps to reduce absenteeism?

    b. What is collective Bargaining? Explain collective bargaining theories and strategies.

ASSIGNMENT – 2
M.Com. DEGREE EXAMINATION, NOV - 2022
SECOND SEMESTER
Paper-IV – HUMAN RESOURCE MANAGEMENT-II
MAXIMUM MARKS: 30

ANSWER ALL QUESTIONS

1.   a. What is Human Resource Development? Explain the concept and objectives?

   b.   Explain the various methods of Human Resource development?

2.   a. What is meant by Sensitivity Training? Discuss its merits and demerits?

   b. Explain the various institutions involved in HRD programme by taking an analogy

   of a particular sector?

3.   a. Examine the evolution of Human Resource Management?

   b. Explain the 3-D Management

ASSIGNMENT – 1
M.Com. DEGREE EXAMINATION, NOV - 2022
SECOND SEMESTER
Paper-V – ADVANCED FINANCIAL ACCOUNTING
MAXIMUM MARKS: 30

ANSWER ALL QUESTIONS

1.
   a) Accounting Concepts.
   b) Limitations of Financial Accounting
   c) Role of fundamental analysis and technical analysis in share valuation.
   d) Factors Affecting Goodwill
   e) Types of Goodwill
   f) Inter Company Transactions
   g) Unrealised profits
   h) Evaluate the methods of Human Resource Valuation.

2.   a. Critically explain the role of financial advisor.
        b.

   The following are the ratios to the trading activities of the National Traders Ltd.,

   Debtors Velocity   =   3 months

   Stock Velocity   =   8 months

   Creditors velocity   =   2 months

   Gross profit Ratio   =   25%

   Gross profit for the year Rs. 4,00,000

   Closing stock of the year is Rs. 10,000 above the opening stock

   Bills Receivable   =   25,000

   Bills Payable   =   10,000

   Find out : a) sales   b) Sundry Debtors   c) Closing Stock and d) Sundry Creditors

3   a. Explain the need for share valuation. Give a brief account of the different methods
       of valuing shares.

       b.
   A company issued shares of Rs.100 each on which Rs.70 is paid up. The normal rate of

return is 12 per cent. The earning before interest and preference dividend and also before Tax is

Rs.6,80,000, the capital employed is Rs.32,00,000. Calculate the value of share on fair value

basis assuming tax rate at 40%.

ANSWER ALL QUESTIONS

1. a. What is goodwill? Explain in brief different methods of goodwill valuation?

    b.
    A Company has net tangible assets valued at Rs.12,00,000 on which a normal rate of return of 10% is expected. It is expected that the company can maintain its super profits for the next six years.

    You are required to calculate goodwill of the business on the basis of an annuity of super profits.

2. a. Define the word reconstruction. What entries are passed by a company at External and Internal Reconstruction. ?

    b.
    From the Balance Sheets and information given below, prepare a Consolidated Balance Sheet.

    Balance Sheet as on 31-12-2003

Share Capital	H Ltd. Rs.	S Ltd. Rs.		H Ltd. Rs.	S Ltd Rs.
Rs. 10 Fully paid	1,00,000	20,000	Sundry Assets	80,000	12,000
Profit & Loss a/c	40,000	12,000	Stock	61,000	24,000
Reserve	10,000	6,000	Debtors	13,000	17,000
Bills Payable	——	3,000	Bills Receivable	1,000	——
Creditors	20,000	12,000	Shares in S Ltd.		
			1,500 share at cost	15,000	——
	1,70,000	53,000		1,70,000	53,000

    a) All the profits of S Ltd., have been earned since the shares were aquired by H Ltd., but there was already the reserve of Rs. 6,000 on that date.

    b) The bills accepted by S Ltd., are in all in favour of H Ltd., which has discounted Rs. 2,000 of them.

    c) Sundry Assets of S Ltd., are undervalued by Rs. 2,000

    d) The stock of H Ltd., included Rs. 5,000 bought from S ltd., at a profit to the latter of 25% on cost.

3.   a. Define financial reporting what are the essentials of an ideal report.
      b. From the following Particulars calculate Net Monetary Gain or Loss

	Rs.		Rs.
Opg., Cash balance	8,000	Cr. Purchase during the year	500
Cash / sales during the year	10,000	Operating Expenses	4,000
Cr. Sales during the year	5,000	Interest paid on 31st Dec.	5,000
Cash Purchases	1,500	Dividend paid on 31st Dec.	5,000

The following are the Price Indices

Index on the January, 1st	-	100
Index on the December, 31st	-	120
Average Index	-	110

ASSIGNMENT – 1
M.Com. DEGREE EXAMINATION, NOV - 2022
SECOND SEMESTER
Paper-VI – RESEARCH METHODOLOGY
MAXIMUM MARKS: 30

ANSWER ALL QUESTIONS

1. a. Reproducible research
   b. Points to Ponder on Research Problem
   c. Scrutiny Of Secondary Data
   d. Advantage of Sampleing over Census
   e. Editing of data
   f. Parts of a report
   g. Footnotes
   h. Proof Reading SYmbols

2. a. Briefly discuss the five steps of research process?

   b. Consider the following factorial layout :

Direct Mail	Personal Selling Effort		
	Level 1	Level 2	Level 3
Level 1	40;33	49;47	56;60
Level 2	37;40	47;51	62;56
Level 3	51;47	51;60	73;76

   a) Test the null hypothesis that there is no difference in sales due to personal selling effort and direct mail

   b) Does a significant interaction exist between personal selling effort and direct mail advertising ?

3. a. Describe the various methods of collecting primary data and comment on their relative advantages and disadvantages.

   b.
   A certain population is divided into five strata so that $N_1 = 2000$, $N_2 = 2000$, $N_3 = 1800$, $N_4 = 1700$, $N_5 = 2500$. The respective standard deviations are : $\sigma_1 = 1.6$, $\sigma_2 = 2.0$, $\sigma_3 = 4.4$, $\sigma_4 = 4.8$ and $\sigma_5 = 6.0$. Further, the sampling cost in the first two strata is Rs. 4 per interview and in the remaining three strata the sampling cost is Rs. 6 per interview. How a sample of size 226 should be allocated to five strata with (i) proportional allotment (ii) optimal allotment.

ASSIGNMENT – 2
M.Com. DEGREE EXAMINATION, NOV - 2022
SECOND SEMESTER
Paper-VI – RESEARCH METHODOLOGY
MAXIMUM MARKS: 30

ANSWER ALL QUESTIONS

4. a. Compare and contrast the various attitude measurement techniques?
    b.

    Two quality assurance managers independently collected samples of 100 articles from a number of sales depots and tested them for quality. The number of defectives per sales depot were as follows :

    | Manager A | 2, | 11, | 0, | 7, | 3, | 5, | 3, | 9 |

    | Manager B | 8, | 5, | 4, | 3, | 6, | 12, | 5 |

    Test the hypothesis that the two managers have the samples from the same lot by (i) median test and (ii) Maan-Whitney U test.

5. a. Briefly review the different types of models along with their characteristics.
    b.

    A large sample of people were asked to rate how much they liked each of 5 beverages – coffee, tea, milk, fruit juice and soft drinks. Through factor analysis, factor loadings was obtained.

	Factors			
	I	II	III	Communality
Coffee	-.219	.363	-.338	0.2939
Tea	-.137	.682	-.307	0.5781
Milk	.514	-213	-.277	0.3611
Fruit Juice	.485	-.117	115	0.2621
Soft drinks	-.358	-.635	-.534	0.8165
Sum of squares	0.6943	1.0592	0.5584	
Variance summarised	0.1389	0.2118	0.1117	0.4624

    a) Write the linear equations for all the three factors.

    b) Interpret the loading co-efficients, variance summarised and communality values of this table.

6. a. Write a performance report on any of your subordinates. Check whether you have qualified and explained all the general adjectives like "sincere" and "hard working" you have used to describe the person
    b. Take any of the following topics, prepare for a presentation of 3 minutes, and deliver it to a group of friends or colleagues. Ask for their reactions to presentations and their suggestions for improvement on:
    - The focus on the presentation theme,
    - The preparation and handling of the audio-visual materials, and
    - Your presentation confidence and behaviour.